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Women entrepreneurship opportunities and deterrence in Garhwal Region

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Abstract---Governments all over the world including India now focus more and more on ‘Entrepreneurship’ through research innovation and empowerment. Women form a greater part of our society and are also encouraged to contribute to national development by involving themselves in mainstream economic activities. Women Entrepreneurship is a phenomenon that is getting the focus of Government, NGOs, NPOs, scholars, and other stakeholders. The reason for such interest is that it is something that is still untapped and lagging behind the event, today, especially in backward, hilly areas of the country. Garhwal Region of Uttarakhand is one such region which is our area of this research we surveyed 200 women involved in varied entrepreneurial activities. This research study and findings were aimed to identify key areas and factors involving Women’s Entrepreneurship such as opportunities involved and deterrence in entering such field and growing and thriving thereafter. Further, there are methods and initiatives proposed which would enhance such opportunities and nullify the deterrence involved.

Keywords---women, employment, entrepreneurship, Garhwal, factors.

Introduction

Our research focuses on a thorough examination of both primary and secondary data. Where primary data is obtained from various women entrepreneurs using a questionnaire and timetable, and secondary data is acquired from books, newspapers, and national and international journals, as well as articles from various websites that investigate the characteristics of women entrepreneurship.

Sampling Technique

A stratified random selection method was used to choose 200 women entrepreneurs in the Garhwal region in order to analyze their performance.

Statistical Tool

The selection of a statistical tool plays a key role in the research. The collection of data will be used with some statistical tools like central tendency and chi-square analysis. Central tendency measurement- In this study, central values of data will be assessed using the mean based on the data collected. The chi-square test is used to examine the responder's opinion and the economic socioeconomic link. During the test, numerous selected variables were used. Age, education, marital status, family income, business type, source of money, family size, and quantity spent are all possible variables. At a significant level of 5%, the following factors can be investigated.

Sampling Unit- 200 respondents of the Garhwal region

Methodology of the Research

The things have been constructed from a sound theoretical foundation. What will these constructions measure and who defines the construct? In order to develop a scale to quantify the performance of women entrepreneurs, this study analyses both deductive and inductive approaches. The review of the literature has been carried out in the deductive method towards the extended approach in order to determine the items that will demonstrate the content validity. This will aid in the creation of a preliminary pool of things from relevant studies. On the other hand, it aids a researcher in comprehending and examining the phenomenon under study.

Inductive approach — in this approach, women entrepreneurs were interviewed in depth in semi-structured interviews to learn about their feelings about the existing entrepreneurial climate and opportunities. Around 200 female entrepreneurs were interviewed from both the formal and informal sectors. 24 items were created during the interview process. The semi-structured interview aim was prepared based on the research work in the inductive approach scenario.

Development and Conduction of Interview

“Semi-structured, in-depth interviews were conducted in order to design new items for the scale. The non-profitability sampling approaches, which included purposive sampling techniques, were used for the participants who were chosen for the interviews. Women entrepreneurs with more than two years of experience and at least two employees were chosen as they should have evolved their perspectives. Women entrepreneurs from both formal and informal sectors are included in the criteria for participants in order to investigate and comprehend the entire environment and current condition of women company owners from diverse perspectives. The reason for doing the semi-structured interview with the female entrepreneurs was previously disclosed. Face-to-face interviews were performed to explain all of the terms, which resulted in the questionnaire being

simplified for the simplicity and understanding of women entrepreneurs. Each interview took about an hour. To analyze each and every statement in order. A five-point Likert scale was used. Which indicates the following: 1- strongly disagrees to 5- strongly agree [1]". The interview questionnaire was mailed to the respondents and also self-administered.

After receiving verbal consent from the individual, the respondents were included in the survey. The following criteria were used to choose the sample.

- Women entrepreneurs must be the leaders of their companies and play an active role in their management.
- the business should have been in operation for at least two years.
- At least two employees are required for the business.
- Regardless of whether the business is registered or not, it should be able to stand on its own.

