

## CHARACTERISTICS AND BUSINESS FORMATIONS OF WOMEN ENTREPRENEURS IN TODAY'S CHANGING ENVIRONMENT

**Anu Pandey,**

*Assistant Professor,  
Dept. of Commerce,  
Motilal Nehru College,  
University of Delhi,  
New Delhi, India*

**A. Venkat Raman,**

*Professor,  
Faculty of Management Studies,  
University of Delhi,  
New Delhi, India*

**V.K. Kaul,**

*Professor,  
Dept. of Business Economics,  
University of Delhi,  
New Delhi, India*

### ABSTRACT

*This paper is an empirical study of women entrepreneurs in Delhi and its NCR (National Capital Region). It focuses primarily on the characteristics of women entrepreneurs and the formation of their business. Formation of business implies the kind of business women entrepreneurs are running. It may be in the form of private business or in the form of family business. The paper is divided into two parts. In the first part the characteristics of women entrepreneurs is discussed and in the second part the formation of business is discussed.*

### INTRODUCTION

Entrepreneurship as an economic activity is largely dominated by men all over the world (Minniti et. al., 2004). There is a gender gap in entrepreneurship activity, that is, men are more likely to be involved in it than women. However, there is a strong positive correlation in the rate of growth of entrepreneurial ventures between men and women, that is, countries with a higher entrepreneurial rate among men are also likely to have higher percentage of women entrepreneurs as well (GEM-report, 2004).

While the characteristics of both men and women entrepreneurs are generally quite similar, in some respects women entrepreneurs seem to be different from their male counterparts. While men often take bank loans and personal loans in addition to personal funds as sources of start-up capital,

women usually rely solely on personal savings. While men have experiences in manufacturing, finance and technical areas, women in contrast have experiences in service related areas such as education, secretarial work and retail. While men are more likely to enter the business fields of manufacturing and construction, women are more likely to start businesses in areas of trade and service (Hisrich and Peters, 1995).

In recent years with changes in economic and social environment there has been a rapid growth of women entrepreneurs (Adler, 2004; CEEDR, 2000). The economic and social change has been the result of globalization, technological advancement, media exposure, and inflation. Due to these changes women have become more confident and are ready to take up roles which were earlier men's domain. The present study tries to find the

changes in characteristics of women entrepreneurs and the businesses they run.

## METHODOLOGY

### **Sampling and data collection**

The study has been conducted on hundred women entrepreneurs in Delhi and its adjoining areas (NCR-National Capital Region) who were chosen on the basis of random sampling. They were selected at random from the following sources:

- FLO (FICCI Ladies Organization) Directory
- References of women contacted from the FLO Directory
- References of women entrepreneurs other than contacted from the FLO Directory
- References of friends and colleagues

A questionnaire was prepared and the respondents (women entrepreneurs) were made to fill them. To have an authentic and first hand reliable data each respondent was personally contacted and interviewed. In all 350 women entrepreneurs were contacted of which only 100 gave time and personally gave their inputs.

### **Data Analysis**

The filled up questionnaires were then coded and tabulated using the SPSS package. Descriptive

analysis of the variables under study was done using the frequencies, figures and tables. Statistical analysis of the variables under study was done using the non parametric test (Chi square).

## CHARACTERISTICS OF WOMEN ENTREPRENEURS

### **Age**

Till the eighties women came at an early age into business. They started business in their twenties and their percentage in entrepreneurship decreased with the increase in age (Singh and Sengupta, 1985). However, with higher literacy and education women are now seen to be entering business late, that is, in their late twenties and thirties (Ganesan, 2003; Malik and Rao, 2008).

Table 1 shows the age distribution of the respondents when they started business. Two respondents (2%) are 19 years and below. Ten respondents (10%) are in the age group 20-24, twenty four respondents (24%) are in the age group 30-34. Twenty respondents (20%) are in the age group 25-29. Sixteen respondents are in the age group of 35-39. Fourteen respondents are in the age group of 40-44. Ten respondents are in the age group of 45-49 and four respondents are fifty years and above. The chi square value 31.84 is statistically significant at five percent level of significance.

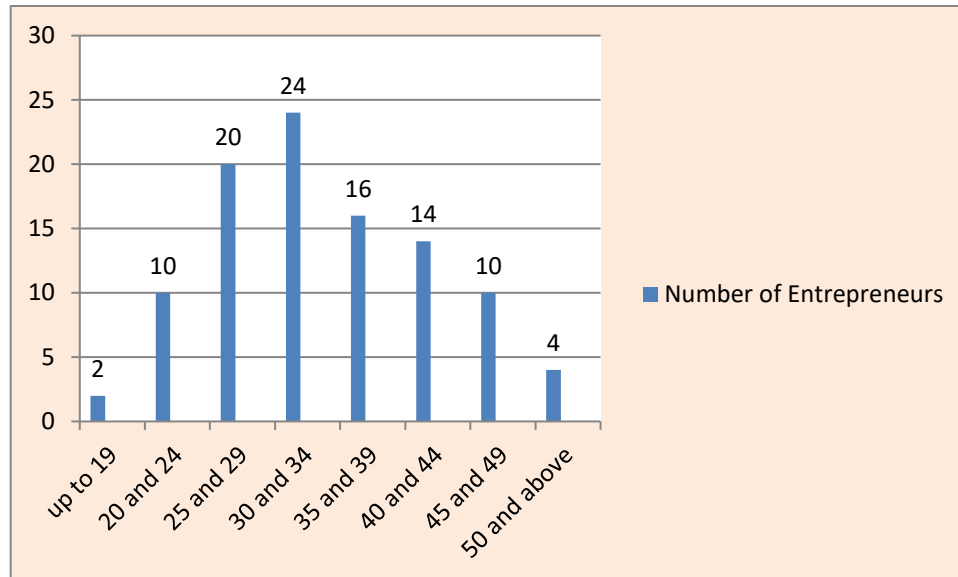
**Table 1: Age distribution**

Age-group of the respondents (Years completed)	No of entrepreneurs
Up to 19	2
20-24	10
25-29	20
30-34	24
35-39	16
40-44	14
45-49	10
50 and above	4
Total	100
Chi square = 31.840; df = 7; significant at .05 level of significance	

It can be seen in Figure 1 that the peak age group for taking up entrepreneurial venture is 30-34. Twenty four respondents have taken up entrepreneurship in this age group. It can also be seen that there is an

increase in entrepreneurial venture as the respondents approach this age group and there is a gradual decline in the entrepreneurial venture as the respondents cross this age group.

