

“SUCCESS STATUS OF WOMEN ENTREPRENEURS; A STUDY WITH REFERENCE TO MANGALURU”

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Abstract:

Women in the modern era are no less than men who run business as many success stories of women in entrepreneurship stand as examples. Some women entrepreneurs have reached zenith in their business and some have met their waterloo. There are various factors which contribute to the success stories of successful women entrepreneurs. On the other hand, many bitter incidents and wrong decisions in the business make the women entrepreneurs to face challenges to win over the failures in their business.

Key words:

Women,

Entrepreneurs,

India,

Success,

Challenges,

Future **S**tartups.

This paper probes into the success and challenging factors of a few women entrepreneurs and highlight the same for the purpose of studying the future startups of women entrepreneurs. This paper will also be helpful to the management student community to own them as the case study in their classroom study.

The women entrepreneurs selected for this study are chosen from different sectors from Mangaluru. The sample for the study is 50 and various statistical tools and techniques have been applied to analyze the data. The purpose of this paper is to encourage the women population to start their own business as they are discouraged to stand on their own in the male dominated society.

Introduction

Over the past few years, India has shown a record growth in women entrepreneurship and more women are pursuing their career in this direction and continue to make notable headways in entrepreneurial landscape. With the constant development in the Indian startup ecosystem, more and more women are chasing the entrepreneurial dream and succeeding in their ventures. This is empowering other Indian women who are still confined to the traditional homemaker role to think for themselves. Although the small businesses owned by women have traditionally been in the service sector, in recent years women entrepreneurs have been moving rapidly into manufacturing, construction, and other industrial fields. Women have owned and operated businesses for decades, but they were not always recognized or given credit for their efforts. Often women entrepreneurs were "invisible" as they worked side by side with their husbands, and many only stepped into visible leadership positions when their husbands died. But a variety of factors have combined in recent years to contribute to the visibility and number of women who start their own businesses. As women enter the workforce in ever-greater numbers, they gain professional experience, and managerial skills, both necessary to be successful entrepreneurs

In India, because of culture & traditions, women are supposed to perform household activities & take care of family because of these reasons women entrepreneurship is very low. But due to the widespread of education and social awareness during last three decades now women are showing interest in starting their own venture. Hence there is a considerable growth of women entrepreneurs. Now a day's in Indian women are willing to accept challenges & assume responsibility in economic social, political group. Generally, they engage them in tiny or small cottage industries But recent study show women have been starting ventures in all the sector equivalent to male.

Objectives of the study

- To know the idea behind success in their business.
- To study the women entrepreneurs functioning in Mangalore city.
- To study the challenges faced by women entrepreneurs.
- To study the impact of special "Entrepreneurship Development Programs"(EDPs) for women.

Research Methodology

Data is collected through a structured questionnaire and personal interview

method. For the purpose of survey, women entrepreneurs are met in person and explanations were given for the need for the study. The sample is collected from the entire city, by notifying the successful women entrepreneurs in the city.

Sources of data

The data required for the study is collected from both primary and secondary sources. The primary data collection is done through structured questionnaire prepared on the basis of review of literature and the variables were selected from those. In addition, the direct contact and discussion with the women entrepreneurs in Mangalore. The secondary data is collected from both print and electronic media. The print sources include books, journals, magazines, etc.

B.S. Bhatia, J.S. Saini and S.K. Dhameja (2001) According to their study, Government incentives, training programmes and local initiatives have been introduced with the intention of stimulating entrepreneurship among women. This will lead to the development of desirable environment in which women will come forth and give vent to their latent entrepreneurial talent.

Thomas and Padmakumar (2013) in their article entitled, "Entrepreneurship in India" have found that a large number of individuals attending entrepreneurship

development programs at present are not genuinely interested in becoming industrialists. To inculcate entrepreneurial talents, to identify real potential individuals and to impart entrepreneurship development training through EDPs and to stimulate them to start new enterprises a definite shift in the emphasis and approach should be initiated.

Sujatha Mukherjee (2013) in her article titled, "Women Entrepreneurship Changing Status" has discussed that women from the low-income segment take up entrepreneurship as a survival strategy. The study reports that venturing into entrepreneurship had a positive influence on the women entrepreneurs.

Paramjit Kaur Dhillon (2012) in his book entitled, "Women Entrepreneurs: Problems and Prospects" has analyzed the motives of successful women entrepreneurs. She has gone into the many reasons that prompted such women to begin an enterprise, the problems they faced, their attitude towards risks, their independent orientation, need for achievement and future planning and management.

