

A Study on Women Entrepreneurship in Lawngtlai Town



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CERTIFICATE

This is to certify that the dissertation entitled “A Study on Women Entrepreneurship in Lawngtlai Town” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Nancy Lalrinmuanpuii, Roll No. 2123BCOM036, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, Nancy Lalrinmuanpuii, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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Thank you,

Nancy Lalrinmuanpuui

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Chapter - I

Introduction

1.1 Conceptual Framework

1.1.1 Concept of Entrepreneurship

Entrepreneurship is the process of starting something new and/or different with the aim of making money for the person and improving society. It is regarded as a key component of industrialization that is essential to the overall plan for accelerating and maintaining the rate of economic development in the majority of the world's developing nations. No matter how many and limitless natural and physical resources, equipment, and capital a country may have, without the ability to combine these resources in the proper ratios, set goals, and work towards their fulfillment, the country cannot advance economically and socially quickly. Numerous studies conducted in various nations have demonstrated that the success in numerous areas of a high degree of entrepreneurial characteristics accompany development.

The primary goal of entrepreneurship is to help people develop into positions that support entrepreneurship, which in turn helps society develop. Entrepreneurs launch new businesses and boost the industry. They play a crucial role in the socioeconomic change and serve as important thinkers in developing new opportunities, technologies, production methods, and goods.

Therefore, the primary goal of the investigation was to learn more about the women who own their own companies, or who are entrepreneurs, are financially aware.

1.1.2 Women Entrepreneurs

Women entrepreneurs are individuals or a group of individuals who start, plan, and run a business. Therefore, a woman entrepreneur is a self-assured, imaginative, and forward-thinking lady, wanting to become financially independent while also providing

opportunity for others to find work. According to the definition provided by the Indian government, women entrepreneurs are those who own equity or employment positions within a company. Kamal Singh who is a woman entrepreneur from Rajasthan, has defined woman entrepreneur as “a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

1.1.3 Challenges faced by Women Entrepreneurs

The hostile atmosphere is one of the biggest impediments for female entrepreneurs among all the difficulties they encounter. In some regions, even business owners who are women are expected to need a male partner to close sales, conduct negotiations, or act as the company's public face. The education of girls is not a top priority in many nations. They are being trained to be a 'nice wife and mother,' rather than being inspired to be career-oriented or a leader. They are expected to abandon their aspirations and priorities in favour of taking care of the family. All of these difficulties make it harder for them to handle the risks and uncertainties that come with running a business unit. Women are forced to give up on the goal of succeeding in the business sector due to a lack of adequate support, cooperation, and backing from both their own families and the outside world.

1.2 Literature Review

Sengar (2017) made an effort to highlight the challenges and opportunities related to women's business. 100 female entrepreneurs from the Rajasthan towns of Jaipur and Ajmer made up the study's sample size. In the research, the most important variables were self and societal factors, followed by financial, political, economic, and environmental factors. Mobility and marketing had the least impact on women's entrepreneurship. According to the study, women entrepreneurs should conduct sufficient research into new innovations, risks associated with beginning a new

business, the nature of administration, the accessibility of resources, and other relevant aspects of new business endeavours.

Ferreira et al. (2017), the current global market, the advancement of women in a variety of professions, and the emergence of female entrepreneurs have all contributed significantly to the expansion of the projects that these individuals undertake. As a result, all policy designs now take into account the participation of women as entrepreneurs, and women entrepreneurs are now a crucial component of the economy's expansion. This has strengthened the argument that women play an equal part in a nation's expanding economy as do males. Due to a number of societal barriers, including the glass ceiling problem in the corporate world, the need for work flexibility, social standing, self-recognition and identity in society, and the need to establish their presence and place in the family, society, and country, women opt to become entrepreneurs as their vocation.

Gautam and Mishra (2016) looked at the many facets and potentials of women businesses in India. The research has raised awareness of the obstacles to financial management and a lack of raw materials faced by female entrepreneurs, absence of resources for useful capacities, a male-dominated social structure, a competitive environment, family responsibilities, a lack of supportive environments, inadequate skills and capabilities, out dated rituals, and a lack of an optimistic outlook. According to the research, there is a need for male behaviour to change, for women to become more aware, and for resources to be properly mobilized.

