



# An Analysis of Women Entrepreneurship: A Case Study of Meerut District

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Babita<sup>1</sup>✉ Dr. Kanchan Rani<sup>2</sup>✉

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<sup>1</sup>Research scholar, Department of Economics, Meerut College, Meerut, Uttar Pradesh, India.

<sup>2</sup>Associate Professor, Department of Economics, Meerut College, Meerut, Uttar Pradesh, India.

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## ABSTRACT

Industrial sector plays a vital role in any economy by providing a large number of employment and contributing in the growth and development. The emergence of women entrepreneurs has given rise to an evolving perspective in the field of the entrepreneurship. However, women constitute almost half of the population in the country but their participation in business activities is still very low. They face various gender specific challenges while initiating and operating their enterprise. The present study tried to analyze the socio-economic status of women engaged in entrepreneurial activities with the sample size of 30 respondents using convenient sampling in District Meerut, in Uttar Pradesh. The present study is carried out in Meerut District in state Uttar Pradesh. Non-probability sampling is adopted in the present study and basically convenient sampling is conducting during Jan 2022. Women entrepreneurs play an important role in obtaining economic as well as social development. Despite constituting half of the total population in the country women entrepreneurs face numerous challenges while setting up their business. Majority of the women are still unable to get benefits of government support schemes. Women entrepreneurship is a complex domain that requires comprehensive research efforts to decipher its dynamics.

## 1. INTRODUCTION

The industrial sector has provides a big contribution in terms of employment as well as growth and development of any economy and the success of this sector in any country is highly depends upon the courage, potential spirit and enthusiasm of his entrepreneurs.

Entrepreneurship refers to the process of initiating and operating a business venture so as to get benefit from the opportunities and as well as providing employment to others also. As per Government of India, "an enterprise controlled and owned by a female, having a minimum financial interest at least 51% of the capital and providing 51% of the employment generated in the enterprise to women, can be defined as women entrepreneurs."

Entrepreneurs are playing a vital role in shaping the economy by formulation of money and providing new job opportunities through introducing new services and products. If we

talk about the development of entrepreneurship in India, we found that there is vast untapped potential of women entrepreneurs in India. The entry of women in the business is seen as an extension of their kitchen activities mainly in the form of 3Ps- pickle, papad and powder. But in modern era, with the spread of education and increasing awareness about business venture, Indian women have started moving towards 3Es i.e., engineering, electronics and energy in place of 3Ps. But the bitter truth is that women are still deals with the male dominance in our society and not treated as equal to their male counterparts. In fact they are treated as a weaker sex in comparison of men.

However, many studies evaluated the fact that women entrepreneurs are comparatively well educated but their true potential has not been tapped properly as they lack management skills, knowledge of marketing and risk taking inability. In general it is often

seen that women entrepreneurs provide various solutions to solve the problems of management and organization as well as create new job opportunities not only for themselves but also for others as well by taking advantage of entrepreneurial opportunities.

In the present era, women constituted around half of the total population not only in our country but also all over the world. Since women form almost 50% of the total population and if socio-economic challenges are to be addressed, then this segment cannot be neglected.

## 2. REVIEW OF LITERATURE

Deshpande Sunil and Sethi Sunita (2009), in their paper, "Woman Entrepreneurship in India", analyzed the structure of women entrepreneurship and encouraging discouraging factors in an enterprise. They identified the problems encountered by females in initiating an industrial enterprise such as scarcity of raw material, stiff competition, immobility of women entrepreneurs, family responsibilities, outdated social outlook, lesser risk bearing attitude and absence of proper support. The study suggested that to outshine in the field of entrepreneurship, the more emphasize should be given on spreading awareness, education and consciousness amongst women.

Yadav Vanita and Unni Jeemol (2016), studied on "Women Entrepreneurship: Research Review and Future Directions". They discussed about the growth and chronological history of women entrepreneurship and present an analysis of the published literature review papers from 1980's till 2016. The study concluded the fact that there is a need to build research and practice networks all over the world just because most collaboration in the field of entrepreneurship is still restricted.