Natarajan (2011) in his thesis titled, "A Study of Women Entrepreneurs in Tamil Nadu" has analyzed the performance of women entrepreneurs and the various factors contributing to the success of the women entrepreneurs. He has also analyzed

the various reasons why women hesitate to become entrepreneurs.

Women Entrepreneurship

Women entrepreneurs are said to be encompassing one-third of total entrepreneurs worldwide. Entrepreneurship traditionally has been defined as process of designing, procuring, launching and running a new business. An Entrepreneur has been defined as a person responsible for collecting resources, applying them, taking a calculated risk and making profits. An entrepreneur controls all factors of production – human resource, financial and material- to exploit the opportunities to convert them into business. Entrepreneurship starts with entrepreneurial mindset and nurtures with entrepreneurial eco system which includes government program, policy, non-governmental support, public and private organizations, small business advocacy, associations and small business friendly laws.

Some Interesting Statistics on Women Entrepreneurs in India

In a country like India where most women are not encouraged to think large, particularly the Countryside (rural) parts of the nation, there are some who have soared higher than one would expect from a complicated setup. Such women

encourage many ladies to work through their personal struggles and obstacles stories on the road of startups. As a result, India is steadily increasing its ranks in a favorable start-up environment with strong government backing

About 58% of the female entrepreneurs were in the age range of 20-30 when they started out.

Nearly 73% of them report revenue of approximately Rs 10 Lakhs in a financial year.

Almost 57% of these women started out solo i.e. without any other member.

About 35% of the women had a co-founder. Roughly 71% of the Indian female entrepreneurs employ five people or less.

Successful Women Entrepreneurs in Mangaluru, who have proved that a woman can rule any world if she determines to.

Mangalore is and had always been a favorite destination for trade and business. With favorable climate, affordable amenities and a huge amount of manpower, Mangalore has become a hub for growing commerce day by day and while it is prospering from the business front, our manglorean women have left no stone unturned to make the most out of it.

In the city like Mangalore where some of the manglorean women are much neglected and there are some who have soared higher.

Thanks to these powerful ladies as they have faced struggles, challenges and made their way to the top list of entrepreneurs in Mangalore. This has not only helped the society economically but also has done a lot in terms of exposing the potential that a woman holds.

Shilpa (Halli Mane Rottis)

Shilpa, owner, chef and manager of “Halli Mane Rottis”. When the world says “give up”, Hope whispers “try it one more time”. Shilpa, a homemaker turned entrepreneur, successfully running one of the renowned mobile eateries in Mangaluru – ‘Halli Mane Rotties’ along with her brother Chiranjeevi, is an inspiration not only to women but every single person. Located near Gandhi park at Urwa, they prepare dishes which you would find in the malenadu region of Karnataka, which is highly unlikely to be found in the coastal parts of karnataka, especially in Mangalore. In this small food truck they bring reminiscent joy to customers who crave for Malenadu cuisine in Mangalore. The journey of ‘Halli Mane Rotties’ from what it was to what it is today was not at all easy. Shilpa had to learn success the hard way than one would ever imagine. leaving the critics and herself dumbstruck looking at the positive response from the locals. Shilpa never looked back ever since. Shilpa is not an ordinary woman entrepreneur, but a woman who has risen from misery. She may not

hold business degree from a reputed college. She has definitely seen difficulties in life and she knows how to come out from them. She is a role model not only to women but men also.

Mariam Mohiudeen (Baker’s Treat)

Mariam Mohiudeen was the founder of “Baker’s Treat”. It is a cool spot for the young and the not so young. It is loved not just for its baked items, butter cream cup cakes, brownies, quiche, burgers, and cakes but especially for the courteous hospitality extended by its owner Mariam Mohiudeen. In these **fiercely competitive** times it is very difficult for any entrepreneur to compete and survive. Mariam had no formal education or work experience in the field of her activity. She had no academic or professional credentials to get a decent paying job. However, she was endowed with personal assets such as capacity to work hard, determination to succeed against all odds, humility in the face of successes and failures, ability to love and care, and most of all, self-learning from situations, people and one’s own follies. As my research findings showed, this woman entrepreneur too, has earned less to herself and contributed more to the society and economy at large. She remained a discouraged borrower, fire-fighting for financial resources until she got the business excellence award at the POWER summit 2017 where Syndicate

Bank the sponsorer of the prize offered her the financial support. Mariam is a shining role model for any woman who nurtures a dream to enterprise.