Meenu Maheshwari & Priya, S. (2015) A "women entrepreneur" is a person who takes on difficult tasks in order to fulfil her personal wants and achieve financial independence. A growing number of women are taking on leadership roles in their own enterprises, and many are having difficulty finding success. Women's business ownership is regarded as a crucial strategy for empowering women. With regard to motivations, restrictions, and outcomes, this has become an extremely important subject

to study and comprehend in light of current global events. The variables influencing women's involvement roles vary around the world and adapt to the changing surroundings in which they live.

Agarwal and Lenka (2015), these motivating characteristics create a pull and push factor, where pull is denoted by the positive motif of being self-sufficient and independent to select or create one's own work environment and push is denoted by crises like job insecurity, family finances, etc. Women entrepreneurs have drawn interest from all newly developing economic sectors, including academia and other development organizations.

Vkrishnamoorthy and Rbalasubramani (2014), key female entrepreneurial motivational factors and their effects on business success have been found. The research uncovered aspiration, aptitude, and the key entrepreneurial motivator variables include knowledge, family support, market opportunity, independence, government backing, and satisfaction. The study came to the further conclusion that the entrepreneurial motivational characteristics of "ambition," "knowledge and skills," and "independence" have a substantial impact on business performance.

1.3 Rationale of the study

In an economy, entrepreneurs are essential. These are the people who have the abilities and initiative to promote fresh ideas, offer services, and take the necessary actions to make their ideas profitable.

Due to the deeply ingrained customs in Indian society and the male-dominated sociological and psychological environment, educated Indian women still have a long way to go before achieving equal rights and status.

Despite all of the social obstacles, Indian women have distinguished themselves from the rest of the pack and are praised for their successes in their respective fields. Every Indian woman now lives a different way of life as a result of the changing social fabric of Indian society, which includes the elevated standing of women in education and varied desires for a better standard of living. Business is no exception for this, as it too has successfully competed with man in every sphere of existence. The assertiveness, persuasion, and risk-taking of these female leaders are impressive. With their dedication, perseverance, and hard work, they have been able to survive and have 12 successes in this fierce competition. The goal of the current study is to increase awareness of women's entrepreneurship, to comprehend what it means, and to demonstrate how crucial it is to the rational, economic, and all-around development of the globe. A detailed literature review on female entrepreneurs is conducted. The main issues that Indian women entrepreneurs encounter, their successes, the factors that influence women entrepreneurs, and the viewpoints of various social groups on women entrepreneurs have all been noted at the conclusion. Women entrepreneurs, success stories, and issues women encounter are all index terms.

1.4 Statement of the project

One of the key components of industrialization is entrepreneurship; industrialization is impossible without it. The economic development of undeveloped nations is significantly influenced by entrepreneurs. Women entrepreneurs organize industries for a variety of reasons, including their aptitude in business, their skills and knowledge, and a strong desire to make a difference. The World Bank claims that investing more in the businesses of women than those of males promotes a country's economic development. Breaking down inequities and reducing poverty are achieved by empowering women in entrepreneurship. A rapidly rising nation like India's society benefits greatly from entrepreneurship. Today, it is recognized that entrepreneurial women possess skills that can be used to change their roles. The significance of female entrepreneurship has been acknowledged by the government. As a result, it provides a range of programmes for female entrepreneurs.

Some of the entrepreneurs in the Lawngtlai district thrive in small-scale marketing because it is a growing sector for marketing. Even though the government has organised the women into several associations, they are not yet prepared to start their own business. Due to some unwarranted fears, a lack of desire, and some types of activities, women are less inclined to start businesses than males. The study's goal is to examine how women entrepreneurs establish their businesses while highlighting the motivating factors that drive them and the connections between their socioeconomic backgrounds, those motivational factors, and their already-present entrepreneurial attributes.

Objective of the study

1. To study the demographic profile of the respondents.
2. To find out factors that motivates respondents to become an entrepreneur.
3. To find out issues faced by the respondents with regards to their businesses.
4. To find out entrepreneurial behaviour of the respondents.

1.6 Research Methodology

1.6.1 Sample size

Sample size denoted the number elements selected for the study. For this research, 24 respondents were selected who are willing to participate and share their opinions and experiences regarding the topic.

