

A CASE STUDY OF WOMEN ENTREPRENEUR –SPECIAL REFERENCE TO THANE

Dr.Arun Chandane KES Shroff College, Kandivli, Mumbai Dept. of Bus. Economics
Assistant Professor. Saurabh Kotal Faculty at KES' Shroff College of Arts and Commerce
Department of Finance

Abstract:

The Current Research focus on the Case study analysis on Women Entrepreneurs with references to Thane District. The Challenges and problems of Working women is constantly in rise, considering various factors such as Family Restrictions, Burden of handling Children, Facing Harassment issues at work place, thus the current study will focus on the studying the case study on women Entrepreneurship, challenges and provide solution to it. The study is conducted in Thane district based on the Case Study analysis. Further the Research will help in providing an Answer to the Problems and Challenges arising for Women Entrepreneurs. The Study will pave a way ahead towards further scope in research.

Keyword: Women Entrepreneur, Women Empowerment.

Introduction

Man becomes an entrepreneur through his spirit of enterprise. He was changed by this spirit from a wanderer to a settled farmer, cattle breeder, trader, and manufacturer. Therefore, whether a business is in the commerce, industry, agriculture, or another field, entrepreneurs are people who start, plan, oversee, and manage a firm that combines the factors of production to provide goods and services. A key player in economic activity and a development engine in free enterprise is the entrepreneur. The development of entrepreneurship plays a crucial part in a nation's economic progress. The potential contribution of small businesses to development and developing nations is becoming increasingly apparent. A robust small company sector is, very properly, regarded as the foundation of any advanced economy. Most nations in the world are attempting more and more to encourage local entrepreneurship and quicken the development of small businesses through the use of entrepreneurship training. Studies carried out in the USA 1 (Birch, 1987) indicate a favorable relationship between entrepreneurship and economic development.

Significance of the study

1. This research holds great importance in understanding how industry behaves in relation to regional development.
2. This research holds great importance in the field of gender studies.
3. Out of the whole population, 48% work in industry, yet only 8% are employed.
4. Empowerment of the industry cannot occur until it is commercially active.
5. Industry needs to be motivated in order to become mainstream; special programs and help are required.

Aims and objectives of the study

The purpose of this research study is to evaluate the potential for industry growth in society as a means of addressing educated unemployment to some extent through innovative entrepreneurship knowledge between the industries in a broad perspective. The goal also involves the development of small-scale industries in traditionally male-dominated fields.

- To ascertain the socioeconomic makeup of THE SMALL SCALE INDUSTRIES within the research region.
- To ascertain the principal domains of operation for small-scale industries within the research area.
- To investigate the driving forces behind industry's decision to become an entrepreneur in the research field.
- To determine the profitability rate and profit-making entrepreneurs in the studied area.
- To research the issues small-scale industries encounter in their daily operations.
- To provide solutions to address the issues facing the industry.

Research Methodology

The survey method is the foundation for the study's empirical design. This research study focuses on the financial aspects of industry difficulties. Despite making up 48% of the population, industry only contributes 8% of economic activity. The government has made every effort to address industry needs through its policies and strategies. The industry-related issues were the main emphasis of the sixth, seventh, eighth, ninth, and plans. A distinct national policy on industry basis of empowerment has tackled a number of industry-related concerns. The primary issue that an industry entrepreneur encounters is connected to the government's numerous programs that provide incentives and subsidies to the industry as part of their efforts.

This study is an attempt to investigate small-scale industries in the Thane district, which is adjacent to India's economic capital. The capital government works with these industries on a small scale through special schemes that are implemented through financial institutions, commercial banks, local bodies, and other agencies. its ultimate goal and aided in the Thane district's growth.

Questionnaire preparation and sample testing:

There was some organization to the interview schedule. The majority of the inquiries were closed-ended. Electronic data processing was used for the entire coding process. Open-ended question responses were analyzed and categorized.

Questionnaire:-

The questionnaire was created after a thorough and meticulous investigation to address every facet of the industry. Most of the questions that were asked were closed-ended. To get responses from small-scale industries, several opinion questions were also included. Care was made to ensure that all pertinent questions were included in the questionnaire when it was framed. A formal questionnaire was then created for the research. The 200 small-scale industries sample size for the study, which was pre-tested from the 20 small-scale industries from the several districts' pockets, was obtained using the questionnaire.