Initially, for the survey, 500 respondents were contacted, out of which 300 respondents agreed to participate in the survey. For the final study, a total of 200 valid and complete responses have been used with a response rate of around 60 percent. In the flow chart, a detailed sampling procedure has been used.

Exploratory factor analysis was used on 24 questions to uncover latent factors (EFA), and factor analysis was used to verify empirically conceptualized constructs. The necessary statistics connected with the EFA were validated on the data before executing the EFA. Bartlett's sphericity test was found to be significant (chi-square = 428.68, df = 199, p 0.01). Inferring factors are connected to the population. The exploratory principle component factor with the varimax rotation was used to determine the feasible grouping of 24 elements. The three meaningful constructions are taken from the output. There are 24 items in total. Because three of the items had factor loadings below 0.5, and one item was cross-loaded on the other factors, item four was removed. 127.57 was the total variance explained variance.

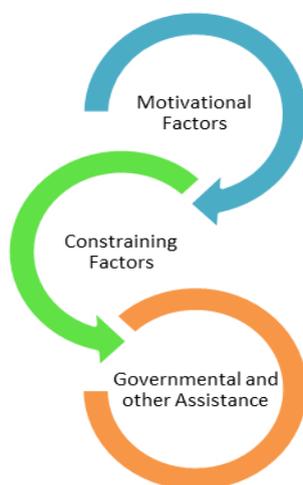


Fig 1 Three Dimensional Factors for Entrepreneurship

Results and Discussions

The primary goal of this research was to determine the elements that contribute to the formation of women entrepreneurs in Uttarakhand. The study's major goal was to learn about the many sorts of businesses started by female and male entrepreneurs, as well as their socioeconomic backgrounds, motives, and challenges in running them efficiently and economically. This analysis was done based on the findings Motivational Factors for Starting the Enterprises by Women To become an entrepreneur one must have considerable motivation, either from within or from others close to her. Especially entrepreneurship, which involves indulging in an unknown area, risk-taking, and very strong motivation, is impossible without motivation. The motivational aspects of the enterprise, such as the reasons for starting the enterprise and the motivators behind it, are discussed in this section.

Table 1: Motivational Factors

Motivating Factors	The mean for women (N=200)
In order to earn money	149(74.5%)
To be self-sufficient	108(54.6%)
To fulfill one's creative urge	97(48.5%)
Motivating family members	156(78%)
Motivated by self-interest to utilize own skills & talents	102(51%)
To utilize own skills & talents to utilize own skills & talents	97(48.5%)
To gain recognition as an entrepreneur	97(48.5%)
There is no alternative	156(78%)

Earning money was the most motivating and facilitating factor for both female and male entrepreneurs in starting an enterprise. In the study, 79.4% of women entrepreneurs and 78.9% of men entrepreneurs entered the field of entrepreneurship because they had no other options. There were similarities and differences between female entrepreneurs and male entrepreneurs in terms of their reasons for starting their businesses. Both women and men pursued entrepreneurship as a career because they wanted to earn money. The second most important factor was being self-sufficient. In terms of factors such as using their skills, better status, the influence of EDP, challenge, and contribution to economic growth, women and men respond differently.

Guidance Received by Women Entrepreneurs

An attempt was made to determine the guidance received by women entrepreneurs from various sources. In the table 2 are the data collected from entrepreneurs on guidance received by them:

Table 2: Source of Guidance

Source of Guidance	Women(N=200) Mean
Self	52(26%)
Parents	156(78%)
Husband/Wives	122(61%)
Friends & Relatives	97(48.5%)
DIC/Bank/Training Institutes	16(8%)

The table indicates that advice from family members was identified as the major factor influencing females to start their own businesses.

