

Role of Education Area of Specialization for Women Entrepreneurship

Ms. Aradhna

Student of PHD (Department of Business Administration), Invertis University, Bareilly, India
Email: - anshuaaradhna14736@gmail.com

Abstract: *The two people face individual difficulties when beginning a business, yet ladies face more difficulties. Particularly in light of the fact that the support needs self-assurance and foolishness while applying for reserves. Admittance to land, instruction and preparing consequently, this exploration plans to inspect the essential truth of the schooling status of female business visionaries in the Kathmandu Valley and assess the effect of instruction on their choices. The business, your favored technique for lawful proprietorship, the strategy for raising assets, and the technique for assisting you with beginning a business Lady Entrepreneur is an individual who acknowledges provoking job to meet her own necessities and become monetarily free. A solid want to accomplish something positive is an inbuilt nature of enterprising ladies, who is equipped for contributing qualities in both family and public activity. With the coming of media ladies know about their own qualities, right and furthermore the work circumstance. Thus, this study aims to study the ground realities of educational status of women entrepreneurs in the and also how can specialization effected a women entrepreneurship in this paper comparison between management and commerce student who has more influenced and more potential regarding to women entrepreneurship.*

Keywords : *women entrepreneurship, education, specialization, qualities.*

1. INTRODUCTION:

Business alludes to the demonstration of setting up another business or restoring a current business to make the most of from new freedom (Bhardwaj et al., 2011). Cantillon (1735) portrays a business visionary as a individual who follows through on a specific cost for an item to exchange it at a dubious cost, consequently settling on choice about getting and utilizing assets while thusly accepting the dangers of big business. Also, ladies business venture is a demonstration of business proprietorship and business creation that enables ladies financially, increment their monetary strength just as position in the general public (Despande, 2009). A ladies business person is a grown-up who possesses and runs an endeavor, particularly a business one, regularly at individual monetary dangers (Bhuvaneshwari, 2013). One of the most demanding and rewarding career option which anyone can take up is the entrepreneurship. But there are challenges also with rewards. Women entrepreneurs are important part of global expedition for sustained economic development and social progress. Women entrepreneurs increased day by day from 1972 to 1982 many number of self-employed increased by 69 percent. This ratio shows the increased five times more from the ratio of men self-employed in the same time period. and it is possible due to growing industrialization, urbanization along with the spread of higher education and awareness, in the past time women has only 3 Ks- Kitchen, Kids, Knitting then after some improvement come 3 Ps Powder, Pap pad, Pickles but now days its concept totally changed at present there are 4 Es- Electricity, Electronics, Energy, Engineering. It is a good opportunity all to Indian women in past time they had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities women entrepreneurs involve in all business world and every field flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

1.1 Industries promoted by women entrepreneurs

1. Agarbati manufacturing
2. Papad making
3. Embroidery
4. Handicrafts
5. Catering service
6. Running schools and tutorials
7. Beauty parlors
8. Working women hostels

9. Telephone booths
10. Photographic studios
11. Women hostel
12. Travel agencies.

1.2 Why Women become Entrepreneurs?

- Numerous examinations show that ladies start organizations for on a very basic level unexpected reasons in comparison to their male partners. While men start organizations principally for development openings and benefit potential, ladies frequently discovered organizations to meet individual objectives, for example, acquiring sensations of accomplishment and achievement.
- In many instances, women consider financial success as an external confirmation of their ability rather than as a primary goal or motivation to start a business, although millions of women entrepreneurs will grant that financial profitability is important in its own right.
- Women also tend to start businesses about ten years later than men, on average. Motherhood, lack of management experience, and traditional socialization has all been cited as reasons for delayed entry into entrepreneurial careers. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member or economic reasons such as a layoff.
- But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate America to chart their own destinies. These women have developed financial expertise and bring experience in manufacturing or nontraditional fields. As a result, the concentration of women business owners in the retail and service sectors and in traditional industries such as cosmetics, food, fashion and personal care is slowly changing.
- Based on the general concept of entrepreneur, women entrepreneurs may be defined as “a woman or group of women who initiate, organize and run a business enterprise”.
- The Government of India has defined women entrepreneurs based on women participation in equity (control) and employment of a business enterprise. Accordingly, to its opinion, a women entrepreneur is defined as “an enterprise owned and controlled by a women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.”