The interview method was used to deliver the questionnaire. Personal conversations were held with small-scale industries, and a great deal was learned from them. To get the industry to open up and provide accurate information that needed to be studied, an environment had to be created with them first.

Motive of the questions:-

There are five sections to the questionnaire.

- Details about the person who answered.
- General details on the business.
- An industry entrepreneur has a financial challenge.
- Industry opinion statement.
- Industry vision statement.

Review of literature:

- **Rani (1986)**, In her study "Potential Industry," the author discovered that the main driving force behind the sample respondents' decision to launch a business was their desire to operate autonomously. The industry in her sample confirmed that they are capable of making decisions on their own and that their decision to pursue an entrepreneurial career was their own, regardless of

outside influences. The author also discovered that characteristics like educational attainment and socioeconomic status had little bearing on their choice to follow the entrepreneurial path.

- **Vinze (1987)**, the research study titled "Small scale industries in India-A Socio-Economic Study of Delhi" (iii) examined 50 small-scale industries in Delhi and discovered that the businesses established by these industries were diverse in nature. People in the low- and middle-income groups with some education and modest experience established small-scale companies in significant numbers in Delhi, a metropolitan city. As a result, entrepreneurship was substantially acquired. Bank financial aid, as reported by small-scale businesses, has been substantial; nonetheless, greater flexibility is required in terms of procedures and formalities. Simplifying processes was also thought to be crucial for gaining technical expertise. Thus, it was believed that having management expertise was essential for launching and operating an entrepreneurial business.
- **Seth (1988)** carried out an empirical investigation to examine the psychological traits of India's industry in comparison to their peers who are not entrepreneurs in the following areas: (A) personality; (B) self-concept; and (C) sex role orientation. Twenty small-scale manufacturers operating their own factories in Delhi made up the sample, along with twenty non-entrepreneurs from the medical and teaching fields. Senior physicians from Safdarjung Hospital in Delhi and industry professors from the University of Delhi were the non-entrepreneurs. Every participant in the study was between the ages of 35 and 55, had at least ten years of experience, and made more than Rs. 5,000 each month.

Analysis of data:

Table - Percentage of sample, Thane, Maharashtra, 2022

Urban center	Industry *	Selected Sample	%to total sample
Thane	2764	39	19.5
Navi-Mumbai	1654	41	20.5
Kalyan	566	36	18
Dombivly	785	23	11.5
Ulhasnagar	287	21	10.5
Bhiwandi	374	16	8
Miraroad-Bhayandar	367	12	6
Vasai	128	6	3
Virar	142	6	3
Total	7067	200	100

Marital Status of Small scale industries of Study Region, Thane District-2022

Industry Category	Age Group (Year)			Total	Percent (%)
	Infrastructure	administration	Above Capital		
Married	62	77	39	179	89
Separated	2	4	3	9	4.5
Widowed	0	2	3	5	2.5
Unmarried	7	1	0	8	4
Total	73	83	44	200	100

This suggests that the majority of the industry only becomes entrepreneurs when they are comfortable in their own houses. This is the result of a desire to take action in life. It's an identity quest for them. The small-scale industries likewise held the view that marriage is the most significant social goal. Starting the business after marriage will bring stability to it. If industry begins before marriage, which

is extremely difficult, the location of their firm will have to shift as industry must also relocate to their husbands' place.

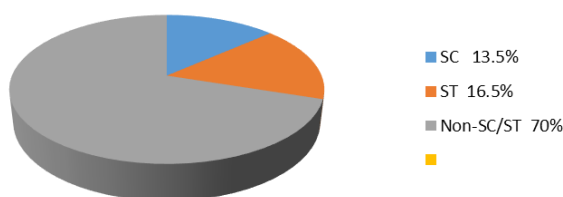
Nine (4.5%) examples of small-scale industries that have been split up are included; two of these industries belong to the infrastructure year age group, four to the administration year age group, and three to the capital year's category. Two of the widowed industry's cases fell under the administration year age group, and three of the cases fall under the capital year's age group. All of these industries entered the business world as a result of "push factors," or external pressure.

Cast wise Distribution of Small scale industries in Study Region, Thane District-2022

Categories	Age in Year			Total	Percent (%)
	Infrastructure	administration	Above Capital		
Scheduled Cast	11	14	2	27	13.5
Scheduled Tribe	14	17	2	33	16.5
Non SC/ST	48	52	40	140	70
Total	73	83	44	200	100

33 cases (16.5%) from the scheduled tribes were identified; of these, 14 respondents were in the infrastructure year's age group, 17 were in the administration year's age group, and only 2 were in the age group above Capital years.

