

An Analysis of Women Entrepreneur of Ujjain District in Educational and Business field

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Abstract- Now a day women entrepreneur has become developed. More and more women are becoming aware of these opportunities and trying to join the bandwagon of entrepreneurs. They play a crucial role in the development of economy. Women entrepreneur are essential part of human resource development. Today women have become aware of their rights and their work situation. She becomes aware of her own identity, potentials and decision making capabilities. Interested women with creative and innovative ideas are coming forward to start the small and medium size enterprises. Ujjain is a developing city and it has grown in many aspects, including women entrepreneur. In this research paper we analyze the profile of women Entrepreneur which are worked in Educational and Business Field in Ujjain District.

Keywords- Women Entrepreneurship development

I. INTRODUCTION

The work area of women is not only restricted to the household management but, now, they are moving forward in the direction of establishment and management of industries fastly. Women Entrepreneur is the key factor of entrepreneurship have been recognized as successful entrepreneurs as they have qualities desirable and relevant for entrepreneurship development. With the help of women entrepreneur the nation is being developed. In modern time there is neck to neck competition between men & women entrepreneur. A role of modern women is not confined to the traditional as a mother and housewife it has and is undergoing changes. As women get educated she begins to think of herself as an independent person. The assumption that the women are non-productive as they are not involved in activities of financial matters. But the government, NGOs, social welfare, researchers and international agencies have started showing interest in the issue related to entrepreneurship among women. Women have been noticeable changes in the social-cultural and economic norms of our society due to globalisation & liberalised policy of the government, increasing the education levels of women. Women are risk-takers, innovators and researcher of the business. They identify the basic needs of the business and other factors of production and co-ordinate them for same productive purposes. It has now been recognised that to promote self-employment & to reduce the incidence of poverty. Some drastic efforts have to be made to accelerate self-employment of women in various sectors. These trends

are totally changed. Women are more and more professionally work with market need in the fields of Education and Business.

II. OBJECTIVE OF THE STUDY

- To study the profile of women entrepreneur in Ujjain district
- To identify the women entrepreneur which are involved in education field
- To identify the women entrepreneur which are involved in business field

III. SCOPE OF THE STUDY

This research paper is based on analyzing the growth of women entrepreneur units in Ujjain including educational field, business field. The factor influencing the growth of entrepreneurs and the role of women entrepreneurs in Ujjain.

IV. LITERATURE REVIEW

This research work will specifically focus on a study of Entrepreneurship Development in Women's. In the following work:

A.M. Mahaboob Basha- Women entrepreneurs are not only required motivation in the form of financial assistance, and government permissions and sanctions; they may require support from family members and life partners. The progress

of the nation not only depends on men performance and also female. [1] Women Entrepreneurship “An era of transition” Dr. Satish Chand Sharma, Vikas Verma, Dr. Surendra Kumar Now-a-days women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the Nation's growth Women entrepreneurs are contribute significantly. A women entrepreneur has consistently registered a higher growth rate in their respective areas. Women entrepreneur encourage entrepreneurial development and dispersal of the industries throughout the length and breadth of the country. [2] Meenu Goyal , Jai prakash “Women entrepreneurship in India – problems and prospects” Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. [3] Dr. Sunil Deshpande, Ms Sunita Sethi “Women entrepreneurship in india” .

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector.[4]

Dr.S.Tarakeswara Rao, Prof.G.Tulasi Rao and Mr.M.P.Suri Ganesh “Women entrepreneurship in india (A case study in Andhra Pradesh) The main objective of the scheme is to improve the economic, health, educational and social status of rural women by providing them assistance and creating employment opportunities. To provide for care of the children of the workingwomen by providing an improved environment, care and food by establishing crèches / balwadis. The programme is implemented by the District Rural Development Agency (DRDA) at the district level. SHG is the only programme of its kind, which aims at empowering the rural poor women by inculcating entrepreneurial skill.[5].

