

Status of Women Entrepreneurship in Uttarakhand

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Abstract – Women set up their company for economic freedom and emancipation. This study aims to identify the factors promoting women entrepreneurship in the Indian state of Uttarakhand. While women growing become entrepreneurs, they do not have the right chance to pursue it. The role of non-governmental organizations (NGOs) in promoting the entrepreneurial cause of women is thus inevitable. The role of women and their place in any community is a measure of their civilization; the contribution of women entrepreneurs to economic activities and jobs has grown over time. Women entrepreneurs created a number of innovative projects and helped grow a variety of facilities and products; they are not only utilized but are often a justification for other jobs through showing work for them.

Keywords: Entrepreneurs, Women Entrepreneurship, Empowerment, Uttarakhand

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INTRODUCTION

The term 'entrepreneur' comes from the English word entrepreneur, that is to say, 'entrepreneur' in the company sense, that is to say, create a venture. "(entrepreneur) is the English word for an individual who undertakes and develops a new company at risk (or failure or loss)." The definition of entrepreneurship has a broad variety of interpretations, the essential facts which anyone who wants to work for itself is known as an entrepreneur.

India with its various regions is a vast nation with tremendous economic and socio-cultural diversity. In a big country such as India, women's growth problems are not just unacceptable but also often deceptive. In addition to guarding against sexism, abuse and massacres, feminine and associated law has been implemented to preserve women's rights and responsibilities and also to discourage socially inappropriate activities. The role of women in entrepreneurship may be seen as one of the main motors of economic growth. Women make up nearly 50 % of the world's population. With an ever-greater openness towards the position and economic standing in society, the latent entrepreneurship capacity of women has steadily shifted. Women's socio-economic presence at multinational, federal, state and local levels ensures that valuable available tools are utilized more efficiently. Women will benefit from the resources available worldwide by improving

their potential. Entrepreneurship is an integral aspect of the economic growth mechanism.

OBJECTIVES OF THE STUDY

1. To study about the status and role of women entrepreneurs in Uttarakhand
2. To identify or analyze socio - cultural factors and their effects on entrepreneurship development in Uttarakhand.
2. To examine the effect of socio-cultural factors on women's entrepreneurship in Uttarakhand state.

LITERATURE REVIEW

"An entrepreneur is a person who is capable of expressing and practicing the urgency, skill; inspiration and creative capacity to set up his or her own company or corporation, either alone or with his or her mates" (R.S. Kanchana, 2013).

Uttarakhand women play a very significant role in entrepreneurship. Many research works have reflected the role of women in the state and the challenges they encounter in this area.

In his paper (Kumar A., 2011), he explores the position performed by social institutional

components in the framework of women's entrepreneurial orientation. The paper also explores the connection between the schooling and entrepreneurial orientation of women's mothers.

(Kalim) Enterprise for women is an idea to try and optimize; it may also help generate new opportunities and help to build their economy.

(Dr. Sharma Ajay, 2012). Enterprise growth of rural women leads to increasing their personal skills and decision-making position within the family and community as a whole.

(OECD 2004). This paper looks at women's demand (number and essence of the position of entrepreneurship) and supply (processes why men and women shift different into various entrepreneurial activities).

"Entrepreneurship is a mentality that every woman in India has but has not been capitalised in the way she should be" **(Gurendra Nath Bharadwaj)**

As such, a woman entrepreneur is described as an enterprise owned and operated by a woman who has at least 51 per cent of the capital and a woman has at least 51 per cent of the jobs produced in the enterprise.

(Yadav, 2013) "Uttarakhand 's economy is primarily agrarian. It is very evident from the micro-level image that the majority of agricultural operations include women in their broadest context, including subsidiary companies such as milk, poultry, sericulture, silviculture, fisheries and so on. In the 1991 census, women were highly employed in the hill districts. Women's entrepreneurship in Uttarakhand has come a long way. However, the share of women entrepreneurs in small businesses shows that at 10 percent is abysmally poor. As Uttarakhand has a very strong potential for business growth.

WOMEN ENTREPRENEURS

Woman Entrepreneur is a female individual who takes on a daunting position and becomes economically stable in order to fulfil his / her personal needs. Women Entrepreneurs are women or a community of women who start, coordinate and run a business. The Government of India states that women entrepreneurs are 'a business owned and operated by women that saves at least 51% of the capital of the organization and gives at least 51% of the jobs produced in the industry to women.' An embodied standard of entrepreneurial women who can contribute values both in family and in social life is a good development.