1.6.2 Sources of data collected

The secondary data were collected through different sources. Such sources include journals and thesis published, existing research articles and various websites of the internet, which have been very helpful in understanding the concept and meeting the objectives.

1.6.3 Methods of data collected

Numbers of questions were prepared to suit the objectives of the study. This was followed by data collection and the responses of every item in the questionnaire were interpreted.

In order to analyse and interpret these data collected various tools like graph and mean are employed. This is done through Microsoft excel.

1.7 Limitation of the study

- The survey has been conducted only on 24 respondents.
- By using Google form, the researcher was able to collect the data but cannot collect much more than expectations.
- The respondents may not be completely honest when answering the questionnaire given to them and may provide incorrect information.

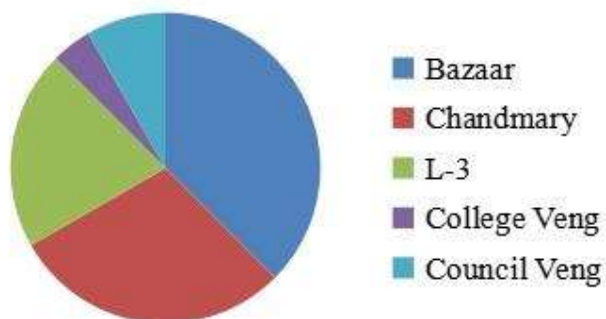
Chapter II

Data Analysis and Interpretation

Table 2.1 Location

Location	Percentage (%)
Bazaar	37.50
Chandmary	29.20
L-3	20.80
College veng	4.20
Council veng	8.30
Total	100

Fig 2.1 Location



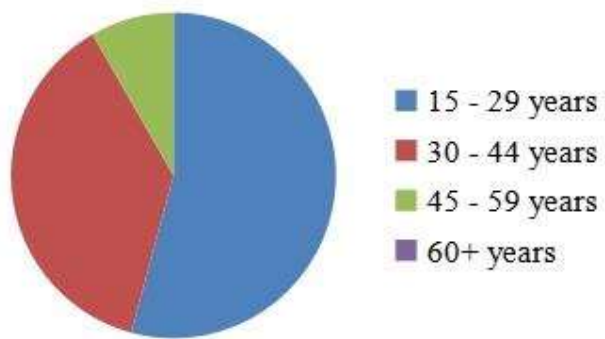
Interpretation

According to the data given above, Bazaar has the highest leading 37.50%, Chandmary comes in second with 29.20%, L3 comes in at 20.80%, and so on, with Council veng having the lowest (8.30%). Additionally, and it appears that Bazaar places a lot more emphasis on entrepreneurship.

Table 2.2 Ages

Option	Percentage (%)
15-29 years	54.20
30-44 years	37.50
45-59 years	8.30
60 + years	0
Total	100

Fig 2.2 Ages



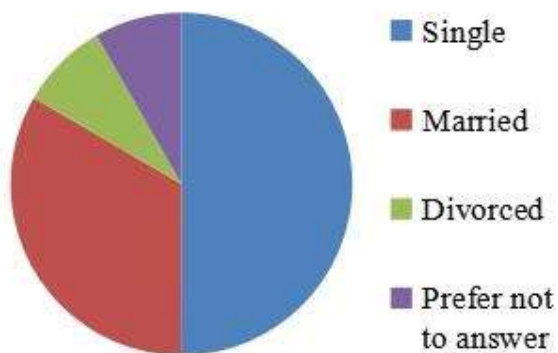
Interpretation

From the above table and figure, it can be seen that the majority of the respondents belong to the age group 15-29 years (54.20%) followed by 37.50% respondents belong to the age group of 30-44 years, 8.30% respondent belong to the age group of 45-59 years. Therefore, the results show that the greater number of women entrepreneurs among the respondents in the current study belonged to younger or middle-aged groups.

