

To Study the Status of Entrepreneurs in the Bikaner City (Urban Area)

Pooja Sharma¹, Jyoti Sharma²

¹Research Scholar (P.HD), Rajasthan University, Jaipur

²Lecturer, K.D.G.D.Mittal PG Mahila Mahavidhlaya, Sardar Shahar (Churu)

1. Introduction

Women have been regarded as the nuclei of nation and builder and molder of its destiny. It is a fact that, 'when there is development of women, family develops, the society develops and the country develops'. They are the catalyst of development and with them we prosper, but without them we are poor. Time went out when Indian women were confined to four walls of their homes with their immense strength and potential. Now they are the important part of economic development.

Women entrepreneur in the developing world would make a large and often unrecognized contribution to their countries economic development. They employ other people, provide valuable services and play a vital role in the development of emerging market economy worldwide. The growing importance of women entrepreneurs to economics of developing world cannot be displayed (Pal, 1998). Though different programmes, the number of women entrepreneurs are increasing and is expected to increase much more. The support of women entrepreneurship will increase the level and status of women specially with reference to Indian conditions. But the problems and constraints experienced by women entrepreneur are many which have their bearing upon the effectiveness of operating an enterprise. The most important thing that a woman needs in order to be successful entrepreneur is to become empowered.

Entrepreneurship itself is recently being recognized as a full fledged profession and women entrepreneur is an even newer phenomenon. Thus, the present study aims to analyze various aspects related to status and problems of women entrepreneurs. Thus, study tries to give an insight of business profile of women entrepreneurs and the extent of assistance by different financial institutions to them for running their organization.

Entrepreneurship development is a process of educating/training individuals who are desirous of undertaking some enterprises as their business/career. In other words, it has been termed as; 'growing rural entrepreneurs'.

Entrepreneurs are the character practice and/or skill of an entrepreneur. An entrepreneur is a person who organizes, manages and assumes the risk of a business. Accordingly, entrepreneurship refers to identifying/innovating ideas, product and services; mobilizing resources, organizing production/services and finally, marketing them covering the

risk with constant strive for growth and excellence. According to J.B. Say the entrepreneur's function is to combine the productive factors, to bring them together. Carrying out of new combination of productive factors is called 'enterprise' which in fact is a fundamental phenomenon of economic development. The individual whose function is to carry them out is what we call 'entrepreneur'.

In the recent decades the role of entrepreneur has been considered of very great significance in accelerating the pace of growth and economic development in both the developed and under-developed countries. The present day developed countries like America, England, Germany, Japan etc. owe much of their economic development to enterprising and underdeveloped countries having seen the history of economic development in developed countries are now conscious of the significance of entrepreneurs of utmost significance for achieving the goal of economic development.

2. Objectives

- 1) To study the profile of Respondents / Entrepreneurs
- 2) To study the profile/status of enterprise

3. Methodology

A Scientific and systematic methodology was developed and used to carry out the present study. The study was conducted in Bikaner city (urban area). The Bikaner city was purposively selected to see the status of entrepreneur in Bikaner city 300 enterprises were identified. Out of which ten per cent entrepreneurs purposively selected for the study.

The data will be collected through structured interview schedule. The schedule was prepared keeping in view of the objective of the study. Interview schedule was prepared by the investigator and validated by experts.

4. Results and Discussion

Table 1: Distribution of respondents according to age, N = 25

S. No.	Category	n	%
1	Young (20-29)	2	20
2	Middle (29-35)	10	40
3	Old (Above 35)	10	40

Table 1 revealed that the majority of respondents belonged to middle age group (40%) followed by young (20%) and old (40%).

Table 2: Distribution of respondents according to caste
N = 25

S. No.	Category	n	%
1	Schedule caste	2	8
2	General	22	88
3	Other backward caste	1	4

Table 2 indicates that majority of respondents were belong to general caste, 8 per cent were belong to schedule caste and only 4 per cent were from other backward class.

Table 3: Distribution of respondents according to literacy level
N = 25

S. No.	Category	n	%
1	Illiterate	4	16
2	Primary	15	60
3	Middle and above	6	24

Table 3 shows that 60 per cent respondents belong to primary level education, 24 per cent belong to middle level and remaining only 16 per cent belong to illiterate.

Table 4: Distribution of respondents according to their occupation
N = 25

S. No.	Category	n	%
1	Labourer	10	40
2	Caste occupation	10	40
3	Agriculture	5	20
4	Business	-	-
5	Service	-	-

Table 4 depicts that majority of respondents belong to caste and agriculture occupation.

Table 5: Distribution of respondents according to their monthly income
N = 25

S. No.	Category	n	%
1	Low	5	20
2	Medium	5	20
3	High	15	60

Table 5 reveals that majority of respondents were from medium income group and other twenty per cent respondents were belong to low level and high level income group.