**Figure 1: Age of starting Business**



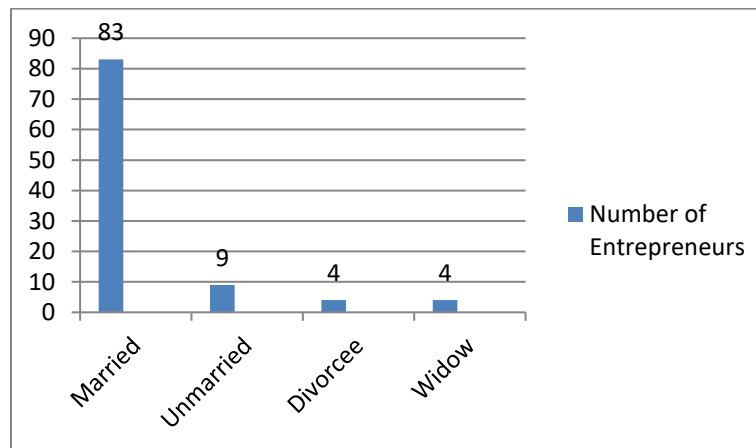
## MARITAL STATUS

It is mostly married women who enter into the field of entrepreneurship and most of them need moral support from their husbands and other family members for setting up and running their enterprises (Singh and Sengupta, 1985; Shah, 1987; Nigam, 1994; Ganesan, 2003). Table 2 shows that eighty three respondents (83%) are married at the start of their business venture. Nine are unmarried, four are divorcee and four are widow. The chi square

value 180.080 is significant at five percent level of significance. It shows that women who have taken up entrepreneurship as a career are generally married. It seems that unmarried women do not find entrepreneurship as a good career option. According to Ganesan (2003) the reason which is generally given for this trend is uncertainty. Uncertainty is associated with place, the uncertainty of place where these unmarried women would be settling after their marriage. India is a patriarchal society and even today women leave their paternal homes and go with their husbands after marriage.

**Table 2: Marital Status**

Marital Status	No of entrepreneurs
Married	83
Unmarried	9
Divorcee	4
Widow	4
Total	100
Chi square = 180.080; df = 3; significant at .05 level	

**Figure 2: Marital Status**

## EDUCATION

Education is divided into two variables namely: Level of Education and Stream of education.

### LEVEL OF EDUCATION

Women Entrepreneurs are mostly illiterate or are simply graduates. Very few of them are graduates and have any professional qualifications (Singh and Sengupta, 1985; Vinze, 1987; Singh 1992, Jyothi and Prasad, 1993; Ganesan, 2003).

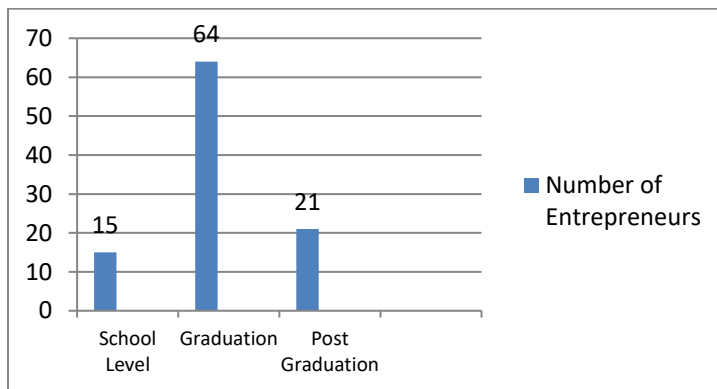
In Table 3 the chi square value 42.860 is statistically significant at five percent level of

significance. This shows that the respondents are not equally represented from all the three levels of educational background, namely school level, graduation level and post graduation level. Table 3 shows that fifteen respondents (15%) have only school level education. Sixty four respondents (64%) are graduates and twenty one respondents (21%) are post graduates. In our sample it is mostly graduates who are taking up entrepreneurship as a career. The respondents with post graduate level education are more than the respondents with up to school level education.

**Table 3: Level of Education**

Level of Education	Number of Entrepreneurs
School level	15
Graduation	64
Post Graduation	21
Total	100
Chi square = 42.860; df = 2; significant at .05 level	

**Figure 3: Level of Education**



### STREAM OF EDUCATION

The chi square value 54.080 is statistically significant at five percent level of significance. This shows that women entrepreneurs are not equally represented from all the three streams of education: science, arts

and commerce. Table 4 shows that sixteen respondents (16%) are from science stream, sixty eight respondents (68%) are from arts stream and sixteen respondents (16%) are from commerce stream. It shows that the majority of the women entrepreneurs are from arts stream.

**Table 4: Stream of Education**

Stream of Education	Number of Entrepreneurs
Science	16
Arts	68
Commerce	16
Total	100
Chi square = 54.080; df = 2; significant at .05 level	

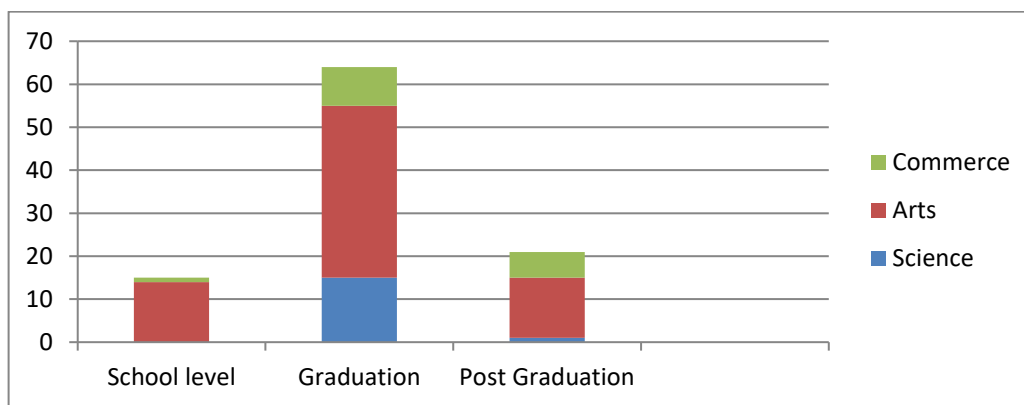
Table 5 shows the relationship between the level of education and the stream of education. There is not a single respondent who has taken science stream in school level and there is only one respondent (1%) in school level who has taken commerce. Both commerce and science are underrepresented and arts overrepresented in school level. There are fifteen graduate respondents (15%) who are from science stream, forty respondents (40%) from arts stream and nine respondents (9%) from commerce stream. Although the arts stream has a higher representation but there is a good representation of science and commerce stream too in the graduate level. There is only one Post graduate respondent (1%) from the science stream, fourteen respondents

(14%) from the arts stream and six respondents (6%) from the commerce stream. The chi square value 11.017 is statistically significant at five percent level of significance. It shows that there is a relationship between the level of education and the stream of education. It is mostly women with arts background up to school level who take up entrepreneurship. Science and commerce streams are almost missing in the school level. Women with graduate level education are represented in all the three streams (science, arts and commerce). And lastly women with post graduate level in science stream are missing in the field of entrepreneurship. They are well represented in arts stream and moderately represented in commerce stream.