Entrepreneurship for women leads to poverty elimination, economic equity and education for women. Women Entrepreneurs are therefore women

or a community of women who establish, organize and run a company. The role and status of women in any culture is an index of their community. Women should be viewed as fair participants in the growth phase. Still Indian women stayed at the reception owing to decades of slavery and subjugation. Women became the overlooked bunch in India. Women also progressed from the kitchen to a higher degree of vocational practices by knowledge and understanding. Enterprise has been an earliest male practice, but time has modified the circumstance and made women the most iconic and encouraging entrepreneurs today. In almost all developing nations, women in the world are on an equal basis with men in the business sector. The role of women in the advancement of different industries must be enhanced and simplified by the leveraging of their ability to create nations and achieve rapid economic growth. Most people are not entrepreneurs. With an ever-greater openness towards the position and economic standing in society, the latent entrepreneurship capacity of women has steadily shifted. Skill, experience and market adaptability are the primary factors for women to become companies. While women are the majority of the entire population in India, the entrepreneurial world is still controlled by men. Women are recognized and more common in the corporate sector in developing nations. But Indian woman entrepreneurs face some big limitations, but generations of women from all over the world with very diverse backgrounds display some promising signs of entrepreneurial spirit.

We need to know that women are underrepresented in order to allow effective use of this opportunity. In addition, self-employment is one of women's most significant employment prospects. This tends to be a correct inference regardless of the government or environment. Self-employment for many people and maybe particularly for people in developed economies is a significant alternative career. It is also noticed that women only form a minority of those in both countries who set up new enterprises, are self-employed or are members of small businesses. Further analysis is necessary as we still lack a clear and comprehensive account of women's entrepreneurship and their contribution to economic development. We argued that women 's business should be analyzed both at the personal level (i.e. deciding to become self-employed) and at the corporate level (the success of women's own and controlled enterprises) to best understand the disparities within men's and women 's entrepreneurship. The fostering of women's entrepreneurship is definitely a path to fast economic growth and creation. Let us aim to eradicate all kinds of sexism against women and therefore make 'people' equivalent to men. Tradition and the environment are indeed a subject of entrepreneurship. When such castes and cultures easily and vigorously reach

entrepreneurship, it is attributed to the culture and the encouragement under which they were born. Company is indeed a blend of design and society. An entrepreneurial ability should be promoted, even though it is not innate. A businessman serves as an agent of change; his position becomes important in a world where change is welcome. External influences (environment) play an essential role in the growth of entrepreneurship. Therefore, a crucial question is whether woman businesses experience particular challenges when creating firms that vary from those experienced by male businesses.

ROLE AND STATUS OF WOMEN ENTREPRENEURS IN UTTARAKHAND

In November 2000, the state of Uttarakhand was created. The Department of Women's Empowerment and Child Welfare has total duty at the state level to establish and execute women's empowerment schemes. As the nodal body, the Uttarakhand government tasked the Department of Women's Empowerment and Child Growth with the task of planning women's policy. The Ministry, in turn, directed the draught to be prepared by the State Women's Commission, which was formed in 2003. In 2006, the Commission published the draught legislation, which was also distributed between the different women's organizations. Currently, the Uttarakhand government conducts numerous schemes and programme, through the government departments and through NGOs to establish and motivate women.

Areas in the state of Uttarakhand vary due to their spatial, socio-cultural circumstances. Traditional industries are located in high altitudes in the Himalayas, in the engineering and innovative aviation sectors and in hilly regions owing to tourist attraction facilities. The rising craze of the hill station will generate more prospects for women's businesses in the state. Natural development of the state of Uttarakhand is in a hill state, in which Almora, Bageshwar, Pithoragarh and the district of Champawat are in the hills and the district of Nainital in hill-planes. The state of Uttarakhand comprises of mountains such as Dunagiri, Panchachuli, Sunderdhunga and Gaganchumbi. Whereas Nainital, Bhimtal, Nakhuchiyatal, Khurpatal are some of the lovely hill resorts that draw visitors and boost the state economy.

