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IMPACT OF SOCIO-CULTURAL VALUES AND ITS DIFFUSION ON THE ENTREPRENEURIAL PERFORMANCE OF INDIAN MIDDLE CLASS WOMEN ENTREPRENEUR: AN ANALYTICAL STUDY

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ABSTRACT

Like many other countries of the world, India has endowed with rich natural and human resources; needs proper use by adopting modern technology for growth and development of the economy. To use these natural resources optimally and to mitigate the burning unemployment problems, development entrepreneurship among women is vital. Many women entrepreneurs are playing a vital role in this direction through creation of utilities and generation of employment. However the Indian especially middle class women entrepreneur facing problem of socio-cultural values on their entrepreneurial performance. The present study was done secondary data and the available literature review.

Keywords: Socio-cultural, Women Entrepreneurship.



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Introduction-Recently the role of women in the Indian society has been changed considerably. Women today are no more confined to the kitchen and the four walls of the house but they have been actively participating in every economic activity and successfully proving that they are more than men in any activity. Women in our country constitute 48.15% of the total population. Although the population of women in our country is somewhere around 48.15% but especially the Indian middle class women entrepreneur facing problem in the entrepreneurial activity the most common problem they are facing is of socio-cultural because these problem have huge impact on their work performance.

Concept of women entrepreneur-According to government of India, a women entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”

Women Entrepreneurship in India-With the changing socio-cultural environment and increasing educational opportunities, women became aware of their potential to develop entrepreneurial skills. These socio-cultural changes along with the eagerness of a spectrum of non-governmental organization(NGOs) to associate with women entrepreneur, have played a key role in the emergence of female entrepreneur over the past few decades .Dileepkumar (2006) and khanka (2010) have reported that Indian women have started becoming entrepreneur in sizeable numbers only recently, partly due to the formation of various self-help groups(SHG),support from NGOs, higher level of education and economic liberalization.

Position of Women Entrepreneurs in India- Out of total population 940.48 million in India, in 1990 female comprise of 437.10 representing 46.5% of the total population. There 126.48 million women work force (representing 28.9% of the female population but as per the 1991



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census only 185900 women accounting for only 4.5% of total self-employed person in the country were recorded. Majority of them are engaged are in the un-organized sector like agriculture, agro based industries, handicraft handlooms, and cottage based industries. Participation of women as industrial entrepreneur, however is comparatively a recent phenomenon commencing from 70's era onward. There were more than 2,95,680 women entrepreneur claiming 11.2% of total 2.64 million entrepreneur in India ,during 1995-96.This is almost double the percentage of women (5.2%) among the total population of self-employed during 1981.Almost 79.4% million women workers were in the rural area as against only 10% (86 million) in the urban areas. Only 2.5 million women workers were in the organized sector and a small percentage of 12.4% were total employed. During the 8th five year planning the number of SSI's expected to rise from 1.7 million to 2.5 million adding 0.8 million in the 5 year period of or 1.6 lakh every year .The rough estimate showed amongst the SSI entrepreneurs approx. 9% were women entrepreneur there participation is however increasing. Thus considering the trend women participation in another 5 year was 20% more, raising the number of women entrepreneur to about 5, 00,000.Therefore one could aim at developing at least 350,000 women entrepreneur during the 8th, 5 year planning period training and development effort. The present rate 30% success in EDP training was likely to go upto 45% with growing experience and improved techniques of training and follow- up based. Based on this assumption for getting 3.5 lakh women entrepreneurs it was necessary to train and support about 7.78 lakh entrepreneurs, during aforesaid period. As per the 2001 census report, there are 22.73% of women worker of the total working population including formal as well informal. Working participation of Indian women is 22% as per 1991 census and triple in rural in around 27% and in urban areas 9%. To understand more specifically following figures are indicated (taken from various internet sources) which indicate some fact and figures.



