

CHAPTER- 4

WOMEN ENTREPRENEURSHIP AND AVAILABILITY OF INFRASTRUCTURAL FACILITIES

SECOND OBJECTIVE: To examine the infrastructural facility available for the development of women entrepreneurship.

4.1 Infrastructure and entrepreneurship

There is a close relationship between infrastructure and entrepreneurship. Infrastructure can decorate connectivity and linkages that facilitate focus of the entrepreneurial possibilities and the capacity of the entrepreneurs to discover these opportunities. Entrepreneurial infrastructure is essentially about the facilities and offerings present within a particular geographical place that encourages the evolution of new ventures alongside the growth and development of small and medium sized enterprises. Road, railways, power supply, shed allotment, industrial parks, market support, well-funded and well-structured programmes, which provide funding, network and commercial enterprise advisory services as a section of the foremost entrepreneurial infrastructure. To make a robust culture of self-reliance and entrepreneurship, entrepreneurial infrastructure is of utmost importance, otherwise it is critical to start new enterprises that can create employment and deliver services and products with superlative quality.

This chapter explores the significance of the availability of infrastructural facilities for the entrepreneurial development among women in the study area.

4.2: Types of enterprises in which women entrepreneurs are involved in Sonitpur district are as follows:

1. Beauty parlour
2. Handloom & handicrafts (traditional & non-traditional)
3. Restaurant cum Dhaba
4. Animal Husbandry
5. Grocery shops
6. Cutting, embroidery and tailoring firms
7. Selling home-made products (like pickle, papad, jam, jelly, ketlipitha, coconut laddu, etc.)
8. Hobby (dance, art, music and yoga) teaching
9. Finance consultancy / insurance agents
10. Crèche
11. Pre-primary school

4.3 Infrastructure facilities required for different enterprises

Different enterprises require different types of infrastructure facilities. Without infrastructure facilities no one venture can be run smoothly. Following table shows the infrastructure facilities required for different enterprises.

Table No. 4.1 Infrastructure Required for Enterprises

Sl.no	Enterprises	Infrastructure facilities involved
1)	Beauty parlour	proper space, power and water supply, Sewage, sanitation and waste disposal facilities
2)	Handloom & handicrafts (traditional & non-traditional)	Proper space, adequate supply of textiles, weaving machines
3)	Restaurant cum Dhaba	Proper shed allotment, basic utensils, power supply and water supply
4)	Animal husbandry	Proper space and water facility
5)	Cutting, embroidery and tailoring firms	Proper space, equipment and necessary machines, power supply
6)	Grocery shop	Proper space, sanitation and waste disposal facilities, adequate power
7)	Selling home-made items	‘Everything is available’
8)	Financial consultancy	Proper space, vehicles, computer
9)	Hobby (dance, music, art and yoga) classes	Proper space, sanitary facility, convenient place, adequate power and water supply
10)	Crèche	Proper space, sanitation and waste disposal facilities, adequate power and water supply
11)	Pre-primary school	Proper rooms, a playground, toilet facilities and water facility

Source: Primary data

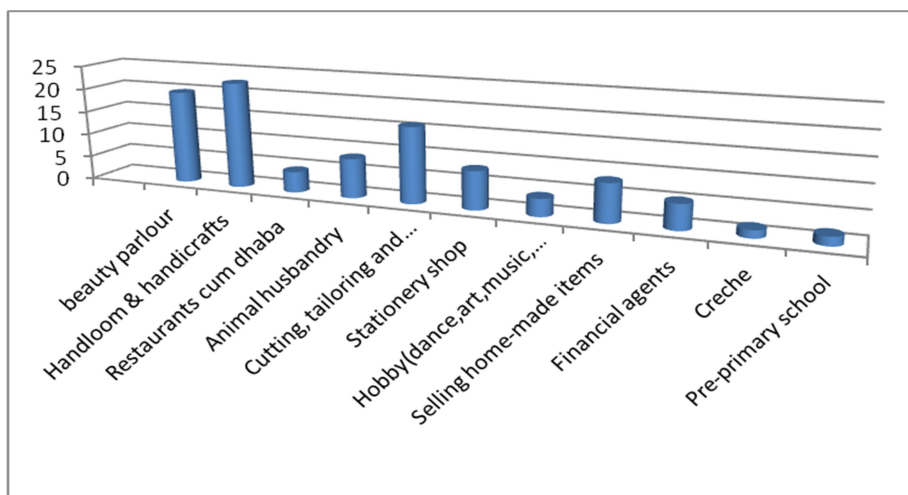
The following table shows the number of respondents involved in different categories

