Women’s Entrepreneurial Diversity in Rajasthan

1Sannu Kumawat, 2Dr Anju Agarwal
1Research Scholar, 2Assistant Professor
Department of Business Finance and Economics,
Faculty of Commerce and Management, Jai Narayan Vyas University, Jodhpur

Abstract: Women entrepreneurs have made it big in today's business world thanks to their hard work and bravery. Women have gone through an entrepreneurial wave. Women, as housewives, also play an important role in supplementing family income with entrepreneurial activities, either directly related to the household business or as their own activity. Businesses founded by women are diverse in terms of size, industry and level of performance. Women entrepreneurs differ in age, general education, family background, entrepreneurial skills, motivation and management style. As such, female entrepreneurs are not a homogeneous group. It is important to study the levels at which women entrepreneurs differ and how these differences can be used to promote higher levels of entrepreneurship among women. This paper studies the diversity among the women entrepreneurs in Rajasthan. The paper highlights the strategies adopted by women entrepreneurs for the growth and expansion of businesses. Demographically, the extent of diversity was high than on the enterprise level. Women-owned enterprises are small in number, are proprietary, and unstructured. Women entrepreneurs were diverse with respect to entrepreneurial activity as well.

Keywords: Entrepreneurial Diversity, Strategies, Women Entrepreneurs, Growth and Expansion

Introduction:
Women entrepreneurs have made it big in today's business world thanks to their hard work and bravery. Women have gone through an entrepreneurial wave. Women, as housewives, also play an important role in supplementing family income with entrepreneurial activities, either directly related to the household business or as their own activity. An example to consider here would be women setting up small beauty salons or sewing units in their homes. They devote their free time to their care and operation and sometimes significantly supplement the family income. In rural areas, self-help groups also support women's entrepreneurial activities. In addition to women's own entrepreneurial enthusiasm, other factors that have encouraged women's entrepreneurship are globalization, development of supply chains, the spread of women's literacy and their increasing number seeking professional education, the availability of self-help tutorials on the Internet, networking on the Internet, and social acceptance of women as entrepreneurs. Women entrepreneurs are moving slowly and steadily forward and closing the gap. The phenomenon of growing women entrepreneurship is not limited to India. In 2016, approximately 163 million women across economies started businesses. They contributed to their family's economic well-being as well as national and world economy. According to Singh (2012), “professional services, IT / ITES, apparel/accessories, food & beverages, health & allied, manufacturing & heavy industries, publications, media, retail & travel, and tourism” are the key areas in which entrepreneurial opportunities are available to women entrepreneurs. Women become entrepreneurs at different ages. They also differ in education, family background, marital status and cultural and religious affiliation, etc. Women entrepreneurs face various difficulties including technical changes, socio-cultural, monetary, financial and managerial difficulties. The development of women's business has been stimulated by the fact that mindfulness has been adjusted in the preparation of the environment and support has been strengthened. It has improved socio-economic status, which could be a prerequisite for women's empowerment and growth. In recent years, women entrepreneurs have established many new businesses and also contributed significantly to job creation and income generation. Women's entrepreneurship in post-independence India has evolved with the socio-economic and technological age. Iconic female entrepreneurs have created wildly successful businesses in uncharted territory and inspired others to follow. Immediately after independence, women were more likely to be
entrepreneurs in areas closer to their traditional role as nurturers. In 1959, seven women founded Shree Mahila Griha Udyog Lijjat Papad, popularly known as Lijjat, with only INR 80 ($1.5) as initial capital. In 2018, its turnover was INR 800 million (over $109 million). This company empowers rural women at local level to become micro-entrepreneurs by professionally doing what most of them traditionally do in making pickles, papads, spices and chutneys. In the 1960s, India's nascent corporate sector saw Simone Tata successfully nurture Lakme, a trusted Indian cosmetics brand for urban women. In the 1970s, two women entrepreneurs, Shahnaz Husain and Ritu Kumar, established businesses broadly in the cosmetics and apparel segment. These businesses have established Indian products as quality products in their respective fields. Women have led their businesses from the front, also establishing a degree of international presence and letting go of the notion that heritage is essential for a woman to be successful in business. Kiran Mazumdar Shaw turned around her father's small business in the 1980s and became one of India's leading biotech companies over the next two decades.

