

Socio Economic Profile of the Women Entrepreneurs: A Study in Bangalore

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ABSTRACT: The study was conducted during the year 2010-2011 in Bangalore. 100 women entrepreneurs were selected from food sector and they are classified into small scale entrepreneurs (65), medium (30) and large scale entrepreneurs (2) to know the food products produced by them. Majority of the women entrepreneurs were young (73.52%), and 26.47 percent were middle age. In case of medium scale unit 80.00 per cent of the women entrepreneurs were young followed by middle age respectively. In large scale equal proportions could be noticed.

INTRODUCTION

Agriculture sector is the backbone of India's economy in terms of income, employment generation and ensuring food and nutritional security. The strength of Indian food industry lies in the availability of raw materials, flexibility of product mix, consumer awareness for safe and nutritious foods and well trained technical power. Efficiency is reported both in production and processing sub-sectors. If the industry has to largely benefit from the growth potential of the sector, better organization, presentation and marketing are to be given priority attention. In other words, enlightened entrepreneurship development is the key to success of food industry.

OBJECTIVE OF THE STUDY

This study is carried out to analyze the socio-economic background of the women entrepreneurs in Bangalore.

SAMPLE DESIGN

The study is essentially based on primary data. The study has been carried out in various parts of Bangalore, Karnataka state. The present study was designed to understand and analyze the food products produced by the women entrepreneurs. Data was collected on sample survey method. Random samples were drawn based on the annual income and they were classified into small, medium and large scale entrepreneurs. There were 100

respondents selected for the study with the preset objectives to analyze the food products produced by the women entrepreneurs from the various parts of Bangalore.

METHOD OF ANALYSIS, DATA BASE AND TOOLS

To accomplish the stated objectives, the study has been limited to Bangalore. The comprehensive questionnaire has been developed. The data gathered has been processed and tabulated. Two-way and multi-way tabular forms have been used to present processed final data. Simple statistical tools like percentage, frequencies and chi-square tests were used to analyze the data.

SOCIO-ECONOMIC STATUS OF WOMEN ENTREPRENEURS

Age

Age of the entrepreneurs has its influence on the entrepreneurs ability, involvement in the profession, decision making capacity of the women entrepreneur and thereby, on the overall performance of the enterprise. In this context, an attempt has in made to identify the age of the entrepreneur at the time of the survey. (Anil kumar 2003)

Table 1 depicts that most of the women entrepreneurs from small scale unit were young (73.52%), 26.47 per cent were middle aged. Whereas in case of medium scale unit 80.00 per cent of the women entrepreneurs were young followed by

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Table 1
Socio Economic Status of the Women Entrepreneurs

<i>Particulars</i>	<i>No. of Respondents</i>			<i>Total</i>
	<i>Small (n=68)</i>	<i>Medium (n=30)</i>	<i>Large (n=2)</i>	
Age				
Young age	50 (73.52)	24 (80.00)	1 (50.00)	75
Middle age	18 (26.47)	6 (20.00)	1 (50.00)	25
Educational status				
Primary	3 (4.41)	0	0	3
High school	28 (41.18)	2 (6.67)	0	30
Pre university	27 (39.71)	19 (63.33)	1 (50.00)	47
Graduation	10 (14.71)	9 (30.00)	1 (50.00)	20
Family size				
Nuclear family <5	57 (83.82)	26 (86.67)	2 (100.00)	85
Joint family >5	11 (16.18)	4 (13.33)	0	15
Status of Occupation				
Main	66 (97.06)	30 (100.00)	2 (100.00)	98
Subsidiary	2 (2.94)	0	0	2
Operation of the unit				
Independent	38 (55.88)	15 (50.00)	1 (50.00)	54
Associate (family associations & group associations)	30 (44.12)	15 (50.00)	1 (50.00)	46
Association (n=46)				
Family associations	24 (35.29)	14 (46.67)	0	38
Social or group associations	6 (8.82)	1 (3.33)	1 (50.00)	8
Input finance				
Own	43 (63.24)	28 (93.33)	1 (50.00)	72
Contribution	20 (29.41)	0	0	20
Loan	5 (7.35)	2 (6.67)	1 (50.00)	8

(Values within the parenthesis indicates percentage of the respondents)

middle age (20.00%) respectively. In case of large scale enterprises equal proportions (50%) could be noticed.