In order to encourage industrial growth and empowerment for women in the State to drive industrialization and provide for work opportunities together with the organized strategy and the programme the Governor of Uttarakhand ordered that the Unique Integrated Industrial Promotion Policy be promulgated on 28 February 2008 for the hilly and remote areas of Uttarakhand. In the remote and backhill regions of the Province, it also accelerates economic growth by offering entrepreneurial production facilities, expanding

infrastructure facilities and improving market access, and financial support for entrepreneurs seeking to create industries. This leads to removing the economic backwardness of hill regions by providing resources to hire and manage brain loss from these places. In the face of unequal geographical environments, environmental and social environments, the goal of such policies and programme, is to support and encourage the development of industries with a planned and synchronized industrial growth centered on local capital, to recognize industrial activities in the processing, distribution and service sectors and to develop and prescribe the limit of the quantum of the grant in aid and other facilities.

Women in Uttarakhand have the potential and expertise they work incredibly hard for their communities. Her unrewarding endeavors have, though, only served to decrease her optimism and self-esteem. Women in this field are actively active in economic practices, and thus their proposals need to be encouraged, as the only way they are motivated socially, politically, physically and economically. Social and cultural psychological strength will improve their standing under the current environment and economic help will allow them to take autonomous decisions and inspire entrepreneurship if they want it. Woman entrepreneurs in Uttarakhand face the task of joining the corporate world because of the masculine predominant field and have no role models and reputation and technological obstacles.

On the other side, in Uttarakhand, women are mainly bread winners. Thus, women in the State are typically unwilling to take financial risks and start a company, for they fear that their unit fails and that it will be impossible, even to provide their families with food, clothing and shelter. Thus, these people are more fearful of disappointment than the people who dwell in the mountains. In comparison, the male members of their communities typically make economic choices. Therefore, if they excel in their professions, they are fearful of destroying their spouses and friends. They also worry like if they stay so long away from home their children will be destroyed and their lives will be broken, this is typically often influenced by lack of achievement.

RESEARCH METHODOLOGY

Research methodology is a means to address the research dilemma systematically. It can be interpreted as a science of learning how experimental analysis is carried out. This outlines different actions that a researcher normally takes to study the issue of analysis and discusses the reasoning behind it. In, the analysis approach is broader than the research methods. A researcher must create or plan a particular technique since it may vary for numerous problems. It takes extreme effort, care and consideration, because the

success and precision of the findings depend entirely on this method. The technique of analysis included in this review is described below.

Sampling

Sample is an essential aspect of any study and it is focused on sample observation that the results are taken. In this research, a social and cultural analysis of woman entrepreneurs in Uttarakhand was to be undertaken, to select a sample of woman operating their companies within the state of Uttarakhand. The State of Uttarakhand includes 13 Districts of Garhwal and Nainital, Almora, Pithoragarh, Udham Singh Nagar, Champawat, and Bageshwar, including Chamoli, Pauri, Tehri, Uttarkashi, Dehradun. In which three regions in Garhwal and three Kumaun regions were taken as a sample in the analysis for a precise photo. The following considerations were taken to take population samples

- Only female founders have been sampled.
- All illiterate, less trained and extremely skilled people were taken from surveys operated by the firms.
- Women who set up their company in the State of Uttarakhand were only included in the survey. A quota sampling procedure is used to pick the sample in the analysis, which indicates that the investigator considers the various population strata, and randomly chooses the number of individuals from each stratum.

Data Collection

The data are the statistics that has already been compiled by someone other than the researcher himself, but there are no issues involved with the initial data set. Secondary knowledge may be obtained directly from released or undisclosed sources, such as official reports, publication of the CSB, the Regional Statistical Bureau Ministry, chambers of commerce, cooperative societies, research journals and other organizations. This research has gathered secondary data from numerous outlets such as District Information Centre, National Information's Center (NIC), banks and various government documents, books, journals, magazines, newspapers and internet.

Analysis of data

The data obtained were structured for the study of the first theories using two separate analyses and viewed as socio-cultural (A) and local (B) effectors of women entrepreneurship. The findings were interpreted as high and low socio-cultural status based on results of the first step in two parts and the second phase study was carried out to determine the

influence of socio-cultural status (A) and socio-cultural status (B) on woman businessmen. The next intended goal was to evaluate the bifactorial association impact of these variables on woman entrepreneurs.

In this process, participants were categorized as high and low socio-cultural status based on their grades. The aim of this process was therefore to categories the participants according to their socio-cultural ratings. Initially, 460 participants were chosen from different companies for this study and their form of business wise distribution is presented in Table 1.

