

# Social Views about Women Entrepreneurs in India: An Online Survey Based Study

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## Abstract

In recent days, the traditional and manual survey based study methodologies are replacing with new advanced electronic and online survey techniques. It's because of there are several limitations in the older methods such as time consuming, requirement of additional man power, meet and convince to each and every individual respondent personally and physically, limited area scope, etc. The objective of this study is to understand the views, applications, and limitations about women entrepreneurs from the society using a survey. In this paper we are using the latest online Google forms as survey methods to understand the social views and to make a deeper study about women entrepreneurs in India. To complete our objectives, here we have made an attempt to collect the online data from number of respondents using several online social network applications, through providing a standard questionnaire. Further the collected data is processed and mined for the detailed analysis and received multiple results as outcomes of this study.

**Keywords:** Women Entrepreneur, online survey study, use of social network, people's views.

## Introduction

In India, today the gender inequality is decreasing day by day, and majority of women are coming out from their households to help, increase and strengthen their family income by incorporating themselves in several kinds of enterprises. Now every women entrepreneur is coming with several dreams and wanted to become a successful Entrepreneur like Kiran Mozumdar, Indra Nooyi, Chanda Kochhar, etc.

The term 'Entrepreneurship' refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. An entrepreneur is a person who starts an enterprise. He searches for change and responds to it. A number of definitions have been given of an entrepreneur- The economists view him as a fourth factor of production along with land labor and capital [4].

It is no longer a male dominated world, nor is it a women dominated world. Today, men and women both together are foraying into

uncharted territories. With the evolution of time and societal mind set, women have successfully paved paths to build, manage and scale enterprises in the same manner as men have. Just like their male counterparts, [women entrepreneurs](#), too are helping in [job creation](#), providing to the society and yet at the same time balancing the act by being actively involved in the family and personal matters [9].

In recent years, there has been a heart-warming paradigm shift of demographics in the Indian corporate landscape. The country has witnessed a titanic surge in the number of women entering the economic wave. With emphatic strides, walking shoulder-to-shoulder with their male counterparts, the sheer confidence exuded by them brings about a fresh wind of change. While it has definitely been a pleasant change, it has not been one without its fair share of struggles and challenges.

According to the National Sample Survey Organization, only 14% of business establishments in India are being run by women entrepreneurs. The data also revealed that most of these women-run companies are small-scale and about 79% of them are self-financed. This indicates that despite the innumerable initiatives taken by women to venture beyond their domestic walls and enter the corporate world, there seem to be several challenges that are not allowing them completely to blossom and break on through to the other side [10].

The woman plays a significant role in the economic development of any country. This is a considerable factor with great emphasis on any developing scenario. Women contribute and support the economy extensively in different ways by being employed in many different sectors. Many successful businesses are run by women some of whom are very skilled in entrepreneurial activities. Some of these women are well educated and are aware of correct application of theory in business. It is a known fact that many of the most successful and world's largest enterprises are owned and run by women today. In developing countries, some women are running small enterprises many of which have proven to be successful. Women entrepreneurs in both developed and developing countries are socially powerful in terms of education and making a positive impact on the society [3].

But in other hand, few people in some states of our India still think that the women should not cross or alter their traditional/cultural boundaries, women has no rights like men, no women should go out from their house, because women can't become a successful entrepreneurs, they are for household works only. To understand the people's views about today's women entrepreneurs in India we have

decided to get the opinions as views from different people holding different qualifications, occupations, etc.

The study is highlighting the issues of gender inequality regarding women entrepreneurship within the Indian cultural context. The question which poses itself is whether male and female entrepreneurs are equally treated to start-up and to sustain their business/enterprises. In addition, this study also investigating the reasons behind the phenomena of few female entrepreneurs compared with their male counterparts in India. It will also compare and contrast the characteristics, motivation, concentration on types of industry, challenges and difficulties, and support provided by government organizations [6].

### **Methodology**

The data collection is one of the important parts and process of this study. The data collected by preparing an online questionnaire which consists of the following 12 questions. The same is shared in different social networks and received the responses.

Full Name

Qualification

Occupation

Do you believe that the women are better entrepreneurs of this era?