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WOMEN ENTREPRENEURS OWNERSHIP FACT AT WORLD LEVEL-

- Women in advanced market economies own more than 25% of all business.
- In Japan 23% of private firms are established by women.
- In Russia women own 64% of firms employing 10 people or more.
- In China women founded 25% of the business since 1978.
- In Germany women have created one third of the new business since 1990 representing more than one million jobs.
- In Hungary women started more than 40% of all businesses since 1990.
- In Poland women own 38% of all businesses.
- In Switzerland women account for about 70% of micro,small,and medium enterprises



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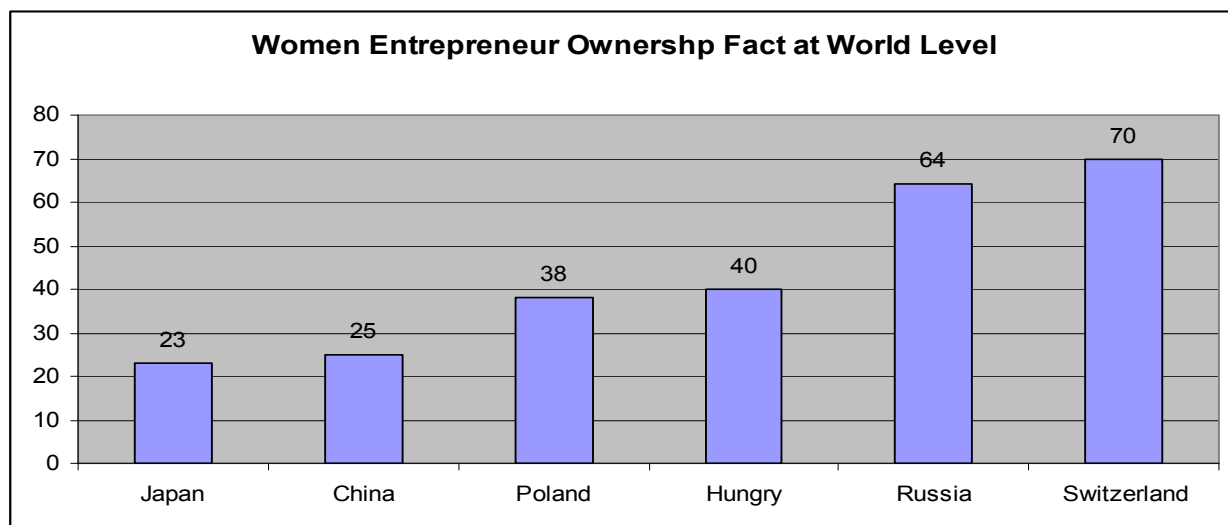
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OBJECTIVE OF THE STUDY-The basic objective of my research is that to know the impact of socio-cultural diffusion values on the entrepreneurial performance of Indian middle class women entrepreneur.

SUB-OBJECTIVE-

- To understand and identify the behavior changes of women as entrepreneur
- To find out the degree of effect of socio-cultural impact on the entrepreneurial performance on women entrepreneur
- To determine and suggest how to reduce the women entrepreneur problems.

Literature Review-Neider (1987) found in a study on female entrepreneur in Florida that tension between personal life and career was a major problem for these women and they have



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a significant impact on their entrepreneurial performance. (Goffee, Hisrich& Kent et.al.1985-1986)

Otero (1999) - The type of industry and the industrial differences also affect entrepreneurial performance and a people in knowledge industry have high propensity to access information which leads to business in terms of market size and growth.

Articles published in journal of Business Management-(200-01)- The study reveals that obstacle or impact on the entrepreneurial performance is because of lack of role model, lack of professional interaction and lack of adequate training and difficulties in gaining the confidence are the biggest hindrance in their entrepreneurial performance.

D'Cruz (2003) Women entrepreneur feel uneasy in these network and hence miss chances to develop their venture and raise the rentability of the enterprise. Moreover in security is another issue and conventional social roles assigned to women entrepreneur hindrance their entrepreneurial performance.