Tiwari Neha (2017) in her paper, "Women Entrepreneurship in India: A Literature Review" focused on decipher the concept and profile of women entrepreneurs in India. The researchers aim at analyzing the dominance of women entrepreneurship in India. The study concluded that despite constituting around half of the total population, the contribution of

Indian women in economic growth is limited. The study suggested that efforts should be made to nurture women entrepreneurship by evaluating the impact of existing policies and scheme.

Gupta Sweety and Aggarwal Aanchal (2015), in their paper "Opportunities and Challenges Faced by Women Entrepreneurship in India" recognize the major factor's affecting the development of female entrepreneurship among the various countries. They also discussed about the problems faced by the women entrepreneurs such as career obligations, economic instability, low level of self-confidence, unawareness, lack of self-esteem, illiteracy and high cost of production. The study suggested the fact that if proper training should be given to the female then it can enhance their capabilities, risk-bearing abilities, potential and knowledge.

Ansari Ahmad Danish (2016), in his research paper "Women Entrepreneurship in India" focuses on the status of women entrepreneurs in the society and explains the problems and issues face by them. The study suggests that government and financial institutions should have enforced measurable guidelines from time to time.

Goyal Meenu and Prakash Jai (2011), in their paper "Women Entrepreneurship in India: Problems and Perspectives" examines that in India the women entrepreneurs are still feeble from every aspect viz. socially and economically. The study reveals the fact that a smart women pick up a job easily but if she becomes a business women she can definitely provide livelihood at least 10 more women.

## 3. OBJECTIVE OF THE STUDY

The objective of the present study is to analyze the socio-economic status of women entrepreneurs in Meerut District.

## 4. RESEARCH METHODOLOGY

The following methodology is used:

### 4.1 Data Collection

The present study is based on both primary and secondary data. Primary data is collected with the help of pre-structured

interview schedule regarding socio-economic status of women entrepreneurs. The secondary data is collected from various published articles, journals, websites and government reports.

**4.2 Research Design**

The present study is analytical in nature and to analyze data, simple percentage method is used.

**4.3 Sample Size**

The sample size of 30 women entrepreneurs form Meerut District has been used in the present study.

**4.4 Sample Type and Period**

The present study is carried out in Meerut District in state Uttar Pradesh. Non-probability sampling is adopted in the present study and basically convenient sampling is conducting during Jan 2022.

**5. SOCIO-ECONOMIC BACKGROUND OF WOMEN ENTREPRENEURS**

Socio-economic status refers to the social class or standing of individuals. It is a combination of some factors or variables related to individual's age, income, caste, community, occupation, education, expenditure and employment etc.

**Table 1: Age-wise Classification of Women Entrepreneurs**

Particulars	Respondents	Percentage
20-30	4	13.3
30-40	14	46.7
40-50	7	23.3
50-60	5	16.7
<b>TOTAL</b>	<b>30</b>	<b>100.0</b>

Source: Based on Field Survey

Table 1 presents the age group of total 30 women entrepreneurs. The table exhibits the fact that about 46.7% women entrepreneurs are in the age group of 30-40 years, 23.3% are in the age group of 40-50 years, 16.7% are in the age group of 50-60 years and remaining 13.3% women entrepreneurs belongs to the age group of 20-30 years.

Table 2 shows that majority of the women entrepreneurs are educated and about 30%

women entrepreneurs have high school, 23.3% respondents have bachelor's degree and 23.7% respondents are also have master's degree, 16.7% respondents have completed their primary education and remaining 6.7% have intermediate. It is clear from the above table that most of the women entrepreneurs are well educated.

**Table 2: Education-wise Classification of Women Entrepreneurs**

Particulars	Respondents	Percentage
Illiterate	0	0
Primary	5	16.7
High School	9	30.0
Intermediate	2	6.7
Bachelor's Degree	7	23.3
Master's Degree	7	23.3
<b>TOTAL</b>	<b>30</b>	<b>100.0</b>

Source: Based on Field Survey

**Table 3: Marital Status of Women Entrepreneurs**

Particulars	Respondents	Percentage
Single	4	13.3
Married	23	76.7
Divorced	1	3.3
Widowed	2	6.7
<b>TOTAL</b>	<b>30</b>	<b>100.0</b>

Source: Based on Field Survey

Table 3 reveals that around 67.7% women entrepreneurs are married, 13.3% are single, 6.7% are widowed and remaining 3.3% are divorced.

