

**Enterprise Initiative Among Goan Women Entrepreneurs-A Study****Introduction**

Thus in the context of a developing economy, entrepreneurs and entrepreneurship has been of remarkable importance. In an economy, entrepreneurship has often recognized the economic demand and the required factors of production essential to meet that demand. That process in turn has led to generation of profit. Entrepreneurship has been one of the major aspects responsible for poverty alleviation. Micro and small enterprises in the developing countries has a major contribution towards the generation of employment and improving the social status of women . Though in developing economies, women face higher barriers to entry in the formal labour market and have to resort to entrepreneurship as a way out of unemployment and often out of poverty (Minnitti<sup>1</sup>2010).However, ‘A single person is all it takes to start a movement, while the world laments ‘what is’, the change maker takes a small step towards making it as it should be’(Rashmi<sup>2</sup> 2011).Women being the change makers have paved their own way in the entrepreneurial world. It has been observed that the necessity based entrepreneurship contributes to the economic growth of developing countries and opportunity based entrepreneurial activity accomplishes economic growth in developed countries (Swain<sup>3</sup>2014). Thus sheer economic necessity at most of the times becomes the reason of entering into entrepreneurial activity(Dangwal,Saklani<sup>4</sup>2002).There exists a wide preference of women towards micro enterprises as they could be managed effectively along with their family responsibilities just due to the fact that married women have to walk a fine line between business and family (Hina<sup>5</sup>2013). Minniti<sup>18</sup>(2011)states that for women, the choice to start a business often gets linked to necessity or to time and location flexibility.

**Methodology**

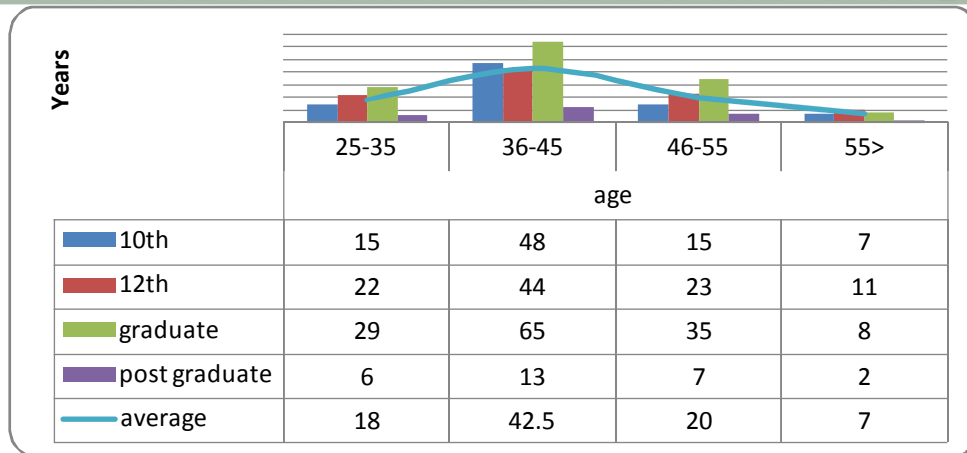
The primary data was collected by administering the questionnaire to 350 women entrepreneurs from south and north district of Goa engaged in micro business. Interviews were also conducted to secure in-depth information. The response rate of the same was nearly 100 percent. For the study purpose, the secondary data was availed through pamphlets, articles and reports from newspapers .Journals, books and websites were also referred.

**Objectives:**

- 1.To analyse the relationship between age and education of women entrepreneurs under study.
2. To analyse the relationship between age and activity of women entrepreneurs under study.
- 3.To understand relation between historical background and the idea behind starting the venture.

**Analysis:****Chart No I. Age and Education of Women Entrepreneurs under study**

The below chart I was based on age and education of women entrepreneurs under study.The age of respondents ranges from 25 years to above 55 years of age. The level of education of the respondents was from standard tenth to the post graduation.