Are women entrepreneurs playing major role in their family's economic growth?

What make a woman as an Entrepreneur?

Whether women should invest money from her family or she should use some government schemes for initial startup or other expenses.

Do you believe that the state/central government has sufficient schemes/policies for fulfilling the needs of women as Entrepreneurs?

Are you aware of any of the government schemes/policies made for the development of women Entrepreneurs?

Which are the major reasons of lack of resources faced by women Entrepreneurs?

Whether women Entrepreneurs get supported and motivated by her family always.

Whether the women Entrepreneurs are also responsible for the development of national economy and others.

The above questions are designed in Google form to get the people's views about women entrepreneurs from the different respondents of our society. After completing this

form designing work, the Google generated a following form submission link which is shared in social network to get responses from different people/friends of our society.

<https://docs.google.com/forms/d/e/1FAIpQLSeVPb2lDhDVxrAwGzkDDWuBo8UJ9eWLykE2j9UZbu4K4bXSRw/viewform>

In this practice we have received the total 67 number of responses from all our friends including the people of Karnataka, Maharashtra, Telangana, and Andhra Pradesh states of India.

### Results and Discussion

After collecting the varieties of responses from 67

respondents, we come to the following results. As we have discussed there are 12 questions in the questionnaire. The question number 1 to 3 are belongs to the personal information of the respondents. The question number 1 is designed to collect the names of respondents and the same cannot be publishing here due to their privacy and security purposes. The results of responses received for every question are discussed below separately one by one and we will start from the second question of our questionnaire i.e. '2. Qualification', and the below figure 1 is the result of the received responses.

## 2. Qualification

67 responses

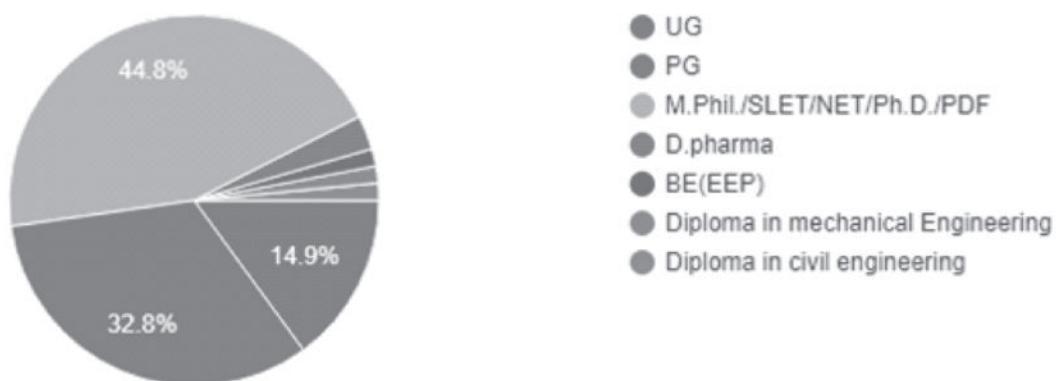


Figure 1. The qualifications of respondents.

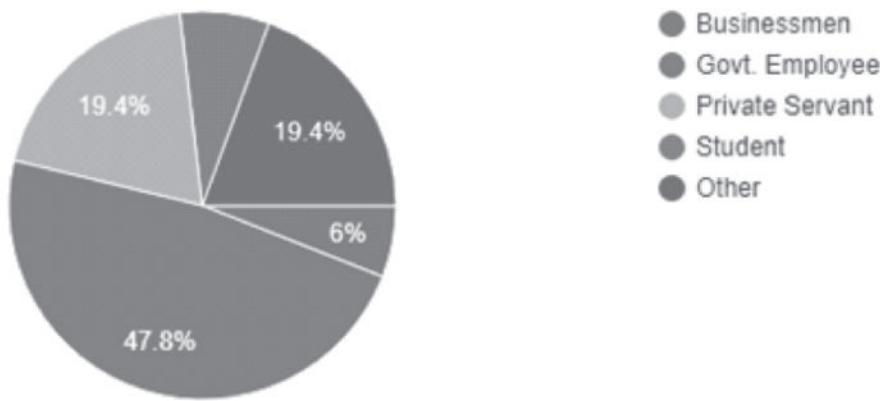
Among all the received responses, most of the respondents are well qualified and 44.8% of them are belongs to M.Phil/SLET/NET/Ph.D./PDF holders, 32.8% are postgraduates, 14.9 are undergraduates, 3% are of diploma

in Pharmacy, and 1.5% diploma in Engineering studies.