Table 6: Distribution of respondents according to their monthly income
N = 25

S. No.	Category	n	%
1	Nuclear	20	80
2	Joint	5	20

Table 6 indicates that 80 per cent respondents falls in nuclear type family and other 20 per cent respondents fall in joint family.

Table 7: Distribution of respondents according to members of family, N = 25

S. No.	Category	n	%
1	Up to 5	20	80
2	More than 5	5	20

Table 7 shows that 80 per cent respondents had up to 5 members and other 20 per cent had more than 5 members in owe family.

Profile / Status of enterprise

To determine the status of entrepreneurs, it is important to study the profile of enterprise, it is important to study the profile of enterprise operated by women.

It is essential to assess the philosophy of women entrepreneurs which can be deducted from the line of activity being pursued by women entrepreneurs, location to enterprise, type of organization, means of financial assistance, interest rate which they are paying etc.

Table 8: Distribution of Enterprises according to their types of business activity, N = 25

S. No.	Type of business activity	No.	Percentage
1	Stitching / Embroidery	5	20
2	Masala / Papad	15	60
3	Craft making	5	20
4	Others	-	-

Table 8 describe about the type of business activity. This table shows that 60 per cent respondents were involve in masala/papad making activity, 20 per cent were involve in stitching/embroidery and 20 per cent respondents were involve craft activity.

Table 9: Profile of Enterprise

S. No.	Nature of Enterprise	Frequency	Percentage
A.	Type of enterprise		
	Production	5	20
	Learning / Teaching	20	80
	Total	25	100
B.	Location of enterprise		
	At the home	15	60
	Within 2 Km.	8	32
	Far from home	2	8
	Total	25	100
C.	Type of organization		
	Public	5	20
	Partnership	5	20
	Joint	4	16
	Cooperative	1	4
	Private	10	40
	Total	25	100

Table 9 shows that majority of respondent have teaching type enterprise, 60 per cent respondents have at house as enterprise and 40 per cent respondent have private organization system.

Table 10: Year of establishment of enterprise
N = 25

S. No.	Type of business activity	No.	Percentage
1	1985-90	-	-
2	1990-95	4	16
3	1995-1999	5	20
4	After 1999	16	64

It is apparent from Table 10 that majority of respondents had recently started their business after the years 1999.

Table 11: Availability of raw material in an enterprise

S. No.	Availability of raw material	F	%	Purchase of raw material	F	%
1	Easily available	13	52	From Bikaner city	20	80
2	Difficult to Procure	5	20	Outside the Bikaner	-	-
3	Efforts are required to some extend	7	28	From both	5	20

Table 11 provides data regarding the availability of raw material for their enterprise. Half of the respondents say that materials are easily available for them at right time when they need it. But 28 per cent entrepreneurs rapport that some efforts have to be done for procuring raw materials. Whereas, 20 per cent of women are facing problem in this respect.

Table 11 further gives information that half of the respondents purchase raw material from Bikaner and only 20 per cent said that they purchase raw material from both sources either from Bikaner and outside the Bikaner.

Table 12: Marketing strategy of women interpreters

S. No.	Marketing	F	%	If self them method is	F	%
1	Self	20	80	Low price	12	48
2	To wholesaler	3	12	Installment	3	12
3	To retailer	2	8	Credit facility	10	40

Table 20 gives information about the marketing strategy adopted women entrepreneurs. The marketing strategy adopted by 80 per cent of the entrepreneurs is self selling. Only 3 per cent give their product to the whole seller for sale of their product, whereas 2 per cent give to the retailer.

Table 20 further shows that if they sell their product themselves then which type of methods they are using. The strategy adopted by 48 per cent of respondents were of low price, with low profit as that they can earn money for running their enterprise. Credit facilities are given to the consumer by the 40 per cent of the respondents for short as well as long period of time. This increases number of customers and help in increasing their sale. Only few respondents (12%) provide easy loan installment facility to the consumer.

Table 13: Profit satisfaction of women entrepreneurs

S. No.	Profit affected by bargaining power of consumer	F	%	Satisfied with profit	F	%
1.	Yes	5	20	Yes	20	80
2.	No	20	80	No	5	20

Table 21 depicts about the satisfaction of women entrepreneurs regarding profit earned. It is clear form the table that 80 per cent respondents does not agree that their profit is affected by bargaining power of consumer, but 20 per cent respondents agree for this comment.

Further, table shows that satisfaction from the profit earned was positive by 80 per cent of the respondents but 20 per cent respondents are not satisfied with the profit.

5. Conclusion

Women entrepreneurs in the developing world make a large and often unrecognized contribution to their country's economic development. They employ other people, provide valuable services and play vital role in the development of emerging market economy worldwide.

Under this study we conclude that majority of respondents agree that they are satisfied with profit but they does not agree that their profit is affected by bargaining power of the consumer.

Approximate people purchase raw material from Bikaner city. Under this research investigator observed that women play an important role in entrepreneurship development.