**Table 5: Level of education and Stream of education**

	School level	Graduation	Post Graduation	Total
Science	0 (0)	15 (23.43)	1 (4.76)	16
Arts	14 (93.33)	40 (62.5)	14 (66.66)	68
Commerce	1 (6.66)	9 (14.06)	6 (28.57)	16
Total	15 (100)	64 (100)	21 (100)	100
Chi square=11.017; df=4; Significant at 5 per cent level				

**Figure 4: Level of education and the Stream of Education**



## FAMILY BACKGROUND

We shall now study the family background of our respondents. In family background we shall look into two factors: Family Occupation and Family Structure.

## FAMILY OCCUPATION

A greater percentage of women entrepreneurs come from the salaried class rather than the business class (Singh and Sengupta, 1985). However, in a study

conducted by Nigam (1994) it was found that women entrepreneurs mostly come from the business class. Hence there is no unanimity regarding the class of family to which women entrepreneurs belong.

In family occupation we shall be looking into the father's occupation, mother's occupation and the husband's occupation. Table 6 shows the family occupation of the father, mother and husband.

Let us first look into the Father's occupation. Sixty two respondents' (62%) fathers have business as their occupation. Out of the sixty two respondents two of their fathers are in the same business as the respondents and the remaining sixty are in a different business. Twenty nine respondent's (29%) father are in service, eight (8%) are in Profession, one is in agriculture.

Now we shall look into the mother's occupation. Only five respondent's (5%) mother has business as their occupation. Out of the five only one is in the same business as the respondent's and four are in a different business. Six of the respondent's (6%) mother are in service, three (3%) are in profession and eighty six (86%) are just home makers.

As far as the husbands are concerned sixty one respondents' (60%) husbands are in business. Out of the sixty, thirteen are in the same business as that of the respondent and forty seven are in a different business. Twenty four respondents' (24%) husbands are in service, six (6%) are in a profession, one is in agriculture, none is a home maker and as nine respondents in our sample are unmarried therefore occupation of the husband is not applicable to them.

**Table 6: Family Occupation**

Occupation	Father's Occupation	Mother's Occupation	Husband's occupation
Business (same as the respondent's)	2	1	13
Business (different from the respondent's)	60	4	47
Service	29	6	24
Profession	8	3	6
Agriculture	1	0	1
Home Maker	0	86	0
Not applicable	0	0	9
Total	100	100	100

Figure 5: Family Occupation

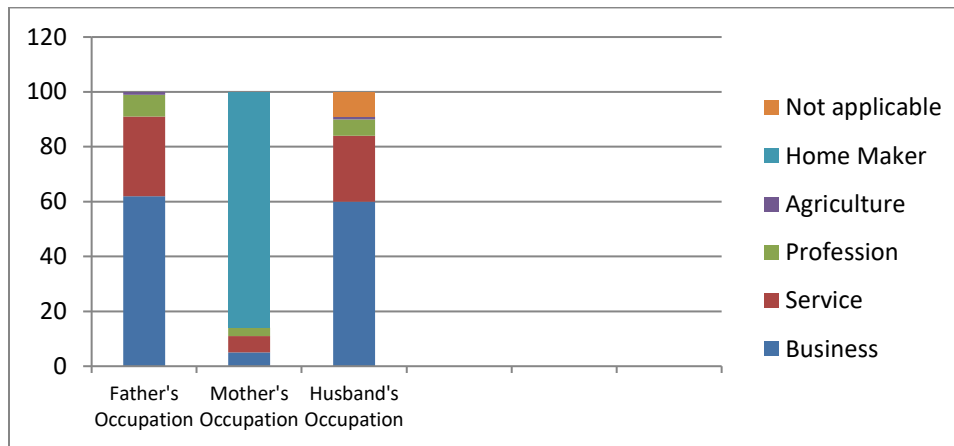


Table 7 shows that there are only five respondents (5%) who are second generation women entrepreneurs (their mothers are business women) and the rest of the ninety five respondents (95%) are first generation women entrepreneurs (their

mothers are not business women). The chi square value 272.900 is statistically significant at five percent level of significance. This shows that the first generation women entrepreneurs are in majority and the second generation is still underrepresented.

Table 7: Generation of Entrepreneurs

Mother's Occupation	Number of Entrepreneurs	Generation of Entrepreneurs
Business (same as the respondent's)	1	Second generation
Business (different from the respondent's)	4	Second generation
Service	6	First generation
Profession	3	First generation
Home Maker	86	First generation
Total	100	
Chi square = 272.900; df = 4; significant at .05 level		

We consider our respondents to come either from a business family or a non-business family. As India is a patriarchal society therefore we have taken the father's occupation as the variable to study the family background of the respondents. Table 8

shows that sixty two respondents (62%) are from business families. The chi square value 125.5 is statistically significant at five percent level of significance. Hence the majority of the respondents in the sample come from business families.



**Table 8: Family Background**

Father's occupation	Number of Entrepreneurs
Business (same as the respondent's)	2
Business (different from the respondent's)	60
Service	29
Profession	8
Agriculture	1
Total	100
Chi square = 125.5; df = 4; significant at .05 level	

## FAMILY STRUCTURE

There are two types of family structure: Nuclear and Joint. Most of the women entrepreneurs till the eighties came from joint families (Singh et. al., 1986), but now with the passage of time more and more women entrepreneurs are coming from nuclear families (Singh, 1992; Jyothi and Prasad, 1993; Nigam, 1994; Ganesan, 2003).

Table 9 shows the type of family structure the respondents live in. Forty one respondents (41%) live in nuclear families and fifty nine respondents (59%) live in joint families. The chi square value 3.240 statistically insignificant at five percent level of significance shows that the type of family structure does not influence the level of entrepreneurship. The woman's choice of entrepreneurship as a career is not influenced by her family structure.

**Table 9: Family Structure**

Family Structure	Number of Respondents
Nuclear	41
Joint	59
Total	100
Chi square=3.240; df=1; Insignificant at .05 significance level	

## RELIGION / COMMUNITY

According to Anna (1990), Christian women are better educated and are more enterprising than their counterparts in other religions, and entrepreneurship among Brahmin women is comparatively low compared to that of women in other castes. This suggests that social barriers and inhibitions still prevail in India. Women entrepreneurs are mostly found hailing from Bania and Punjabi communities (Singh, 1992). In a study conducted by Singh (2000) it has been found that

women entrepreneurs hailing from higher castes have expressed higher level of achievement motivation than those coming from lower castes.

