

The Role of Education and Employment in Women Entrepreneurship with reference to Udaipur city

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Abstract

Purpose - The study focuses on studying the association between education, employment and women entrepreneurship.

Design/methodology/approach - The primary data collected from a sample of 163 female entrepreneurs located in the city of Udaipur, Rajasthan. A set of 8 Likert statements comprising various dimensions of education, employment, and entrepreneurship among women; the women respondents chosen as a sample were asked to give their opinion in the form of a Likert summary ranging between agreement to disagreement on the five-point scale. The technique of sampling used is Judgmental sampling. Post-collection of the data for a better understanding of the subject and precise results, one sample t-test applied.

Findings - The study's findings indicate that there is no statistically significant difference in the participants' perceptions regarding the influence of education and employment on women's entrepreneurship. Based on the results of the Likert statements, it can be concluded that the respondents showed a positive inclination towards the association being investigated. Education is of utmost importance in shaping and improving individuals, as it plays a pivotal role in their personal and intellectual development. It not only equips individuals with knowledge and skills but also helps in honing their abilities and talents.

Research implications - The theme of research is very apt as there is no such related literature available on exactly the title, the importance of education, employment and entrepreneurship is significant.

KEYWORDS: Education, Employment, Entrepreneurship, Women empowerment, Women entrepreneurship.

1.1 INTRODUCTION

The contributions of women company owners to economic growth, technological advancement, and corporate and social responsibility are undeniable. With consistent backing from consumers, businesses, and governments, women business owners may continue to effect positive change in the business world and contribute significantly to local economies. Women business owners have made significant contributions to the global economy. They have successful businesses because of their innovative ideas and risk-taking.

Yet, obstacles like poverty, prejudice, and sexism stand in the way of their success. Women business owners are tough and persistent, frequently succeeding where men have failed. They deserve the thanks of the entire community for helping our civilisation progress. More women will become entrepreneurs if public and private organisations maintain their support programmes. Women business owners are essential to the growth and improvement of the economy; thus, we should give them more attention.

Women company owners are making significant contributions to the economy, and this reality deserves recognition. It is crucial to provide them with the opportunities they need to reach their full potential and effect transformative change in the world.

Women company owners need to be supported, recognised and encouraged if the modern information economy is to thrive. Everyone, from the company's founders and investors to its customers and employees, stands to gain by taking this next step forward. There is a common

deficiency in the business and financial understanding of women to start their own companies. As a result, women are at a disadvantage since they are less likely to have a background in business or finance. In addition, traditional gender norms result in women hearing less about these issues than males. Therefore, lot of women business entrepreneurs need extra training before they can make a go of it.

The purpose of this research is to shed light on the increasingly important issue of women entrepreneurs. The limits of what women are capable of accomplishing are endless. In this article, we focus on connecting the women of India, the country's most valuable economic resource, with institutions of higher learning and the corporate world.

1.2 REVIEW OF LITERATURE

The study conducted by **Majumdar, Mittal et al. (2023)** focuses on investigating the challenges experienced by women micro-entrepreneurs in urban India as they engage in entrepreneurial activities. The researchers aim to identify and understand the specific obstacles faced by these women in their pursuit of entrepreneurship. A research study is undertaken to identify the main obstacles that impede progress, encompassing both the difficulties presented by the external surroundings and the deficiencies in their abilities. The findings of the research indicate that women entrepreneurs (WEs) face notable challenges such as limited access to financial resources and the requirement to juggle multiple responsibilities. Limited funding poses a significant challenge for micro-entrepreneurs engaged in manufacturing activities. On the contrary, the issue of managing multiple responsibilities becomes a significant obstacle for women entrepreneurs in the services sector, according to research. In relation to abilities, research suggests that WEs demonstrate comparatively lower proficiency in executing tasks associated with financial and information technology domains. The research findings presented in this study offer a different perspective on the dominant role of funding restrictions encountered by women entrepreneurs, as they are tightly intertwined with perceived skill gaps and hurdles.

According to **Pramanik and Mitra (2023)**, the study titled "Women Entrepreneurship Over the Last Two Decades: A Study of Trends and Changes" highlights the impact of evolving societal perceptions on women's entrepreneurial pursuits. This chapter provides an analysis of global trends in women's entrepreneurship, with a specific emphasis on the context of India. Extensive research has been conducted to examine gender bias and its underlying factors within the realm of literature. One programme aims to tackle gender-based discrimination across several social categories by presenting policy recommendations. In the preceding twenty years, there has been a notable disparity and discriminatory treatment towards women in the labour market of India, as seen by the divergence in the levels of male and female participation in both employment and entrepreneurship. A systematic review of the literature was conducted to investigate gender discrimination in the context of business. Various responsible parties were identified both globally and within the country of India. The chapter employed a psychological and socio-political approach to discern obstacles within the patriarchal social hierarchy pertaining to gender preference, financial resources, vocational training, legal procedures, agricultural freedom, and financial literacy. This chapter examines the various variables that contribute to the empowerment of Indian women in asserting their rights in the commercial domain. Several women entrepreneurs in real life encountered resistance or opposition. Subsequently, within the chapter, a series of policy ideas are put out. This chapter draws upon secondary data obtained from reputable sources such as the World Bank, India Census, Global Entrepreneurship Index, Mastercard Index of Women Entrepreneurs, and various other scholarly resources.