**Literature Review**

During the past few decades, scholars have attempted to analyse female entrepreneurship from various perspectives including female entrepreneur's motivations and challenges. The existing literature discusses female entrepreneurial motivations mostly in terms of the pull/push classification. “Push” factors are essential elements that force people into entrepreneurship, such as the need for greater income or dissatisfaction with the existing job or working conditions. “Pull” factors are elements that induce people to become entrepreneurs, such as the desire for autonomy and independence; the wish, rather than the need, for a greater income; the desire for personal satisfaction and achievement; or simply because they see an opportunity in the form of a gap in the market. Women’s entrepreneurship has been the subject of much research in the area of entrepreneurship. It is also relevant to study the extent of diversity among women entrepreneurs even at the micro-level of cities.

Diversity includes “differences derived not only from ethnicity and gender but also based on differences in function, national languages ability, religion, lifestyle, or tenure” (Kossek & Lobel 1996). It includes “all characteristics and experience that define each of us as individuals” (The Diversity Task Force 2001). Diversity with respect to entrepreneurial behaviors can be studied along many dimensions. These dimensions have been described as "age, gender, education, and ethnicity” and termed as narrow by Lau & Murnighan (1998). Muller & Parham (1998), Lai & Kleiner (2001) Further culture, lifestyle, functional specialty, religion, economic status, etc are the other dimensions along which diversity can be studied and these have been termed as broad dimensions by Dobbs (1996), Svehla (1994). Humpen-Turner et al. (2010) have described “age, gender, culture, and ethnicity” as fixed dimensions of diversity whereas strategies adopted by different entrepreneurs to create their competitiveness as variable dimensions.

Vinze (1987) defined woman entrepreneur as "a person who is an enterprising individual with an eye for opportunities and an uncanny vision, commercial acumen, with tremendous perseverance and above all a person who is willing to take risks with the unknown because of the adventurous spirit she possesses” The economic construction of previous communist (or transition) countries varies from non-rendition countries. Economies entrepreneurial activities were limited when they were formulated centrally, where the major emphasis was on economies of scale and novelty and entrepreneurship were not supported by the business culture (Roman, 1990; Mugler, 2000).

**Objectives of the Study**

1. To study the dimensions of diversity in women entrepreneurs.
2. To study the major points to cover of diversity among women entrepreneurs.
3. To study the strategies adopted by women entrepreneurs for the growth and expansion of businesses.

**Women’s Entrepreneurial Diversity Dimensions**

Entrepreneurial diversity is multi-dimensional among women entrepreneurs. Though it can vary in terms of individual profile as well as enterprise profile, with respect to entrepreneurship it is expressed only on the basis of gender. Entrepreneurial diversity in terms of gender is not only a comparison between the entrepreneurial styles of men and women. It should also factor in the intragender difference among men or
women in terms of their intellect, skill, creativity, demographic & psychographic variables, managerial & leadership styles, location, types, and size of business they set up. Diversity among women entrepreneurship has been studied in terms of "age, education, experience, and occupational background" and “business modalities such as management styles, strategies, and skills”. Some other authors also factored in diversity in entrepreneurship in terms of “product, size of business, location of the business to enrich the study of women entrepreneurship”. Brain and Compan has divided Indian women entrepreneurs into six diverse segments such as “scalar, urban small business owner, rural small business owner, urban solopreneur, rural solopreneur, and rural agripreneur”. These segments display distinct characteristics of women’s entrepreneurs depending on whether they are scaled, small or solo, urban or rural, engaged in agriculture or outside. Several authors have also enumerated other dimensions of entrepreneurial diversity among women in India such as “age, educational background, income group, and service-oriented enterprises”.

Diversity among women entrepreneurs can be studied in different ways. Women can be entrepreneurs in organized and unorganized sectors; they can run small, medium, and large enterprises. The NCEUS1 defines “organized and unorganized sectors on the basis of various factors including enterprise type, number of workers, and social benefits. All enterprises under the domain of the Government/public sector, public/private ltd. company; co-operatives, trusts, etc. are organized. The unorganized sector consists of all unincorporated private enterprises owned by individuals or households engaged in the sale and production of goods and services operated on a proprietary or partnership basis and with less than ten total workers”. Apart from these differences, Women's entrepreneurship can be differentiated in terms of strategic choices, employment generated, kind of entrepreneurial activities undertaken, and the manner in which operations are run. In addition to these aspects specific to sectoral placement of enterprises and the management of the enterprise, women's diversity is also expressed in terms of age, experience, education, family structure and access to finance, etc.

