

Women in Food Enterprise : A Socio-Economic Study of Entrepreneurs from Tumkur and Bangalore Urban Districts, Karnataka, India

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ABSTRACT

Women entrepreneurship is a growing field around the world. In India, women's participation in economic activity is common from time immemorial. Development of entrepreneurship among women is a major step to increase women participation in the process of economic development. It will speed up economic growth and provide employment opportunities for women resulting in improving the economic independence. The present study was designed to collect background information from 120 women entrepreneurs in food sector, were randomly selected with the help of developmental departments and other organizations working towards organizing Entrepreneurship Development Programs (EDPs) in Tumkur and Bangalore Urban Districts, Karnataka, India. Socio-economic characteristics of women entrepreneurs such as age, education, status of occupation,

land holding, type of family, size of family, marital status, family income were collected and statistically analyzed. The key findings of the study confirms in both the districts majority of entrepreneurs belonged to small size category of enterprise, found to be in the age group of 36—50 years and were married. Educational status of women entrepreneurs in Bangalore district was better and none were illiterate compared to Tumkur District (10%). Entrepreneurs of Bangalore District belonged to nuclear family (66.7%). Whereas in Tumkur District 50.0% belonged to nuclear and joint family in equal proportion and belonged to medium size family with 4—6 members. In Tumkur District greater than 50.0% of entrepreneurs were marginal farmers (<2.5 acres) and in both the districts, under large size category of enterprise, food enterprise was their main occupation and monthly family income of above rupees three thousand.

Keywords Women entrepreneurs, Socio-economic profile, Food enterprise, Karnataka.

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INTRODUCTION

In India, women constitute the majority of the population; their role and status is growing day by day. Women entrepreneur hold a very unique position in the society and in the world of business. India has

a very strong patriarchal society and women have always found it difficult to get the same kind of resources for entrepreneurial ventures as men do.

Since last three decades women entrepreneurs have coped up with the standardized large scale manufacturing and global standards in terms of size and quantity. Women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an in built quality of entrepreneurial women, who are capable of contributing values to both family and the social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women in digital era are growing rapidly that the job-seekers are turning into-job-creators. Women are found in all areas of manufacturing, sales and marketing, export business, fashion/ garment designers, event organizers. The socio-economic origins of the entrepreneur alone are considered in small enterprises because small enterprises need fewer professional workers, operate with less formality and reflect to a considerable extent the personality and attitudes of the entrepreneur. A study of socio-economic profile of entrepreneurs is therefore essential to draw any meaningful conclusions on the entrepreneurial activities and women entrepreneur run units, which would be an asset to design favorable policy to upgrade socio-economic status of society. The present study was designed to understand and document on socio-economic profile of women entrepreneurs in food enterprise in Tumkur and Bangalore Urban Districts of Karnataka.

MATERIALS AND METHODS

Women entrepreneurs in food sector were identified with the help of developmental departments and other organizations working towards organizing Entrepre-

neurship Development Programs (EDPs) in Tumkur and Bangalore Urban Districts. The important such links were accorded through Department of Agriculture, Women and Child Development Department (WCDD), Karnataka State Women development Corporation (KSWDC), Association of Women Entrepreneurs of Karnataka (AWAKE) and Bakery Training Unit, UAS, Hebbal, Bangalore. Data were collected based on sample survey method. Random samples of 120 respondents were drawn based on the capital investment on food enterprise and they were classified into small, medium and large (Table 1). About 120 respondents were randomly selected from different taluks of Tumkur and Bangalore Urban Districts of Karnataka. The quantitative data were collected with the help of semi-structured questionnaire. Socio-economic characteristics of women entrepreneurs such as age, education, occupation, land holding, type of family, size of family, marital status, family income were collected and data were statistically analyzed.

RESULTS AND DISCUSSION

Classification of food enterprises based on capital investment

In Tumkur and Bangalore Urban Districts, majority of women entrepreneurs belonged to small (68.3% and 71.7%) followed by medium (25% and 8.30%) and large (6.7% and 20%) size enterprise, respectively. Irrespective of districts majority of entrepreneurs belonged to small size enterprise. The probable reasons might be the non-availability of credit facility, low risk bearing capacity of women and lack of confidence women for higher investment, not able to reap the profit at par with the investment and low mechanized enterprise. This might have forced the entrepreneurs to invest less and fall under small size enterprising activities. The findings of the present study are in line with the findings of Kaushik (2013)

Table 1. Classification of food enterprises based on capital investment (n=120).

