

SWOT Analysis of Innovative Rural Indian Women Dairy-preneurs

Manisha Mani¹ and Alka Vasan²

¹Haryana School of Business,
Guru Jambheshwar University of Science & Technology,
Hisar, Haryana, India

²Department of Foods & Nutrition,
CCS Haryana Agricultural University,
Hisar, Haryana, India

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ABSTRACT: Liberalization and Globalization has not only affected the big industries but also has made an impact to the way of living in the rural India. Impressed by the successes of entrepreneurs, the zeal of entrepreneurship is now blooming in the rural veins of the country. The rural youth especially women in India are taking steps towards being dairy entrepreneurs particularly in states like Gujarat, Haryana and Punjab. Women Entrepreneurship as a phenomenon has gained importance recently mainly during latter half of the eighties. This study was conducted in some villages near Hisar, Jind and Fatehabad by purpose. A total of 80 dairy start-ups were interviewed. It was observed that most of the women entrepreneurs belong to the age group of 30 to 40 years and after the successful implementation of their business plans, their incomes increased substantially and there is a need to introduce proactive role of government and other cooperatives to strengthen the status of women in business more.

KEYWORDS: Entrepreneurship; Women & Business; Dairy Entrepreneurs; Women-preneurs; Dairy Sector.

1 INTRODUCTION

In ancient times, women in India never used to do business and were dependent on their families for source of income, but times are changing and now more than 60% of the total population in India is running their own enterprises and the rest are in service and other sectors. The small sized enterprises make quite an observable share of this part of population, who have low incomes but still making a difference in the society.

Entrepreneurs are considered as the pillars of development of society as a whole on both social and economical aspects. Women Entrepreneurship is a recently born issue as it is not that old in India. Women have now not become aware about their rights and situations but also initiated various ventures in diverse business fields and established their own successful business enterprises.

Expertise building and a helpful policy environment are essential for women in rural areas to become successful entrepreneurs and put in to a vibrant rural economy. Various women empowerment programs and plans have also been introduced by the Government of India so that the status of women entrepreneurs can be strengthened.

Being one of the largest producers on Milk in the World, dairy sector bears quite a great importance in the total economic structure of the nation. It has the highest potential of generating returns and employment through enhanced productivity of milch animals. Seeing the nation with the largest cattle and buffalo population in the world, various dairy development programmes/schemes have also been initiated by the Government of India which has ultimately changed dairy farming scenario tremendously and helped the dairy entrepreneurs to obtain higher incomes.

2 RESEARCH METHODOLOGY

2.1 AREA OF STUDY & SAMPLE SIZE

The study is conducted in Hisar, Jind and Fatehabad by selecting sample data of women entrepreneurs in Dairy sector and 80 women entrepreneurs were interviewed to assess the status of women entrepreneurs.

2.2 OBJECTIVE

The objective of this study is:

- to investigate about the status of women entrepreneurs in dairy industry in Hisar and nearby regions
- to analyze the support provided by the family to women entrepreneurs in dairy industry in Hisar and nearby regions
- to evaluate women entrepreneurs performance
- to identify the key drives of economic independence of women entrepreneurs.
- to study the impact of women entrepreneurs on family with respect to standard of living.

2.2.1 PRIMARY DATA

The study is mainly based on primary data collected from women dairy entrepreneurs in Hisar city and nearby regions. The data is related only to the women engaged in the field of Dairy Sector.

2.2.2 SECONDARY DATA

We have collected information and data by the way of secondary method:

- 1- Journals, Articles and news papers.
- 2- Research papers published in conference and seminars.
- 3- Internet.

3 FINDINGS

The findings attempts to draw socio-demographic profile of women respondents covered in the study. It includes Profile of the respondents and the entrepreneurial activities:

3.1 AGE IN YEARS

Categories	20-30	31-40	41-50	50 & above	Total
Frequency	24	47	9	Nil	80
% age	30%	58.75%	11.25%	Nil	100%

The frequency and percentage distribution for age show that the highest percentage (58.75%) is in the age group of 31 – 40 years followed by 20 – 30 years which is (30%). There was quite low visibility (11.25%) existing in age group 41-50 years who venture into entrepreneurship. This indicated that women ventured in their mid age of life. The discussion also revealed three main reasons for this, increased needs in family, growing household expenses, education of children, marriage of daughters which forced women to look for sources of income to support the family.

