

Women Entrepreneurship In Ulhasnagar

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Abstract: *The paper discusses the women entrepreneurs in Ulhasnagar and the problems and challenges they faced in the business. It also explains the ways adopted by women entrepreneurs in overcoming the encounters to get the hold of highly competitive market*

Keywords: *Women entrepreneurs, Ulhasnagar, Business, Success*

Research Methodology:

Objectives of the study:

- ✓ *To gain awareness of the status of women entrepreneurs in Ulhasnagar*
- ✓ *To study the challenges faced by women entrepreneurs in their business.*
- ✓ *To study the overcoming of problems by women entrepreneurs in Ulhasnagar.*

Research design: *Exploratory and Descriptive research*

Data collection:

Primary data: *Personal interview with women entrepreneurs by way of questionnaire*

Secondary data: *Various books, journals and websites referred for research.*

Sampling:

Sampling method: *Stratified random sampling*

Sample size: *120 women entrepreneurs engaged in varied business activities in Ulhasnagar*

Hypothesis Of The Study: *Women entrepreneurs having desire and caliber to manage the business successfully.*

I. INTRODUCTION

‘Women entrepreneurship’ is like a discipline for a child that begins at home. Women have been entrepreneurs in different ways. A house wife is an entrepreneur as she manages her time, strategizes and plans on ways to secure her children’s future, passionate about her home and family and wears so many more different hats for a successful life.

Today, we have given it a name “Entrepreneur” as she steps out into the arena. In today’s world, women have scaled greater heights in different industries.

Women entrepreneurs have to find a balance economically and financially both, home front and career. It is always a great idea to be active and inculcate a habit to be part of local networks of women entrepreneurs. This helps to enhance the role of women entrepreneurship, where their self-owned business involves directly the policy makers at local, regional and national levels.

Women play a very important and vital role in every aspect of life thereby needs a great balance between work, personal life, family life and social life.

The main reason for most start-ups and entrepreneurial ventures to fail are the operational costs and overheads thereby directly affecting sustainability.

In India, women entry into business is a new phenomenon. Women entry into business, or say, entrepreneurship is traced out as an extension of their kitchen activities mainly to 3 Ps, viz., Pickles, Powder and Pappad. Women in India plugged into business for both pull and push factors.

Pull factors imply the factors which encourage women to start an occupation or venture with an urge to do something independently. Push factors refer to those factors which compel women to take up their own business to tide over their economic difficulties and responsibilities.

II. PROBLEMS FOR THE GROWTH OF WOMEN ENTREPRENEURSHIP

A. LACK OF FINANCIAL FREEDOM

Women in Indian families can't take any decision on their own to take up entrepreneurship without the family members' consideration. They have to consider also social ethics and traditions for women. A woman can't commence any business or any economic activity to become independent even if she is financially dependent. Thus the dependency has become a vicious one for women in India.

B. LACK OF AWARENESS OF OWNERSHIP OF THE PROPERTY

A very few women have on paper the right of property, but they are actually not aware of this right. They become aware of it when there are problems in the family due to family disputes. Most of the women do not enjoy their right of property and they have been treated just as mere relatives to the family. It is a cause which keeps them in a 'pervasive cycle of poverty'.

C. LOW ABILITY TO BEAR RISK

Women in India are taught naturally by several things to depend on the male members of her family from their girlhood period. They are prevented from taking any risk even if they are ready to take any risk and have the ability to bear it. But despite the restriction put on women, some women have proved that they have the capacity to face and bear risks in entrepreneurial activities. They have identified their rights, capacities potentials as well as they become aware of the potential situations. As a result, they have entered various business and professions. However, entrepreneurial activities are not performed by the women in large scale because of their lack of capacity. Therefore, the government should try through conducting many awareness programmes for women to make them identify and develop their risk bearing capacities.

D. LACK OF SELF-CONFIDENCE

Women have a strong mental outlook and an optimistic attitude which create fear in them of committing mistakes while working. Women's potential for entrepreneurial development cannot be accepted by the family members and the society, which always look down them. Women must face boldly such situation and develop their self-confidence to break such barriers, but women in India feel that they need a well secured life for developing their self-confidence. Thus they are not both mentally and economically self-reliant.

E. LACK OF PROFESSIONAL EDUCATION

The main causes for the low rate of women entrepreneurship in our country are poverty and illiteracy. Parents are unwilling to send their daughters for studying professional education. Sometimes, many women lack their entrepreneurial bent of mind even though they take training through attending the entrepreneurial development programme.

F. MOBILITY CONSTRAINTS

One of the major problems for women for entrepreneurial development is mobility. They never like to leave their place for business activities and prefer to stay and do business in their residential areas. Mobility is an important quality for an entrepreneur. As women entrepreneurs tend to do business in their local area of living and are seen disproportionately in their areas of birth or living.

III. ULHASNAGAR

Ulhasnagar is a municipal town. It is a railway station on the Mumbai-Pune route of the Central Railway. Ulhasnagar, a colony of migrants is the outcome of the Partition of India (1947), is 68 years old. Situated 58 km from Mumbai, the once-barren land has developed into a rich town of Thane district. Originally, known as Kalyan Military transit camp, Ulhasnagar was set up especially to accommodate 6,000 soldiers and 30,000 others during World War II. The majority of barracks had large central halls with rooms attached to either end. The camp had a deserted look at the end of the war and served as a ready and commercial ideal ground for Partition victims. Sindhis, in particular, began life anew in the new land.

After the partition of India, over 1,00,000 Sindhi-speaking refugees from the newly created West Pakistan were relocated to deserted military camps five kilometers from Kalyan. The area was converted into a township in 1949 and foundation ceremony took place on 8 August 1949.

The Governor-general of India, C. Rajagopalachari named the town Ulhasnagar ('city of joy').

IV. WOMEN ENTREPRENEURS IN ULHASNAGAR

There are many women in Ulhasnagar today who believe that the downward trend began with the craze for Dubai and

Singapore trips that were a great temptation for women who were paid quick and easy money for a few days trip. Something that a housewife had otherwise only dreamt of. A large number of women folk took maximum advantage of the situation, thus providing imported goodies for themselves and their families. However not all were as fortunate and lucky. Many continued to slog and toil under difficult situations, and do so even today.

A survey of 120 women entrepreneurs from Ulhasnagar was taken from the different businesses:

Type of business	No. of women entrepreneurs
Tailoring	25
Papads	10
Pickles	10
Beauty parlours	20
Sale of Dress material	20
Handicrafts	15
Yoga instructors and Dance classes	5
Providing tiffin service	15

Table 1

Besides these, there are also other kinds of business activities involving women like :

- ✓ Playgroups
- ✓ Baby sitting
- ✓ Summer camps
- ✓ Selling of snacks like pav bhaji, vada pav, pattice, dosas, etc
- ✓ Women entrepreneurs as doctors