According to **Saikia (2023)**, in her study titled "A Study on the Factors Motivating Women to Become Entrepreneurs in India," a women entrepreneur is defined as an individual who generates innovative ideas, establishes her own enterprise based on these ideas, and contributes societal benefits through independent initiative. However, it is evident that women continue to face challenges in this domain. To facilitate their emergence. A comprehensive grasp of this subject matter holds significant importance. This paper presents a comprehensive study of women entrepreneurs, aiming

to gain a deeper understanding of the factors that drive Indian women to engage in farming or entrepreneurship. This study utilises secondary data obtained from a selection of prior scholarly publications conducted by notable authors. This study employed a range of methodologies and techniques to ensure its successful implementation.

According to **Sreedhar (2022)**, the term "women entrepreneurs" refers to either an individual woman or a collective of women who undertake the process of conceptualising, strategising, implementing, coordinating, and managing a business venture by leveraging their expertise and abilities. The presence of women entrepreneurs makes a substantial contribution to the national economy. The presence of women entrepreneurs in India is limited due to many obstacles. The government is providing assistance for entrepreneurship through various programmes, notwithstanding the influence of political, economic, social, and technological issues on women, particularly those residing in rural areas. The COVID-19 pandemic has had detrimental effects on small enterprises and has resulted in economic crises for individuals wishing to become entrepreneurs. This study aims to investigate the impact of the COVID-19 outbreak on women entrepreneurs in Prakasam District by posing two research topics. Firstly, this study aims to investigate the challenges faced by women-owned small enterprises in terms of technological obstacles. Subsequently, it seeks to explore the influence of demographic factors on these barriers. A descriptive research study was conducted on a randomly selected group of small-scale women entrepreneurs in Prakasam district. A total of 180 individuals were observed, out of which 159 participants were administered a questionnaire, and a subset of 68 individuals was selected for further analysis. Data analysis commonly uses statistical techniques such as the Individual Sample T-test, ANOVAs, and Factor Analysis. The significant displacement of rural small businesses was a direct consequence of the prevalence of digital illiteracy during the epidemic.

According to **Koneru's (2017)** research titled "Women Entrepreneurship in India: problems and prospects," it is evident that educated Indian women face significant challenges in attaining equal rights and positions due to deeply entrenched traditions within Indian society, which have historically been characterised by male dominance. Despite encountering numerous social obstacles, women in India demonstrate resilience and distinguish themselves from their peers by garnering recognition for their accomplishments in various domains. The societal changes observed in Indian culture, characterised by the rising educational attainment of women and their diverse goals for improved living conditions, have prompted a shift in the lifestyle of Indian women. She has engaged in competition with men and effectively matched their performance in various domains of life, including the business sector. These female leaders exhibit assertiveness, persuasiveness, and a willingness to engage in risk-taking behaviour. They were able to endure and achieve success in this highly competitive environment via their diligent efforts, hard work, and unwavering determination. This paper aims to examine the topic of women entrepreneurs. - Factors influencing women's decision to pursue entrepreneurship - Factors contributing to the limited progress of women entrepreneurs in India - Recommendations for fostering the advancement of women entrepreneurs - Initiatives aimed at promoting and developing women entrepreneurship in India - Case study highlighting a female entrepreneur from Ludhiana, India.

1.3 OBJECTIVE

The key objective of the study is to identify the perception of respondents on their entrepreneurial development and education.

1.4 RESEARCH METHODOLOGY

The number of respondents taken as a sample is 163 women who are entrepreneurs from any segment. The following was the pattern of the Likert scale adopted for the study:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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1	2	3	4	5
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One hypothesis was framed to be tested statistically, for which a one-sample t-test was applied to come to noteworthy conclusions.

The following table mentions a set of 8 Likert statements comprising various dimensions of education, employment and entrepreneurship among women; the women respondents chosen as a sample were asked to give their opinion in the form of a Likert summary ranging between agreement to disagreement on the five-point scale. The technique of sampling used is Judgmental sampling. Data collected from the Udaipur, Rajasthan. Post-collection of the data for a better understanding of the subject and precise results, one sample t-test applied.

