

Chapter Seven

Conclusions and Major findings

Entrepreneurship development and economic development are considered as two sides of same coin. The scarcity of adequate number of entrepreneurs is one of the main factors responsible for economic backwardness, of the so called underdeveloped but resourceful regions of the country.

The economic development of the advance countries of the world to a large extent has been attributed to growth of entrepreneurship in small and medium enterprises. Economic policies pursued in west have further demonstrated that as economic move from command to market driven, gender inequalities are bound to a bridge over a period of time. In advance countries, majority of small enterprises has been managed by women. Women-owned firms represented nearly 40% of all firms in the United States and employed approximately 27.5 million people. Further, women are starting business at faster rate than their male counterparts. It has been seen that women outnumber men by at least two times, particularly when it comes to starting business in China. There are over five million women entrepreneurs constituting one fourth of all entrepreneurs in China. In Japan too a similar trends has been noticed. The percentage of women entrepreneurs increased from 2.4% in 1980 to 5.2% in 1995. The same trend can be seen at majority of the markets available at Manipur. Of which the Ima Market is found to be solidly run by only women entrepreneurs. That is why it has been termed as the only market in Asia run by women vendors.

Keeping the experience of western economies the Government of India followed the policy for development of entrepreneurship among human resources of the country in general and women in particular during post-liberalisation

regime. Government has set-up large number of institutions to provide financial and other supportive measures for the growth of women entrepreneurship among women. Post-reform period has seen the increase in participation of even NGOs for the growth of entrepreneurship among human resources of the country. Under new economic regime the women participation in business has shown considerable improvement. At present in India 9.5% women entrepreneurs are engaged in small business. The major factors responsible for increase in participation of women in economic activities in Manipur have been: unemployment problem of the male counterparts which lead women to participate in the activities to add the family income and entrepreneurship as a career.

Apart from being a majority shareholder in the ownership, a woman entrepreneur, like male counterpart, is an organizer, manager and a bearer of risks involved in running the enterprise. The share of business women has increased across the nations with the passage of time. Indian women too corroborate this tendency, though their proportion to the global scenario is quite less. Among the Indian States, share of women entrepreneurs in Manipur state is highest.

OBJECTIVES OF THE STUDY

The study has been pursued to achieve the following objectives:

1. To study the socio-economic conditions and motivational factors of the women entrepreneurship.
2. To identify and analyze the pull and push factors associated with the development of women entrepreneurs in Manipur.
3. To explore the mechanism of handling the dual role and it's related problems at workplace and at home.

4. To examine the knowledge of the entrepreneurs about the Government policy/programs regarding women entrepreneurship development in Manipur.
5. To explore the challenges and future prospects of women entrepreneurs in Manipur.

FINDINGS

The following are the findings and recommendations of the studies:

- 49.33% of women entrepreneurs have their professional experience of upto 20 years, followed by 38.67% between 20-30 years and 12% of them are having experience of 30 years and above.
- Out of 150 respondents, 141 (94%) of them are Hindu, followed by 5 (3.33%) and 4 (2.67%) from Muslim and Christian respectively.
- Out of 150 respondents, maximum i.e 90 (60%) of the respondents came from General category, followed by 53 (35.33%) of them from OBC, and 7 (4.67%) constituted of combined SC and SC.
- 88 (58.67%) of the entrepreneurs started their business at the very early stage (between 20 to 30 years). 53 (35.33%) of them started when they were between 31 to 40 years. And the rest 9 (6%) started very late i.e during 41 to 50 years of age.
- Illiterate women entrepreneurs (34%) have the highest participation level in the entrepreneurial activity in the Ima Market, followed by 31% from Under matric, 21% from Matric and 13% from above Higher Secondary level of education.

- Irrespective of caste and income group, the financial constraints is the major reason for entering the business line for all the women entrepreneurs in Ima Market.
- Irrespective of education level and income group, the financial constraints is showing the major reason for entering the business line for all the women entrepreneurs in Ima Market.
- 84% of women entrepreneurs belong to nuclear families and 16% from joint families. It shows that type of family is no longer a constraint for women. Information further indicates that joint family system is still prevalent in our society.
- 62% of women entrepreneurs are managing enterprise on their own and 38% of women entrepreneurs are taking help of others ('Others' includes business partners, traders, husbands, in-laws, parents, sons and daughters). It shows that majority of women entrepreneurs are managing their business alone.
- 49% of women vendors are having the trade of selling edibles (vegetables, fruits, homemade dry foods and raw food), 27% of them are selling apparels and handloom products, 7% of them are selling domestic used products, another 7% of them are having the trade of selling pottery and local made dolls (which has a huge demand from tourists) and remaining 10% are engaged in selling of paan & supari, Banana leaf and flowers.
- 65% of women entrepreneurs are motivated by self or they are being bound to do the business and 35% by their family. It was found that the

financial constraints of the family were the main reason behind self motivation. The other factors may be attributed as continuing family's business since they have no other means of earning.

- Out of total 150 respondents, 53 (35.33%) women entrepreneurs were inspired by family members and the remaining 97 (64.67%) of them started with their own perception to start the business and were also bound to do.
- 65% of women entrepreneurs are doing business in the Ima Market due to financial constraints, whereas 23% of women vendors are continuing family's business. Only 12% of women entrepreneurs are doing business as a means of earning extra/additional income. It reveals that majority of women entrepreneurs are doing business to fight against the financial constraints of the family. It is true indicator of entrepreneurship development among women and its level of participation.
- Maximum of the respondents 105 (70%) prefer auto as their conveyance. Remaining, 35 (23.33%) prefers Bus/Auto and 10 (6.67%) others like walking upto Market.
- 88% of women entrepreneurs came to know about the market from different other sources (Ima market being one of the most famous and important market in Manipur, entrepreneurs know since childhood), 11% of women entrepreneurs came to know about the market from family members, and remaining minimal 1% of them from friends.

- Maximum entrepreneurs i.e 136 (90.67%) out of 150 are housewife, remaining 12 (8%) were engaged to some other profession and a very negligible no. i.e 2 (1.33%) respondents were Govt. employee earlier.
- With respect to customer's attitudinal reaction, 66% of women entrepreneurs says good and 34% says the customers unreasonably bargains.
- 68% of women entrepreneurs finds very tough/difficult to manage the dual role of being a housewife/mother/daughter-in-law and an entrepreneur, remaining 32% says it's not difficult at all.
- 97 (64.67%) of the respondents chat with friends when they get tired, 6 (4%) of them visits temple and 47 (31.33%) sleeps and relax.
- 58% of the women entrepreneurs says they don't have any idea or knowledge about the Government support schemes, remaining 62% says they know it. Here, the Government support schemes means, the Municipality's role of cleaning market, was providing drinking water facilities and collection of tax, as responded by the women entrepreneurs, during data collection.
- It is generally found that a woman can perform all these functions as the awakening among women is felt all over the world due to numerous reasons in undertaking a business venture. In fact, women are gradually willing to accept challenges and assume responsibilities in the fields of economic, social, political and more particularly in entrepreneurial stance. Resultantly, women entrepreneurs in Manipur have been making a significant impact on all the segments of the economy.