Table 2.3 Marital status

Marital status	Percentage (%)
Single	50
Married	33.30
Divorced	8.30
Prefer not to answer	8.30
Total	100

Fig 2.3 Marital status



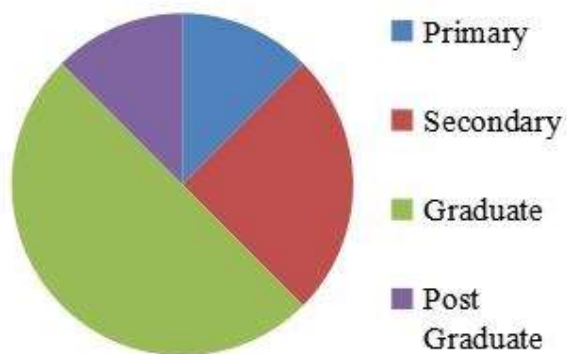
Interpretation

In the above data, we can observe that 50% of respondents are single, followed by 33% who are married, 8% who experienced a divorce, and 8% who would prefer not to respond.

Table 2.4 Qualification

Qualification	Percentage (%)
Primary	12.50
Secondary	25
Graduate	50
Post Graduate	12.50
Total	100

Fig 2.4 Qualification



Interpretation

From the above data, we can see that 50% of the respondents are graduate, 25% of the respondents finish their secondary education, followed by post graduate 12.50% and only few of them finish their primary education which is 12.50%.

Table 2.5 Type of production

Type	Percentage (%)
Automobile dealer	4.20
Beauty Saloon	8.40
Clothes and Accessories	16.70
Fertilizers	4.20
Flower Arrangement	4.20
Book Store	4.20
Manufacturing	4.20
Baking	4.20
Restaurant	8.30
Retail Store	8.40
Shoe Store	12.50
Skin Care Product	4.20
Stationery	4.20
Thrift Store	4.20
Electrical Store	4.20
Total	100

Fig 2.5 Type of production



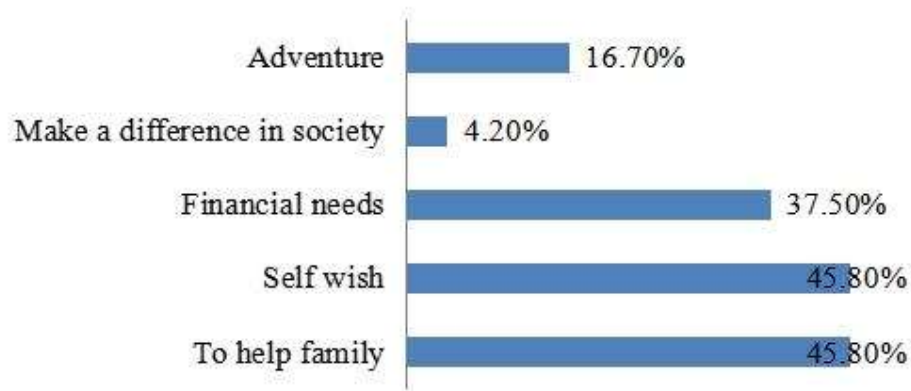
Interpretation

From the above data, it shows that each of the respondents produces something different, the majority of them are involved in the clothing and accessory 16.70% shoe stores came in second with 12.50%.

Table 2.6 Reason for choosing business

Reason	Percentage (%)
To help family	45.80
Self-Wish	45.80
Financial Needs	37.50
Make a difference in society	4.20
Adventure	16.70
Total	100

Fig 2.6 Reason for choosing business



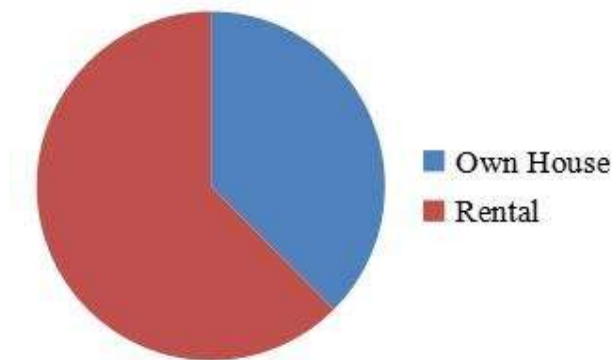
Interpretation

In the above data, we can see that majority of the respondents were doing their business for their self-wish (45.80%), whereas 45.80% doing their business to help their family, followed by 37.50% of the respondents doing their business for financial needs, 16.70% adventure and around 4.20% of the respondents want to make a difference in society.