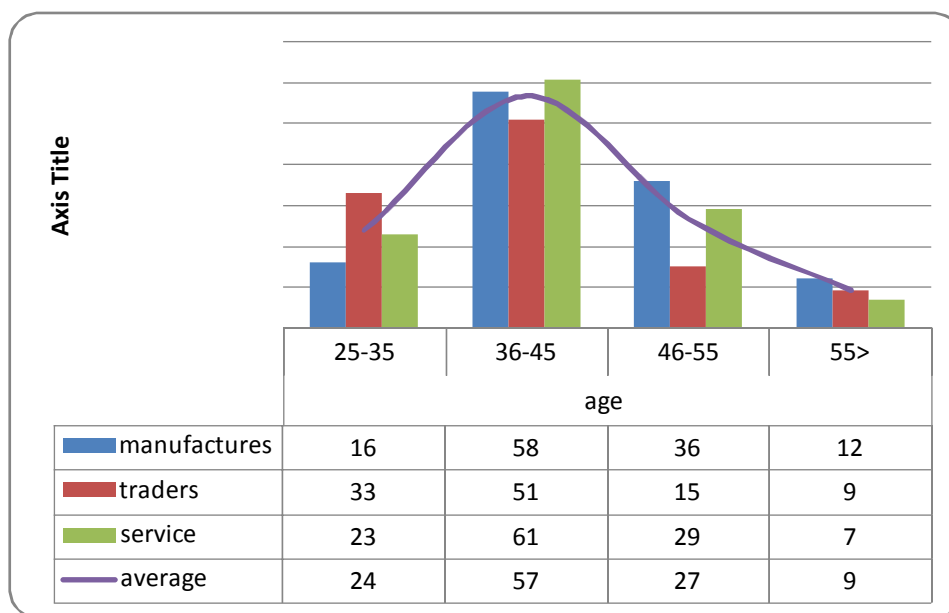


(Source: Primary Data)

The above chart based on age and education shows that women belonging to the age category of 36-45 years of age were in majority. Among this entrepreneurs majority possessed the graduate degree whereas post graduates were comparatively lesser in number.

### Chart No II Age and Activity of Women Entrepreneurs under study

Age and activity related chart depicts the age bracket of women entrepreneurs engaged in manufacturing, trading and service

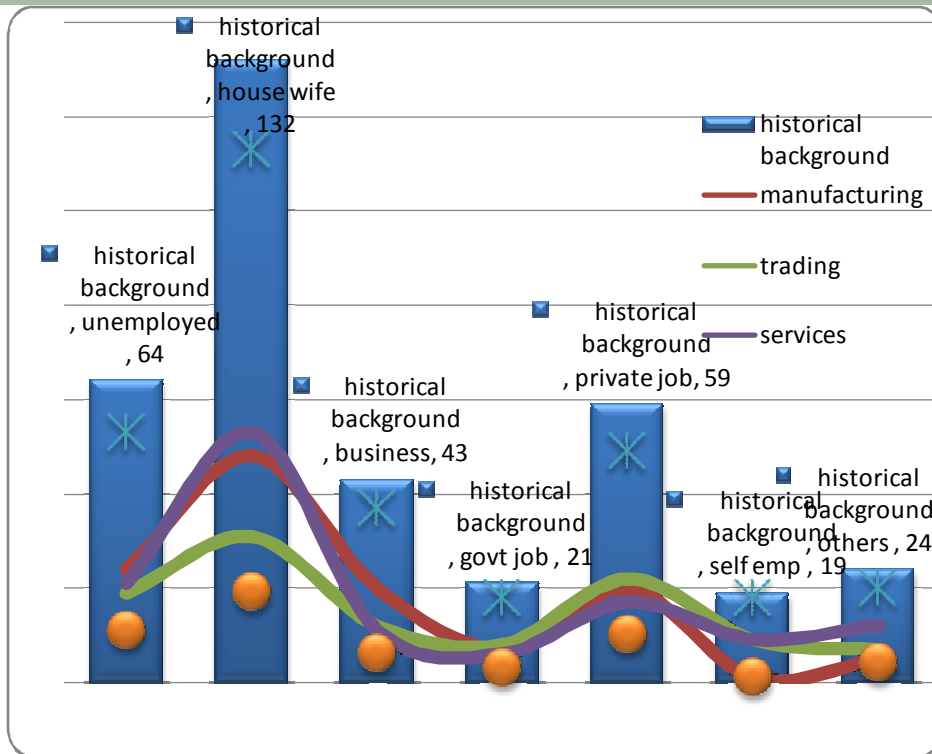


(Source: Primary Data)

Age and activity related chart II showed that in the age bracket of 25-35 years of age, the average number of women is 24. In the age category of 36-45 years, the average number of respondents involved was 57. Women engaged in manufacturing and service were above the average.