Table 1 LIKERT STATEMENTS ON ENTREPRENEURIAL DEVELOPMENT AND EMPLOYMENT AND EDUCATION OF WOMEN

		SD	D	N	A	SA
St_1	Women can improve their knowledge, abilities, and skills in any area, which in turn increases their productivity, which helps in the attainment of organisational goals.					
St_2	Education generates a better personality and makes Employment easy.					
St_3	Making women educated is customary, and talent is important					
St_4	Education inculcates all vital qualities in women to become successful entrepreneurs.					
St_5	Education and employment are preliminary to fetching a better entrepreneur.					
St_6	Education is important to uplift the status of women in the society.					
St_7	Education and employment are motivators but not necessities.					
St_8	Including entrepreneurial education at the school level can make students identify their interests early; thus, it is necessary.					

1.5 ANALYSIS OF DATA

1.5.1 RATING RESPONSES

Table 1 illustrates the primary data obtained from a sample of 163 participants. The data was collected based on their responses to 8 Likert statements.

Table 1 Rating Responses

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
St_1	Count	0	11	22	56	74	163
	Table N %	0.00%	6.75%	13.50%	34.36%	45.40%	100.00%
St_2	Count	2	13	18	44	86	163
	Table N %	1.23%	7.98%	11.04%	26.99%	52.76%	100.00%
St_3	Count	54	63	8	13	25	163
	Table N %	33.13%	38.65%	4.91%	7.98%	15.34%	100.00%
St_4	Count	73	16	51	2	21	163
	Table N %	44.79%	9.82%	31.29%	1.23%	12.88%	100.00%
St_5	Count	48	25	12	56	22	163
	Table N %	29.45%	15.34%	7.36%	34.36%	13.50%	100.00%
St_6	Count	15	22	15	62	49	163
	Table N %	9.20%	13.50%	9.20%	38.04%	30.06%	100.00%

St_7	Count	7	12	11	68	65	163
	Table N %	4.29%	7.36%	6.75%	41.72%	39.88%	100.00%
St_8	Count	9	17	16	21	100	163
	Table N %	5.52%	10.43%	9.82%	12.88%	61.35%	100.00%

Based on the data presented in the table, it can be inferred that the sample respondents share a common perception of each statement. To verify this statistically, a one-sample t-test was conducted.

1.5.2 HYPOTHESIS TESTING

H₀₁: There is no significant difference in the perception of the sample respondents with regard to the role of education and employment in women's entrepreneurship.

A one-sample t-test was performed in order to evaluate the perception of the participants. The results that were collected are displayed in the following table.

Table 2 Statistical Test

	One-Sample Statistics			One-Sample Test (test Value 3)			
	N	Mean	Std. Deviation	T	df	Sig. (2-tailed)	Mean Difference
St_1	163	4.18	.911	16.592	162	.000	1.184
St_2	163	4.22	1.012	15.396	162	.000	1.221
St_3	163	2.34	1.406	-6.015	162	.153	-.663
St_4	163	2.28	1.380	-6.697	162	.186	-.724
St_5	163	2.87	1.487	-1.106	162	.252	-.129
St_6	163	3.66	1.287	6.571	162	.000	.663
St_7	163	4.06	1.073	12.556	162	.000	1.055
St_8	163	4.14	1.271	11.461	162	.000	1.141

The researcher thus concludes that.

1. In the analysis of the Likert statements St_1, St_2, St_6, St_7, and St_8, it was observed that the mean score exceeded 3. Furthermore, the t-value was positive, and the p-value was less than 0.05. These findings indicate that the mean score of the population would be more than 3, inclined towards agreement with the statements.

2. In analysing the responses to the five Likert statements, it was observed that the mean scores for St_3, St_4, and St_5 were below 3. Furthermore, a negative t-value and a p-value of more than 0.05 were obtained, indicating that the population responses would be neutral with these statements.

Based on the findings above, it can be inferred that the null hypothesis has been supported, indicating that there is no statistically significant disparity in the perception of the surveyed individuals concerning the impact of education and employment on women's entrepreneurship.

1.6 FINDINGS AND CONCLUSIONS

The findings of the study indicate that there is no statistically significant difference in the perception of the participants regarding the influence of education and employment on women's entrepreneurship. The findings of the Likert statements poll indicate that respondents expressed agreement with the association under investigation. Additionally, the respondents also placed importance on the individual qualities of a person. Education plays a crucial role in the development and refinement of individuals, contributing to their overall growth and enhancing their prospects for securing stable employment. However, the perceived importance of education in promoting women entrepreneurship not observed. Research suggests that early identification of interests can greatly benefit learners, enabling them to make informed decisions and strategically navigate their educational and career paths. The identification of career goal creates abundant

learning opportunities to learn from for an individual. The individual can only ensure training on the basis of identified career paths. This further not alone optimise their potential to achievement of goals, also ensures development of required trait to ensure overall success.

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