MONTHLY INCOME – BEFORE

Table 3.2 (a) : Monthly Income – Before

Categories	Below Rs. 2,000/-	2000-3000	3000-5000	5000-above	Total
Frequency	70	5	3	2	80
% age	30%	58.75%	11.25%	Nil	100%

MONTHLY INCOME – AFTER BUSINESS

Table – 3.3 (b): Monthly Income – After business

Categories	Below Rs. 2,000/-	2000-3000	3000-5000	5000-above	Total
Frequency	11	15	24	30	80
% age	13.75%	18.75%	30%	37.5%	100%

Monthly Income: The monthly income of the family is an indicator of the financial support that the respondent provided to her family after she started business. As per the table 3.3 (a) before the start of business majority of the respondents (88.75%) fell in the bracket of income below rupees three thousand followed by an income bracket between three and five thousand of (11.25%) and Nil in the income bracket of five thousand. The monthly income after the business was majority in the income bracket between five thousand and above thousand of (37.5%) followed by three to five thousand (30%).

3.2 MOTIVES FOR VENTURING INTO ENTREPRENEURSHIP

The study revealed that majority of the respondents ventured into business to support the family earnings. The discussion also lead to information the reason for this was because the adult male in the households (father/ husband/ son/ father in law) were unemployed or were employed but spend their earnings on alcohol and gambling or were daily wage workers who did not earn enough to support the family. Several of the respondents were driven to entrepreneurship by the sense of responsibility and obligation towards the family. This is also evident through the percentage of no job being. Income supplementation factor tempted women to become entrepreneurs and to establish themselves in society.

The women’s face different types of the problems in his small unit business such as Delay in sanctioning of Loan is on first rank position, Shortage of Capital is on second position and other all types of problems are the on third rank position such as Inadequate size of Loan, Lack of Accounting Skills, Male Domination, Problem in Public Relation Lack of Economic Freedom, and Lack of Self Confidence such. Women in India are faced with other problems also to get ahead their life in business. A few problems can be detailed as;

1. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal – male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures run by women.
2. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies.
3. The women entrepreneurs are suffering from inadequate financial resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand.
4. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations.
5. The business success is depends on the support the family members. The interest of the family members is a determinant factor in the realization of women folk business aspirations.

4 SUGGESTIONS

The following suggestions are given in order to overcome the constraints of rural women entrepreneurs and to elevate the socio-economic status of women, which in turn will lead to the economic growth and overall development of the nation:
 i. Identification of the potentialities prevailing in our rural women entrepreneurs is not properly done. Hence, the Government and other co-operative organizations should conduct programmes to identify the potentialities of women who

could become successful entrepreneurs and they need to identify those qualities of the rural women which will turn them into good entrepreneurs.

ii. Though the rural women are aware of the banking procedure to acquire loan, they feel that the procedures are complicated and time consuming. Hence, the procedure and formalities of the bank should be simplified and the required documents should be minimized and proper man support must be available with the banks to help the rural women. Moreover, all the documents should be in regional language or both in English and the regional language.

iii. Rural Women generally do not have their own money. In such cases, women with similar interests and economic background can form groups so as to share knowledge and investment instead of establishing independent enterprises. They may deal with group activity namely group entrepreneurship, Self Help Group, etc.

iv. When women work outside their home, they face the problem of dual role and they are in a conflicting frame of mind whether to give priority to home or career. Hence, husbands and other family members should share the household activities.

v. Usually, there are no associations of women entrepreneurs. Hence, they can form an association and meet at a central place on a regular basis so as to discuss their needs, problems, experiences and achievements which would create an exposure

vi. The women must realize the fixing up of prices for their products. They must be trained in including all the expenses which they have incurred in the production of the final products. They must be given the knowledge of Cost Accounting also. ix.

vii. Encourage women's participation in decision-making.

viii. Vocational training to be extended to women community that enables them to understand the production process and production management.

5 CONCLUSION

Some unmarried women entrepreneurs feel that they can face problems of availing finance from the banks because of chances of possible change of their destination which arises after the marriage. Entrepreneurs approaching State Finance Corporation only for machinery, mainly in case of electronics, are not financed or discouraged. In order to achieve the objective of social justice, it is necessary to harness the latest skills and potentials of women, especially the rural women.

Now the scenario is fast changing with modernization, urbanization and development of education and business. Thus, the opportunities of self-employment for rural women have increased drastically. It is found that the percentage of unemployment among educated and qualified women is increasing. Thus, it is necessary to increase the opportunity of self-employment for educated un-employed women through the development of rural entrepreneurship. It should be stated here that the self-employed entrepreneur creates not only her employment but also creates employment opportunities to other rural people. It is most important to create a favorable atmosphere for a healthy development of entrepreneurship

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