We shall now study the religious / community affiliation of the respondents. Table 10 shows the various types of religious and community affiliation which the respondents have. There are twelve categories in all: Out of hundred respondents twenty one respondents (21%) are Hindu (Bania), thirteen respondents (13%) are Hindu (Brahmin), seven respondents (7%) are Hindu (other castes-this includes Kayastha, Rajput, Yadav etc), ten

respondents (10%) are Hindu (Sindhi), twenty eight respondents (28%) are Hindu (Punjabi-this includes both Brahmin as well as Non Brahmin Punjabis), one respondent (1%) is a Hindu (Bengali), there is not a single Hindu (Gujarati), one respondent (1%) is a South Indian Hindu (all castes), fifteen respondents (15%) are Sikh, two respondents (2%) are Christian, one respondent (1%) is a Muslim and one respondent (1%) is a Jain. As Delhi is a part of North

India and has a domination of Punjabis and Sindhis therefore they have been taken under a separate category. We have not included them under any of the North Indian Hindu caste category. The chi square value 95.360 is statistically significant at five percent level of significance. This shows the domination of Hindu Punjabis in the field of women entrepreneurship.

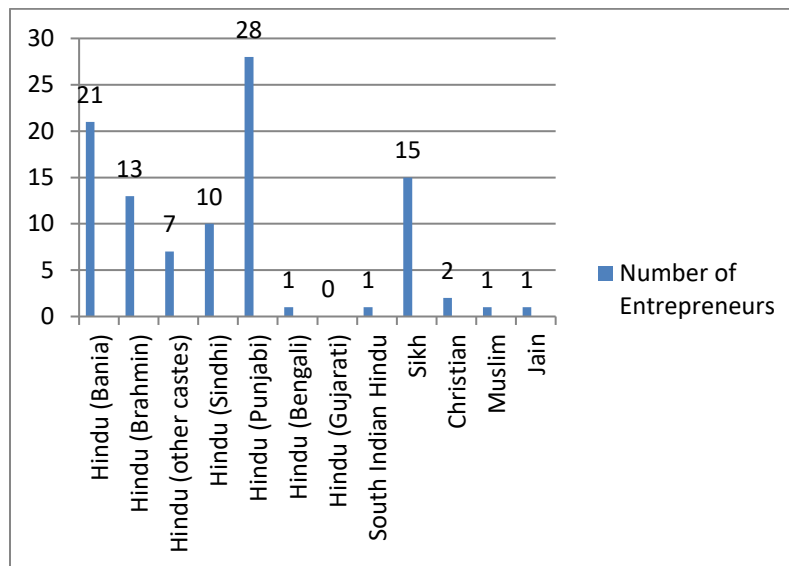
**Table 10: Religion / Community**

Religion / Community	Number of Entrepreneurs
North Indian Hindu (Banias)	21
North Indian Hindu (Brahmin)	13
North Indian Hindu (Others castes)	7
Hindu (Sindhi)	10
Hindu (Punjabi)	28
Hindu (Bengali)	1
Hindu Gujarati	0
South Indian Hindu (all castes)	1
Sikh	15
Christian	2
Muslim	1
Jain	1
Total	100
Chi square = 95.360; df = 10; significant at .05 level of significance	

Figure 6 shows that eighty one respondents (81%) are Hindus and amongst Hindus the highest number of respondents (twenty-eight) is Punjabis, followed by Bania (twenty-one), Brahmin (thirteen), Sindhi (ten) and other castes (seven). There is not a single

Gujarati and there are only one respondent each for Hindu Bengali and South Indian Hindu (all castes). Fifteen respondents (15%) are Sikh respondents, two respondents (2%) are Christians, one respondent (1%) is a Muslim and one respondent (1%) is a Jain.

Figure 6: Religion / Community



## PLACE OF ORIGIN

Table 11 shows that sixty seven respondents (67%) belong to the same place where their business is located. There is no difference between their native

place and the business place. Only a minority respondents (33%) have their place of origin different from their place of business. the chi square value 11.560 is statistically significant at five percent level of significance.

Table 11: Place of Origin

Place of Origin	Number of Entrepreneurs
Same as place of business	67
Different from the place of business	33
Total	100
Chi square = 11.560; df = 1; significant at .05 level	

## PREVIOUS OCCUPATION AND TRAINING

Women entrepreneurs enter business without any prior experience and if at all they have any experience it is in the area related to service (Singh, 1992).

Women entrepreneurs enter business without any training (Singh et. al., 1986; Nigam, 1994). In a study conducted by Shah (1987) it has been found that there is a strong likelihood that the resources (both own and external) of women

entrepreneurs increase after attending training programmes.

The chi square value 128.120 significant at five percent level of significance shows that the majority of the respondents have no prior experience before entering into the field of entrepreneurship. Table 12 shows that fifty seven respondents (57%) had no prior experience before entering into business. Fifty five of them were simply homemakers and two of them were students before entering into business. Thirty two respondents (32%) were employed out of which six of them were

employed in a school and twenty six were employed in a firm. Eleven respondents (11%) were engaged in business. Five of them were running another

business and six of them were helping their husbands in business.

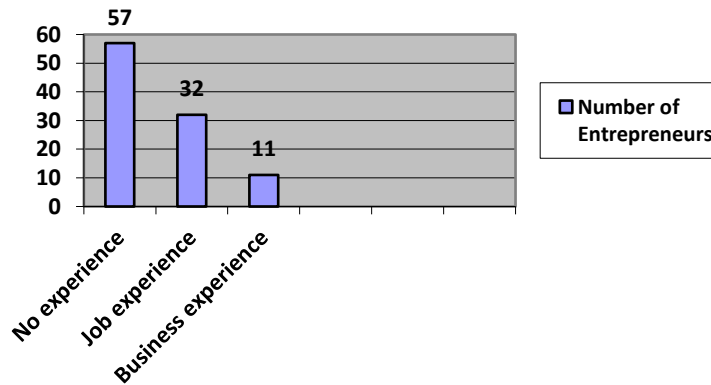
**Table 12: Previous Occupation**

Occupation	Number of Entrepreneurs
Homemaker	55
Student	02
Employed in a school	06
Employed in a firm	26
Running another business	05
Helping husband in his business	06
Others	0
Total	100
Chi square = 128.120; df = 5; significant at .05 level	

It can be seen in Figure 7 that majority of the respondents (57%) enter into business without any prior experience. About thirty two percent (32%) of the respondents enter into business with some kind

of job experience and only eleven percent (11%) of the respondents have some kind of business experience before venturing into their present businesses.