Table 2.7 Ownership of the Unit

Ownership	Percentage (%)
Own House	37.50
Rental	62.50
Total	100

Fig 2.7 Ownership of the unit



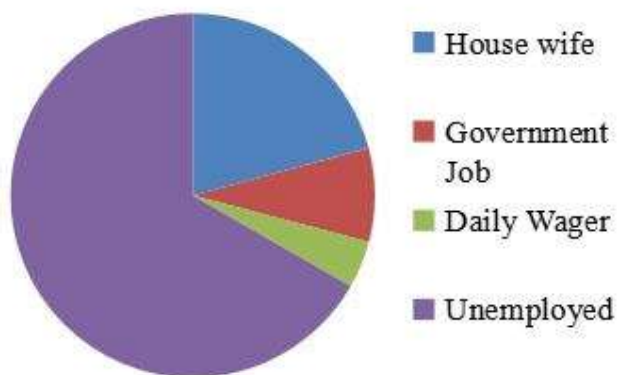
Interpretation

From the above data, we can see that majority of the respondents rent the store by acquiring 62.50% while 37.50% own the store they are using for the business entrepreneurship.

Table 2.8 Status before established of unit

Status	Percentage (%)
House Wife	20.80
Government Job	8.30
Daily Wager	4.20
Unemployed	66.70
Total	100

Fig 2.8 Status before established of unit



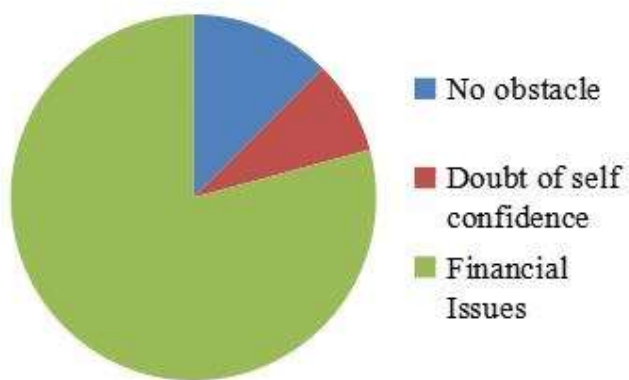
Interpretation

From the above data, we can see that 66.70% respondents were unemployed, 20.80% respondents were house wife, 8.30% respondents had government job and 4.20% respondents had been daily wagger before established of unit.

Table 2.9 Challenges faced during the start-up phase in business

Challenge	Percentage (%)
No obstacle	12.50
Doubt of self confidence	8.30
Financial issues	79.20
Total	100

Figure 2.9 Challenges faced during the start-up phase in business



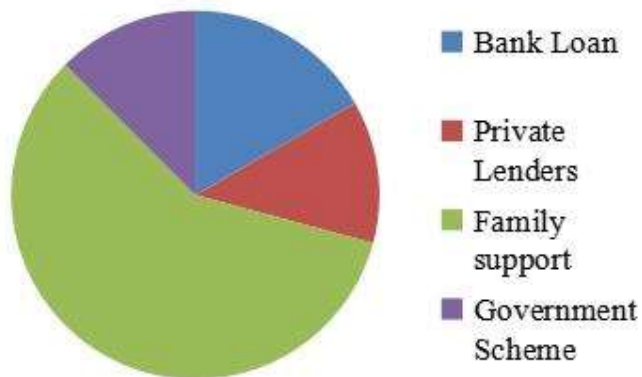
Interpretation

According to the data above, more than half of the respondents (79.20%) experienced financial difficulties when starting their businesses, 12.50% don't have any issues, and 8.30% don't have confidence in their abilities.

Table 2.10 Main source of funding the business

Source of funding	Percentage (%)
Bank loan	16.70
Private lenders	12.50
Family support	58.30
Government schemes	12.50
Total	100