Shabana A. Memon(2012) “In the study entrepreneurship development in Kolhapur city” The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The glass ceilings are shattered and women are found to be indulged in every line of business from papad to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. It is high time that the country should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women.[6] Dr. Roshan Lal, Dr. H S Badrinarayan “The role of women entrepreneurs as

a change agent in the society: A case study”.Empowering Women Entrepreneurs is essential for achieving the goals of sustainable development. The bottlenecks hindering the growth must be eradicated. Full participation of women as entrepreneurs in all kinds of suitable businesses should be encouraged. Proper training programmes should be initiated. Mentoring, News Letters, Trade Fairs / Exhibitions can be a useful source of entrepreneurial-development.[7].

V. DATA ANALYSIS OF WOMEN ENTREPRENEUR IN FIELD OF EDUCATION AND BUSINESS

An entrepreneur is a person who initiates, organizes, manages and controls the affairs of a entrepreneurial units, combines the factors of production to supply good services and take the risk of running an enterprise. She arranges everything required to set up an enterprise, i.e finance, people, material and machinery. Entrepreneurs retain common characteristics of independence, bold and brave, motivation, optimism, dynamism, innovation, and risk-taking ability. Since each entrepreneur may have her own qualities. In this research paper the characteristics of the sample women entrepreneurs unit selected for study are described with the help of primary data collected through field investigation conducted in Ujjain. The profile of the entrepreneurs of the sample units in distributed in two fields like education field, business field .In thoughts field sample of 72 women entrepreneur are taken. In each field 36 women entrepreneur are studied. It denotes the age, marital status, religion, community, educational qualification, type of family etc.

A. Age:

The age wise classification of entrepreneur of the sample women entrepreneur is presented in table 5.1.

Table 5.1 Age wise classification of women entrepreneur

Age	education field	Business field	Total	Percentage
Below-30	2	5	07	10%
30-40	21	22	43	60%
40-50	11	7	18	25%
50 & above	02	02	04	5%
	36	36	72	100%

Source: primary data

Table 5.1 shows that 07 respondents belongs to the age groups of below 30 and 18 respondents belongs to the age group of 40-50. Only 04 (5%) respondents belongs to the age groups of above 50. The age of 30-40 as 43 respondents is response. While considering that the age group of 30-40

i.e. (60%) women entrepreneur are young, energetic, mature in age. They focused on their entrepreneurial work in both the field.

B. Martial status:

The following table consists of marital status of the women entrepreneur. This table provide three classifications of respondents such as married, unmarried and others including widows, and divorces. It may also be concluded that many young and middle aged women have started their ventures as compared to above middle age group women. It shows the prosperity of women in the entrepreneurial field.

Table 5.2 Martial status wise classification of women entrepreneurs.

Category	Educational field	Business field	Total	Percentage
Married	21	23	44	61%
Unmarried	10	05	15	21%
Other	05	08	13	18%
	36	36	72	100%

Source: primary data

Table 5.2 shows that 44 respondents have got married (61%) . 15 respondents are unmarried and the rest of 13 respondents are widows,divorces. It may be concluded that more than half of the respondents are married which indicates that married women have more chance or more necessity to start their own ventures. It shows that this type of women come out of sorrow and take their life as a challenge by starting their ventures.

C. Religion:

Table 5.3 show the classification of the respondent women entrepreneur by religion. It includes Hindu, Christians, Muslims Religions wise classification.

Table 5.3 Religions wise classification

Category	Education field	Business field	Total	Percentage
Hindu	18	20	38	52%
Christian	10	10	20	28%
Muslim	08	06	14	20%
	36	36	72	100%

Source:Primary Data

Table 5.3 shows that 38 respondents women entrepreneur (52%) are hindu, 20 respondents (28%) are Christians and 20 respondents (28%) are muslims women. It represents the fact that muslim women have less independence as compared to hindu and Christian women. Most of the respondent are belongs to the hindu religions in it (sikh, sindhi etc) women are included in it.