**Figure 7: Previous Occupation**



The chi square value 9 significant at five percent level of significance shows that the majority of the women entrepreneurs have had no formal training before entering into the field of entrepreneurship. Table 13 shows that majority (65%) of the respondents have had no formal training / internship

before or after entering into business. Only a small percentage (35%) had some kind of formal training in the related field of business. the chi square value 9 is statistically significant at five percent level of significance.

**Table 13: Training**

Training	Number of Entrepreneurs
Yes	35
No	65
Total	100
Chi square = 9; df = 1; significant at .05 level	

## MEMBERSHIP OF A PROFESSIONAL BODY / ORGANIZATION

Table 14 shows that only thirteen respondents (13%) have taken membership or are affiliated to some

kind of formal body / organization or a women association. Eighty seven respondents (87%) have no affiliation of any kind. The Chi square value 54.760 is significant at five percent level of significance.

**Table 14: Membership**

Membership	Number of Entrepreneurs
Yes	13
No	87
Total	100
Chi square = 54.760; df = 1; significant at .05 level	

## KNOWLEDGE ABOUT ENTREPRENEURIAL SCHEMES

The assistance given by government agencies to women entrepreneurs instils entrepreneurial spirit among women, especially among educated women (Anna, 1990). However women entrepreneurs are not only ignorant about the entrepreneurial schemes and facilities provided to them by the government but are also unaware of the government and non government organisations which are involved in promoting and providing support to women entrepreneurs (Vinze,1987). They rarely avail financial assistance provided to them by such organisations (Singh, 1992).

Table 15 shows how informed the respondents are about the entrepreneurial schemes and policies. They were asked if they were aware of any entrepreneurial scheme started by the government or non-governmental organization. The table shows that the majority (97%) of the respondents were not aware of any kind of entrepreneurial schemes announced by the government or any other private organisation. Only 3% of the respondents had some information about such schemes. The chi square value 88.360 is statistically significant at five percent level of significance.

**Table 15: Knowledge about Entrepreneurial Schemes**

Awareness about the scheme	Number of entrepreneurs
Yes	03
No	97
Total	100
Chi square = 88.360; significant at .05 level	

## NETWORK

Networks are increasingly being recognized as a valuable tool for the development of women entrepreneurship. Networks provide women entrepreneurs with information and support.

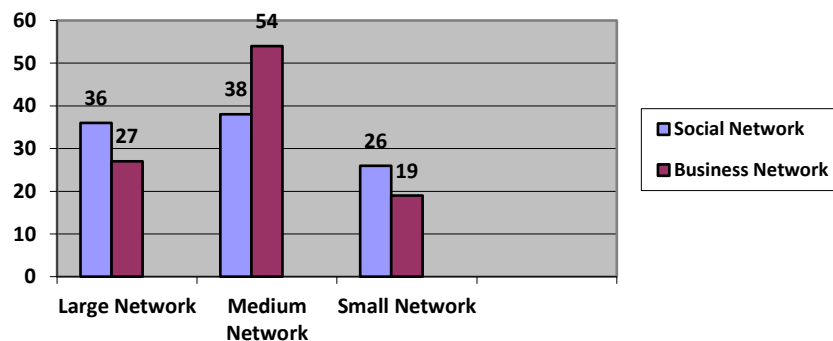
Network is studied under two headings namely: Social Network and Business Network

Table 16 shows that mostly women entrepreneurs have a medium size social network (38%) as well as a medium size business network (54%).

**Table 16: Social Network and Business Network**

	Social Network (Number of Entrepreneurs)	Business Network (Number of Entrepreneurs)
Large Network	36	27
Medium Network	38	54
Small Network	26	19
Total	100	100

**Figure 8: Social Network and Business Network**



## KNOWN ENTREPRENEURS

Table 17 shows that 38% of the respondents in the sample knew mostly women entrepreneurs before starting the business, 28% knew both men and

women entrepreneurs before starting the business, 25% knew mostly men entrepreneur before starting the business and only 9% knew neither any men nor women entrepreneur before starting the business.

The chi square value 17.360 is significant at five percent level of significance.

**Table 17: Known Entrepreneurs**

Known Entrepreneurs	Number of Entrepreneurs
Mostly men entrepreneurs	25
Mostly women entrepreneurs	38
Both men and women entrepreneurs	28
No men or women entrepreneurs	09
Total	100
Chi square = 17.360; df = 3; significant at .05 level	

## FORMATION OF BUSINESS

We shall now discuss the formation of the business. There are two ways by which women enter the field of entrepreneurship. It is either through private business or through family business. Private business means women entrepreneurs who have founded their own businesses and family business means women entrepreneurs who have inherited their businesses from their fathers, mothers, husbands or any other person. Hence formation of business has been classified into five categories: Founders, Inheritors (through Father), Inheritors (through Husband), Inheritors (through Mother) and Inheritors (through others (brother, in-laws etc)). Founders are the people who have established the business by themselves either by starting a new

business on their own or buying (acquiring) it from someone else. Inheritors are the people who have acquired business from owners of that business by virtue of their relationship with them. They do not pay money to acquire it.

Table 18 shows the mode of formation of business. We can see that 92% of the respondents have founded their own business and only 8% have inherited it. Out of the inherited business 37.5% of the respondents have inherited it from their fathers, 37.5% have inherited it from their husbands, 12.5% have inherited it from their mothers and 12.5% have inherited it from others. The Chi square value 324.200 is significant at five percent level of significance. This shows that majority of the respondents are founders, that is, they are into private business.

**Table 18  
Formation of Business**

Formation of Business	No of Entrepreneurs
<b>Private Business</b>	
Founder	92
<b>Family Business</b>	
Inheritor (through Father)	3
Inheritor (through Husband)	3
Inheritor (through Mother)	1
Inheritor (through others (Brother, in-laws etc))	1
Total	100
Chi square = 324.200; df = 4; significant at .05 level	

## RELATIONSHIP BETWEEN FORMATION OF BUSINESS AND SOCIO-ECONOMIC FACTORS OF WOMEN ENTREPRENEURS

Table 19 shows the relationship between the formation of business and the socio-economic factors of women entrepreneurs using the chi square test.

It shows that the age of the respondents and the formation of business are not related to each other. The chi square value 21.871 is statistically insignificant at five percent level of significance.

Around 94% of the respondents who are married are into private business, around 89% who are unmarried are into private business, around 100% of who are divorced are into private business and around 50% who are widow are into private business. The chi square value 25.035 is statistically significant at five percent level.