2. REVIEW OF LITERATURE:

- Rani (1986) concluded in her study that “Potential Women Entrepreneurs” found that the desire to do something independently was the time motivating factor to start business activity amongst the sample respondents the women in her sample reiterated capability to take independent decision and told that the thought of entering in to entrepreneurial areas was there on and were not influenced by other.
- Brush and Hisrich (1988) concluded in their work pertaining to the impact of the strategic origin of women of the growth of their enterprise revealed that a woman entrepreneur who has previous experience in the field stands a better chance of successfully established her venture than the woman who does not possess such experience financial skills are of key importance to business survival.
- Anna (1990) concluded in his work pertaining to women entrepreneurs of Kerala found that industrial entrepreneurship among the women of Kerala has emerged from varied socio economic and cultural background.
- A study done by Rajani and Sarada (2008) in Andhra Pradesh, India, found out that generally women think of business ideas in their thirties. During their thirties, women entrepreneurs think that they are capable of managing family and business. Most of the women entrepreneurs are married and they receive help from their husband. A study done by Sinha (2003) also supports this finding. Sinha (2003) revealed that majority of women entrepreneur seek guidance from their parents or husbands to start their business.
- Ghosh and Cheruvalath (2007) pointed out some of the challenges of women entrepreneurs covering a wide spectrum, including level of education, inter-role conflicts emanating from greater parenting responsibilities, a dearth of financial assistance and socio-cultural constraints
- According to Bridge, O’Neill and Cromie (2003), although men and women both experience personal problems, women recorded more difficulties. This is especially true with regard to a lack of self-confidence and not being taken seriously by providers of funds when applying for funds (It is widely acknowledged that Indian women have access to fewer resources than men. For example, relative to men, they tend to have lower access to land, credit facilities, education and training facilities

3. RESEARCH METHODOLOGY:

Need of the study: - The paper helps to know the basic framework of Women Entrepreneurs and role of education in women entrepreneurship and their qualities and what is its future aspects

Main Objective of the Study: -

- Impact of specialization in women entrepreneurship

Other Objectives of Study:-

- To know the role of education in women entrepreneurship.
- To study the opportunity and training for women entrepreneurship.
- To study the qualities and what are the future aspects of women entrepreneurship.

Hypotheses of the study:-

On the bases of above objectives given below hypotheses are formulated.

There is no significant difference for the impact of various demographic variables on women entrepreneur .

H0= Null hypotheses (there is no significant difference for impact)

HA= alternative hypotheses (there is significant difference for impact)

Method adopted for statistical data analysis:-

- T test

Data Collection: - Data collection is the process to gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes.

Sources of Data Collection:

Primary Data:-The primary data for the study is collected through survey method using survey method using structured questionnaire.

Secondary Data: - The secondary data is collected through various sources like books, articles, magazines and different websites.

Analysis of first objective

- **Objective :-** Impact of specialization in women entrepreneurship

Descriptive Statistics

	N	Mean	Std. Deviation
q1	100	3.28	1.256
q2	100	3.59	1.311
q3	100	3.47	1.359
q4	100	3.42	1.249
q5	100	3.02	1.163
q6	100	3.19	1.152
q7	100	3.42	1.232
q8	100	3.00	1.279
q9	100	2.72	1.280
q10	100	2.87	1.269
q11	100	3.47	1.141
q12	100	3.41	1.173
q13	100	3.23	1.179
q14	100	3.42	1.037
q15	100	3.54	1.068
Valid N (listwise)	100		

Specialization

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
q1	Equal variances assumed	.147	.703	-.387	98	.699
	Equal variances not assumed			-.388	97.937	.699
q2	Equal variances assumed	.532	.468	-1.430	98	.156
	Equal variances not assumed			-1.433	97.929	.155
q3	Equal variances assumed	.000	.990	-1.115	98	.268
	Equal variances not assumed			-1.114	97.038	.268
q4	Equal variances assumed	1.677	.198	.936	98	.352
	Equal variances not assumed			.941	97.510	.349
q5	Equal variances assumed	1.082	.301	-.164	98	.870
	Equal variances not assumed			-.165	97.467	.869
q6	Equal variances assumed	.058	.810	1.916	98	.058
	Equal variances not assumed			1.915	97.114	.058
q7	Equal variances assumed	1.998	.161	.948	98	.345
	Equal variances not assumed			.954	97.435	.342
q8	Equal variances assumed	1.253	.266	1.739	98	.085
	Equal variances not assumed			1.749	97.655	.084
q9	Equal variances assumed	2.161	.145	2.140	98	.035
	Equal variances not assumed			2.149	97.927	.034
q10	Equal variances assumed	1.708	.194	1.144	98	.255
	Equal variances not assumed			1.148	98.000	.254
q11	Equal variances assumed	.033	.855	-.798	98	.427
	Equal variances not assumed			-.799	97.786	.426
q12	Equal variances assumed	1.929	.168	-.797	98	.427
	Equal variances not assumed			-.803	96.868	.424
q13	Equal variances assumed	1.817	.181	-2.077	98	.040
	Equal variances not assumed			-2.062	91.962	.042
q14	Equal variances assumed	2.511	.116	-.802	98	.425
	Equal variances not assumed			-.796	91.466	.428
q15	Equal variances assumed	6.480	.012	-1.884	98	.063
	Equal variances not assumed			-1.866	89.639	.065

Interpretation: The above table shows the results for demographic variable educational area specialization. Here independent t-test statistics results shows that out of 15 statements for only two statements there is difference in means for commerce and management students specialization area. So, for these two statements null hypothesis has been rejected and for all others null hypothesis has been accepted.

Second objective: - Role of education in women entrepreneurship.