D. Community:Table 5.4 shows the classification of the respondent women entrepreneur by the castes. It included schedule caste, schedule tribe, other backward class and general class.

Table 5.4 Community wise classification

Category	Education field	Business field	Total	Percentage
Schedule caste	5	6	11	15%
Schedule tribe	2	1	3	4%
Other backward class	13	12	25	35%
General	16	17	33	46%
	36	36	72	100%

Source: primary data

Table 5.4 shows that 33 respondents belong to general class (46%) ,25 respondents belong to OBC (35%) and 11 respondents belong to schedule caste (15%) and 02 respondents are belongs to schedule tribes (3%) . It shows that the majority of the women entrepreneurs are in the class of general and other backward class and the women entrepreneur of SC and ST are not so aware of the ventures

E. Educational qualification :

Education gives the knowledge and skill required to manage an enterprise. Detail about the educational qualification of the sample women entrepreneur are presented in table 5.5

Table 5.5Classification wise Educational qualification

Category	Education field	Business field	Total	Percentage
Illiterate	-	1	1	1%
Upto 10	-	3	3	4%
Upto 12	-	10	10	14%
Graduate	12	15	27	38%
Post Graduate	18	7	25	35%

Source: primary data

Table 5.5 shows that 25 respondents(35%) have been post graduate, Out of 72 respondents 27 (38%) respondents are graduate and 6 respondent (8%) have highly qualified in their field. 10 respondents (14%) are upto 12th pass and 3 respondents (4%) are upto 10th pass . And 1 respondents (1%) are illiterate, it may be concluded that a majority the respondents have educated upto graduation and post graduation and highly qualified.

F. Type of family: Type of family is either, nuclear, joint family are presented in this table:

Table 5.6 Classification wise type of family

Category	Educational field	Business field	Total	Percentage
joint family	16	9	25	35%
nuclear family	20	27	47	65%
	36	36	72	100%

Source: primary data

It is observed from table 5.6 that 47 respondents (65%) belongs to nuclear family. This shows that women entrepreneur belong to nuclear family type have more access to run the business and rest 25 respondents belongs to joint family which is (35%).

VI. CONTRIBUTION OF WOMEN ENTREPRENEUR IN UJJAIN DISTRICT IN EDUCATION FIELD AND BUSINESS FIELD
VII.

A. Educational field:

In the field of education women can take one step forward in Ujjain. Today education is the process of facilitating learning or the acquisition of knowledge skills, values, beliefs and habits. Educational methods include storytelling, discussion, teaching, training and directed research, education frequently takes places under the guidance of educators, but learners may also educate themselves. Education can take place in formal or informal settings and any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. The methodology of teaching is called pedagogy.

Education is commonly divided formally into such stages as preschool or kindergarten, primary school, secondary school and then college, university or apprenticeship. In this study researcher can take four stages of schools because in Ujjain women entrepreneurs is involved in crèche, preschool, primary school, and middle schools only.

Creche is a place were working women leave their children during their working hour. creche may in corporate other types of education , such as Montessori classes but generally, they offer structured educational care for children aged from around four months, until at least school going age, many also offer after school care for older children too. In a crèche environment, children will be divided into classes based on age with each one having a teacher and several assistants, depending on the number of children. Each of these rooms or classes will have their own daily routine works and learning. Many of creche is also open all

year round, so parents who work needn't worry that they won't have someone to care for their children over school holidays.

Secondly in Ujjain mostly women are involved in playschool or preschool. The most important years of learning begin at birth. During these early years, human are capable of absorbing more information than later on. The brain grows most rapidly in the early years. High quality teachers and preschool can have a long- term effect on improving outcomes for students. The area of development that preschool education covers varies. However, the following main themes are typically offered such as personal, social, economic and emotional development, communication, talking and listening, world knowledge and understanding, creative and aesthetic development, mathematical awareness, physical development, physical health, teamwork, self-help skills, social skills, scientific thinking, literacy.

