

A Study of Select Micro Women Entrepreneurs of Goa

Dr. Sucheta Y. Naik

*Associate Professor in Commerce DPM's ShreeMallikarjun and Shri Chetan Manju
Desai College, Canacona-Goa, sucheta.nk@gmail.com*

Kunal Dhananjay Madhukar Borkar

*Asst Prof in Commerce Swami Vivekanand Vidya Prasarak Mandals College of
Commerce Borim Ponda Goa, kunalborkar411@gmail.com*

Abstract

In recent times it is evidently found that women entrepreneurship is growing at a rapid pace in context to globalization. Paradigm shift of role of women from different P's of kitchen i.e pickle papad , plate to different functions of management has been witnessed.

However the sociological and psychological set up of society is still one of the major challenge being faced by women entrepreneurs. Although in past many researchers have undertaken study in the respective above mentioned domain still lot of scope further study exists. This research paper titled “ A study of select Micro Women entrepreneurs of Goa” is a sincere effort to explore the socio-economic profile of Micro women entrepreneurs of Goa and also to study and understand the problems of Micro women entrepreneurs of Goa.

Introduction

Women who start their own businesses have fantastic chances to improve their self-sufficiency, self-esteem, education, and advancement, as well as that of their families and employees. Internationally, women are reshaping the landscape of business ownership. Women can be found working in both conventional and unconventional fields, including engineering, electronics, ready-to-wear, textiles, food, handicrafts, doll-making, poultry, plastics, soap, ceramics, printing, toy manufacturing, nurseries, crèches, dairy, knitting, and jewellery design. Women's entrepreneurship is regarded as one of the essential elements of socioeconomic development as a result of the employment possibilities it generates and the money it helps raise by making the most use of

available resources. It's intriguing to investigate and consider what drives women to aspire to a career in business. This study aims to identify and study recent trends in women entrepreneurship in Goa.

Statement of the problem

The micro, medium, and small businesses were unquestionably the main underlying forces contributing to the expansion of the economy and improvement of the job situation. Recent years have seen a rising trend of female entrepreneurs starting their own businesses. Women's entrepreneurship has been the subject of numerous studies and research projects. Also, it has been noted that women in this sector encounter a number of obstacles. There is a need to remove every roadblock in the way of success in order to support women entrepreneurs in Goa and to

foster strong networking between the women entrepreneurs and the developmental institutions. The following below objectives are the main emphasis of this investigation.

Objectives of the study:

1. To find out the socio-economic profile of Micro women entrepreneurs of Goa.
2. To understand the problems of Micro women entrepreneurs of Goa

Need for Women Entrepreneurship

Women make up a significant portion of the labour force. Women's economic contributions to society cannot be separated from the development framework. All throughout the world, women are gradually playing a bigger part in running their own businesses. Women's empowerment is achieved through the growth of female entrepreneurs. Currently, between 14 and 16 million businesses in India are owned by women, or 20% of all businesses. They support between 24 and 27 million people directly through direct employment. Although women make up 48% of the population in India, they are hardly ever employed and receive relatively little pay. There is gender bias in several states when it comes to employment. To a certain extent, this bias has been good as more women have decided to pursue business. Chief Ministers Rojgar Yojana, a state-sponsored programme for self-employment, has been effectively implemented by EDC in Goa (CMRY). The government has launched a number of affirmative action initiatives in the form of programmes and schemes in response to the necessity of include women in various development efforts. This study is being conducted to learn more about the need for women entrepreneurs to participate in

mainstream development and to comprehend the difficulties they confront.

Literature review

Santha (2013) investigated the socio-economic status of women entrepreneurs in Kerala and Tamilnadu. The sample consisted of 327 respondents from Kerala and 160 from Tamilnadu. The study concluded by citing the similarities found in the social aspects like decision-making power, power exercised in business and involvement in social activities. Significant differences were observed in the degree of acceptance of decisions by employees, nature and the amount spent on social activities. Significant differences were perceived in the economic status with regard to annual sales, income, expenditure, annual savings and the amount invested in assets.

Jyoti (2013) undertook a case study of Haveri District in Karnataka state to study the socio-economic factors and women entrepreneurship. The researchers tried to determine the socio-economic profile of women entrepreneurs. The findings pointed out that socio-economic factors like age, income, religion and caste have significant relation with the nature of activity. Entrepreneurs from urban areas and from upper caste with a good educational background were found to invest more in the venture than others. Poor women were found to invest more for economic reasons.

Tuschano (2013) studied Women Entrepreneurs in the unorganized sector: A case study of Vasai Taluka'. The study tried to determine the socio-economic profile of women entrepreneurs from Vasai Taluka. The research concluded with the finding that socio-economic background determines the level of entrepreneurship. A strong background was

found to give a greater push to women to enter and survive in business.

Women's Business Council (2013) focused on studying the socio-economic status and women's contribution to economic growth. It was reported that the U.K. could increase its GDP per capita by 0.5 percent per year with potential gains by 2030, by equalizing the labour force participation rates of men and women. According to the report, 2.4 million women who were not in work wanted to be in work. There were over 1.3 million women who wanted to increase the number of hours they work. Such an enterprising spirit could result in boosting economic growth.