Positive Attitude: - There's no energy that can mimic what's released when a positive, high-stepping woman enters a room. A positive attitude is the fuel needed to drive us from idea conception to realization. A positive attitude takes conscious effort on your part. Arrest negative thoughts and replace them with positive ones. Listen to the things you're saying to yourself in your mind. Deliberately use words that focus on constructive, affirming truths about you. To help

you stay positive, surround yourself with people who'll encourage, inspire and believe in you. If you have a positive attitude, you'll be able to see the potential that lies within you.

Vision: - The female entrepreneur is a big-picture person. She can see her successful business, what it looks like with all of its components. She can see her product on the shelves, her services in action. She is not only afraid to dream big, but views her daydreams as achievable.

Autonomy: - This woman likes to be in control and isn't afraid to make decisions by herself. She is comfortable with being alone and has confidence in her intelligence. She is a take-charge person. This woman doesn't wait for someone else to act and doesn't second guess her choices.

Intuitive: - The woman entrepreneur trusts her instincts about her product or service, the market and her business management skills. She uses her instinct as well as her research and her knowledge to guide her business decisions. She knows that her instincts will be what sets her apart from her competitors and will ultimately lead to her success.

Distinctive: - People remember this woman. She is distinctive. Her product or service is distinctive and her company is a stand-alone. There is nothing ordinary here.

Planner: - This woman not only devises and puts down on paper her business plan, she follows it. She doesn't lose sight of her goals or methods for reaching her goals. When she reaches a fork in the road, she might explore the alternate route and add it to her business plan. However, she never forgets her vision. Her business plan is the written version of the vision she sees in her mind.

Risk-Taker: - Starting a business isn't the first time this woman has thrown the dice. She isn't afraid to bet everything on herself. She has been known to jump before.

Drive: - Failure is not an option for the committed entrepreneur. Bumps in the road will not set her back, but will steel her resolve. She is on a mission and knows she will get to her goal.

Third objective: - opportunity and training for women entrepreneurship.

- In the pre-training component, the need for identification of industrial opportunities consistent with the knowledge, skills and personal background of trainees.
- The facility for the training part could include women trainers so as to help participants to open up and discuss their problems freely.
- Women trainees should be motivated to set up modern small-scale units, for example, in electronics, engineering, plastics and chemicals, rather than conventional female enterprises.
- The extension services should be tailored to the special needs and problems of women entrepreneurs, such as the long lead time invariably required by them to complete procedural formalities, arranging finances and tying up marketing arrangements.
- Apart from knowledge and skill inputs, demonstration of entrepreneurial initiative and exposure to actual industry operations through field visits should receive due weight.
- Post-training escort services would be provided by the conducting agency till the projects taken up by women entrepreneurs reach their break-even stage.

Fourth objective :- Women Entrepreneurs future aspects and qualities.

- Most of the women do not have complete independence in taking a decision to start a business enterprise. They are influenced by the male members of the family.
- Most of them do not have economic independence also, as a result of which she finds it difficult to raise funds for investment in business.
- A woman in the family is not allowed to bear any business risks and she is always demotivated by the family members for starting any enterprise by mentioning to her that she might not get support from the outside environment in business. She is not trained at all to take any risks in her life.
- Most of the women are not adequately educated. Given the percentage of literacy among women is below 15%, a woman is not allowed to learn more than other male members of the family. A woman does not get any

opportunity to learn the advance knowledge of science and technology. As a result of which she does not know, in what area of business activity she should become manufacturer.

- As a woman, she is generally discouraged from having a free inter-action with the members of the larger society, she does not get the exposure of the market opportunities that are available
- Most of the women get married at a very late age and then their bookish knowledge obtained by them from their schools and colleges becomes stale.
- There is no positive and supportive environment in the family itself, as a result of which a woman does not have courage to come out of her own moorings.
- Normally in a backward or developing country, the Society is male dominated. If a woman is seen to be successful as enterpriser, people become jealous to her and try to create all kinds of problems for her. Even male subordinates and customers normally have a negative reaction towards her.
- On account of her inability to get outside exposure, a woman hardly gets sufficient information regarding the avenues open for self-employment.
- A woman is very often unaware of procedures and formalities to be followed for getting guidance including information regarding finance. The bankers are also sceptical about their enterprising ability while giving loans to her.

4. CONCLUSION:

This paper covers the study of demographic impact of education area specialization .in this paper we consider two types of student management and commerce table results show that for demographic variable educational area specialization. Here independent t-test statistics results shows that out of 15 statements for only two statements there is difference in means for commerce and management students specialization area. So that we can says that specialization does not effected women entrepreneurship if education played any significant role in the type of venture undertaken by women entrepreneurs, legal ownership of business, source of startup fund and support to initiate business. The study found that education level does not determine the type of business women entrepreneurs get involved in. It cannot be said that educated women get involved in certain type of business and non-educated women get involved in some other type. Also, education level does not determine the legal ownership status of business i.e. irrespective of education level most women entrepreneurs are involved in sole proprietorship business. Education level also has no effect on the source of startup fund to start the business by women entrepreneur. Irrespective of level of education most women entrepreneur borrows from friends or relatives rather than form banks or other financial institution. Also, level of education does not have any influence on the support received by anyone

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