Capital investment	n	Tumkur	Bangalore Urban		Total	
		(n=60) %	n	(n=60) %	(n=120) %	
Small (<Rs 50,000)	41	68.3	43	71.7	84	70.0
Medium (Rs 50,000–Rs 1,000,00)	15	25.0	05	8.3	20	16.7
Large (>Rs 1,00,000)	04	6.7	12	20.0	16	13.3

Table 2. Age structure of women entrepreneurs (n=120). Values with in the parentheses indicate percentage.

Age (years)	Tumkur (n=60)				Bangalore Urban (n=60)			
	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)	Small (n=43)	Medium (n=05)	Large (n=12)	Total (n=60)
Young (18–35)	13 (31.7)	03 (20.0)	01 (25.0)	17 (28.3)	11 (25.6)	01 (20.0)	04 (33.3)	16 (26.7)
Moddle (36–50)	22 (53.7)	12 (80.0)	01 (25.0)	35 (58.3)	25 (58.1)	04 (80.0)	05 (41.7)	34 (56.7)
Old (>50)	06 (14.6)	0	02 (50.0)	08 (13.3)	07 (16.3)	0	03 (25.0)	10 (16.7)

that majority (65%) of entrepreneurs invested less capital for enterprise i.e., Rs 15,001 to 30,000 and lesser percentage (13%) invested more than Rs 30,000 for the enterprise.

Socio-economic characteristics of women in food enterprise

Age

Majority of women entrepreneurs in both the districts were found to be in the middle age group of 36–50 years, followed by young age (18–35 years) and old age group of above 50 years (Table 2). This could be inferred that the majority of the entrepreneurs had attained maturity in ages; thereby getting enough scope for acquiring entrepreneurial skill. Middle aged women are generally good decision makers and they look into the consequences of adoption of a particular enterprise as an income generating activity. Food enterprise with less capital investment is flexible and the skill of handling both the enterprise

and the domestic related activities is another unique characteristic of the middle aged women. Whereas younger entrepreneurs were skillful, energetic and enthusiastic to learn new ideas and have the capacity to withstand hard work and also have strong desire to be an earning member and contribute their share to income of the family. The old aged entrepreneur are more confine to house hold activity and less interested in entrepreneurship because of fear of failure.

Education

Education develops basic skills and abilities and promotes application of new knowledge, innovative ideas to production units of enterprises. It also helps to acquire market information, purchase of quality raw materials, bank of finance, quality production and handling, management of problems that arise in the enterprise would be easier for the educated to handle than uneducated women entrepreneurs. The findings in Table 3 indicated that, majority of women entrepreneurs were literate in both the districts and

Table 3. Educational status of women entrepreneurs (n=120). Values within the parentheses indicate percentage.

Education	Tumkur (n=60)				Bangalore Urban (n=60)			
	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)	Small (n=43)	Medium (n=05)	Large (n=12)	Total (n=60)
Illiterate	06 (14.6)	0	0	06 (10.0)	0	0	0	0
Primary school	03 (7.3)	0	0	03 (5.0)	02 (4.6)	0	0	02 (3.3)
Middle school	03 (7.3)	0	0	03 (5.0)	01 (2.3)	0	01 (8.3)	02 (3.3)
High school	11 (26.8)	05 (33.3)	01 (25.0)	17 (28.3)	22 (51.2)	0	0	22 (36.7)
Pre-University	14 (34.1)	10 (66.7)	01 (25.0)	25 (41.7)	11 (25.6)	02 (40.0)	0	13 (21.7)
Graduate	04 (9.8)	0	02 (50.0)	06 (10.0)	07 (16.3)	03 (60.0)	11 (91.7)	21 (35.0)

Table 4. Family size of women entrepreneurs (n=120). Values within the parentheses indicate percentage.