**Strategies/Factors for Women Entrepreneurs**

There are many Strategies or factors that motivate women to start up a business, amongst many are: personal motivating factors, flexibility of self-employment, social oriented factors, economic factors and other general factors

- Empower the woman leader within. Women lead differently than men; qualities such as being holistic, collaborative, inclusive, and consultative are strengths that will help you succeed in a global economy. The most vital motivators for starting a business are the need for independence, flexible work schedules, dissatisfaction with salaried jobs, challenges, social status, influence of role models and insufficient family income.

- Own your destiny. In Women CEOs Dish: Secrets to Fast Growth, the women I interviewed discussed how coming up with their own definition of success allowed them to become masters of their destinies. Many believed that a flexible work schedule such as part-time work could inspire the involvement of women in the economy by merging work and household responsibilities. Nevertheless, the accessibility of flexible work schedules might have a destructive impact on women entrepreneurship, because this might make available an encouragement for women to become wage-employed.

- Be the architect of your career. Taking liberties with this strategy and interpreting it differently than the authors intended. For entrepreneurs, building success includes putting together networks that can connect you to money, markets, management and suppliers.

- Advocate unabashedly for yourself. Building street cred by increasing your visibility can take many forms, from pushing an industry agenda to winning awards.

- Translate the stories that numbers tell to drive strategic results. To run a successful company, you must understand the financial fundamentals of your company. Women put their heads in the sand when it comes to doing their financials. Their company numbers often aren’t in order or presented well.

- Create exceptional teams. Women are naturals at building teams. A recurring theme among the 2012 list of 50 Fastest Growing Women-owned/led Companies in North America was the importance of teamwork to the success of the company.

- Nurture your greatest asset - you. Know that you can’t do it all and that’s okay. Find ways to support yourself personally and professionally. It’s a myth that you can do it all. Sun, for example, balances work and
life over time, but not on a daily basis. Women entrepreneurs are established more in low-income countries with higher rates of birth. For women in these countries, participation in entrepreneurship may mean that self-employment is a way to avoid establishment and cultural limitations and provides essential family income. Hence, better economic security like welfare payments or steady employment is related to less opportunity and essential entrepreneurship in these countries

- Turn possibilities into realities. Be open to all that life brings your way. Having fun will keep you fresh and able to take on more. And, very important, reach back to bring other women along. Give back to the community. Women want to create an improved environment for their communities and families and are extremely mindful of the social contribution their businesses can make to help others. Women believe that it is possible to generate something both having socially integrity and being economically viable, and mix their business relationships with other relationships in their existence including their families and links to the community.

- General factors pointed out by Maas and Herrington that may have a positive influence on women in South Africa and pull them into entrepreneurship are the following: government policies are favoring formerly underprivileged groups such as women; more role models exist for women entrepreneurs; being rivals against male entrepreneurs might motivate women to show themselves; interacting with other women entrepreneurs helps them to develop themselves; and Women want to become financially independent.

**Conclusion**

There is large-scale diversity among women entrepreneurs as they are diverse in entrepreneurial activities and thereby serving diverse customers. This diverse profile not only encourages other women to explore different sectors of the market but also creates employment opportunities for them. Medium-level diversity at an enterprise-level attracts the attention of policymakers to support them to scale up their business to the next level and also help them to explore the untouched areas. This paper has made effort to make a contribution to the area on the strategies adopted by women entrepreneurs to ensure success. The literature review revealed various elements within the field of women entrepreneurs market, information technology and infrastructure, managerial skills and training among others. A good understanding of the strategies adopted by women entrepreneurs in Rajasthan has been clearly identified and discussed in details and commendations or implications to these challenges have also been discussed. There is also need for women who are successful in business to assist other women who are just coming into business through a mentorship programme or encourage the start-ups to join the business incubators.

**References**