Amha & Ademassie (2004) their study says that more than half of all women entrepreneur in Ethiopia face gender related challenges to establish operating and expanding their entrepreneurial activities.

OECD Conference (2004) –In turkey female entrepreneur has been limited by factor including patriarchal belief, traditional gender roles, and lack of experience.

Kuzilwa(2005)-Despite the role of attributes in exploiting entrepreneurial opportunity for a new business or business diversification by women entrepreneur however recent studies have



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shown that business environmental factor such as economic, financial, and social culture play a greater role in exploiting entrepreneurial activity.

Dileep Kumar (2006) - In his study reported that Indian women have started becoming entrepreneur in sizeable number only recently, partly due to various self-help group (SHG). His study reveal that major issue faced by women entrepreneur which effect their entrepreneurial activity are male dominated, lack of education and motherly duties

Hossain (2007) Meanwhile in Bangladesh, even though women entrepreneur constitute less than 10% of the total a new female entrepreneurial class has arisen taken on the challenge to work in male dominated competitive complex and business environment.

Rajesh Kumar Shastri and Avantkia Srivastav (2008) In their study conducted at Allahabad district they find that women enter as a entrepreneur at the age of 39, 56% has done their graduation, most of them have 5-6 years of experience but the hindrance in entrepreneurial activity is because of religion & cast.

Dr.Sunil Deshpandae & Ms Sunita Sethi-(2009) - In their study the biggest impact on their entrepreneurial domination by male dominated society, lesser risk, lack of self-confidence.

Muller (2009)-Lack of credit and societal discrimination especially in developing country may hinder their entrepreneurial performance.

Rincy.Y.Mathew& N.Panchantham(2011) The study reveals that obstacle or impact on the entrepreneurial performance is because of lack of role model, lack of professional interaction and lack of adequate training have huge impact on their performance.

Research Methodology-



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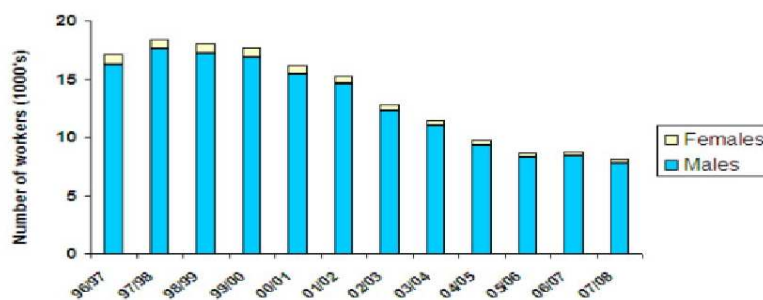
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Source: Shodh, Samiksha aur Mulyankan (International Research Journal)—ISSN-0974-2832, Issue-9-10 (Oct.-Nov.-2009) 1

To understand more specifically following figures are indicated (taken from various internet sources) which indicate some fact and figure. For example **figure no 1**, indicates the level of women and women participating in the field of entrepreneur. As it can be clearly noticed from the graph that the number of male participation per thousand counts in population is significantly more globally than female group. Starting from year 1996-97 till year 2007-08. Likewise when we see the participation of women at the various occupational positions we can notice that women have a higher percentage from 75-78.5% in administrative role/positions second highest in service sector ranging from 59.9-61% and similarly in the various sector of the economy which can be seen from **figure no 2**.