The next question (Q. 3) belongs to the 'Occupation' of the respondents. The below shown figure 2 display the results of the received responses.

### 3. Occupation

67 responses



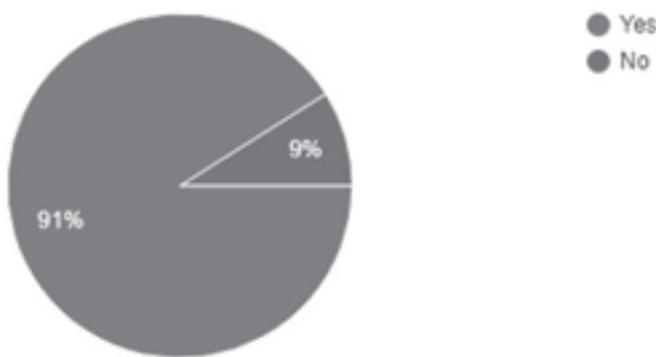
**Figure 2. The occupations of respondents**

The survey received several responses and most of the respondents are belongs to government services and they are of 47.8%. There are 19.4% people or respondents belong to private jobs/services and same 19.4% belongs to others jobs also. There are 7.5% students and 6% businessmen people are also participated in this study.

After getting the basic information of respondents, we move towards the main questionnaire part i.e. woman entrepreneur's survey. The responses for women entrepreneurs start from this next question i.e. (Q.4) "Do you believe that the women are better entrepreneurs of this era". The results of the received responses for this question is displayed graphically in the below figure 3.

### 4. Do you believe that the women are better entrepreneurs of this era?

67 responses



**Figure 3. The responses of question number 4.**

The above displayed figure 3 showing that the majority of people (91%) believe that the women are better entrepreneurs of this era and the and only few negligible (9%) respondents don't believe the same.

The next question (Q.5) of this questionnaire is belongs to the role of women entrepreneurs in their families with

respect to their family economic growth (family income). The below figure 4 displaying the responses received from different respondents in this regard.

## 5. Are women entrepreneurs play major role in their family's economic growth.

67 responses



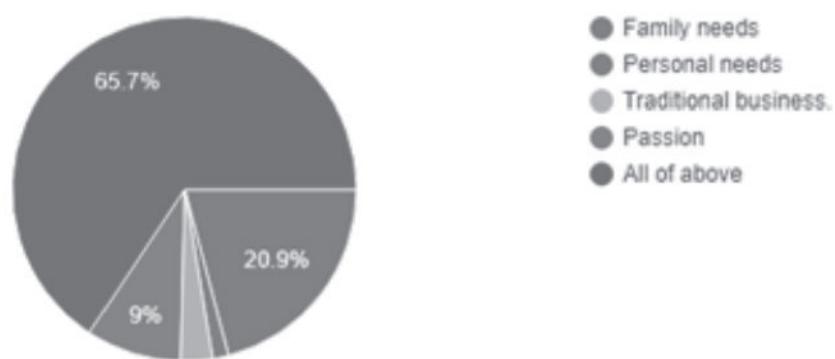
**Figure 4. The responses of question number 5.**

The majority of respondents (98.5%) believe that the women play a vital role in their family as par as the growth of their family income is concern, and only 1.5% people are not agree with this statement.

The next question (Q.4) of our questionnaire is belongs to the needs of women entrepreneurs. Why a woman should become an entrepreneur? What is the need?

## 6. What make a woman as an Entrepreneur.

67 responses



The result of responses for this question 6 is displayed in above figure 5. The options given to this question are a) Family needs, b) personal needs, c) Traditional business, d) Passion, and e) All of above. The 65.7% respondents feel that the women become as an entrepreneurs due to their family needs, personal needs, traditional businesses, and passion. 20 % of the respondents feel that a woman become entrepreneur due to family needs only and the 9% respondents think of passion, 3% traditional business and 1.5 % of personal needs.