**Table 4: Type of Family of Women Entrepreneurs**

Particulars	Respondents	Percentage
Nuclear	13	43.3
Joint	17	56.7
<b>TOTAL</b>	<b>30</b>	<b>100</b>

Source: Based on Field Survey

Table 4 present the nature of family of women entrepreneurs. Table shows that 56.7% of respondents are belong to joint family and rest 43.3% are belongs to nuclear family.

**Table 5: Size of Family of Women Entrepreneurs**

Particulars	Respondents	Percentage
1-2	0	0
3-4	15	50
5-10	10	33.3
More than 11	5	16.7
<b>TOTAL</b>	<b>30</b>	<b>100</b>

Source: Based on Field Survey

Table 5 present the size of the family of the women entrepreneurs. Approximately 50% women entrepreneurs having 3-4 members in their family, 33.3% have 5-10 members in their family and rest 16.7% respondents are having more than 11 members in their family.

**Table 6: Monthly Income of Women Entrepreneurs**

Particulars	Respondents	Percentage
Below 10000	11	36.7
10000-20000	10	33.3
20000-40000	7	23.3
Above 40000	2	6.7
<b>TOTAL</b>	<b>30</b>	<b>100</b>

Source: Based on Field Survey

Table 6 reveals the monthly income earn by women entrepreneurs. Around 36.7% women entrepreneurs earn about 10,000 per month, 33.3% earn 10,000-20,000, 23.3% earn 20,000-30,000 and only 6.7% women entrepreneurs earn above 40,000 per month. The Analysis of above table concludes that only a very less number of women entrepreneurs earn a handsome monthly income. Other data shows that income of women entrepreneurs still showing desperate picture.

**Table 7: Improve Economic Condition of Women Entrepreneurs**

Particulars	Respondents	Percentage
Yes	24	80
No	6	20
<b>TOTAL</b>	<b>30</b>	<b>100</b>

Source: Based on Field Survey

Table 7 illustrate the economic condition of women entrepreneurs after initiating their present business. After entering their present business around 80% women entrepreneurs accepted that their economic condition is improved after starting their work and they satisfied with their progress while remaining 20% of the respondents are not much satisfied as it has not improved their present economic condition.

**Table 8: Number of Workers under Women Entrepreneurs**

Particulars	Respondents	Percentage
3-5	23	76.7
6-10	6	20.0
11-20	1	3.3
<b>TOTAL</b>	<b>30</b>	<b>100.0</b>

Source: Based on Field Survey

Table 8 exhibit the number of workers hired by the women entrepreneurs. Table shows that around 76.7% women entrepreneurs afford only 3-5 workers, 20% afford 6-10 workers and only 3.3% women entrepreneurs providing employment to 11-20 workers.

**Table 9: Problems While Starting the Enterprise**

Particulars	Respondents	Percentage
Yes	27	90
No	3	10
<b>TOTAL</b>	<b>30</b>	<b>100</b>

Source: Based on Field Survey

**Table 10: Awareness About Government Policies**

Particulars	Respondents	Percentage
Yes	2	6.7
No	28	93.3
<b>TOTAL</b>	<b>30</b>	<b>100</b>

Source: Based on Field Survey

Table 9 reveals that women entrepreneurs are faced a number of problems while starting their enterprise. It is clear from the above table that majority of 90% women entrepreneurs accepted that they face a number of hurdles while

only 10% women entrepreneurs accepted that they started their enterprise smoothly without facing any problem.

Table 10 illustrate the awareness of women entrepreneurs about the government schemes. It is clear from the above table that the majority of 93.3% of women entrepreneurs are not having any awareness about the government schemes. Only 6.7% women entrepreneurs are having knowledge related to the government schemes and their rights.

## 6. CONCLUSION

Women entrepreneurs play an important role in obtaining economic as well as social development. Despite constituting half of the total population in the country women entrepreneurs face numerous challenges while setting up their business. Majority of the women are still unable to get benefits of government support schemes. Women entrepreneurship is a complex domain that requires comprehensive research efforts to decipher its dynamics. ●

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