Table 4.2 Respondents involved in various enterprises

Sl. no.	Enterprises	Urban		Rural		Total	
		No.	%	No.	%	No.	%
1)	Beauty parlour	50	22.73	35	16.67	85	19.77
2)	Handloom & handicrafts (traditional & non-traditional)	45	20.45	52	24.76	97	22.55

3)	Restaurant cum Dhaba	10	4.54	9	4.28	19	4.42
4)	Animal husbandry	10	4.54	26	12.38	36	8.37
5)	Cutting, tailoring and embroidery	37	16.82	32	15.24	69	16.05
6)	Stationery shop	20	9.09	15	7.14	35	8.14
7)	Hobby (dance, art, music, yoga) teaching	9	4.09	7	3.33	16	3.72
8)	Selling home-made items (pickle, papad, jam, jelly, laddu, pie)	12	5.45	23	10.95	35	8.14
9)	Financial agents	14	6.36	9	4.28	23	5.35
10)	Crèche	07	3.18	00	00	07	1.63
11)	Pre-primary school	06	2.73	02	0.95	08	1.86
12)	Total	220	100	210	100	430	100

Figure – 4.1 Respondents involved in various enterprises



Interpretation:

Table 4.2 and figure – 4.1 point out the number of respondents present in different categories. Highest numbers of respondents are in handloom & handicrafts, beauty parlour, and cutting, embroidery and tailoring, respectively. The highest number of

respondents (22.55 percent) were engaged on handloom and handicrafts sector followed by beauty parlour (19.77 percent), Cutting, tailoring and embroidery (16.05), Animal husbandry (8.37 percent), stationery shop, selling home-made items (pickle, papad, jam, jelly, laddu, pie), financial agents, hobby (dance, art, music, yoga) teaching, pre-primary school and crèche. These types of enterprises can be set up with less amounts of money and at their own houses.

4.4 Availability of infrastructure facilities for different categories of enterprises

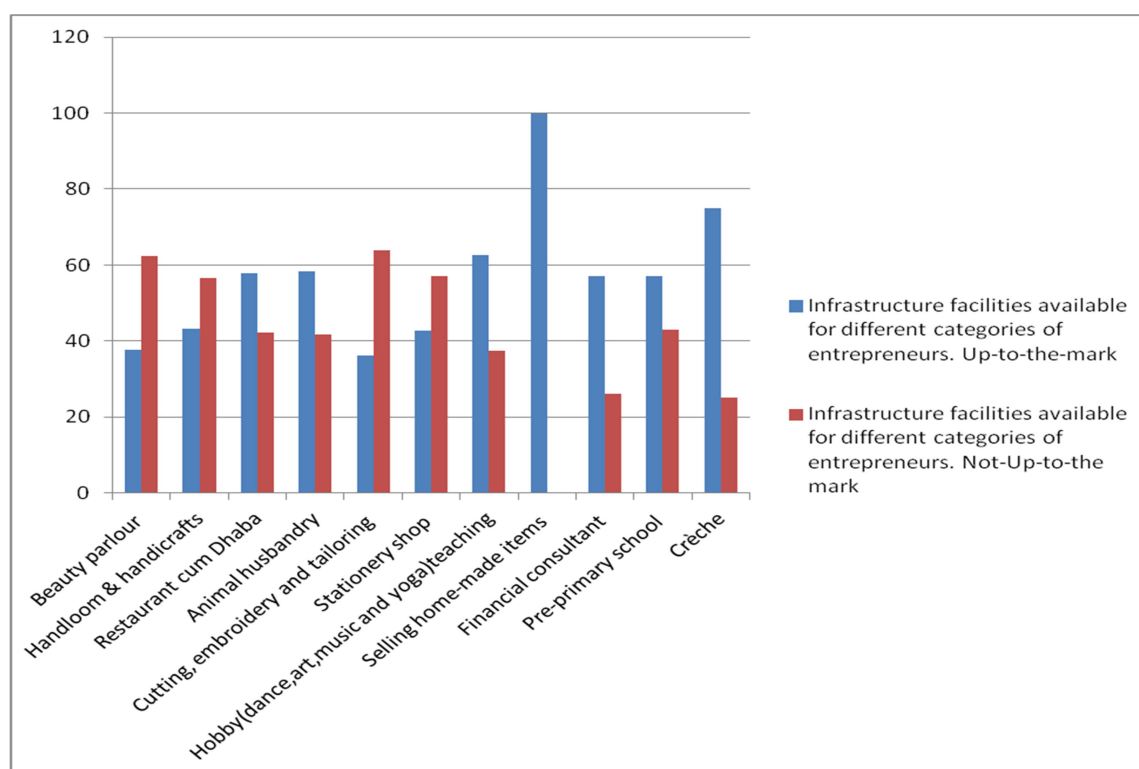
Field study shows that availability of infrastructure facilities for different categories of enterprises are no satisfactory. Since the study area is not economically developed, so the available infrastructure facilities were not up-to-mark.