Figure No 1:



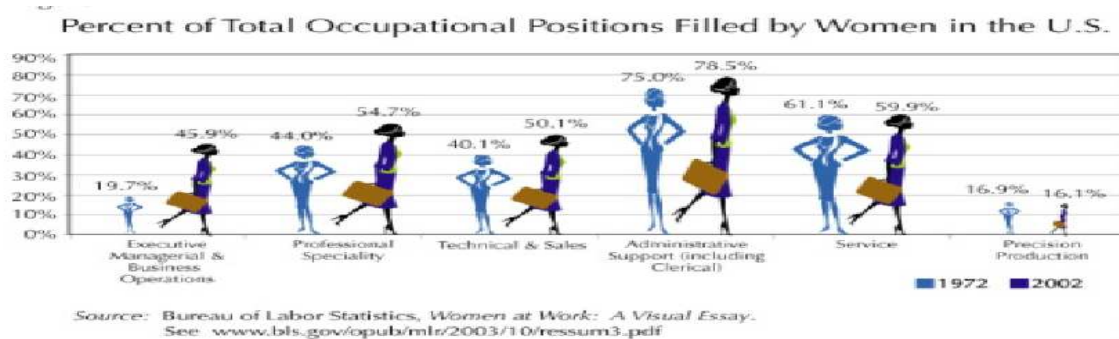


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Figure No 2:



Also **figure no 3** indicates women participation in the various sector of industries such as information sector, ship-building, painting and glass making, manufacture of organic and inorganic compound, smelting, alloying, refining, metallic and lead battery industry etc. As we can see further in **figure no 4** indicates the level of literacy rates of females in overall India as well as in the state of Kerala right from the year 1951-2001 and there is rising trend from 7.93% in the initial year 1951 to 54.16% in the state of Kerala and when we notice all India level again a growing trend from 36.43% in the initial year 1951 to as high as 87.86% in the year 2001. So with the spread of more and more knowledge there is general awareness been generated amongst people to encourage the policy of "Female- Literacy. Finally moving to next **figure no 5** it shows the amount of compensation given to men and women designated as product managers at various enterprise at global level. Noticing the graph is clearly depicts that man are paid more for their innovation, ideation, and creative skill enterprising attitude as compared to women which clearly need to be analyzed and strictly needs to be looked upon.



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Figure No 3:

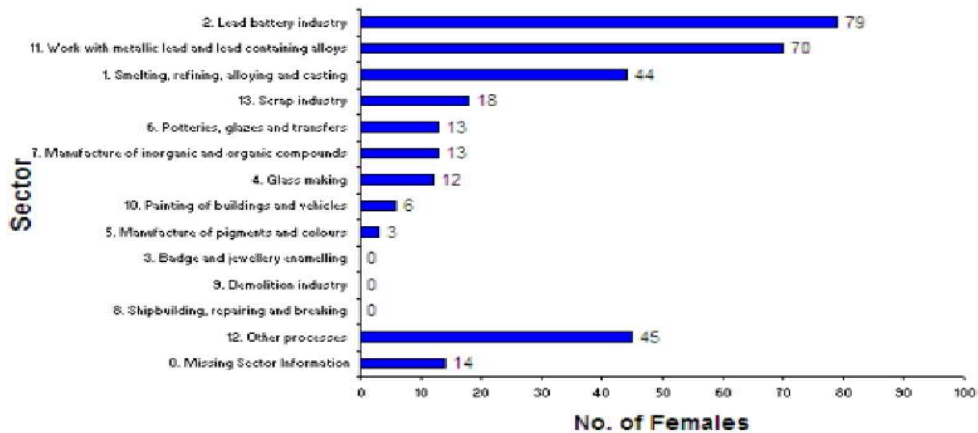


Figure No 4:



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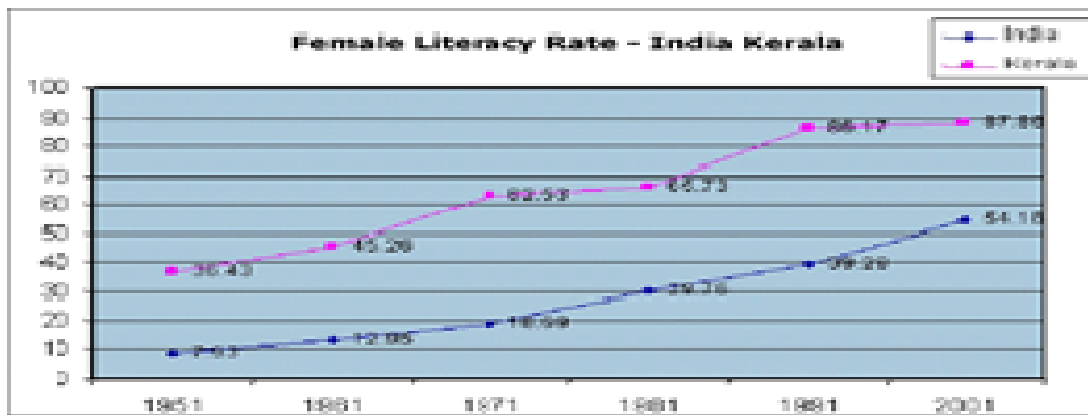


Figure No 5:



Suggestion to improve Women Entrepreneurship:



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- 1) Development of Entrepreneurial Attitude in Women: The first step is to develop an entrepreneurial attitude among women. According to Dr.C. Rangarajan, Former chairman to Finance commission, the real entrepreneurial spirit of women can assert itself only if they break out of traditional mould and decide to venture out. For the purpose, attitudinal training needs to be started at an early stage. Many institutes have started special programs for promotion of entrepreneurship like SPJIMR, Mumbai, Indian Institute of Entrepreneurship, Guwahati, National Institute of Entrepreneurship.
- 2) Attributional Augmenting: Famous psychologist Robert .A. Baron has given this term. It refers to the fact that if a factor would be expected to facilitate some behavior or outcome and a factor that would be expected to some behavior or outcome are both present and yet the behavior or outcome actually occurs, we assign more weight or importance to the facilitating factor. In our country attributional augmenting can improve the status of women as entrepreneur.
- 3) Studying the Entrepreneurial Motivation: The investigation of women's entrepreneurial motivation and success measures will provide the needed insight into women's career development.
- 4) Teaching Them Benefits of Networking: Women entrepreneurs need to be taught the benefit of network for getting access to resources within the community or industry. Women in low-income countries gave significantly smaller network and less geographically mobility than women.



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- 5) Enhancing the role of Government: The government should try to enhance its role in financing projects. Recently micro credit is being employed to help women entrepreneurs. Mahila Samakhya has been a successful programme launched in 1986 by the ministry of HRD, Govt of India.
- 6) Removal of cultural barriers: Efforts should be made to remove the cultural barriers and women should be motivated to avail the benefits of entrepreneurship. Information should be provided to them freely so that they can take better decision. Also, discriminating social norms should be removed which propagate negative toward women.
- 7) Participation of Women should more: The country needs to mobilize and utilize fully all its resources. The participation of women in economic activities is necessary not only from a human resource point of view but also is essential even from the objective of raising the status of women in the society.
- 8) Economic Independence: Economic independence play a very important role in improving the condition of women entrepreneur. The women should realize the importance of economic independency because women should lure to earned their harden money they should not depend on men for any monetary assistance
- 9) Establishing their own Identity: Establishing their own identity also improves the condition of women entrepreneur. Because the socio-cultural do not allow them to establish their own identity.



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- 10) Building Confidence: Building confidence among women entrepreneur is very essential. Because if women has confidence then the realize their potential and they can overcome the problem becoming entrepreneur.
- 11) To provide for care of the children of the working women by providing an improved environment, care and food by establishing crèches/balwadis.
- 12) Self-employment is emerging to be a very important source of livelihood for women in Asia and South East Asia. This is due to paucity of employment opportunities

CONCLUSION: The main objective of this paper is to know the socio-cultural values on the entrepreneurial performance of Indian middle class women entrepreneur. This paper highlight the impact of socio- cultural values on the performance of Indian women entrepreneur and this paper also tells the women entrepreneur ownership participation at world level. With the help of this survey based research paper tells the picture of Indian middle class women entrepreneur, position of Indian women entrepreneur, men and women participation, and suggestion.

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