Education

Education is an intellectual skill which enables the individuals to acquire the knowledge of external world and gain mastery over the control of extraneous

factors. Education helps the entrepreneur to make decisions either individually or consulting with other while reforming activities and it also helps to create awareness in women entrepreneurs regarding new inventions. (Aravind and renuka 2001)

Information in Table 1 indicated that education status of the women entrepreneurs is observed that

women entrepreneurs in small scale enterprise were studied up to high school level 41.18 per cent, followed by pre university level (39.71%), graduation (14.71%) and primary (4.41%) percent.

In case of medium scale more women entrepreneurs were studied up to Pre University level (63.33%), followed by graduation (30.00%) and up to high school (6.67%).

In case of large scale women enterprises were studied up to pre university level (50.00%) and graduation (50.00%) in equal proportions.

Family Size

It is clear from the Table 1 that majority of the women entrepreneurs were belongs to nuclear families (less than 5 members) and remaining were belongs to joint families (more than 5 members). The reasons for finding more number of small families could be their awareness, education and greater exposure to the external world. Further, as the cost of living increasing day by day, they might have found it beneficial to have small families to lead a better and comfortable life. (Balu 1988)

Status of Occupation

The data projected in Table 1 indicated that 98.00 per cent of the women entrepreneurs were taken enterprise as their main occupation remaining 2.00 per cent of them are doing other allied activities along with enterprise.

Operation of the Unit

Information in the Table 1 indicated that 55.88 per cent of the women entrepreneurs were operating the unit independently, remaining 44.12 per cent were operating the unit in with the help of associations. Most of the women entrepreneurs were from small scale level with low investment. The quantities produced by the women entrepreneurs in small scale were less, the reason could be initial input capital was less, and hence they were doing independently. (Anjaneyaswamy, G. 1992)

Associations

It is observed that, 46.67 per cent of the women of medium scale enterprise unit had family association and small scale enterprises were having 35.29 per cent, but none of large scale enterprise unit had no association with family. Whereas association with social group by all the three groups of entrepreneurs was poor (Table1). Most of the women entrepreneurs were from Nuclear families and they were not getting

adequate family members for their support hence they approach for social or group associations. The advantages from associations were they could purchase their raw materials in bulk and transportation charges could be reduced. (Gangaiyah, *et.al.*, 2006)

Input Finance

The data projected in the Table 1 indicated that 63.24 per cent of the women entrepreneurs were using their own capital for the establishment and maintenance of the enterprises in the small scale enterprises, followed by contributions from self help groups (29.41%) and loans (7.35%).

Among medium scale enterprise unit 93.33 per cent of them were using their own capital, remaining 6.67 per cent of them were taken loans from the banks.

Whereas In case of large scale enterprise unit 50.00 per cent of them were using own capital and 50.00 per cent of them taken loans from the banks in equal proportions.

Majority of the women entrepreneurs were from small scale level, their production and investment was less, so they invested less capital for their enterprise, so there was not necessary to go for other financial institutions, due to this reasons they were using their own money for the enterprise management. (Bhagyalaxmi *et.al* 2003)

OBSERVATIONS AND CONCLUSIONS

Major findings of the study are as follows.

- Majority of the women entrepreneurs (80.00%) belonged to young age group.
- Majority of the respondents were literates and studied up to high school level (41.18%), good number of respondents (30%) were graduates.
- Majority of the women entrepreneurs (86.67%) belonged to nuclear families and 13.33 per cent of them were belongs to joint families.
- Nearly 97.06 per cent of the women entrepreneurs were taking entrepreneurship as their main occupation and 2.94 per cent of them as subsidiary activities.
- More number of women entrepreneurs 55.88 per cent of them were operating their units independently and 44.12 per cent of them were doing in associations.
- Nearly 50.00 per cent of the women entrepreneurs had group associations followed by family associations (35.29%).

- Majority of the women entrepreneurs (93.33%) were using their own savings for the establishment and maintenance of the enterprises and 7.35 per cent of them were getting contributions from other sources and taking loans from banks.
- More number of women entrepreneurs (50%) of them were producing masala powders in large quantities, followed by ragi products (50%), preserved foods (20.59%) and condiments (17.65%). Some women entrepreneurs were producing instant mixes (16.67%), pickles (11.76%), sweets and chocolates (10 %), herbal products (10 %) and bakery foods (3.33%) in limited quantities.
- Majority of the women entrepreneurs (86.76%) of them were doing direct selling of their products, followed by contract selling, agency selling and through co-operative selling.

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