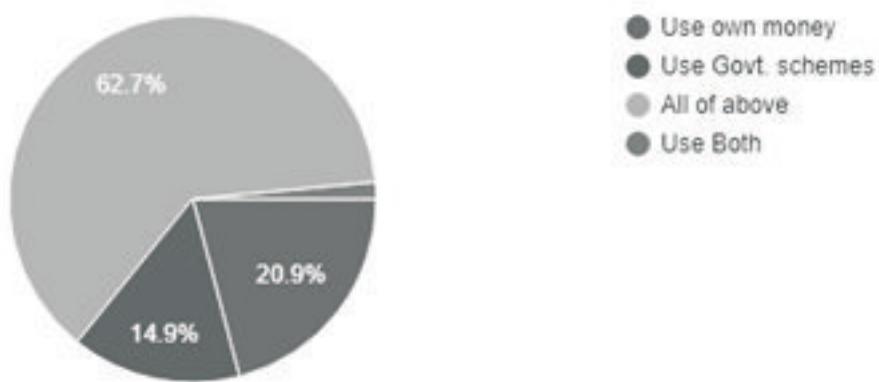
When a woman wants to start a business/enterprise, then the major problem will come in front to her is that of money/investment. If a woman already has a business and wanted to expand the same then also this kind of questions will be raised. The question 7 of our questionnaire is belongs to the same problem of investment for the startup

or expansion of business. In order to start or expand any business/enterprise in our country the state and central government agencies are providing different kinds of schemes/policies through providing initial startup loans, resources, market, trainings etc. The same is provided as options for this question and we received the following responses for the same as shown in the figure 6.

In figure 6 we can have a look on the majority of the responses (62.7%) that they believe to use both options i.e. the own money and government schemes/policies for investment/expansion of their businesses. The 22% people think that the entrepreneur should invest their own money only and 14.9% like to use government schemes only.

## 7. Whether a women should invest money from her family or she should use some government schemes for initial startup or other expenses.

67 responses



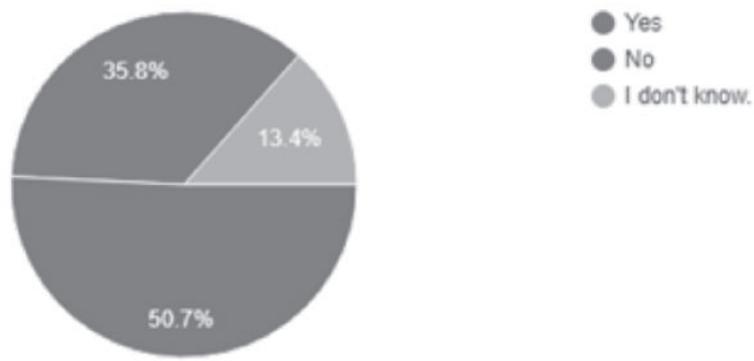
**Figure 6. Investment options.**

The state and central governments are regularly providing different kinds of schemes and policies to help the needful entrepreneurs for starting or expanding their businesses. In other hand here we also wanted to know whether these government schemes/policies really helpful for the needy.

Whether these government schemes/policies are cover overall requirements of the entrepreneurs. The same is asked in this question 8, and we received the following results as shown in below figure 7.

**8. Do you believe that the state/central government has sufficient schemes/policies for fulfilling the needs of women as an Entrepreneurs.**

67 responses



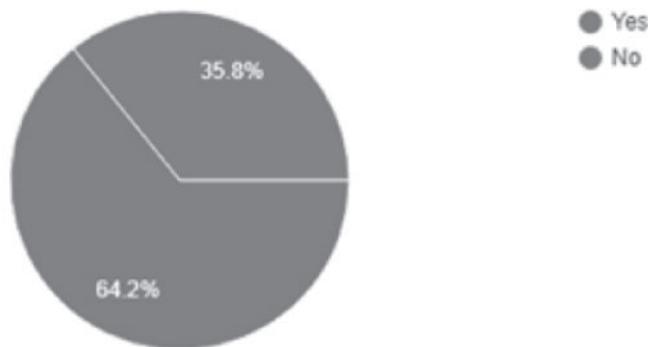
**Figure 7. Government schemes/policies for entrepreneurs.**