Procedure: The aim of this process was to assign subjects according to their scores on the scale of socio-cultural status (SCSS), and hence it was determined to organize participant ratings from lowest to highest and pick the top 4 and the lowest 4 class intervals to make up the final survey. In the methodological portion of Table 4.1, the experimental design following sampling selection was already defined as the two-way factorial 2x2, which was used as two levels of social and cultural status (high and low), two levels of locality (rural and urban) were included.

Table 1 Nature of Enterprise wise distribution of all the participants

S. No.	Nature of the Enterprises	Total
1	Masala making, Jams, pickles and other food preservatives.	92
2	Boutique, garments, knitting, weaving, stitching, fall, pickko.	109
3	Alpans Painting, Decorative items, candles making, handicrafts.	75
4	Hospitality services, Beauty parlors, cyber cafe, cosmetic shops.	100
5	Dairy farming, genetic industries	84
GRAND TOTAL		460

As it has already been reported that 460 participants collected data.

Table 2 Table showing the Locale wise distribution of the final selected participants

S. No.	Name of the Districts	Rural	Urban	Total
1	Dehradun	35	29	64
2	Hardwar	21	27	48
3	Pauri	13	08	21
4	Nainital	37	33	70
5	Pithoragarh	18	29	47
6	Almora	16	14	30
TOTAL		140	140	
GRAND TOTAL		280		

Above, the socio-Cultural Status Score of all 460 participants was calculated at a class interval by which the amount of participants obtaining high, mid and low score was registered, after which participants were chosen from the high and low categories (280) and constituted the final study, the wisdom of the locality and the essence of the business wise representation is given below in the table 2 and 3.

Impact of the socio-cultural Status (A) and Locale (B) on Women Entrepreneurs: The goal of this process of research was to determine the relative effectiveness of local socio-cultural status and woman entrepreneurs. Data have been evaluated in 2 ways and are listed in Table 3.

Table 3 Summary Table of Analysis of Variance showing the impact of the socio-cultural Status (A) and Locale (B) on Women Entrepreneurs

Factor	Sum of Squares	DF	Mean Square	F-ratios
SCS (A)	3718569.95	1	3718569.95	2704.31**
Locale (B)	256350491.5	1	256350491.5	186429.94**
Interaction (AXB)	255767423.1	1	255767423.1	186005.90**
Within Group	379514	276	1375.05	-
Total	516215998.6	279		

A close analysis of Table 3 showed that the key influence of socio-cultural status was substantial ($f, 1, 276 = 2704,31 P > .01$) and that, for the high and lower sociocultural status, the mean meaning pooling through sociocultural status was $M = 160,6$, and $69,35$ respectively. It was observed that there is a large gap in the scale of socio-cultural status test scales of women entrepreneurs, i.e. woman entrepreneurs with a high socio-cultural position have a major difference of view from those with a low socio-cultural position. The next big impact of localizing was also important ($F, 1, 276 = 186429.94 p > .01$) and it was found that the mean meaning pooled was $M = 116.01, 113.94$ for rural and urban backgrounds, respectively, which showed that there was a significant gap in the average socio-cultural status of local woman entrepreneurs, i.e. the relationship between socio-cultural status and a locality was important in both directions ($F, 1, 276 = 186005.90 P > .01$) which indicates that an average differential in socio-cultural status score, i.e. women with urban backgrounds and a high social cultural status, is significant compared with their rural and low socio-cultural equivalents. Thus, these factors have had an effect on women 's entrepreneurship.

"Socio-cultural influences had little impact on entrepreneurship and female entrepreneurship." The various socio-cultural status (high and low) and entrepreneurial scores were used for the study of two-way analysis of variation, and both were

optimistic and important. The outcome was estimated as the influence of socio-culture status and the mean value pooled over Sociocultural Status was important at the .01 trust level given at table 5.5, ($f, 1, 276 = 2704.31 P > .01$) and at a high and low socio-cultural status, respectively, was $M = 160.6, 69.35$. It was observed that there is a large gap in the scale of socio-cultural status test scales of women entrepreneurs, i.e. woman entrepreneurs with a high socio-cultural position have a major difference of view from those with a low socio-cultural position. Our interest was also linked to female entrepreneurship as influenced by the socio-cultural position and locality. In this sense, it was observed that the socio-cultural transition was still important, with women with high sociological backgrounds distinct from their peers with a low socio-cultural position.