Fig 2.10 Main source of funding the business



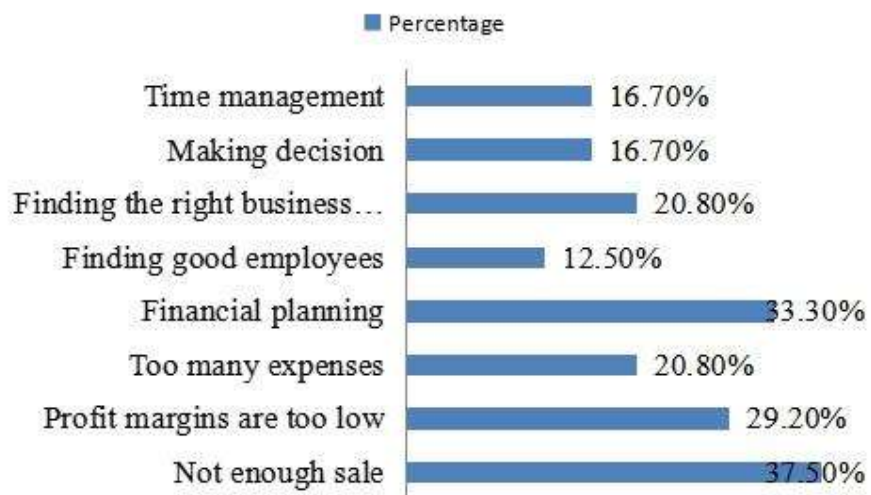
Interpretation

According to the aforementioned data, the majority of respondents (58.30%) built their businesses with the assistance of family members, and only a small number of them ran their businesses with the aid of bank loans, private lenders, and government programmes.

Table 2.11 Challenges face at the moment

Challenge	Percentage (%)
Not enough sale	37.50
Profit margins are too low	29.20
Too many expenses	20.80
Financial Planning	33.30
Finding good employees	12.50
Finding the right business location	20.80
Making decision	16.70
Time Management	16.70
Total	100

Fig 2.11 Challenges face at the moment



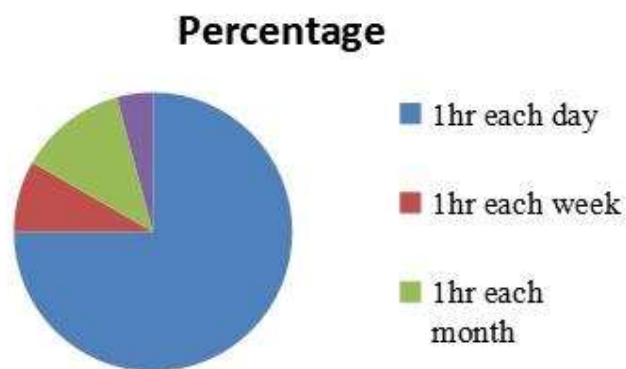
Interpretation

It can be interpreted from the table, 37.50% of respondents concur that not enough sales are one of the biggest challenges their organisation has experienced, followed by financial planning (33.30%), and just a small percentage of respondents (12.50%) indicate that hiring quality staff is their current biggest challenge.

Table 2.12 Time spent on self-care

Time	Percentage (%)
1 hour each day	75
1 hour each week	8.30
1 hour each month	12.50
Never	4.20
Total	100

Fig 2.12 Time spent on self-care



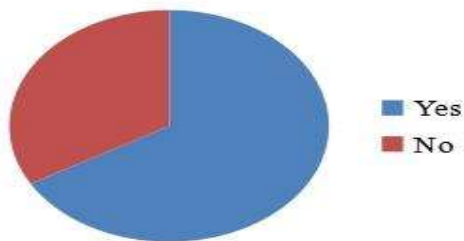
Interpretation

We can see from the table that, 75% of respondents say they spend at least an hour each day on self-care or time for themselves. Following closely behind are 13% who say they spend at least an hour on self-care each month, 8% who say they spend an hour each week, and 4% who say they don't have time for it.

Table 2.13 Considered discontinuing their business at least once

Answer	Percentage (%)
Yes	66.80
No	33.30
Total	100

Fig 2.13 Considered discontinuing their business at least once



Interpretation

From the analysis, we can say that 66.80% of the respondents thought of giving up their business entrepreneurship at least once while, 33.30% says that they have never thought of giving up their business.

Table 2.14 if the responders' struggles were worthwhile, they would say so

Answer	Percentage (%)
Yes	91.70
No	8.30
Total	100

Figure 2.14 if the responders' struggles were worthwhile, they would say so



Interpretation

91.70% of the respondents think that the difficulties they had in starting their business were worthwhile, whereas 8.30% of the respondents disagree.