Social Support for Women Entrepreneurs

Apart from finance, female entrepreneurs need help and support from promotional and development organizations. Women and men, entrepreneurs were asked to provide information regarding the help they received from support organizations. The table summarizes the data collected.

Table 3: Support from the Society

Support socially	Average women (N=200)
Support for Families	97(48.5%)
Support Financial	25(12.5%)
Support for Training	97(48.5)

Table 4: Results from the test

Variables	Mean	SD	Variation
Women Entrepreneurs of Garhwal Region (N=200)	59.23	11.29	127.57
Chi-Square Test	428.68		

The items have been developed on the basis of a "solid theoretical foundation." Which states will be measured by the constructions, and what will these constructs measure? In order to build a scale and measure the various performance of women entrepreneurs, this study used both deductive and inductive methodologies. An extensive review of the literature was conducted as

part of the deductive approach to determining the items that exhibit content validity. As a result, an initial pool of things associated with the studies will be formed. On the other side, it aids a researcher in identifying and comprehending the study approach.

Semi-structured in-depth interviews with women entrepreneurs were conducted as part of the inductive approach to capture their thoughts and feelings regarding the current entrepreneurial climate and opportunities. 200 women entrepreneurs from the formal and informal sectors were questioned. 24 items were produced during the interview process. The semi-structured interview study and the aim were developed on the basis of the research effort in the case of an inductive approach.

Discussion

In this study, we looked at women entrepreneurs as well as non-profit organizations in the Indian state of Uttarakhand. Studies across the region of India could be organized to discover and assess other motivational elements, difficulties, and competencies that are required for the growth and promotion of venture creation. In order to foster women's business, men must be involved and educated. Family members' support can help women gain confidence, be recognized, and develop their identities. Policymakers should support skill development initiatives for women. Creativity, emotional intelligence, initiative-taking, leadership, managerial abilities, networking, recognizing opportunities, risk-taking, social skills, teamwork, and so on are all required for venture formation. Formal and informal support, such as that provided by the government, NGOs, financial institutions, neighbors, friends, and family, is equally vital for a venture's success.

Encourage positive changes in society's perceptions and attitudes, as well as give policymakers guidance on how to improve entrepreneurship-related programs, policies, and schemes. The study's findings highlighted the importance of competency development as an empowering tool for women, opening doors to a variety of current opportunities and contributing to the formulation of programs and policies that would support women entrepreneurs in the future. In order to improve competencies, the research advises that other organizations implement various promotional schemes, policies, education and training programs, and skill development initiatives.

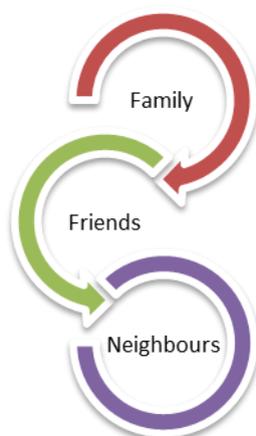


Figure 2. Informal Supports to Women Entrepreneurship

Future Prospects

With the country's economy growing and developing, women entrepreneurs are becoming an increasingly vital developmental partner for the country's overall growth and development. "According to the report, it ensures superior elements that influence the development of women entrepreneurs. RDT Resource Dependence Theory (Davis & Cobb, 2010) states that an enterprise's success is dependent on resources that are dependent on external resources such as social and environmental elements, and RBV Resource-Based View (Oly Ndubisi & Iftikhar, 2012; Wernerfelt, 1984). Intangible resources inside an organization are critical to maintaining its competitive advantage. With this in mind, the current study's goal is to identify and investigate the relevant factors that contribute to the growth and development of women entrepreneurs' competencies in order to better understand the relationship between their competence and their performance, and to develop a holistic framework for developing women entrepreneurs' competencies [2]". Women's entrepreneurship development programs are offered by the government, non-governmental organizations, and other groups. Women are much more confident in their own abilities and capabilities these days, therefore starting a business may not be an issue.