### Chart No III Historical background of Women Entrepreneurs under study

Prior to taking up entrepreneurship respondents were found engaged in government job, private job, self employment. Some were unemployed whereas others were housewives.

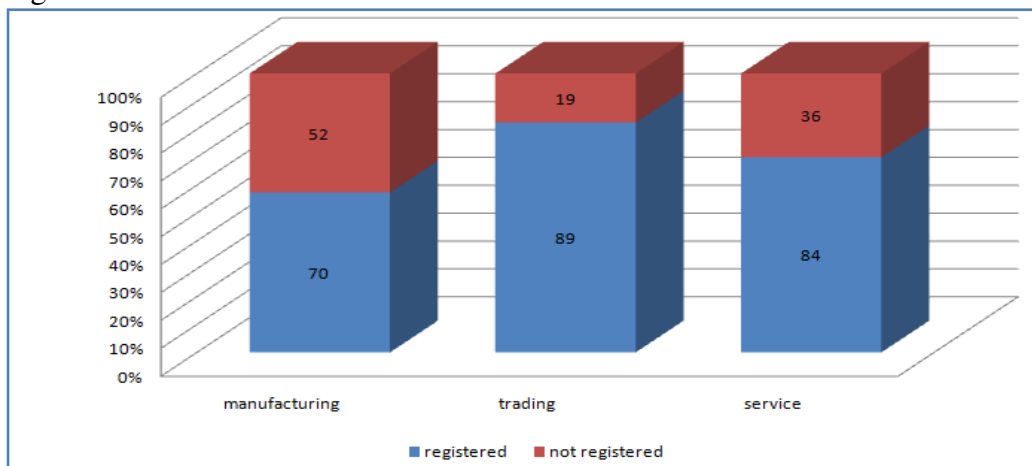


(Source: Primary Data)

According to chart III, as far as the historical background and the type of activity was concerned, the average population of housewives was 44. The average of those who were unemployed stood at 21, those engaged in private job were 20 and the average of those into business was 14.

### Chart No IV Registration of Women Entrepreneurs under study

The chart below provides details about the enterprises being registered with various organizations.



(Source: Primary Data)

As per the above chart IV, as far as the registration of enterprises was concerned, among manufacturing enterprises 70 were registered and from trading and service enterprises, 89 and 84 enterprises were registered respectively. Total 243 enterprises were registered either with one or two of the following centers or corporations. They were DIC, EDC, AIWC, Chamber Of Commerce, Social Welfare Board, Mahila Mandal, NGO's, and Network Of Entrepreneurs etc.

**Conclusion:**

The socio economic profile of women entrepreneurs engaged in micro enterprises showed that 48.6 percent of the respondents were in the age group of 36 to 45 years of age whereas merely 8 percent were above 55 years of age. Among the respondents, 39 percent of the women were graduates and 28.6 percent possessed secondary school certificate. As far as the registration or membership of the enterprise was concerned 69.4 percent of the enterprises were registered or were the members of District Industries centre, Economic Development Corporation, Food and Drugs Administration, All India Women's Conference, Chamber of Commerce, Department of Handicrafts, Development Commissioner Of Textiles And Industries, Mahila Mandals, Social Welfare Board, Network Of Entrepreneurs. However, 30.6 percent women owned enterprises, remain unregistered. The categorization of enterprises based on the type of activity showed that 34.9 percent were engaged in manufacturing with 34.3 percent into service enterprise and 30.9 percent into trading. Majority of respondents belong to Ponda taluka i.e. 20 percent followed by Salcete and Tiswadi Taluka. As far as the historical background and the type of activity was concerned, the average population of housewives was 44. Manufacturing and service enterprise were above the average. The average of those who were unemployed stood at 21.

**References:**

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