Education	Tumkur (n=60)				Bangalore Urban (n=60)			
	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)	Small (n=43)	Medium (n=05)	Large (n=12)	Total (n=60)
Small (Upto 3 members)	12 (29.3)	04 (26.7)	02 (50.0)	18 (30.0)	11 (25.6)	0	02 (16.7)	13 (21.7)
Medium (4–6 members)	26 (63.4)	10 (66.7)	01 (25.0)	37 (61.7)	25 (58.1)	04 (80.0)	08 (66.7)	37 (61.7)
Large (>7 members)	03 (7.3)	01 (6.7)	01 (25.0)	05 (8.3)	07 (16.3)	01 (20.0)	02 (16.7)	10 (16.7)S

less percent were illiterate (10%) in Tumkur District. Irrespective of category of enterprises majority of women entrepreneurs had studied up to Pre-University (41.7%) in Tumkur and up to high school (36.7%) in Bangalore. Higher percentages (35%) of graduate entrepreneurs were in Bangalore District.

Entrepreneurs in Bangalore District have better opportunities, educational facilities, better socio-economic conditions of the parents and awareness about educational importance for women. Biswas (2014) in his study stated that, poor economic condition of the rural families and lack of educational facilities curtail education and skills.

Family size

Majority (Table 4) of women entrepreneurs belonged to medium size family of 4–6 members (58.1 and 61.7%) followed by small i.e. of up to Three members (25.6 and 21.7%) and large size family of above 7 members (8.3 and 16.7%) in Tumkur and Bangalore Urban District, respectively. The reason for medium and small families could be their awareness, which was created by government and other organizations about family planning and education. Further, as the cost of living increased day by day, they might have found it beneficial to have less family members to lead a better and comfortable life.

Table 5. Family type of women entrepreneurs (n=120). Values within the parentheses indicate percentage.

Family type	Tumkur (n=60)				Bangalore Urban (n=60)			
	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)	Small (n=43)	Medium (n=05)	Large (n=12)	Total (n=60)
Nuclear family	19 (46.3)	10 (66.7)	01 (25.0)	30 (50.0)	31 (72.1)	04 (80.0)	05 (41.7)	40 (66.7)
Joint family	22 (53.7)	05 (33.3)	03 (75.0)	30 (50.0)	12 (27.9)	01 (20.0)	07 (58.3)	20 (33.3)

Family type

Irrespective of districts majority of women entrepreneurs belonged to nuclear family (50 and 66.7%) of Tumkur and Bangalore District, respectively (Table 5). Larger number of entrepreneurs belonged to nuclear family because of the desire to lead an independent life with proper accommodation, basic amenities and to provide better future to their children. Further, migration of family members to urban areas in search of job led women entrepreneurs in nuclear family find more time to concentrate on enterprise. The findings are in line with the study conducted by Revathi and Krishnan (2012), Reshma et al. (2014) reported that most of the women entrepreneurs belonged to nuclear family.

In Tumkur District greater percentage (53.7%) of women in small size enterprises were with joint family. In both districts under large size category of enterprise, majority of women entrepreneurs belonged to joint family. It implies that still joint families were existing more in rural areas.

Land holding

In Tumkur District (Table 6), marginal land holding group was 53.3%, followed by small farmers (16.7%), medium farmers (13.3%) and large farmers

Table 6. Land holding status of women entrepreneurs family (n=120). Values within the parentheses indicate percentage.

Land holding	Tumkur (n=60)				Bangalore Urban (n=60)			
	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)	Small (n=43)	Medium (n=05)	Large (n=12)	Total (n=60)
Land less	06 (14.6)	0	03 (75.0)	09 (15.0)	37 (86.0)	04 (80.0)	09 (75.0)	50 (83.3)
Marginal farmers (Upto 2.5 acres)	23 (56.1)	08 (53.3)	01 (25.0)	32 (53.3)	04 (9.3)	01 (20.0)	02 (16.7)	07 (11.7)
Small farmers (2.51 -5.00 acres)	08 (19.5)	02 (13.3)	0	10 (16.7)	02 (4.7)	0	0	02 (3.3)
Medium farmers (5.01-10.00 acres)	03 (7.3)	05 (33.3)	0	08 (13.3)	0	0	01 (8.3)	01 (1.7)
Large farmers (Above 10.01 acres)	01 (2.4)	0	0	01 (1.7)	0	0	0	0

(1.7%). This could be due to the fragmentation and sub-division of agricultural lands by the members of the family. In Bangalore District majority of entrepreneurs were landless (83.3%) and depended on enterprise to fetch income.