The level of education has no relationship with the formation of business. The chi square value 12.492 is statistically insignificant at five percent level of significance. However there seems to be a relationship with the stream of education. Around 88% of the respondents who are in science stream are into private business, around 96% who are in arts stream are into private business and around 81% who are in commerce stream are into private business. The chi square value 17.699 is statistically significant at five percent level.

The father's occupation is not related to the formation of business. The chi square value 22.358 is statistically insignificant at five percent level of significance.

Not a single respondent whose mother was also in business is into private business. Around 100% of the respondents whose mothers were in a different business, in service and in profession are into private business and around 92% of the respondents whose mothers were homemakers are

into private business. The chi square value 101.150 is statistically significant at five percent level of significance.

Around 77% of the respondents whose husbands are also in the same business are into private business, around 98% whose husbands are in service are into private business, around 83% whose husbands are in profession are into private business, around 89% of the respondents (unmarried, divorcee, widow) who do not have husbands are into private business and around 100% respondents whose husbands are in agriculture are into private business. The chi square value 39.990 is statistically significant at five percent level.

The family structure, religion and the place of origin has no bearing on the formation of business. The chi square value 6.537, 13.602 and 2.595 respectively are insignificant at five percent level.

Around 89% of the respondents who were homemakers are into private business, around 50% who were students are into private business, around 100% who were employed in school, employed in firms and doing another business are into private business and around 83% who were helping their husbands / fathers in their respective businesses are into private business. The chi square value 57.993 is statistically significant at five percent level of significance.

Training and membership have no bearing on the formation of business as the chi square value 4.682 and 2.581 respectively are statistically insignificant at five percent level of significance.

Around 67% of the respondents who have knowledge of entrepreneurial schemes are into private business and around 93% of the respondents who do not have knowledge of entrepreneurial schemes are into private business. The chi square value 9.856 is statistically significant at five percent level of significance.

The known entrepreneurs, social network and business network have no relationship with the formation of business. The chi square value 11.013,



8.113 and 10.789 respectively are statistically insignificant at five cent level of significance.

**Table 32: Formation of Business & Socio Economic Factors of Women Entrepreneur**

	Founder	Inheritor (through father)	Inheritor (through husband)	Inheritor (through mother)	Inheritor (through others)	Total
All data	92	3	3	1	1	100
Age (in years)						
Less than 20	2 (100)	0 (0)	0 (0)	0 (0)	0 (0)	2
20-25	9 (90)	0 (0)	0 (0)	1 (10)	0 (0)	(100)
25-30	19 (95)	0 (0)	0 (0)	0 (0)	1 (5)	10
30-35	21 (87.5)	2 (8.33)	1 (4.16)	0 (0)	0 (0)	(100)
35-40	15	1 (6.25)	0 (0)	0 (0)	0 (0)	20
40-45	(93.75)	0 (0)	1 (7.14)	0 (0)	0 (0)	(100)
45-50	13	0 (0)	1 (10)	0 (0)	0 (0)	24
50 and above	(92.85)	0 (0)	0 (0)	0 (0)	0 (0)	(100)
	9 (90)					16
	4 (100)					(100)
						14
						(100)
						10
						(100)
						4
						(100)
Chi square = 21.871; df = 28; insignificant at .05 level						
Marital Status						
Married	78	2 (2.40)	2 (2.40)	0 (0)	1 (1.20)	83
Unmarried	(93.97)	0 (0)	0 (0)	1	0 (0)	(100)
Divorcee	8 (88.88)	0 (0)	0 (0)	(11.11)	0 (0)	9
Widow	4 (100)	1 (25)	1 (25)	0 (0)	0 (0)	(100)
	2 (50)			0 (0)		4
						(100)
						4
						(100)
Chi-square = 25.035; df = 12; <b>significant</b> at .05 level						
Education level						
Upto school level	13	0 (0)	1 (6.66)	0 (0)	1 (6.66)	15
Upto graduation level	(86.66)	3 (4.68)	2 (3.12)	0 (0)	0 (0)	(100)
Upto post graduation level	59	0 (0)	0 (0)	1 (4.76)	0 (0)	64
	(92.18)					(100)
	20					21

	(95.23)					(100)
Chi square = 12.492; df = 8; insignificant at .05 level						
Stream of Education						
Science	14 (87.5)	2 (12.5)	0 (0)	0 (0)	0 (0)	16
Arts	65	1 (1.47)	1 (1.47)	0 (0)	1 (1.47)	(100)
Commerce	(95.58)	0 (0)	2 (12.5)	1 (6.25)	0 (0)	68
	13					(100)
	(81.25)					16
						(100)
Chi square = 17.699; df=8; <b>significant</b> at .05 level						
Father's occupation (family background)						
	1 (50)	1 (50)	0 (0)	0 (0)	0 (0)	2
Business (same)	54 (90)	1 (1.66)	3 (5)	1 (1.66)	1 (1.66)	(100)
Business (different)	29 (100)	0 (0)	0 (0)	0 (0)	0 (0)	60
Service	7 (87.5)	1 (12.5)	0 (0)	0 (0)	0 (0)	(100)
Profession	1 (100)	0 (0)	0 (0)	0 (0)	0 (0)	29
Agriculture						(100)
						8
						(100)
						1
						(100)
Chi square = 22.358; df=16; insignificant at .05 level						
Mother's occupation						
Business (same)	0 (0)	0 (0)	0 (0)	1 (100)	0 (0)	1
Business (different)	4 (100)	0 (0)	0 (0)	0 (0)	0 (0)	(100)
Service	6 (100)	0 (0)	0 (0)	0 (0)	0 (0)	4
Profession	3 (100)	0 (0)	0 (0)	0 (0)	0 (0)	(100)
Homemaker	79	3 (3.48)	3 (3.48)	0 (0)	1 (1.16)	6
	(91.86)					(100)
						3
						(100)
						86
						(100)
Chi square = 101.150; df=16; <b>significant</b> at .05 level						
Husband's Occupation						
Business (same)	10	0 (0)	3 (23.07)	0 (0)	0 (0)	13
Business (different)	(76.92)	0 (0)	0 (0)	0 (0)	1 (2.12)	(100)
Service	46	2 (8.33)	0 (0)	0 (0)	0 (0)	47
Profession	(97.87)	1	0 (0)	0 (0)	0 (0)	(100)
Not applicable	22	(16.66)	0 (0)	1	0 (0)	24
Agriculture	(91.66)	0 (0)	0 (0)	(11.11)	0 (0)	(100)