From the above shown figure 7, the 50.7% respondents believe that the state and central governments are having sufficient schemes/policies to cover the needs of women entrepreneurs in our country. The 35.8% of respondents

don't believe that these government schemes/policies doesn't work or fulfill the real time requirements of women entrepreneurs and 13.4% respondents replied don't know option.

**9. Are you aware of any of the government schemes/policies made for the development of women Entrepreneurs.**

67 responses



**Figure 8. Awareness of Govt. schemes/policies**

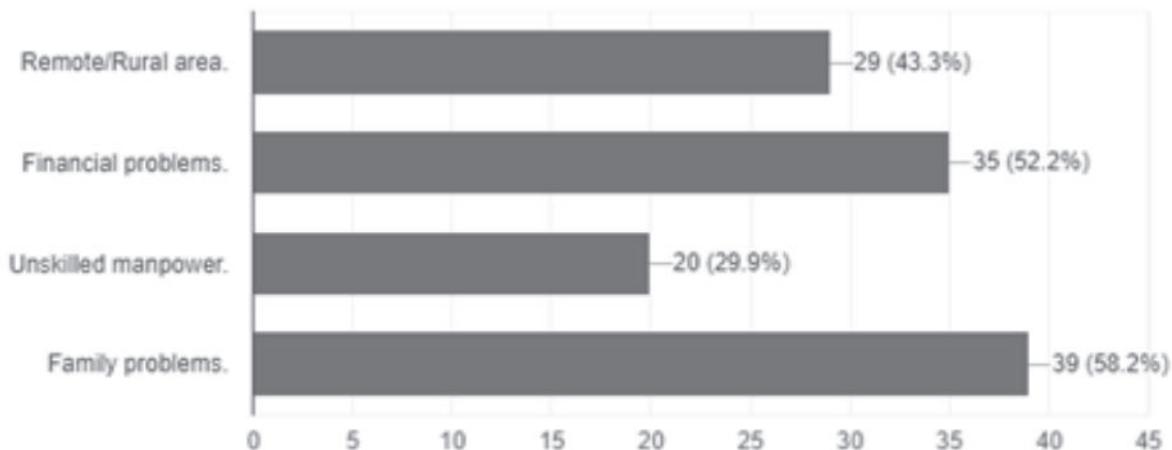
With reference to the last discussed question 8, the next question 9 is placed same for the awareness of government schemes/policies. Here we wanted to know whether any of the respondents are aware of any government schemes/policies which are started for the betterment of women entrepreneurs. If yes, then how much they are aware of it. The same responses we have received from

different respondents and they are shown in above figure 8. There are 64.2% said that they are aware of the schemes and remaining i.e. 35.8% respondents are not.

The next question (Q.10) of our questionnaire deals with the problems facing by women entrepreneurs like reasons lack of resources and etc.

## 10. Which are the major reasons of lack of resources faced by a women Entrepreneurs.

67 responses



**Figure 9. Reasons of lack of resources**

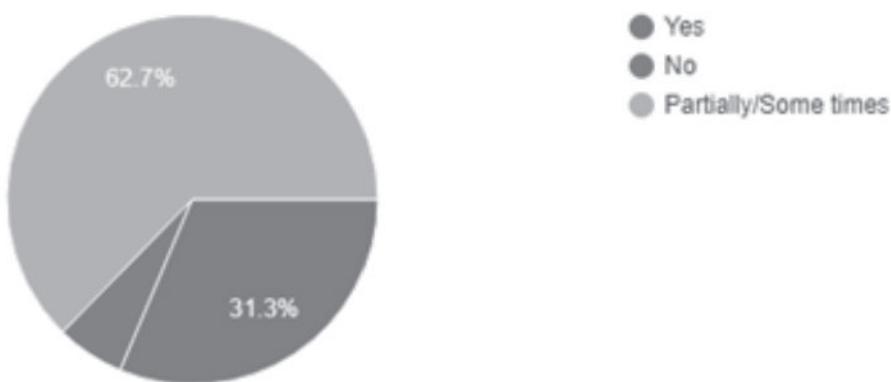
The above figure 9 showing the responses received from respondents regarding the reasons of lack of resources faced by the women entrepreneurs. For this question we have given four options i.e. a) Remote/Rural area, b) Financial problems, c) Unskilled manpower and d) family problems. As response we have received 58.2% problems due to family reasons, 52.2% due to financial problems, 43.3% due to businesses placed in remote or rural areas, and 29.9% respondents believe due to unskilled manpower.

