



Role of Women in 21st Century

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Abstract

21st Century is an era of Science and technology. In the field of science and technology we can see constant growth. There is advancement in every field. We have developed advanced missiles, nuclear power, machines and techniques. The role of women has also changed in the 21st century. They are no more restricted to cooking, washing clothes, doing household works and looking after their children and family. Today women is leading in every field and society whether it be sports, commerce and industry, education, health, politics, technology, navy, army, agriculture. Due to advancement in the field of science and technology and the active involvement of women in it we have been able to overcome the evils of our society which were prevalent in our religion, caste and territory and were danger for the world's peace. Now people are making maximum utilization of available resources for their well beings and for the generations to come. We are now a developing country in which women is self dependent, good manager and is making a balance between his family responsibilities and outside world and has become an earning member of the family and a responsible citizen of the society.

Keywords: 21st Century, Science and technology, women, society.

Introduction

Time can't be stopped. It runs in its own speed and pace. It is a continuous procedure which goes on and on un-interrupted. Nobody can stop time. With the time changes days, months, years and then a complete era is changed. With the passing time history is created, fashion is changed and we have entered in the 21st century of industrial development leaving behind the evils and darkness of our old thoughts, beliefs, traditions and prevalent blind faiths of our society.

The term entrepreneur is a loanword from French, and is commonly used to describe an individual who organizes and operates a business or businesses, taking on financial risk to do so. The term was first defined by the Irish-French economist Richard Cantillon.

As per Indian government a women who holds 51% of shares and run any business independently is called women entrepreneur.

Women entrepreneurs also contribute to India's economic prosperity. But, some of the major problems faced by women entrepreneurs in the country are attributed to lack of education, lack of proper management, financial support etc. Low education restricts women from acquiring even functional levels of literacy required to learn skills¹.

For centuries women have been victim of social prejudices and discrimination. Even today parents' prefer male child then female. Women are geneally presumed to be weak, passive,

dependent and people oriented. On the other hand men are considered strong, aggressive, independent and things oriented.

The development of women entrepreneurship is very low in India, particularly in small cities and in rural areas. Entrepreneurship in women is a need of recent time. 21st century women are aware of their rights and duties as well as their work situation. It has been observed that women from middle class are not eager to alter their role in fear of social dilemma. The development of women as an enterpreneur is visible among higher class than middle or lower class.

Women who were restricted to only house hold activities previously have now joined hands with men and are working in every field. She is a Doctor, Engineer, Politician, Professor, Architect and has even gone to space and created history in every field. They are entrepreneur, a good decision maker and a good manager, besides they are also a good wife and a good mother.

Number of studies has been conducted by various researchers to address the issue of women entrepreneurs and factors associated with it. Some of the studies are quoted here - Tuladhar G.², Desai, V.³, Brush et al.⁴, Kumar A.⁵, Raheem A⁶, Baporikar N.⁷, Handy F.⁸, Tambunan T.⁹, Goyal and Prakash¹⁰, Singh et al.¹¹ but the pull and push factors associated with women entrepreneurship as well as qualities of women entrepreneurs are yet to be assessed, hence the present study was planned.

Aims: i. To assess the push and pull factors responsible for women entrepreneurship. ii. To assess the qualities of women entrepreneurs.

Methodology

The study was carried out on 100 women entrepreneurs from Raipur city, who were engaged in small scale business (beauty parlour, pickle making, cook, boutique, ready made food, products, etc. The samples were selected by random sampling method. All the women entrepreneurs were between the age group of 25-40 years of age. The demographic profile of women entrepreneurs were recorded for eliciting data regarding type of family income, no. of family members, occupation of the family and education of the family. All the relevant data were recorded by using questionnaire cum interview method. The results were analysed by Excel Add-in.

Results and Discussions

In table-1, educational status of women entrepreneurs are depicted.

Table-1

Educational Status of Selected Women Entrepreneurs

Educational Status	No	%
Illiterate	0	0
Primary	20	40
Middle	10	20
High	10	20
Graduate/Post Graduate	10	20
TOTAL	50	100

Table no. 1 shows the overall educational level of the selected women entrepreneurs. The result reveals that 40% had primary level educated, 20% had middle and high school education and only 10% had their college education. We did not find any illiterate women in our study.

Table-2

Demographic Profile of the Selected Subjects

S. No.		Number	%	χ^2
1	Age			
	18 and 25	10	10	
	26 and 40	30	30	
	40 and 60	60	60	$\chi^2(df=2)=38, p<.01$
2	Type of family			
	Joint	10	10	
	Nuclear	90	90	$\chi^2(df=1)=64, p<.01$
3	Income (Rs)			
	Up 4999	20	20	
	5000-9999	30	30	
	10,000-14999	10	10	
	15000-19999	20	20	
	20,000-25,000	20	20	$\chi^2(df=4)=10, p<.05$

Results of the demographic profile show that out of 100 women 60% were between the age of 40-60, 30% were between the age group of 26-40 years of age where as only 10% were between

the age group of 18-25 years of age. The overall result reveals that young women are not engaged in business; where as adult women have started business to support their family. This result is significant at .01 level of statistical significance.

