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Micro Level Study on the Development of Women Entrepreneurship in Rumtek Village of East Sikkim

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Abstract:

The history of Indian civilization witnesses the ignorance of women's contribution on the social development of a society. The social structure of traditional society of past India forced them to stay out of social decision such as household decision making, gaining respect in family, independence, learning and earning process. It shows that, the practice of discrimination on the basis of gender was highly active in our past civilization. The traditional believes, religious rituals and hegemonic masculine ideology made them suffer a lot and denied to give them equal opportunities in human world. While in today's world, the rise of social ideas related to women empowerment have been able to attract world's attention towards the women development which includes many International and National bodies. At present the elite persons and those National and international bodies are giving attention to their participation in society, decision-making, education and health. The short-run and long-run policies of the government and non-government organization such as reservation system, financial support through micro finance and Self Help Group are able to change the life of women from the grass root level in both rural and urban areas.

1. Methodology

In present study researcher only focus on participation of women in unorganized sector which include women's entrepreneurship only, where researcher use both primary and secondary data to analyze the topic. Researcher use survey method where 50 women are selected randomly to fill the questioner, which include all the basic information of the respondents.

The Government of India has defined a women entrepreneurship as "an enterprise owned and controlled by a women having a minimum financial interest to 51% of the capital and giving at least 51% of the employment generated in the enterprise to women" (Vijayakumar and Naresh 2013). The Entrepreneurship in India is given the significant importance due to its visible impact in wealth-creation and employment –generation specially the micro-enterprise in both rural and urban areas. The changing attitude of modern society towards the women's participation in different sector not only encourages the women empowerment through women's entrepreneurship but also increases their self-confidence or self-respect too. According to the Global Entrepreneurship Monitor, one in eleven (8.9%) women is involved in entrepreneurship across the globe and India occupies the second position among the 22 countries where 14.1% of women have ventured entrepreneurship (Reynolds et al., 2002). In advanced country like USA, women own 25% of all business, in Canada women own one-third of small business and one-fifth in France (Sharma 2013). While in Sikkim 30 enterprises (as on 31st March 2010) are managed by Women directly out of 98 women Enterprises (Das 2012). These enterprises were able to provide employment to 221 females which give only 16.72% of the total female employment of the country (India) (Ibid).

Life in rural areas is extremely negligible in all aspect, such as health, education, employment and equal opportunity. The practice of discrimination on the basis of gender is highly active in rural areas. While, a life of dignity is the right of every citizen, but the rural society fail to give dignified life to women and their contribution towards the society is underestimated by the male dominated society. Due to implementation of New Economic Policies 1991 the Indian economy has been witnessing a drastic change in its feature. After 1991 the Foreign Direct Investment, technology innovation and manufactured export has brought a wide range of economic and social opportunities to women entrepreneurs (Ibid). Intervention of Micro finance, Self Help Group and reservation system brought tremendous change in the life of women in both the sector from the grass root level. Due to implementation of various policies and programmes by the central government for the development of women gives positive results in different aspects, such as women can participate in almost every social development programme, they can set their own agenda, gain skills, solve problems and develop self-reliance. While, above all developmental process researcher only focus on participation of women in unorganised sector as an entrepreneur in this paper.

If we want to compete with third world (well developed nation) the combine participation of men and women is required in all activities. Women's participation in different sector in India presents various trends which reflect the structural features of the India economy. The participation of women in economic activities is not only considered to be significant for economic and social development of women but society as well. Today women are successfully participating in nation building mechanism such as, teacher, professor, lawyer, engineer, doctor, pilot, scientist, technocrats, economists, etc. in fact they can manage the home efficiently as a house wife, so why not in a business as an entrepreneur. The involvement of women in business sector as an entrepreneur needs more support or psychological motivations from family member and husband especially in rural sector. As the matter of fact women plays dual role, like house wife and employee due to this their stress level automatically increases (Basha et al., 2013). The supportive manner of the family member, husband and government schemes are able to build their self-confidence and self motivation which further leads to increase women's participation in business sector as an entrepreneur in rural areas where the maximum numbers of women are illiterate in academic sense. In developing countries like India, the small, medium and cottage industries plays an important role in the development of the financially backward people of the society. As the matter of fact many women have excellent entrepreneurial abilities but they are not using their abilities to create additional income sources for their families. The main reason for their low interest is family obligations because most of the Indian women devoted their lives to take care of their family member rather self-development (Kumbhar 2013). While, the other obligations such as low educational qualification, Absence of balance between family and career, poor degree of financial freedom and mental support from family and husband plays tremendous role in the development of women through entrepreneurship. So in this paper, researcher try to analyse that, whether above mentioned issues are really affecting the interest and working capacity of the women as an entrepreneurship or it just a mental difference of the people of traditional and modern society of the rural area.

Rumtek is situated in eastern part of the Sikkim, which is almost 24 kilometres away from the capital of the state called 'Gangtok'. Rumtek is also counted as a tourist place because of Buddhist Monastery and its natural beauty. Its landscape provides the complete and clear picture of the Gangtok town in its front face.