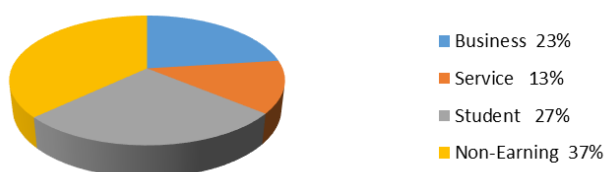
Caste Wise Distribution of Women Entrepreneurs, Thane District-2022



Occupational Distribution of Small scale industries Family Member, Thane District -2022

	Infrastru cture	%	adminis tration	%	Capital	%	Total
Business	132	38.26	148	42.90	65	18.84	3Capit al
Service	47	23.27	134	66.34	21	10.40	202
Student	173	42.30	122	29.83	114	27.87	409
Non-Earning	188	33.87	257	46.31	110	19.82	555
Total Population	540	35.74	661	43.75	310	20.52	1511

Occupational Composition of Women Entrepreneurs Family Member, Thane District-2022



According to the current study's sample of respondent families, 35.74 percent of family members are involved in business, 23.27 percent provide services, 42.3 percent are involved in the student

categories, and 33.87 percent are involved in non-earning categories. Which is dispersed according to the age range of small-scale businesses

The idea that business attracts business is reinforced by it. It was also observed that a large number of the Industry had a background in business from their parents' homes. Having come from a business family makes it easier to enter the entrepreneurial field.

It was also observed that a large number of businesses in the industry were either the parents' or their husbands' businesses, or they were an extension of them. They become inspired to pursue entrepreneurial careers as they watch the family firm operate. The elderly and school-age children who are not included in the occupation category make up the remaining members.

Conclusion:

Distribution of Small scale industries by Sector wise Activities, Thane District-2022

Categories	Infrastr ucture	%	admini stratio n	%	Above Capita l	%	Total	%
Manufacturing	2	2.74	17	20.5	22	50	41	20.5
Trading	16	21.9	11	13.3	6	13.6	33	16.5
Service	23	31.5	19	22.9	6	13.6	48	24
Mix (Man. & Trade.)	22	30.1	15	18.1	3	6.82	40	20
Mix (Man. & Ser.)	7	9.59	12	14.5	4	9.09	23	11.5
Mix (Ser.& Trade)	3	4.11	9	10.8	3	6.82	15	7.5
Total	73	100	83	100	44	100	200	100

Even internationally, small-scale industries mostly work in the trading industry. This is typically the result of industry businesses operating out of homes and combining their entrepreneurial endeavors with domestic duties. As a result, chances for further autonomy are lost.

Susana T. Fred states, "In order to manage their numerous responsibilities, industry tends to concentrate in the most fragile and - enterprises and sectors." Because of this, the industry looks for initiatives that let parents bring their kids to the market with them if they are vendors or let them help with the creation of the goods they are producing. Industry seeks home-based businesses for the same reason: to enable them to continue caring for their families and carrying out household duties. In a similar vein, industry runs the trading sector quite conveniently. Based on the gathered data, 54 cases are identified as belonging to the trading sector, of which 18 fall under the infrastructure year age group and 36 fall under the administration year age group.

Observation:

Many in the industry do, however, encounter extra obstacles beyond those experienced by males.

They include:-

- Domestic responsibilities, or managing the expectations of both home and work.
- Less experience in business and management (industry employees typically work in lower-status, lower-skilled occupations than men, therefore generally speaking, they have less experience in business and management).
- Low self-esteem or loss of confidence (industry veterans who have been out of the workforce for an extended period sometimes experience this).
- Different types of businesses: Industry firms are typically more service-oriented, have lower turnover, employ fewer people, and are frequently part-time operations that do not receive the recognition they merit.
- Of the total, 56% are sole proprietorships, with 38 of those cases falling within the Infrastructure year age range. 33 cases in the Capital + age group have sole proprietorship, whereas 41 cases fall into the administration years age group.

- Organizational structure such as that of a Private Limited Company is noted 10% of the total consist of 10.8% of cases in the age range of 36–Capital years, 4.1% of cases in the age category of 20–35 and above, and 11.4% of cases overall.

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