Table – 4.3 Infrastructure facilities available for different categories of enterprises. (Sample size 430)

Sl.no	Respondents per Enterprise	Availability of infrastructure			
		(up-to-the-mark)	%	(not-up-to-the-mark)	%
1)	Beauty parlour (85)	32	37.65	53	62.35
2)	Handloom & handicrafts (traditional & non-traditional) (97)	42	43.29	55	56.70
3)	Restaurant <i>cum</i> Dhaba (19)	11	57.89	08	42.10
4)	Animal husbandry (36)	21	58.33	15	41.67
5)	Cutting, embroidery and tailoring (69)	25	36.23	44	63.76
6)	Stationery shop (35)	15	42.85	20	57.14
7)	Hobby (dance, art, music and yoga) teaching (16)	10	62.5	6	37.5
8)	Selling home-made items (35)	35	100	00	00
9)	Financial consultant (23) e.g. insurance agents, etc.	17	73.91	06	26.0
10)	Pre-primary school (07)	04	57.14	03	43
11)	Crèche (08)	08	75	00	25

Source: Primary data

Figure-4.2 Infrastructure facilities available for different categories of entrepreneurs.



Interpretation:

Table- 4.3 and figure- 4.2 show the infrastructure facilities available for different categories on percentage basis. Infrastructural facilities found up-to-the mark on homemade items (Rice powder, jeera and turmeric powder, etc.), followed by hobby classes, financial consultant, animal husbandry, restaurant *cum* dhaba, crèche, pre-primary school, handloom & handicrafts (traditional & non-traditional), stationery shop, beauty parlour, cutting, embroidery and tailoring, etc.

Presently, beauty parlour seems to be the most popular enterprise for women with all the facilities services available in it ranging from spa to basic haircut. All the beauticians have to undergo a professional course for this, including the proper understanding of handling the requirements. During investigation, it was found that about 37.64 percent beauty parlours are well equipped while 62.35 percent of beauty parlours is not well equipped. Due to financial crisis and the requirement of well-

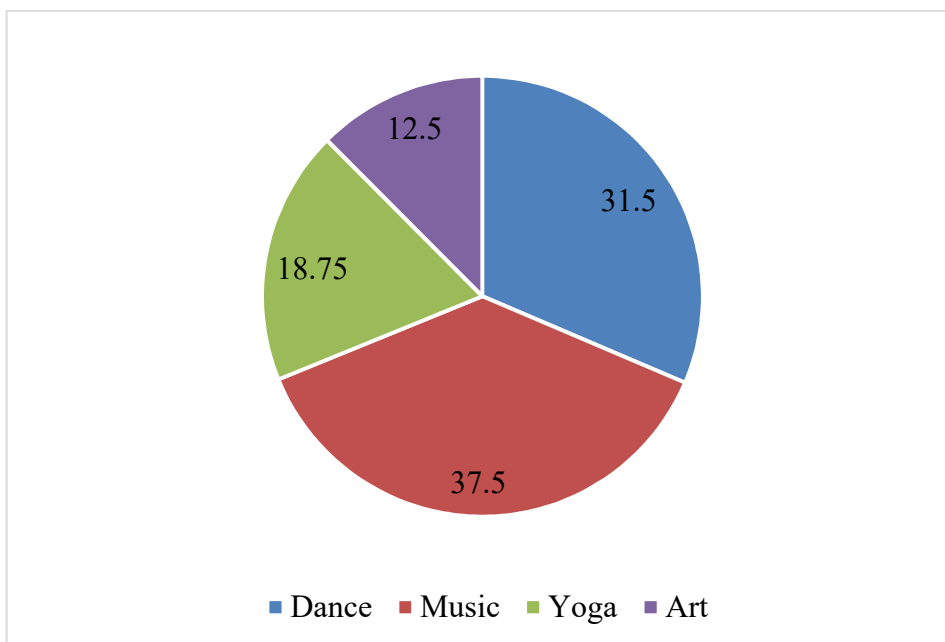
furnished room, most of the respondents could not provide latest facilities like spa, body massage, etc. Moreover, they could not keep products of the reputed brands, like Oriflame, Avon, Lakme, Loreal, Lotus, etc. at sufficient amount for selling due to lack of proper space, shortage of money, etc.