Forbes Report (2013) analyzed how women entrepreneurs were transforming economies and communities. It highlighted the status of women and discussed the various businesses created by them. A sample of 59 economies was studied. Analysis was done using Percentages. According to the study of those economies by GEM, women were seen creating businesses at a greater rate than men in 3 economies i.e. Ghana, Nigeria, and Thailand whereas in 4 others i.e. Brazil, Ecuador, Uganda, and Switzerland, the startup rates were found to be nearly equal. Women were seen creating jobs, undertaking innovations and contributing towards the GNP of various economies.

Tiwari (2014) concentrates on the economic development of women. Their study

emphasizes on the challenges and opportunities for Indian women entrepreneurs in Meerut city of Uttar Pradesh, India.

Research Methodology

Both primary and secondary data were used to create the current study. Through a survey in which a well-structured questionnaire was developed and responses were gathered from 150 already-established female entrepreneurs, primary data has been gathered. Journals, reports that have been made public by the Goa government, economic surveys, newspapers, and official government websites were used to gather secondary data.

Data Analysis

Prior to taking up entrepreneurship, respondents were found engaged in private jobs, unemployed and the majority were busy in maintaining their own houses. Many research studies examined that the majority of women can come forward as entrepreneurs only when there is family support. Financial independence, Frustration from private job, Lack of skilled and technical education, strong passion and drive towards entrepreneurship, Multi-tasking ability, creative thinking, networking ability, good communication and convincing skill are some of the reasons why women have entered micro-entrepreneurship. The following table reveals the socio-economic profile of Goan micro-women entrepreneurs.

Table 1 Socio-Economic profile of the respondents

Age	Frequency	%	Registration	Frequency	%
23-32	28	19	Yes	108	72
33-42	56	37	No.	42	28
43-52	42	28	No. of Employees		
53 and above	24	16	Less than 5	123	82
Education			Less than 10	27	18
Less than 10	51	34	Type of activity		

10-12	67	45	Manufacturing	83	55
Graduation	21	14	Trading	40	27
Post Graduate	11	07	Service	27	18
Religion			Operates from		
Hindu	96	64	Home	89	59
Catholic	42	28	Separate premise	61	41
Muslim	12	08	Taluka		
Marital status			Salecete	34	23
Married	102	68	Marmugoa	26	17
Unmarried	35	23	Quepem	12	08
widow	13	09	Canacona	48	32
Area			Sanguem	18	12
Urban	68	45	Dharbandora	12	08
Rural	82	55	Income per Month		
Status			Upto 25000	72	48
Sole proprietorship	112	75	Upto 50000	41	27
Partnership	48	25	Upto 75000	33	22
Capital			Upto 100000	04	03
Upto 1 lakh	78	52	Business entered		
Upto 5 lakh	42	28	Out of own interest	13	09
Upto 10 lakhs	23	15	Financial Issues	124	83
Above 10 lakhs	07	05	Social status	13	09

Source: Primary survey

The above table reveals the socio economic profile of respondents engaged as women entrepreneurs in Goa. 65% of them fall in the 32 to 52 age group. 45% respondents education level is 10th to 12th standard, followed by less than SSC. 7% women entrepreneurs only are post graduate and above. 64% respondents belongs to Hindu religion, and 28% are from Catholic religion. 75% of them are involved in sole proprietorship and remaining 25% in partnership business. As far as the registration or membership of the enterprise was concerned 72% of the enterprises were registered either with DIC, EDC, FDA, Goa Chamber Of Commerce, Department of Handicrafts etc and 28% have not done their registration. It was found that 55 % Women Entrepreneurs in Goa are engaged in manufacturing activity, 27% in trading activity and 18% women entrepreneurs are in service

activity. 82% entrepreneurs manage the business with less than 5 workers and 18% entrepreneurs have less than 10 workers. 52% women entrepreneurs invested capital up to 1 lakh and 28% entrepreneurs invested up to 5 lakhs, followed by 15% respondents invested up to 10 lakhs. Very negligible entrepreneurs invested more than 10 lakhs. 48% women entrepreneurs earn monthly 25000 income, 27% earn monthly 50000/ and 22% earn up to 75000/. When they are asked why they have entered in business? 83% women said out of financial crisis of the family they have entered in business and 9% have entered the business out of the own interest and equal number of them entered the business to gain social status.

Regarding historical background and the type of activity was concerned, 63 entrepreneurs were housewives and they have entered into entrepreneurship due to financial difficulty, and urge to do something in their family life.

32 women were graduates and post graduates, but they were not getting satisfactory employment and thus decided to enter into entrepreneurship. 26 women were doing private job and 29 were into manufacturing and service industry.

Table 2 Source of Finance generated

Sr. No.	Sources	Respondents	%
1	Own fund	21	14%
2	Friends & Relatives	24	16%
3	Pvt. Bank	23	15%
4	Nationalized Bank	52	35%
5	Govt. Agencies	30	20%

Source: Primary data

It can be observed from the above table highlights different sources of finances generated. Nationalized Banks are the most preferred option to finance their business enterprise.

