



Management Systems

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A Study on Social Status of Women Entrepreneurs in Pune Region

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Abstract: In developing countries like India, the presence of entrepreneurs, a woman in particular is a vital necessity to achieve a balanced, all-around regional and socio-economic growth through rapid industrialization. It helps in tapping the latent talent extant among women and acts as a panacea for many of the problems they face, such as domestic violence, dowry deaths, and low recognition in the society, poverty, unemployment and excessive dependence on male entrepreneurs. For sustained economic development and social justice, socio-economic status of women should be improved along with that of the men folk. Socio economic freedom gives women the right to determine the course of their lives. Entrepreneurship enhances the social standing of women. Entrepreneurial activities are dependent on several complex economic, social and psychological factors. The present study had been undertaken to assess the social status of women entrepreneurs in Pune region. It also an attempt to understand the entrepreneurial activities among women with that view an analysis of their socio-economic status is also done.

Key Words: Women entrepreneurs, socio-economic status, entrepreneurship.

Introduction

Entrepreneurship is a major driver of innovation, competitiveness and growth, and there is a positive correlation between entrepreneurship and economic performance in terms of growth, firm's survival, innovation, job creation, technological change, productivity and exports. Not only this but entrepreneurship also offers an additional benefit to society; it is a vehicle for personal development which not only offers to everyone the opportunity to create his or her own business but also one of the most efficient and effective antidotes to unemployment. Economic development of a country is generally equated with its industrial development. It is the entrepreneur who stands at the centre the industrial activity and assumes various roles in a country's development and social justice, socioeconomic status of the women should be improved along with that of men folk. Socioeconomic freedom gives women the right to determine the course of their lives. Entrepreneurship enhances the social standing of women. The entrepreneurial activities are dependent on several complexes, economic, social and psychological factors. The Government of India has defined women entrepreneurs as 'an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment. The Present paper attempts to study and understand the entrepreneurial activity. It also presents the analysis of their social activeness with special reference to Pune region.

Statement of the Problem

The reason behind selecting this topic is that the researchers feel that there exists a tremendous amount of unexplored potential latent among women entrepreneurs who can effectively contribute to the country's march towards the social and economic development in all spheres of activity. Former President of India, Dr. A.P.J Abdul Kalam has said: "Empowering women is a prerequisite for creating a good nation. When women are empowered, the society's stability is assured. Empowerment of women is essential as their thoughts and their value system lead to the development of good a family, a good society and ultimately a good nation." Empowerment of women does neither exclude other individuals of the society, nor do they become powerless. On the contrary, if a woman is empowered, her competencies towards decision making will surely influence her family's, her neighbour's and her nation's behaviour for the better. According to a survey conducted in the year 2008 there were 7459 women entrepreneurs managing different enterprises in the city.

Objectives of the Study:

- To study the social status of women entrepreneurs in and around Pune region.
- To study the challenges faced by the women entrepreneurs.
- To study the skills developed by women entrepreneurs through entrepreneurship.

Hypothesis of the Study:

H₀: Development of women entrepreneurs does not depend upon involvement in social activities.

H₁: Development of women entrepreneurs depend upon involvement in social activities.