Third and fourth stage in educational field is primary education or primary school and the middle school. Primary education is also known as elementary education. Primary education and elementary education is typically the first stage of compulsory education. Coming between early childhood education and secondary education. Primary education usually takes place in a primary school or elementary school. Elementary school provides education from class 1 to class 5. The children are generally aged between 6 to 10 years. It is the next stage after the preschool. The next stage after primary education is middle school from class 6 to class 8. Middle school (also known as intermediate school or junior high school). The concept, regulation and classification of middle school as well as the aged of children are generally between 11 to 13 years. But the aged covered vary between and sometimes within countries. In most of the primary and middle school children are taught various subjects like languages, science, social science and numerical subjects etc.

In these table those women entrepreneur are taken for survey which is involved in the field of education.

Table 6.1 Analysis of women entrepreneur in field of Education

Category	Number of entrepreneur	Percentage
Crèche	05	14%
Preschool	21	58%
Primary school	06	17%
Middle school	04	11%
Total	36	100%

Source: primary data

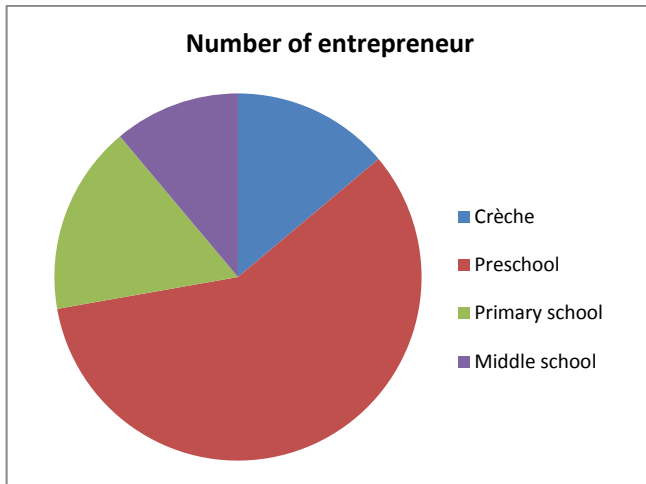


Figure 6.1

It shown in the figure 6.1 that in Ujjain mostly women entrepreneur who are in the field of education are involved in the playschool or preschool in which out of 36 ,21 respondents i.e(58%) are involved in the play group school. The women think that they can easily develop curriculum of three to four year old children activities like unfolding physical, intellectual and moral nature with balanced emphasis on each children. Women have an affection, love, on the children. So the children can easily manage and taught by the teacher. And 05 respondents i.e (14%) are involved in creche or day care. A creche is places were babies and young children are cared during the working day or in other words it is an organisation of adults who take care of children in place of their parents. This work easily done by the women entrepreneur. Out of 36, 6 respondents are involved in primary school they can teach the children from class 1 to 5 class. In primary education basic education is given to the children. It includes physical education such as PT, yoga, aerobics etc, and mental education like Olympiads in all subject such as maths, science, GK, English etc And 04 women respondents are involved in middle school in which children from class 6 to 8 class. In middle school teachers prepare the children for the higher studied. They develop the interest of children for higher education.

C. Business field:

Women entrepreneur has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business. Such as a start-up company, offering a product, process or services for sale or hire. It has been defined as the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit while entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in

launching a start-up, a significant proportion of businesses have to close due to a lack of funding, bad business decisions, an economic crisis –or a combination of all of these or due to lack of market demand. Women entrepreneurship has been expanded to explain how and why some individuals identify opportunities, evaluate them as viable, and then decide to exploit them, how entrepreneur use these opportunities to develop new product or services, launch new business and create wealth. Now a day women entered in the entrepreneurship sector and society has warmly welcomed this arrival because of privatisation, globalisation and increasing popularity of education. After America, Europe and Japan, India also, the role of women is expanding in the entrepreneurship sector. Women are effectively doing various entrepreneurial works like planning, decision –making and control along with men. Usually women can establish and run any type of business, but there are some special businesses which have more possibilities of success it they are established and run by women. Some type of suitable business and works for women entrepreneurs are as under- pickle, papad, chutney, juice, jam, jelly preparation. Readymade garment, hosiery, sweaters, cosmetics, grocery shops, selling of decorative items, sarees, provisions item, jewellery, food items, gift items, fruits, vegetable sellers, flour mill etc.