Table 3 Reasons for choosing manufacturing activity

Sr. No.	Reasons	Respondents	%
1	It is more profitable	29	35
2	It is more creative & innovative business line	20	24
3	It gives satisfaction of producing own production	24	29
4	It is more suitable for skilled entrepreneurs	10	12

Source: Primary data

Majority of respondents preferred the reason for choosing manufacturing activity since it is more profitable (35%) followed by it gives the satisfaction of producing own production (29%).

Table 4 Motivating factors in starting the enterprise

Sr. No.	Motivating factors	Respondents	%
1	Self-instincts	60	41
2	Husband / Family members	47	32
3	Friends / Relatives	16	12
4	Govt. Agencies	23	15
	Total	150	100

Source: Primary data

Respondents of the opinion that Self instincts i.e being ambitious was the best motivator (41%) followed by support from husband and family members(32%).

Table 5 Reasons compelled to start the enterprise

Sr. No.	Reasons to start	Respondents	%
1	Unemployment	47	31%
2	Dissatisfying jobs	61	41%
3	Use of ideal fund	12	8%
4	Use of technical skill& creativity	29	19%
5	Leisure time on hand.	10	7%
	Total	150	100

Source: Primary data

Women commenced micro-entrepreneurship as they were not satisfied with the private job they were doing (61%), 31% of them were unemployed .

Any woman, who enters into the business, does not get everything easily. They face many problems. Only when they face hardships boldly, they can become successful entrepreneurs. To understand the problem, when we asked women, we got the result which is briefed in the following below table no 6.

Table 6 Problem faced by women entrepreneurs in profession

Sr. No.	Problems	Respondents	%
1	Limited Resources	12	8%
2	Balancing personal and Professional life	49	34%
3	Multiple duties as entrepreneur	34	23%
4	Non-stability in business	12	8%
5	Lack of self-confidence	14	9%
6	Market competition	29	18%
	Total	150	100

Source: Primary data

Balancing Personal and Professional life is the biggest problem to Goan women entrepreneurs (34%), followed by multiple duties (23%), This needs to improve to support women entrepreneurs. Market competition (18%), limited resources and instability in business are also some problems. The Government of Goa has taken steps to provide a market for the product of micro-entrepreneurs, they are given resources and machinery at subsidized rates. But still, there is a need to provide more things if micro-entrepreneurs have to get stability in their business. Besides these problem, getting proper government assistance is an issue.

Table no 7 Problems availing Government assistance

Sr. No.	Problems	Respondents	%
1	Delays by government department	41	27%
2	Lengthy formalities	39	26%
3	Gender Discrimination	27	18%
4	Lack of awareness of the law and procedure	22	15%
6	Lack of specific policy to protect the interest of women entrepreneurs	21	14%
	Total	150	100

Source: Primary data

Lengthy formalities (26%) and delays done by Government department (27%) in completing the official work are the major problems faced by the women entrepreneurs. Besides this, 18% women feel that there is gender discrimination and they do not get attention and respect whenever they visit the government department for their official work. 15% women accepted that they are not aware of many schemes available and not very well know the law relating to business. So, 14% women feel that there should be specific policy to protect the interest of women entrepreneurs at least in the beginning stage of the business.

Conclusion:

Women are the pillars of society, when women are empowered, the whole world is empowered. Micro, Small & Medium Enterprises (MSMEs) contribute significantly to the economic and social development of the State and generating employment opportunities at comparatively low capital costs. Ministry of Micro, Small and Medium Enterprises (MSME) is empowering women entrepreneurs through its different schemes helping women spark their talent and build their own identity. The Government of India also has taken many steps towards women empowerment and safety. Initiatives like Beti Bachao, Beti Padhao, Stand Up India, Mission Indradhanush, Mudra Yojana Scheme, TREAD (Trade Related Entrepreneurship Assistance and Development) Scheme, MahilaUdyam Nidhi Scheme, Annapurna Scheme, Stree Shakti Package for Women Entrepreneurs, BhartiyaMahila Business Bank Loan, Dena Shakti Scheme, UdyoginiScheme, Cent Kalyani Scheme and many more have added to the welfare of the women population in India.

To support women entrepreneurs more, there is a need to bring more awareness about various schemes, give required training to unskilled and less educated women, reform in official paperwork and ease in bank loan procedures.

References

- Smita Sanzgiri, “ Women Entrepreneurship In Goa: A Study of Micro Enterprises” Dec. 2017,
- Sarfaraz, L., Faghih, N., & Majd, A. A. (2014). The relationship between women entrepreneurship and gender equality. Journal of Global Entrepreneurship Research, 4 (1), 6.
- Raghuvanshi, J., Agrawal, R., & Ghosh, P. K. (2017).Analysis of barriers to women entrepreneurship: The DEMATEL approach. The Journal of Entrepreneurship ,26 (2), 220-238.
- Ritwik Saraswat and Remya Lathabahvan, A study on Women Entrepreneurship in India, Mukt Shabd Journal,Volume IX, Issue VI, JUNE/2020 ISSN NO : 2347-3150
- Citizen’s Charter Directorate of Industries, Trade & Commerce, Panaji-Goa.