PROBLEMS OF WOMEN ENTREPRENEURS IN UTTARAKHAND

Uttarakhand is a newly-established state with 64% of its total hill territory. Uttarakhand's economy is mainly agrarian. More than 80% of the working population is interested in agriculture, compared to just 25% of Uttarakhand 's total territory. Uttarakhand is one of the few States in India in which an increasing number of women have consistently been participating, owing to their complete participation in agriculture, forestry, livestock and milk processing. Despite its significant contribution to the hill economy, she still has less influence in important family decisions, considering the hill society's patriarchal existence. Although the schooling of girls did not improve the socio-economic condition of girls; the trained nurse would work hard on the fields and in the woodland. Women are now overwhelmingly focused on the money order economy. Therefore, Uttarakhand 's women must have more ways to earn income if they are to be released from dependency on men. In Uttarakhand women's entrepreneurship has come a long way. However, the proportion of women entrepreneurs in small industries shows that 10 percent is abysmally low. Besides cultivation, handloom and craftsmanship are other economic practices. Several encounters have proven that entrepreneurship is the only answer to the rising unemployment of farm people. This paper attempts to explain the idea of entrepreneurship and its function in inspiring women.

Uttarakhand's problems in some of the points listed below

1. Environment
2. Lack of time
3. Marketing

4. Lack of resources and backwardness
5. Lack of entrepreneurial aptitude
6. Other problems

Environment:

The lives of people living in Uttarakhand are very easy, they just invest / allocate money on the resources they have accessible and not attempt to invest on resources that are very distant. This contributes to lower wages, but not after capital, which is a negative factor in the growth of a business.

Lack of time:

In hilly areas mostly men move out or migrate for income, which implies that women at home are dually liable for work & house tasks, they are not assisted by male family members usually carrying water, collecting forage, wood is the principal reasons why they have less time for business projects.

Marketing:

Goods produced in the Uttarakhand state cottage industries usually have commercial problems because demand is higher in the other state sector as there is less to sector in other nations , for example in decorative flowers, herbs, angora-wools, carpets, but the lower the amount, the good market value in the other state.

Lack of resources and backwardness:

There is still no road in many places, particularly in remote areas, as the cost of products is increased. Lack of water, power, education and hospitals are some of the factors why citizens living in distant areas move from there, while their businesses have little growth opportunities, under-developed facilities are detrimental to the development of companies in Uttarakhand.

Lack of entrepreneurial aptitude

The absence of entrepreneurship knowledge and actions is one of the personal challenges to initiating and growing some market operation. Generally speaking, women and men are not just trained in terms of market comprehension, and yet even though engaging in a variety of business growth courses, conferences, seminars etc., they have no creative spirit. Some women only start and operate the company after strengthening their pessimism against entrepreneurship or compulsion and rising risk-bearing ability and caliber.

Skill Related Barrier:

The standard gained by a businessman in his or her life throughout entrepreneurship preparation and preparation and previous industrial and corporate experience are higher technological and general management skills. Which allows the contractor to find and take advantage of greater job or company prospects. However, entrepreneurs in India and in many other developing countries have faced challenges to knowledge, such as lack of previous management and industrial experience, lack of technological and general competence, insufficient and timely entrepreneurial and training, etc. In addition, women entrepreneurs in India may not have enough opportunity to develop their skills owing to many social obstacles by entrepreneurship initiatives. MSME government and the Ministry of Enterprise Development (EDP), Entrepreneurship cum Ability Creation (ESDPs) and Trainer Training (ToTs) programme have taken a range of steps in the areas of industry and ability growth. In 2015-2016, 4,818 and 27, 557 female trainees were NI- MSME and MSME. The reluctance to engage in educational programme and seminars because of societal inequalities reduces women entrepreneurs' management skills. Women entrepreneurs are less effective in conducting multiple tasks, such as preparing, promotion, staff engagement, managing and organizing numerous business activities, etc.

Other problems:

Natural hazards such as ground falls, unusual strong snow covering of the highways and the alcohol patterns of males are some of the challenges which are especially troublesome for women's businesses.

CONCLUSION

This research was carried out on female entrepreneurs in the State of Uttarakhand. The socio-cultural position of Uttarakhand women is a significant factor of entrepreneurship. Local entrepreneurship decides significantly the entrepreneurship of women in the state of Uttarakhand and the people with high socio-cultural status have major differences in view, while the people in the state increase their position and boost the state economy with low social cultural status. The relationship between social cultural status and locality is an essential variable in deciding the environmental entrepreneurship among women of the state of Uttarakhand.

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