A successful women entrepreneur starts their businesses as a second or third profession. Because of their previous career. According to the global entrepreneurship monitor report, having higher education degrees is one of the significant characteristics that many successful female entrepreneur have in common. . In this study researcher can take four stages of business field because in Ujjain women entrepreneurs is mainly involved in readymade garment shops, grocery shops, stationary shops, and artificial jewellery & cosmetics.

In Ujjain various business are run by women entrepreneur such may be shown in the table 6.2

Table 6.2 Analysis of women entrepreneur in field of Business

Category	Number of entrepreneur	Percentage
Readymade garment	15	42%
Grocery shop	06	17%
Stationary shop	05	14%
Artificial jewellery & cosmetics	10	27%
Total	36	100%

Source: primary data

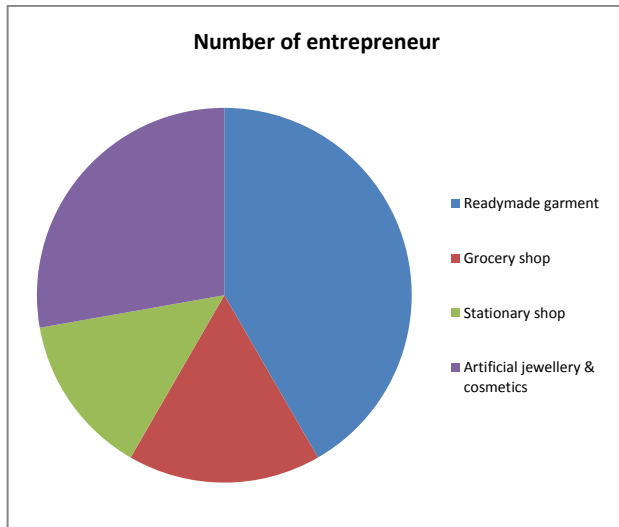


Figure 6.2

It is observed from the figure 6.2 in the field of business mostly women involved in readymade garment, grocery shop, stationary shop, artificial jewellery & cosmetics. Out of 36, 15 respondents are involved in readymade garments (sarees, suits, undergarment, and other wear of women and girls) etc, May works in a small and medium level of business. And 10 women respondents are involved in selling of artificial jewellery & cosmetics. They can take the franchise of different companies and sell the cosmetics and artificial jewellery made by the women her or sometimes the jewellery are made by women on placing the order by customer. 6 respondents are involved in selling the grocery item in which they sell various type of grocery item which is used for kitchen and other purpose and 05 respondents are involved in stationary shop. Some women entrepreneur are run their businesses from their houses and some women run their business from the shops. They can purchase or take on rent and sell their products from their shops.

VIII. CONCLUSION

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. Women entrepreneur is any women who organizes and manages any enterprise, esp. a business or education usually with considerable initiative and risk. Women participation in many kinds of economic activities

to complement to their family income, their participation in no way reduces their family duties. The task of women has become more tedious and full of challenges. Let us all make efforts to help women rediscover her. Women entrepreneurs are not only required motivation in the form of financial assistance, and government permissions and sanctions; they may require support from family members and life partners. When someone playing dual role definitely there is a street. Family members should support to avoid stress. And to uplift the women entrepreneurs in her work. In India there is a possibility to grow our economy, by giving motivation to women in all aspects, and women playing dual role like house entrepreneur. The progress of the nation not only depends on men performance and also female. When a country economically strong that country people standard of living would gradually increase.

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