	5 (83.33) 8 (88.88) 1 (100)	0 (0)		0 (0)		6 (100) 9 (100) 1 (100)
Chi square =39.990; df=20; <b>significant</b> at .05 level						
Family Structure						
Joint family	52 (88.13)	3 (5.08)	3 (5.08)	0 (0)	1 (1.69)	59 (100)
Nuclear family	40 (97.56)	0 (0)	0 (0)	1 (24.39)	0 (0)	41 (100)
Chi square = 6.537; df=4; insignificant at .05 level						
Religion / Community						
Hindu-Bania	19 (90.47)	0 (0)	1 (4.76)	1 (4.76)	0 (0)	21 (100)
Hindu-Brahmin		1 (7.69)	0 (0)	0 (0)	0 (0)	
Hindu-other castes	12 (92.30)	0 (0)	0 (0)	0 (0)	0 (0)	13 (100)
Jain		0 (0)	0 (0)	0 (0)	0 (0)	
Christian	7 (100)	0 (0)	0 (0)	0 (0)	0 (0)	7 (100)
Muslim	1 (100)	0 (0)	0 (0)	0 (0)	0 (0)	1 (100)
Sikh	2 (100)	1 (6.66)	1 (6.66)	0 (0)	0 (0)	3 (100)
Sindhi	1 (100)	1 (10)	0 (0)	0 (0)	0 (0)	2 (100)
Punjabi	13 (86.66)	0 (0)	1 (3.57)	0 (0)	1 (3.57)	14 (100)
South Indian		0 (0)	0 (0)	0 (0)	0 (0)	
Bengali	9 (90) 26 (92.85) 1 (100) 1 (100)	0 (0)	0 (0)	0 (0)	0 (0)	1 (100) 15 (100) 10 (100) 28 (100) 1 (100) 1 (100)
Chi-square = 13.602; df = 40; insignificant at .05 level						
Place of origin						
Same state as the place of business	60 (89.55)	2 (2.98)	3 (4.47)	1 (1.49)	1 (1.49)	67 (100)
Different state from the place of business	32 (96.96)	1 (3.03)	0 (0)	0 (0)	0 (0)	33 (100)

Chi square = 2.595; df=4; insignificant at .05 level						
Previous Occupation						
Homemaker	49	3 (5.45)	2 (3.63)	0 (0)	1 (1.81)	55
Student	(89.09)	0 (0)	0 (0)	1 (50)	0 (0)	(100)
Unemployed	1 (50)	0 (0)	0 (0)	0 (0)	0 (0)	2
Employed in school	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	(100)
Employed in a firm	6 (100)	0 (0)	0 (0)	0 (0)	0 (0)	0
Doing another business	26 (100)	0 (0)	0 (0)	0 (0)	0 (0)	(100)
Helping husband / father in their business	5 (100)	0 (0)	1 (16.66)	0 (0)	0 (0)	6
	5 (83.33)					(100)
						26
						(100)
						5
						(100)
						6
						(100)
Chi square = 57.993; df=20; <b>significant</b> at .05 level						
Training						
Yes	35 (100)	0 (0)	0 (0)	0 (0)	0 (0)	35
No	57 (87.69)	3 (4.61)	3 (4.61)	1 (1.53)	1 (1.53)	(100)
						65
						(100)
Chi square = 4.682; df=4; insignificant at .05 level						
Membership						
Yes	11	1 (7.69)	1 (7.69)	0 (0)	0 (0)	13
No	(84.61)	2 (2.29)	2 (2.29)	1 (1.14)	1 (1.14)	(100)
	81					87
	(93.10)					(100)
Chi square = 2.581; df=4; insignificant at .05 level						
Knowledge of Entrepreneurial Schemes						
Yes	2 (66.66)	0 (0)	1 (33.33)	0 (0)	0 (0)	3
No	90 (92.78)	3 (3.09)	2 (2.06)	1 (1.03)	1 (1.03)	(100)
						97
						(100)
Chi square = 9.856; df=4; <b>significant</b> at .05 level						
Known Entrepreneurs						
Knew mostly men entrepreneurs	22 (88)	0 (0)	2 (8)	0 (0)	1 (4)	25
Knew mostly women entrepreneurs	36 (94.73)	1 (2.63)	0 (0)	1 (0)	0 (0)	(100)
Knew both men & women entrepreneurs	26	1	0 (0)	0 (0)	0 (0)	38
						(100)

Knew neither any men nor women entrepreneur	(92.85) 8 (88.88)	(11.11)				28 (100) 9 (100)
Chi square = 11.013; df = 12; insignificant at .05 level						
Social Network						
Large Network	32 (88.88)	2 (5.55)	2 (5.55)	0 (0)	0 (0)	36 (100)
Medium Network		0 (0)	1 (2.63)	0 (0)	1 (2.63)	
Small Network	36 (94.73)	1 (3.84)	0 (0)	1 (3.84)	0 (0)	38 (100)
	24 (92.30)					26 (100)
Chi square = 8.113; df=8; insignificant at .05 level						
Business Network						
Large Network	23 (85.18)	3 (11.11)	1 (3.70)	0 (0)	0 (0)	27 (100)
Medium Network		0 (0)	2 (3.70)	1 (1.85)	1 (1.85)	
Small Network	50 (92.59)	0 (0)	0 (0)	0 (0)	0 (0)	54 (100)
	19 (100)	0 (0)				19 (100)
Chi square = 10.789; df=8; insignificant at .05 level						

## CONCLUSIONS AND DISCUSSION

- There is an increase in the entrepreneurial venture as women approach the age group of 30-34 and there is a gradual decline in the entrepreneurial venture as they cross this age group. Hence the age group of 30-34 is the most suited for women taking up entrepreneurship as a career. This shows a shift in trend for women entering business from their twenties to their thirties. This change may be due to two reasons: increase in the education level and increase in the opportunity driven entrepreneurship. It is generally women who are illiterate or have lower level of education who enter business early. Today most of the women entrepreneurs are graduates and few are post graduates. Hence they take time to educate themselves and only then enter the field of entrepreneurship. This probably is one of the

reasons for delaying the entry of women in business. Also, earlier women entered entrepreneurship due to necessity and hence they entered business early. Today most of them who enter the field of entrepreneurship are opportunity driven. Hence they are more likely to wait for the right opportunity to come before venturing into business.

- Majority of the women entrepreneurs are already married at the start of their business venture. Unmarried women still have a very small representation in the field of entrepreneurship. The reason for this is probably the same as it was earlier, that is, the fear of uncertainty which is associated with the place where these unmarried women would be settling after their marriage. Another reason could be the age factor. It is found that most of the women entrepreneurs start business in the

age group 30-34. This is the age group by which most of the women in India are married.