Table 2.15 both their personal and professional lives can be balanced by women.

Answer	Percentage (%)
Yes	95.80
No	4.20
Total	100

Fig 2.15 both their personal and professional lives can be balanced by women.



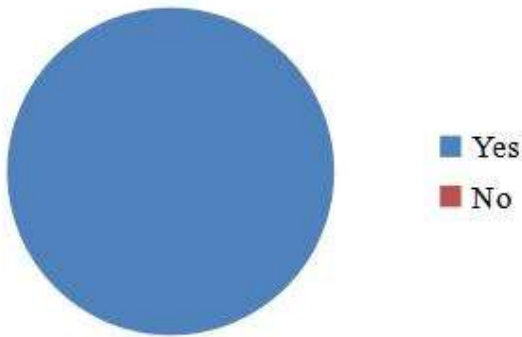
Interpretation

We can see that 95.80% of the respondents agrees the fact women are able to balance both domestic and professional life, whereas 4.20% Of the respondents disagree.

Table 2.16 Innovating in the business sector, women outperform males

Answer	Percentage (%)
Yes	100
No	0
Total	100

Fig 2.16 Innovating in the business sector, women outperform males



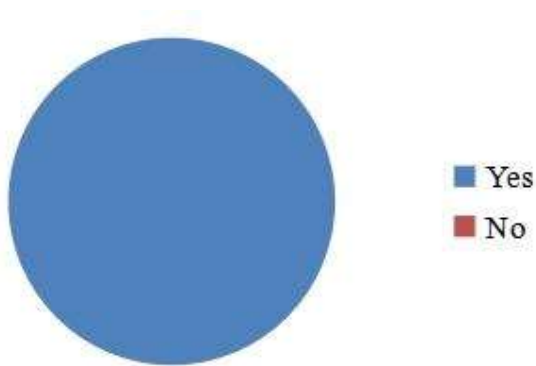
Interpretation

From the table above we can say that 100% of the respondents agrees that women are more innovative than man and can change the business world.

Table 2.17 more chances should be provided for women to launch their own businesses.

Answer	Percentage (%)
Yes	100
No	0
Total	100

Fig 2.17 more chances should be provided for women to launch their own businesses.



Interpretation

100% of the respondents agree that they feel women should be given more opportunities to start their own business.

Chapter-III

Results and Discussions

- Bazaar has the highest leading 37.50%, Chandmary comes in second with 29.20%, L3 comes in at 20.80%, and so on, with Council Veng having the lowest (8.30%). Additionally, and it appears that Bazaar places a lot more emphasis on entrepreneurship.
- 54.20% of the respondents are the age between 15-29years followed by 37.50% respondents belong to the age group of 30-44years, 8.30% respondent belong to the age group of 45-59years.
- We can observe that 50% of respondents are single, followed by 33% who are married, 8% who experienced a divorce, and 8% who would prefer not to respond
- 50% of the respondents are graduate, 25% of the respondents finish their secondary education, followed by post graduate 12.50% and only few of them finish their primary education which is 12.50
- Although each of the respondents produces something different, the majority of them are involved in the clothing and accessory 16.70% shoe stores came in second with 12.50%.
- Majority of the respondents were doing their business for their self-wish (45.80%), whereas 45.80% doing their business to help their family, followed by 37.50% of the respondents doing their business for financial needs, 16.70% adventure and around 4.20% of the respondents want to make a difference in society.
- Majority of the respondents rent the store by acquiring 62.50% while 37.50% own the store they are using for the business entrepreneurship.
- 66.70% respondents were unemployed, 20.80% respondents were house wife, 8.30% respondents had government job and 4.20% respondents had been daily wager before established of unit.