2. Results and Discussion

While doing survey researcher finds that out of 50 sample women 38% respondents are advised by their husbands, which is shown in figure 1. In the same figure only 14% respondents are opined that they are advised by their friends and others, where as 20% respondents are advised by their parents, which is important for the women's status in society. It also shows that the male dominated society realised the importance of women in society for the social development. Again out of 50 sample women 28% respondents are able to take self-decision and step forward to participate in business world as an entrepreneur. It shows that the mentality of the traditional society is getting replaced by the modern one. When researcher try to know and asked them about their (28% respondents) stress level, family obligation and why they need to join in this sector, they answered it in a following words,

"In the beginning our parents are not allow us to join in this sector because they said as a women we are responsible for all household work, so with that it was difficult of us to develop our mind as a entrepreneur. Due to generation gap, our thinking capacity or mentality is different from our parents, which became most important obstacle in our path in the beginning of our decision. They said as women we should concentrate only on household works rather than other and all income earning activities are for men only. We are playing a double role in human world means Wife and the Mother, where the stress level is obviously increasing. In the absence of employment and other source of income it is very hard to provide basic facilities like proper health care, nutritious food, proper education etc of the family. So to earn some amount of money which will support the family expenses we entered in business sector as an entrepreneur. So at present our family members are happy with my work and sometimes they are also helping me in my business physically and financially as well".

Below figure shows the percentage of advised member of the family and other then family.

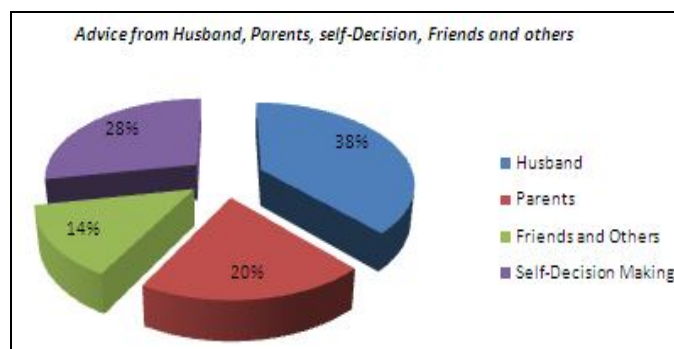


Figure 1: Percentage of advised persons, member of the family and other then family member from whom sample women are took advice

Nature of self-confidence and self-respect after becoming an Entrepreneur



Figure 2: Difference in Self-confidence level after becoming an Entrepreneur

According to the figure 2, 94% of respondents have agreed that their self-confidence has increased after becoming an entrepreneur, whereas the 6% respondent's self-confidence is unchanged even after they became an entrepreneur. The positive attitudes of women in business sector have been able to increase their confidence level and give them equal status in society and increase their living standard as well. Researchers finds that in all the 6% respondent's enterprises the circular flow of money is blocked by the maximum credit taken by the villagers which further lead to decrease money transaction in the enterprise which directly affect the income of the entrepreneur (Field Survey Rumtek, dated 05-06-2014). So in this way their self-confidence and self-respect are unchanged due to decrease in income.

3. Future Plan

Below figure shows the future plans of the sample women regarding their entrepreneurship. According to the field survey, 24% respondents wants to continue their current business, because they are happy with it and their enterprise is located under the circle of nuclear settlement and nearby the school compound which gives them good amount of money for daily transaction and income as well.

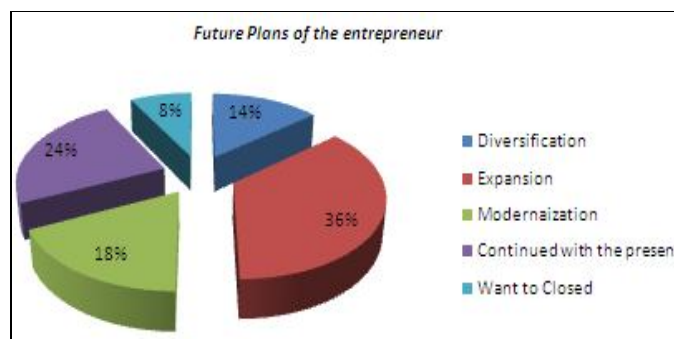


Figure 3: Future plans of the sample women regarding their entrepreneurship

Whereas 36% out of 50 samples wants to expand their enterprise and, 18% wants to modernize it and 14% wants to diversify the current business. While doing survey researchers finds that due to high pressure on the land of urban area in Gangtok and the extension of the capital is not possible because of its landscape. So people move towards the country side of it called Rumtek and Ranka. Because of this the regional migration is highly active in these two regions, that is why the mode of expansion, modernization and diversification of the current business is highly appreciated in the form of rural development in Rumtek Village.

4. Problems

Regarding any problem in enterprise 41% respondents says that they are giving priority to discuss with the family member and husband whereas 17% respondents are opined that they are taking help from their friends and other experience entrepreneurs and 42% respondents says that they are taking their own decision making without concerning to anyone. It shows that the joint venture of the central and the state as well as government and non-government regarding women's development are able to shape the women empowerment in a perfect form and lead towards their development.

5. Findings and Conclusion

- 38% respondents have accepted that they took advice from their husband.
- 20% respondents have accepted that their family are helpful.
- 41% respondents have accepted that, they are giving priority to discuss with the family member and husband if they face any problem in enterprise and 42% respondents are taking their own decision making without concerning to anyone.

- 94% respondents have agreed that their self-confidence level is increased after becoming an entrepreneur.
- 6% respondent's self-confidants are un-changed even after becoming an entrepreneur. While the high degree of credit out flow and low degree of circular flow of money is the basic reasons for the un-changed mode of 6% respondents.
- 92% respondents want to expand, diversify and modernize the business due to high inflow of permanent settlers and tourist.
- 8% respondents do not want to continue the business because of loss, low educational qualification and small size of family.
- 88% respondents opined that, they are satisfied with their profession and giving equal priority to family and business.

Life in rural area discourages the participation of women in formal and informal sector. But in the modern society participation of women in business sector as well as in other sector able to develop and improve their self-confidence, better decision making in family, family environment, increase mobility and able to give equal status in society with male. The social ritual, traditional believes and cultural differences of the rural society are some important factors which discourage the participation of women in business sector as an entrepreneur. So in this situation, women need some serious support from their husband and family as well.

6. References

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