- Majority of the women entrepreneurs are Hindus and amongst them the highest number is that of Punjabis followed by that of Banias. Women entrepreneurs from Muslim, Jain and Christian communities are underrepresented. The huge representation of Hindu and Sikh communities amongst women entrepreneurs in Delhi and its NCR (National Capital Region) shows that these communities may have a modern outlook in comparison to Muslim and Jain communities who have conservative outlook in allowing their women to take up entrepreneurship as a career. Christian families are no doubt quite modern in their outlook but there is a dearth of women entrepreneurship from this community. Why such a dearth exists in this community needs to be further studied. In fact women entrepreneurship amongst minority communities can become a very interesting area of research for further studies.
- Majority of the women entrepreneurs are from the arts stream. They are underrepresented in science and commerce stream. It has also been found that it is mostly women with arts background up to school level who take up entrepreneurship. Women with graduate level education are represented in all the three streams (science, arts and commerce) and women with post graduate level in science stream are totally missing. This implies three things: firstly, women literacy has increased whereby more and more women are becoming graduates; secondly, women who are uneducated or who are educated up to school level are finding themselves incompetent to enter into the field of business; thirdly, women with post graduate level education especially in science do not find business as an attractive career. Hence, unless women are equally represented in all the three streams of education we cannot have a balanced entrepreneurial development.
- Majority of the women entrepreneurs come from business families, that is, whose fathers are also in business. It also shows that the likelihood of women entering into business is more for women whose husbands are also in business. Thus it suggests that we are still living in a patriarchal society where a woman is influenced more by her father's and her husband's profession than her mother's profession while choosing herself a career.
- Women entrepreneurs are predominantly first generation entrepreneurs. There is still dearth of second generation women entrepreneurs.
- It has been found that a woman's choice to enter into the field of entrepreneurship is not influenced by her family structure. Family structure today is neither a deterrent nor a facilitating factor for the woman entrepreneur. Delhi is a place where domestic labour can be found easily and at reasonable rates. Most of the working women today prefer to hire labour for domestic work. They keep full time or part time workers who not only do their daily chores but also look after their children. Emergence of crèches and play schools has also greatly reduced the responsibility of working women to look after their children. Hence with this changed scenario joint family system is gradually losing its relevance and women irrespective of family structure are venturing into entrepreneurship.
- Very few women entrepreneurs have taken membership of professional bodies. Majority have no affiliation of any kind. This shows that women entrepreneurs are still not very organized and lack professionalism.
- Majority of the women entrepreneurs enter into business without any training and without any prior experience. The reason for this may be that women even today do not take entrepreneurship as a serious career option. They do not think that it is important for them to undergo entrepreneurship training or to undertake job / internship in the field in which

they are planning to start their business ventures.

- Majority of the women entrepreneurs belong to the same place where their business is located. There is no difference between their native place and the place of business.
- Majority of the women entrepreneurs do not have any knowledge about any entrepreneurial scheme announced by any government or non government organizations. This shows that either women entrepreneurs are not interested in knowing about the schemes or they lack awareness about the schemes.
- Majority of the women entrepreneurs are in private business and very few of them are in family business.
- A relationship has been found between the formation of business and the marital status. It is found that the chances of married women opting for private business are higher than women who are not married. Unmarried, divorced and widowed women entrepreneurs have a higher chance of running family business.
- A relationship has been found between the formation of the business and the entrepreneurial scheme. It has been found that majority of the women entrepreneurs who do not have knowledge of entrepreneurial schemes are found in private business. Women entrepreneurs having knowledge about such schemes are found in family business.
- A relationship has been found between the formation of business and the stream of education. It is found that the percentage of women entrepreneurs in private business is the highest amongst women with arts stream of education, it is slightly less for women having science stream of education and the lowest for the women having commerce stream of education. Hence there is a likelihood of women with commerce stream of education to be found in family business.

- A relationship is found between formation of business and the mother's occupation. Not a single woman entrepreneur whose mother was also in same business is in private business. Hence they are all in family business.
- A relationship has been found between formation of business and the previous occupation. It is found that women who were previously employed in schools and companies are mostly found in private business and women who were homemakers, students, unemployed or assisting their husbands in their business are found in family businesses.

## REFERENCES

- ❖ Adler N.J. (2004) Women in international entrepreneurship, in Leo-Paul Dana (ed.). *Handbook of Research on International Entrepreneurship*, Edward Elgar Publishing Limited, U.K.
- ❖ Ganesan S. (2003) Status of Women Entrepreneurs in India, Kanishka Publishers, Distributors, New Delhi.
- ❖ Global Entrepreneurship Monitor Report (2004) Center for Women's Leadership at Babson College, USA.
- ❖ Hisrich R.D. and Peters M.P. (1995) *Entrepreneurship- Starting, Developing and Managing a New Enterprise*, R. D. Irwin, USA.
- ❖ Minniti M., Arenius P., Langowitz N. (2004) *Global Entrepreneurship Monitor, 2004 report on women and entrepreneurship*, Center for Women's Leadership at Babson College, USA.
- ❖ Jyothi V. and Prasad G. (1993) A Profile of Potential Rural Women Entrepreneurs, *SEDME*, Vol. XX(1).
- ❖ Malik S. and Rao T.K. (2008) Profile of Women Entrepreneurs- a case study of Chandigarh, *Political Economy Journal of India*, Jan-Jun.

- ❖ Nigam S. (1994) Women Entrepreneurship: Profile, Problems and Prospects in India: A Review Analysis, *Asian Entrepreneur*, Winter & Spring, 4:1 & 4:2, pp. 29-41.
- ❖ Shah H. (1987) *Fostering Women Entrepreneurship: A Study of Distinctive Features*, Research Report serial three, NIESBUD, New Delhi.
- ❖ Singh N.P. (1992) Entrepreneurship & Social Change NGO's Fire play: Towards Developing Entrepreneurship in Asia, *Asian Entrepreneurs*, Vol.2, No.2.
- ❖ Singh N.P. (1992) Entrepreneurship & Social Change NGO's Fire play: Towards Developing Entrepreneurship in Asia, *Asian Entrepreneurs*, Vol.2, No.2.
- ❖ Singh N.P., Sehgal P., Tinani M. and Sengupta R. (1986), *Successful Women Entrepreneurs- Their identity, Expectations and Problems: An Explanatory Research Study*, Research Report Serial Two, NIESBUD / MDI Collaboration.
- ❖ Singh N.P. and Sengupta R. (1985) *Potential Women Entrepreneurs: Their Profile, Vision and Motivation: An Explanatory Study*, Research Report Serial One, NIESBUD, New Delhi. NIESBUD.
- ❖ Vinze M D (1987) *Women Entrepreneurs in India (A Socio-Economic Study of Delhi-1975-85)*, Mittal publications, Delhi.