Handloom and handicraft (87) are traditional objects, which were traded mostly by the women entrepreneurs. Handicraft items like imitation jewellery, stuffed toys, dry fruits boxes, decorative candles, pen stands, ladies' purse, jute objects like bags, carpet, etc. fall into the seasonal demand. Generally, they are in demand all through festivals. The urban female does this kind of work at some stage in the 12 months as it is quite time ingesting and also, they are ready with a bulk of inventory when in demand. They organize for handloom objects like makhela- chadar, sarees, salwar kurta, handloom bags, curtain, etc. for the exhibitions at specific trade festivals in order to sell their items. Some female also has handloom machines (systems) and weavers at their own houses or at special locations (work places) and they are in massive demand all through marriage season. Generally, they produce typical gadgets in accordance to the demand of the customers. At present, traditional gadgets with contemporary looks like makhela-chadar and handloom salwar kurta piece, Muga shawl, men's kurta, shirt, etc. are in highest/ maximum demand in the market. However, the most important bottlenecks of the entrepreneurs in this sector are: excessive price of production, paucity of funds, lack of well-arranged room, scarcity of weavers and energy supply.

Cutting, embroidery and tailoring (69) is quite popular, and a frequent corporation run each via the urban and rural entrepreneurs, and can be set up with much less quantity of money. It wishes a space in particular in market or close by market places. Most women, who run these kinds of enterprises, do no longer get sufficient space in handy region at realistic price. Women, who run hobby classes (16) and cater to hobbies of the others while offering education for painting, dance, music, art, yoga, etc. also earn handsomely. Running such interest lessons not only helps them generate earnings for them, but also helps the

other female and displaying them a course to make the most their talents and work for different large commercial enterprise houses. During investigation, it used to be discovered out that most of the respondents didn't have required infrastructural amenities that are wished for these works. Such entrepreneurs do not have very own buildings, but they take rented rooms in the nearby colleges or rooms in a handy place. In case of Yoga classes, it was once found that an entrepreneur conducted training in general in an open space, mainly in the neighbourhood corridor or field. At present, Yoga class is very famous among people, who aspire to maintain a good health. Out of 16, no. of dance school- 5, music -6, art – 2, yoga -3.

Figure 4.3. Percentage distribution of respondents based on hobby classes



Source: Primary data

The above figure 4.3 shows the percentage of respondents in different hobby classes. During field study it came to know that 37.5 percent respondent engaged on running dance classes followed by music, yoga and art classes. Now-a-days, particularly in

urban areas, a large section of people try to involve their children in different extra curriculum activities to improve their qualities and also to keep them busy in leisure time. This indirectly helps to increase these types of business among women. Because these businesses could be run from their own houses with low cost.

Some women in urban areas have opened crèches (08) which is also known as “Jhula Ghar”, with a small amount of capital investment. This is a place, where generally working women hailing from a nuclear family can leave their children here, when they are out for work. Respondents, who started this service at home did it for the sake of earning, and also utilize the extra space available in their homes. The only expenses to incur here is to arrange for a maid, who can assist the tiny tots in the toilet training. During the field study, it was found that 62.5 percent have well facilities and 37.5 percent have problem of irregular maid servant.