- More than half of the respondents (79.20%) experienced financial difficulties when starting their businesses, 12.50% don't have any issues, and 8.30% don't have confidence in their abilities.
- Majority of respondents (58.30%) built their businesses with the assistance of family members, and only a small number of them ran their businesses with the aid of bank loans, private lenders, and government programmes.
- 37.50% of respondents concur that not enough sales are one of the biggest challenges their organisation has experienced, followed by financial planning (33.30%), and just a small percentage of respondents (12.50%) indicate that hiring quality staff is their current biggest challenge.
- 75% of respondents say they spend at least an hour each day on self-care or time for themselves. Following closely behind are 13% who say they spend at least an hour on self-care each month, 8% who say they spend an hour each week, and 4% who say they don't have time for it.
- 66.80% of the respondents thought of giving up their business entrepreneurship at least once while, 33.30% says that they have never thought of giving up their business.
- 91.70% of the respondents think that the difficulties they had in starting their business were worthwhile, whereas 8.30% of the respondents disagree.
- 95.80% of the respondents agrees the fact women are able to balance both domestic and professional life, whereas 4.20% Of the respondents disagree.
- From the table above we can say that 100% of the respondents agrees that women are more innovative than man and can change the business world.
- 100% of the respondents agree that they feel women should be given more opportunities to start their own business.

Chapter IV

Suggestion and Conclusion

Suggestion

- The researcher discovered that the information gathered would be invaluable as a data base. More case studies in this area are encouraged by the researcher in order to increase the acceptance and acknowledgment of female entrepreneurs.
- These researches will help women in finding solutions to their issues. It will encourage and support, from the family, society, and the government. The government has launched a number of initiatives and programmers to support female entrepreneurs financially and to lift their spirits.
- Businesses that are registered in the name of women must be given special recognition, and prizes may be given to those businesses. This tactic could inspire more women to start businesses and inspire them to develop original concepts.
- So that idea creation can begin at a very young age, regardless of gender, and so that a deeper family understanding is formed to assure proper support, schools and universities must include entrepreneurship as part of their curriculum.

Conclusion

The study revealed that the majority of women believed that women's entrepreneurship is a skill that can be cultivated and that there is a favourable climate towards it in society. This information was relevant to the future possibilities of women's entrepreneurship. In conclusion, "it can be said that there are various types of challenges faced by women entrepreneurs in Lawngtlai," which can be overcome by raising awareness of and engaging in government programmed and unique EDPs. More attention needs to be paid to enhancing the effectiveness of EDPs in assuring the efficient and effective development of entrepreneurship skills among women.

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Appendix

QUESTIONNAIRE

Hello! My name is Nancy Lalrinmuanpuii of Bcom 4th semester studying in HATIM. I am doing a research on the topic of "A study on women entrepreneurship in Lawngtlai town". The responses will be used for academic purpose only and it will be confidential.

I will be very grateful if you could spare your precious time for answering the questions. Thank you.

1. Location of production unit?

i.)Bazaar ii.)Chandmary iii.)L-3 iv.) college veng v.) council veng

2. Which age group do you belong to?

i.)15-29 years ii.)30-44 years iii.)45-59 years iv.)60+ years

3. What is your marital status?

i.)single ii.)married ii.)divorced iii.)prefer not to answer

4. What is your highest qualification

i.)primary ii.)secondary iii.)graduate iv.)post graduate

5. Type of production-

6. What made you decide to start your own business? And what was your original inspiration for doing it?

i.)To help family ii.) self-wish iii.) Financial needs iv.) make a different in society v.) Adventure

7. Ownership of the unit?

i.) your own house ii.)rental

8. Status before established of unit?

i.)house wife ii.) government job iii.)daily wagger iv.) unemployed

9. What were the challenges you faced during the start up phase in your business?

i.)No obstacle ii.)Doubt of self-confidence iii.)Financial issues

10. How did you fund your business?

i.)Bank loan ii.)Private lenders iii.)Saving family support
iv.)Government schemes

11. What the main business challenge you're facing at the moment?

i.) not enough sale ii.) profit margins are too low iii.)too many expenses
iv.)Financial planning v.)Finding good employees vi.)Finding the right business location
vii.) Making decision viii.)Time management

12. Approximately how much time do you spend on self care or time to yourself?

i.)1 hour each day ii.)1 hour each week iii.)1 hour each month iv.)never

13. Have you ever thought of giving up business at one point?

i.)yes ii.)no

14. Do you think the trouble you went through were worth it today?

i.)yes ii.)no

15. Do you agree the fact women are able to balance both domestic and professional life?

i.)yes ii.) no

16. Do you think woman are more innovative than man and can change the business world?

i.)yes ii.)no

17. Do you feel women should be given more opportunities for it to start their own business?

i.)yes ii.)no