While evaluating data it was observed that only 10% women were from joint family, rest of the women were belonging to nuclear family. It shows that with the increase in inflation and with the change structure of the society women are forced to do some work to support financially to their family. This result is significant at .01 level of statistical significance.

While observing the monthly income of the family, it was noticed that 20%, 20%, and 20% families were earning 20,000-25,000, 15,000-19,999 and up to 4999 per month. 30% family income was between 5000-9999 Rs per month where as only 10% family income was between 10,000-14999 Rs per month. The financial status of the family shows that the main pull factor for women to become an entrepreneur was inadequacy of the family income. This result is significant at .01 level of statistical significance.

After analysing the socio demographic factors, the researcher analysed various factors associated with women entrepreneurship. The same are depicted below:

In figure-1 responses of selected women entrepreneurs about opting for small scale industry are depicted.

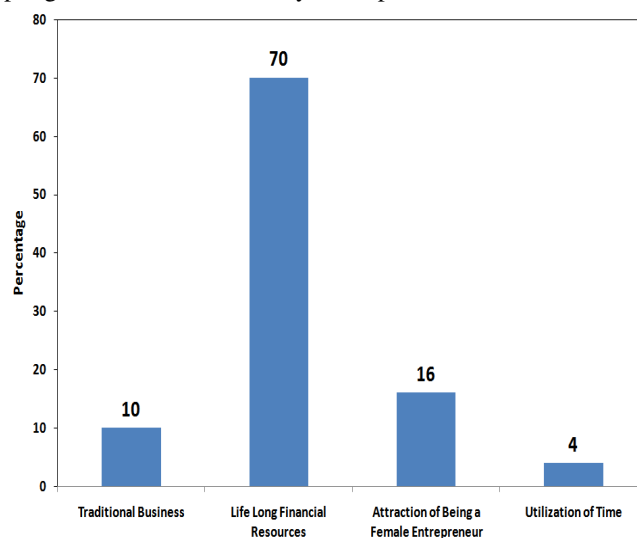


Figure-1
Reasons for Choosing a Small Scale Business

The results depicted in figure-1 indicate that 70% of women chose to open a small business venture so that their families get financial assistance while 10% chose to continue their family business, while 16% had an attraction of being known as female entrepreneur while 04% are doing it to utilise their time. The statistical analysis also shows that majority of the female

entrepreneurs are in the business because they want added financial support from their end [$\chi^2(df=3) = 110.29, p<.05$].

Figure-2 depicts the business and training aspect of selected female entrepreneurs.

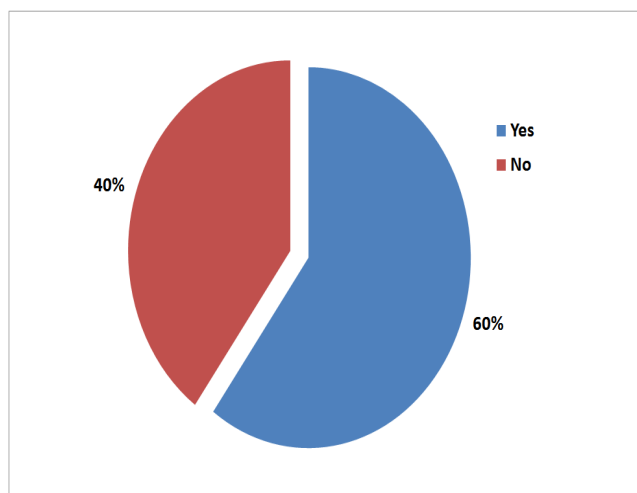


Figure-2

Business Skills Training Aspect of Female Entrepreneurs

The results depicted in figure-2 indicate that 60% of women took proper business skills training while 40% did not. [$\chi^2(df=1) = 4, p<.01$].

Figure-3 depicts the financial support option for selected women entrepreneurs

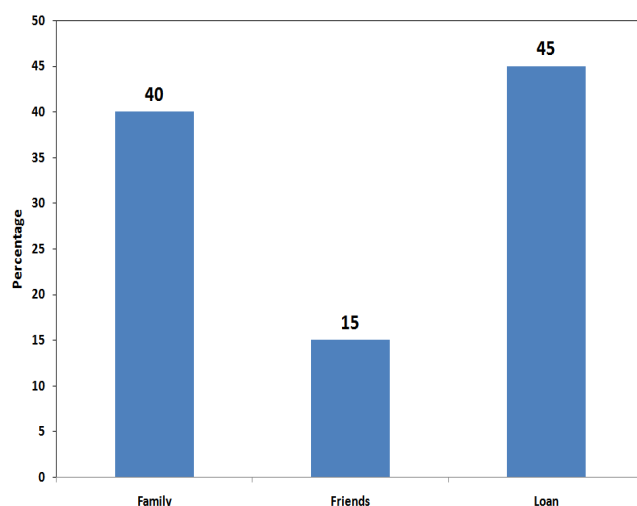


Figure-3

Financial Support for Business

The results depicted in figure-3 indicate that majority of the subjects (45%) to loan to start their business while 40% women

resort to family support while 10% took financial support of their friends to start their business. [$\chi^2(df=2) = 15.5, p<.01$].