We look forward to learning more about the factors that influence women's entrepreneurial learning and how they contribute to the development of entrepreneurial skills in this study. Entrepreneurial competencies must be identified in order for women-founded businesses to succeed and develop. Many groups have taken steps to encourage women to start businesses, but the benefits of their success have not been fully realized. This study can be used by academics and researchers to reveal some of the biggest impediments to entrepreneurship education. Continuous learning would benefit women since it would help them improve skills, abilities, and knowledge, which are critical for business success. Women who actively participate in entrepreneurship earn credibility, increase their self-confidence, encourage good changes in society's attitudes and views, and give politicians a direction to update entrepreneurial-related programs, policies, and schemes.

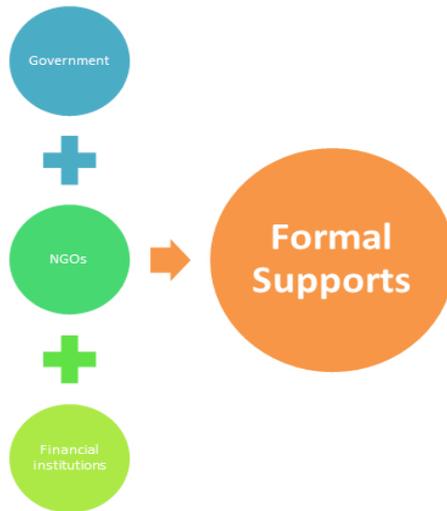


Figure 3. Formal Supports to Women Entrepreneurship

Conclusion

Uttarakhand's women have immense potential and expertise. They work incredibly hard for their communities. She has, however, only felt less optimistic and less confident as a result of her unrewarding endeavors. The women that are active in economic practices should be encouraged, as this is the only way to motivate them socially, politically, physically, and economically. The social and cultural psychological strength will improve their standing under the current conditions, while the economic support will allow them to make autonomous decisions and inspire entrepreneurship if they so desire. Entrepreneurial women in Uttarakhand face challenges in joining the corporate world because of the masculine-dominated field, lack of role models and a reputation for failure, and technological barriers

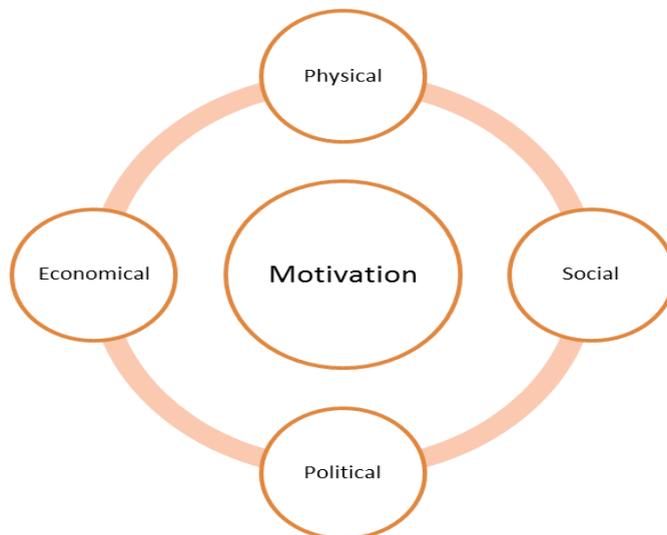


Figure 4. Kinds of Motivation for Women

In Uttarakhand, on the other hand, women are mainly breadwinners. Women in the State typically are not willing to take financial risks and start a company for fear that their unit will fail and that it will be impossible to provide food, clothing, and shelter to their families. Because of this, these people are more afraid of disappointment than those living in the mountains. By comparison, the men in these communities typically make economic decisions. They, therefore, fear destroying their marriages and friendships if they excel in their professions. Additionally, they fear that their children will be destroyed and that their lives will be destroyed if they stay away from home so a long; this is often influenced by a lack of achievement.

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