Respondents, who run enterprises having homemade items, assume that everything is available. Of 35 respondents, 25 have required facilities and 10 have not-up-the-mark facilities. The problems of the entrepreneurs in this sector are:

- a) lack of sufficient amount of money to be invested
- b) lack of use of modern techniques (Particularly in rural area) like grinder, mixer etc., and
- c) lack of adequate markets (as this type of business is running on from their houses)

Some women are involved in the animal husbandry (36) business (rearing sheep, chicken, goat, cow, duck, etc.) to earn money. Investment in the cattle for their milk production; investment in poultry for their eggs, etc. has great opportunities for revenue and employment generation. But in running this type of business, one requires land(s), fencing, cleaning and food for which a large section of women is not interested in doing this type of business. Moreover, marketing and networking efforts are also very important. Pre-primary school (07) is an extended version of crèche, which can be easily afforded by the women, who are ready to spend a few thousands

in their venture. This type of entrepreneurial activity helps women in providing basic education to tiny tots, who are getting ready for their admission in upper classes (to take up studies in the bigger and regular schools). Respondents, who run a pre-primary school, generally, take Montessori training (which is not much available in Sonitpur district) that can be used to train children and the junior teachers, who assist them in grooming the kids. This type of entrepreneurial activity helps women in earning and at the same time they provide services to the children in the neighbourhood. In the study areas, most of the schools are quite well furnished; however, they lack facilities like having an adequately designed playground.

In case of stationary shop (35), trading of stationary and small gift items, which the children or adult may require at times, also adds to respondent's profit. Although, the profit margin is not huge in these gift items, but women think that they need to display such items often to attract the customers.

Many respondents were found to set up a restaurant or a road side dhaba. Tea and snacks stalls were also seen with a couple of traditional snacks like *Ketlipitha*, *coconut laddu*, etc. offered for quick refreshment at the *haat* bazaar that is visited by the people from neighbouring villages apart from the localities for the day to day requirements. These entrepreneurs earn a sufficient amount on the particular haat / bazaar days. On the other days, they work either as part time help in any roadside Dhaba or they open their stall in nearby schools and/ or offices. Moreover, modern amenities and lifestyle products such as kitchen products like jeera powder, chilli and turmeric powder, ginger-garlic paste, etc., have been witnessing an increasing demand, and help most of the respondents to benefit financially. They produce all these items at their own homes with available facilities, which are insufficient for the commercial purposes.

During investigation-cum-assessment, it was found that a number of respondents (23), who provided financial consultation and act as Fund Advisor to the people (who seek guidance and are not much exposed to the financial investment pattern as trend) were also earning good amount of money. These women have been observed to have

abilities in understanding the science of money matters and the trends of share market. They study the share markets, investment patterns/ options regularly and stay updated about it so as to help their clients in various investment schemes offered by a number of companies, and thus, save tax. A number of females were found to be working as Insurance Agents / Consultants further helping people to benefit from the schemes that best suits the client's requirements. Respondents earn by charging a fixed amount or a percentage of the amount in question. This type of respondent needs personal vehicles and a space to talk with clients. A computer is also essential to get latest information about financial investment. In reality, these facilities were not available to all insurance agents. Most of them have no personal vehicle which hinders them to deal with desired clients at different places.