A woman can fight with whole world for the justice and betterment of her family, but it could be possible only if she

feels that her family always supports/motivates her in this regard. The same women entrepreneurs can also achieve everything, they can expand their businesses at any mark and it can be possible by their family support/motivation. The motivational part plays very important role to keep her fit mentally and physically to face new challenges. The next question (Q.11) of our questionnaire is belongs to the support and motivation to women entrepreneurs by their family. This question is very important to be discuss here, because to start a new business a woman always expect the support and motivation from her family time to time.

## 11. Whether women Entrepreneurs get supported and motivated by her family always.

67 responses



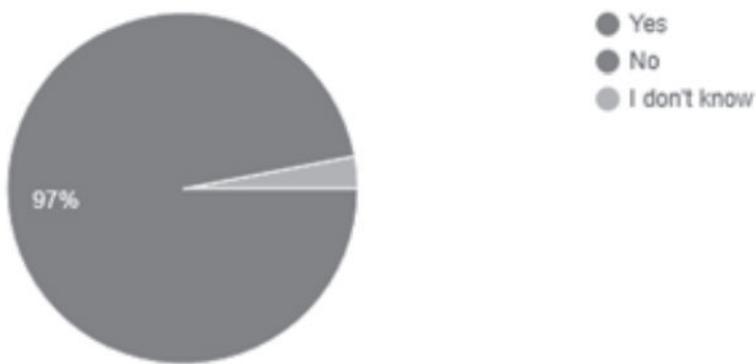
**Figure 10. Support & motivation by family**

The above figure 10 shows that the most of respondents (62.7%) think that women entrepreneurs partially get supported by their family, and it is one of the major problems facing by any woman entrepreneur. When an entrepreneur doesn't have any support and motivation from their own family, it seems to be look like sailing in a leakage

boat under ocean. The 31.3% of the respondents agree that women get supported and motivated by her family and there are 6% respondents didn't given any responses in this regard.

## 12. Whether the women Entrepreneurs are also responsible for the development of national economy and others.

67 responses



**Figure 11. Women entrepreneurs in the development of national economy**

The last question (Q.12) of our questionnaire is related to the involvement of women entrepreneurs in national developments. The results of responses of this question are displayed in figure 11. Most of the respondents (97%) believe that the women entrepreneurs play a vital role in the development of national economy and other things. Only 3% respondents said that they don't know and nobody is given negative response.

## **Conclusion**

This study deals with the major parts of problems and issues of women entrepreneurs in India. Through an online survey we have received several responses from different respondents. Among the received responses we have observed some notable responses which are needed to be highlighted and resolved by us, and they are as follows:

Majority of women do business for their family only, not for themselves.

Women are still facing investment problems in the country.

There are some limited government schemes/policies for entrepreneurship.

Facing several kinds of lack of resources due to placing in a remote location, financial problems, and family problems.

More than 62% people said that the women entrepreneurs are getting only partial support from their families.

These above issues are needs to be get resolve by promoting, supporting and motivating all the women entrepreneurs in India. It's every Indian citizen's responsibility that they should motivate her and help to resolve the problems time to time.

## **Acknowledgement**

We are very much grateful to all our friends and people who have given their valuable time and much more responses to our shared questionnaire of this study. Similarly, we are also thankful to the Google Inc. for giving such a wonderful platform to do an e-survey by providing a user interface to design forms as per their own requirements.

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