VathikaPai (International Travel and Tourism)

Vathika Pai grew up in a household of entrepreneurship. As early as 1971, her mother Nirmala Kamath had ventured into the business of travel and tourism. Being her parents' only child, Vathika grew up with a desire to be part of the enterprise of her mother and take it to the next generation. As Vathika in academics was very fine, The general consensus among members of the family was that they should take medicine or engineering courses. The prestige and glamor of the medical profession did not attract Vathika, who was very certain of her chosen career choice. Instead, she entered the Bachelor of Commerce program and then completed her Masters in Business Administration with Finance as her major Manipal University subject. In both of these classes, she won the First Rank and the Gold Medal. She entered the company of her parent who had developed into a medium enterprise as soon as she finished her studies. The creative drive and ambition of Vathika has allowed her foray into the international business of travel. She also has her own Vathika International Travels business that is running tours across the globe. Vathika is currently the Kanara Chamber

of Commerce and Industry's only woman director.

Chetana Shashidhar (Chethna's Beauty Lounge)

Chetana, founder of Chethna's beauty lounge, is well versed in a wide range of services, including the ultimate in soothing therapies, facials, total body treatments, aromatherapy, henna application mehendi design, nail art, creative bindi, skin care, hair care, hair color and personal grooming techniques. Her gentle touch comes in every service. She is CIDESCO Certified Cosmetologist, Zurich, Switzerland, KRYOLAN Expert Makeup Academy Certified Cosmetologist from De Vijan, Russia, First Mangalorean specialist in Air Brush Make-up. More than 20 years of experience in bridal make over. Quality can not be attributed to chance or to being one of its kind, but it would definitely be understood by those who have experienced chethana over a period of time that it was built on the owner's passion. And she believes, hard work, modesty, enthusiasm, and determination to succeed from all difficulties are the key factor in achieving business success.

Qualities of Successful women entrepreneur

- Passion
- Self-confident and bold
- Creativity

- Humility
- Capable of taking risks
- Work-life balance.
- Courage

between various factors has been found out to ensure if there is any association between the various factors which contribute more to the success of women entrepreneurship.

Data Analysis & Interpretation

Here the data collected are analyzed and interpretation has been made. Correlation

Status of age

Age group	No. of respondents	Percentage
20-30	10	20%
30-40	21	42%
40-50	16	32%
50 Above	3	6%
Total	50	100%

It is observed in the course of research work that the majority of the women entrepreneurs were in the age group of 30-40 years i.e. 42% (21 out of 50) while only 20% women entrepreneur was identified in the age group of 20-30. The proportion of the women entrepreneurs in the age group of 30 to 40 was 42% & 50 above was 6% .

It is evident from the above analysis that the largest number of women

entrepreneurs were between 30-40 years of age. The women who have recently started to earn are more likely to take a risk and start their own business or even to change the job. The women in higher age group once earning a stable income usually do not take risk of changing their job.

Marital Status

Marital status	No. of respondents	Percentage
Married	41	82%
Unmarried	9	18%
Total	50	100%

It is evident from the table that a majority of the respondents (over 82 per cent) is married, whereas around 18 per cent of the respondents are unmarried. It means that after marriage most of the women entrepreneurs started their own business. It

could be due to the fact that married ladies could get help from their husbands to start an enterprise directly or indirectly. The help could be of financial, physical or moral in nature.

Education status

Education	No. of respondents	Percentage
Primary	8	16
SSLC	22	44
PUC	15	30
UG	5	10
Total	50	100

It is observed from the table 44%(SSLC) & 30% (PUC) of the enterprises are managed by women entrepreneurs whose qualification was secondary. Only five women entrepreneur (10%) were graduates and 16% of them were at primary stage. The conclusion that can be drawn from this table is that quite a large number of entrepreneurs from secondary

education are entering into the entrepreneurial line. The women who have more educational qualifications are looking as it is a challenge, ambition and doing something fruitful, while other women with moderate qualifications could not think of it beyond a tool of earning money.

Leadership Status

Status	No. of respondents	Percentage
They are born	22	44
They are made	23	46
They are born & can also be made	5	10
Total	50	100

Status of Problems

	No. of respondents	Percentage
yes	44	88
No	6	12
Total	50	100

The above tabulated data shows that a vast majority (about 88 per cent) of the respondents have stated that they face problems while carrying out entrepreneurial activity. Only 12% of the respondents have said that they do not face

any problem. It may be said that, by and large, a vast majority of the respondents did face personal, financial, social & managerial or the other problems in carrying out entrepreneurial activity.