Marital status

Irrespective of districts and category of enterprises, majority of the entrepreneurs were married and unmarried constituted only 14% (Table 7). Majority of women entrepreneurs were middle aged and had the custom of marrying after 21 years of age. Further, a single member earning cannot fulfill the needs of a

family. Hence, women had to supplement the income of the family to maintain a reasonable standard of living and married women would receive help directly or indirectly in running the enterprise (Revathi and Krishnan 2012). On the other hand unmarried women do not dare to take up entrepreneurial ventures. Whereas widow and separated women expressed interest to start their own business.

Status of occupation

Majority of Tumkur (66.7%) and more than fifty per cent of Bangalore entrepreneurs had chosen food enterprise as their subsidiary occupation (Table 8).

Table 7. Marital status of women entrepreneurs (n=120). Values within the parentheses indicate percentage.

Marital status	Tumkur (n=60)				Bangalore Urban (n=60)			
	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)	Small (n=43)	Medium (n=05)	Large (n=12)	Total (n=60)
Unmarried	0	0	0	0	06 (14.0)	0	0	06 (10.0)
Married	39 (95.1)	15 (100.0)	04 (100.0)	58 (96.7)	34 (79.1)	05 (100.0)	12 (100.0)	51 (85.0)
Widow	02 (4.9)	0	0	02 (3.3)	02 (4.7)	0	0	02 (3.3)
Separated	0	0	0	0	01 (2.3)	0	0	01 (1.7)

Table 8. Occupational status of women entrepreneurs (n=120).

Status of occupation	Tumkur (n=60)				Bangalore Urban (n=60)			
	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)	Small (n=43)	Medium (n=05)	Large (n=12)	Total (n=60)
Main	15 (36.6)	02 (13.3)	03 (75.0)	20 (33.3)	15 (34.9)	04 (80.0)	09 (75.0)	28 (46.7)
Subsidiary	26 (63.4)	13 (86.7)	01 (25.0)	40 (66.7)	28 (65.1)	01 (20.0)	03 (25.0)	32 (53.3)

Table 9. Family income of women entrepreneurs (n=120). Values within the parentheses indicate percentage.

Monthly family income	Small (n=41)	Tumkur (n=60)			Total (n=60)	Bangalore Urban (n=60)			Total (n=60)
		Medium (n=15)	Large (n=04)			Small (n=43)	Medium (n=05)	Large (n=12)	
Low income (<Rs 2,000)	05 (12.2)	0	0	05 (8.3)	0	0	0	0	
Medium income (Rs 2,000–3,000)	16 (39.0)	02 (13.3)	0	18 (30.0)	04 (9.3)	0	02 (16.7)	06 (10.0)	
High income (>Rs 3,000)	20 (48.8)	13 (86.7)	04 (100.0)	37 (61.7)	39 (90.7)	05 (100.0)	10 (83.3)	54 (90.0)	

This implies that main occupation is agriculture and dairy farming with marginal and small land holding of the family in Tumkur. Whereas in Bangalore majority were doing other works as their main occupation than food enterprise. But it was opposite in large size category of enterprises of both the districts where food enterprise was their main occupation.

Family income

It is clear from the study (Table 9) that in both the districts majority of entrepreneurs families monthly income was above Rs 3,000 followed by medium income and low income of below Rs 2,000 (only in Tumkur District). Unequal distribution of income in the study area is due to inequalities in land asset distribution, job availability, educational qualification, family size, nature of main occupation was responsible for the difference in family income. Similar findings have been reported by Kaushik (2013) that, 42% of women interviewed belonged to the low income group that is Rs 1,500 to 3,500 and 38% were between Rs 3,500 to 7, 000 and only 20% women were above Rs 7, 000 per month.

CONCLUSION

It is apparent from the present study that, background

information of women entrepreneurs on socio-economic characteristics influences women in making a successful entrepreneur. The overall analysis of these variables establishes that socio-economic status of the surveyed women entrepreneurs in the districts was moderately good and confined to micro, small scale enterprise. Hence, special attention needs to be given to increase employment opportunities by providing financial support, encourage unmarried women to undertake entrepreneurial activities in large scale, building competitiveness and confidence.

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