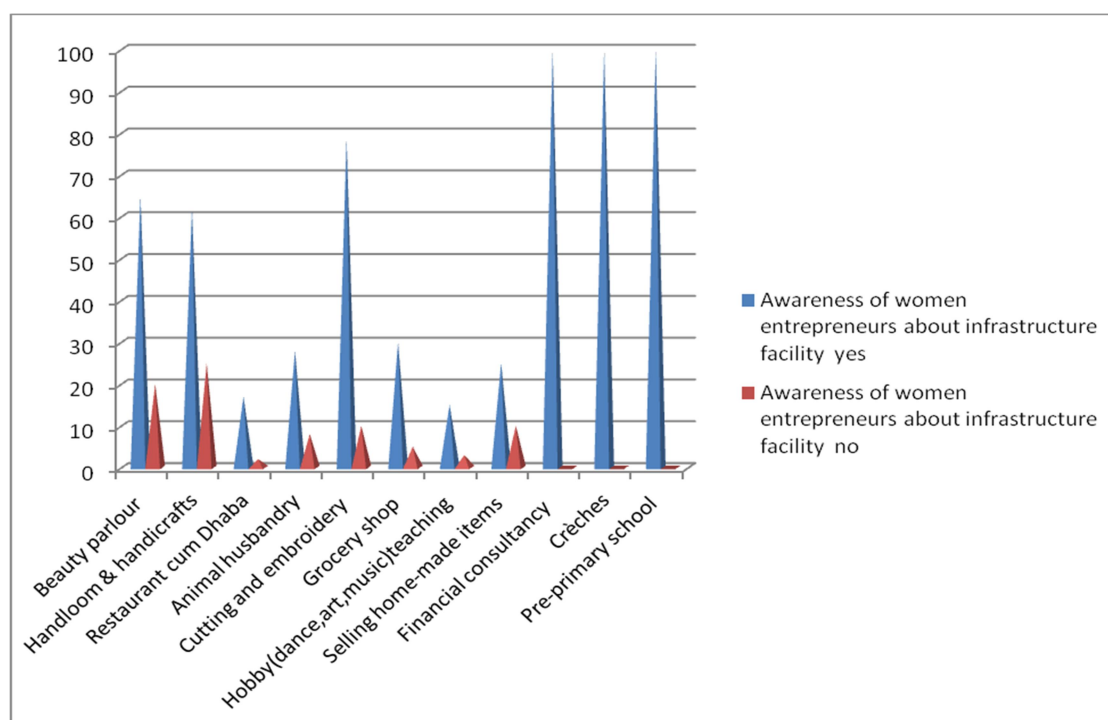
Table-4.4 Classification of respondents based on awareness about the infrastructure facility

Sl.No.	Respondents per Enterprise	Awareness of infrastructure facility					
		Yes			No		
		Total %	Urban %	Rural %	Total %	Urban %	Rural %
1)	Beauty parlour (85)	76.47	90.76	9.23	23.53	15	85
2)	Handloom & handicrafts (traditional & non-traditional) (97)	63.92	58.06	58.06	25.77	84	16
3)	Restaurant cum Dhaba (19)	89.47	58.82	41.18	10.53	00	100
4)	Animal husbandry (36)	77.78	25	75	22.22	62.5	37.5
5)	Cutting and embroidery (69)	81.16	63.04	36.96	18.84	23.08	53.85
6)	Grocery shop (35)	85.71	66.67	33.33	14.28	40	60
7)	Hobby (dance, art, music) teaching (16)	81.25	76.92	23.07	18.75	00	100
8)	Selling home-made items (35)	71.43	60	40	28.57	40	60

9)	Financial consultancy (23)	86.96	85		13.04	00	100
10)	Crèches (08)	100	100	00	00	00	00
11)	Pre-primary school (07)	57.14	89.6	10.4	42.86	00	100

Source: Primary data

Figure.4.4 Classification of respondents based on about the infrastructure facility



Interpretation:

The above table 4.4 and figure- 4.4, reveal that the awareness of respondents about infrastructure facility required for different sectors in Sonitpur district was significantly low. Number of respondents having awareness was more in urban areas than in rural areas. Some of the key reasons behind the lack of awareness in rural areas are: illiteracy, lack of self-confidence, etc. Illiteracy is a significant factor as well as an important disadvantage here, which dominated particularly in the rural areas. Table 4.4 shows the percentage difference in different sectors between urban and rural areas.

From the above discussion and also from the point of view of 2nd objective- To examine the infrastructural facility available for the development of women entrepreneurship, it can be concluded that infrastructure facilities are not sufficient for the development of women entrepreneurship in the study area.

4.5 Chapter Summary

Entrepreneurship constitutes the driving force of the economy. For entrepreneurship development, availability of the infrastructural facilities is of utmost importance. In the study area, infrastructure facilities for the development of entrepreneurial activities are not adequate and also not up-to-the mark. Though infrastructure facilities are not sufficiently sound, yet women entrepreneurs are moving ahead in all spheres with determination and focus. They are not only venturing into the traditional (or conventional) business ideas, but also, they are ready to explore various non-traditional (unconventional) fields and prove their best capacity. During the field studies, it was quite encouraging to observe that against various odds, like inadequate business premises; the inadequacy of business competencies and skills especially in the rural areas; shortage of power supply; low-profit-margins; difficulties in striking a balance between business and family; etc., entrepreneurship among women has been gradually increasing. This is mainly due to their survival and also to raise their standard of life.