Status of prospectus

	No. of respondents	Percentage
Increasing no of successful women in the society	28	56
Increasing spread of education among women	19	38
Increasing equality status of women	3	6
Total	50	100

It is revealed that 56% of entrepreneurs were motivated by increasing no of successful women in the society, while 38% were motivated by increasing spread of education among women. And only 6% because of Increasing equality status of women. In discussion with women entrepreneurs in Mangalore Region, it is

observed, it is clear that more female entrepreneurs are emerging in the current economic situation and are doing very well, becoming ideal models for the younger generations. Therefore, these successful women entrepreneurs are inspiring others in the sector to venture into entrepreneurship.

Correlations

1.Age & Stress

Descriptive Statistics			
	Mean	Std. Deviation	N
Age	2.2400	.84660	50
Stress	1.3200	.47121	50

Correlations			
		Age	Stress
Age	Pearson Correlation	1	-.094
	Sig. (2-tailed)		0.516
	N	50	50
Stress	Pearson Correlation	-0.094	1
	Sig. (2-tailed)	0.516	
	N	50	50

There is a relationship between age & stress. Correlated value is - .094 is less than 0.05, which is not statistically significant. Therefore accept the

Hypothesis. Which means there no relationship between age & stress in entrepreneurship.

2.Age & Prospectus

Descriptive Statistics			
	Mean	Std. Deviation	N
Age	2.2400	0.84660	50
Prospectus	1.5000	0.61445	50

Correlations			
		Age	Prospectus
Age	Pearson Correlation	1	-.471**
	Sig. (2-tailed)		.001
	N	50	50
Prospectus	Pearson Correlation	-.471**	1
	Sig. (2-tailed)	.001	
	N	50	50

3.Marital Status & Strength

Descriptive Statistics			
	Mean	Std. Deviation	N
Marital	1.1800	.38809	50
Strength	2.4800	.88617	50

There is a relationship between age & prospectus. Correlated value is - .471 is less than 0.05, which is not statistically significant. Therefore accept the Hypothesis. Which means there no

relationship between age & prospectus, the determination to succeed from all difficulties, hard work, dedication is the key feature for success in business.

Correlations			
		Marital	Strength
Marital	Pearson Correlation	1	-.019
	Sig. (2-tailed)		.896
	N	50	50
Strength	Pearson Correlation	-.019	1
	Sig. (2-tailed)	.896	
	N	50	50

There is a relationship between marital status & strength. Correlated value is -

.019 is less than 0.05, which is not statistically significant. Therefore accept

the Hypothesis. Which means there no relationship between marital status & strength in entrepreneurship. Strength is humility in the face of successes and

failures, capacity to work hard, determination to succeed against all odds and most of all, self-learning from situations.

4. Education & Strength

Descriptive Statistics			
	Mean	Std. Deviation	N
Education	2.3400	.87155	50
Strength	2.4800	.88617	50

Correlations			
		Education	Strength
Education	Pearson Correlation	1	.075
	Sig. (2-tailed)		.604
	N	50	50
Strength	Pearson Correlation	.075	1
	Sig. (2-tailed)	.604	
	N	50	50

There is no relationship between education and Strength. Correlated value is .075 is more than 0.05, which is not statistically Significant. Therefore reject the

Hypothesis. Which means there is a relationship between education and strength. More the education more the strength.

5. Education & opinion

Descriptive Statistics			
	Mean	Std. Deviation	N
Education	2.3400	.87155	50
Opinion	1.6600	.65807	50

Correlations			
		Education	Opinion
Education	Pearson Correlation	1	.028
	Sig. (2-tailed)		.848
	N	50	50
Opinion	Pearson Correlation	.028	1
	Sig. (2-tailed)	.848	
	N	50	50

There is a relationship between education & opinion. Correlated value is - .028 is less than 0.05, which is not statistically significant. Therefore accept the

Hypothesis. Which means there no relationship between education & opinion in entrepreneurship

Conclusion

A large number of successful women entrepreneurs have built successful businesses in various sectors around the world .It wasn't easy to travel though, it is clear that in the course of their entrepreneurial life, there are many challenges faced.Continuous attempts to inspire, promote, empower and cooperate with wo

men entrepreneurs are required, and extensive action plans and awareness programs should be carried out on a mass scale with the intention of raising awareness among women about the different sectors / areas for conducting business because of their family presence, another possible reasonfor women entering entrepreneurship. Family background is signif

icant because it influences thought, enhances networking with others and receives financial support from the family. In our study we noticed that more female entrepreneurs emerging in the current economic situation and are doing very well, becoming ideal models for the young generations. The established and successful women entrepreneurs can act as advisor, mentor, guide for the upcoming and young women entrepreneurs. Therefore these successful women entrepreneurs are inspiring others in the sector to venture into entrepreneurship.

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