Figure-4 depicts the inputs behind starting a business among selected women entrepreneurs.

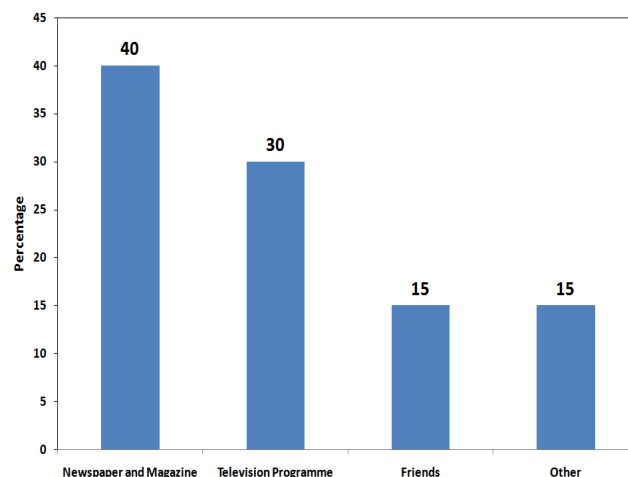


Figure-4

Major Inputs behind Starting a Business

The results depicted in figure-4 indicate that majority of the subjects (40%) got this mindset of starting a business from newspaper and magazine while 30% from television programme and rest i.e. 15% from friends and other sources each. [$\chi^2(df=3) = 18, p<.01$].

Figure-5 depicts financial outcomes after starting a business among selected female entrepreneurs.

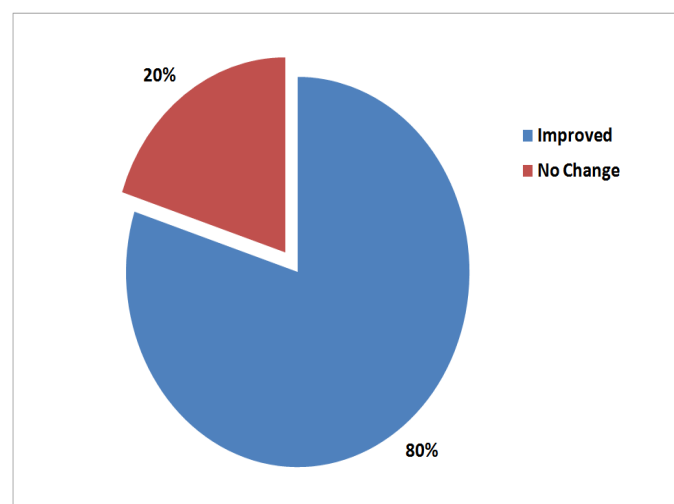


Figure-5

Financial Status of Family after Starting a Small Scale Business

The results depicted in figure-5 indicate that majority of the subjects (80%) believe that the financial status of their families

improved significantly after starting the small scale business. [$\chi^2(df=1) = 36, p<.01$].

Figure-6 depicts response of selected women entrepreneurs on overall development of their personality after starting a small scale business.

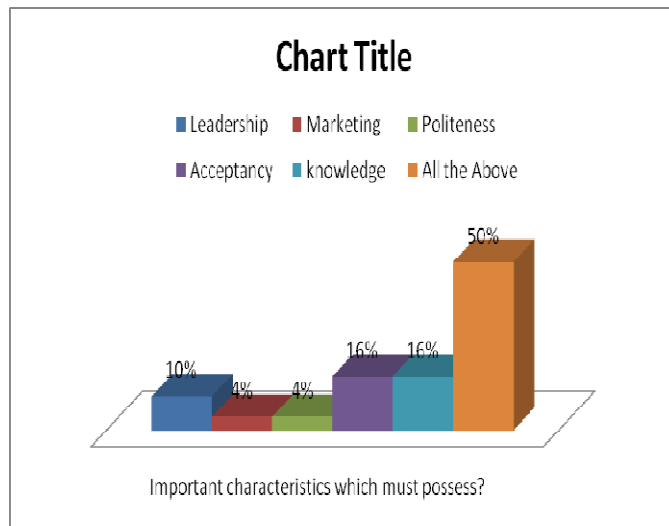


Figure-6
Changes in Personality Characteristics

The overall result of the study reveals that total personality of the women was changed. They developed leadership, marketing, politeness skill from business. It can be concluded that starting any business not only changed their financial status but also changed their personality. [$\chi^2(df=5) = 88.64, p<.01$].

Conclusion

The present study was carried out on 100 women entrepreneurs of the Raipur city, who were engaged in small scale business. The overall results of the study reveals that the role of the women has been changed from home makers to a successful business women. There is an urgent need of persistent technical training to these women to improve their overall status.

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