

## Effects and Impacts of Women Entrepreneurship in the Provision of Education under Margherita Sub-Division of Tinsukia District of Assam, India

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### Abstract

*Today more women are breaking free from the traditional, gender specific roles and venturing into the business world. They are not only holding high corporate positions but they are also successful women entrepreneurs. This paper focuses on entrepreneurship of women in the provision of quality education. A study is conducted to analyze what exactly motivate women entrepreneurs to get into small and medium scale entrepreneurial ventures. Relating entrepreneurship with educational institutions, it is hypothesized in this study about the purpose of the establishment of the institution and identification of the motivational factors among the women that may support educational institutions. The study is conducted in the Margherita sub-division of Tinsukia district, Assam, India. The respondents were the women entrepreneurs who run the educational institutions. Out of the total population 3 educational institutions are taken as sample size. The study also focuses whether the establishment of the educational institution creates employment opportunities among the masses in the area and also how it impacts the society as a whole.*

**Keywords:** Women entrepreneur, education, motivational factors

### Introduction

The term entrepreneur was originated in French Economics as early as 17<sup>th</sup> and 18<sup>th</sup> centuries. The concept entrepreneur has shown its close association with general understanding of starting a business has much relevant meaning in the past. But its general meaning has shifted to wider application into an area of providing high yield through better productivity for economic development. Entrepreneurship has been obtained a great deal of focus over the past years considering the significant benefit realized by small and medium firms in overall development of national economy. Gender discrimination is a devastating reality in developing countries. Women are oppressed at home, at shops, and at the workplace. India is no exception. Women are dependent on family and kinship to access social goods and economic opportunities. Today, more women are breaking free from the traditional, gender-specific roles and venturing into the business world. Not only are they holding high corporate positions but they are also successful women entrepreneurs who own almost half of all businesses in the United States. The steady rise in female entrepreneurs can be due to many different reasons, most of which share the same rational as their male counterparts—passion for their ideas, the desire to become their own boss, and the need to address philanthropic causes. Studies have shown that successful

Women entrepreneurs start their businesses as a second or third profession. Many of them have experienced a considerable amount of dissatisfaction with their previous careers and in working for others. Often times, these innate desires to be their own boss are the driving forces that motivated them to pursue entrepreneurship.

As a business owner, these once unhappy individuals are now more satisfied and content with their personal and professional life. In addition, because of their previous careers, women entrepreneurs enter the business world later on in life, around 40-60 years old. Many of them have higher education degrees, a significant characteristic that many successful female entrepreneurs have in common. Women entrepreneurs also tend to offer better health care benefit packages, on the job training and education, more tuition reimbursement for students and continuing education employees, and provide more vacation and paid leave options to their staff.

### Objectives of the Paper

This paper mainly aims to show that how women entrepreneurs are coming forward for the upliftment of the society by establishing educational institutions.

It highly focuses on their

- Purpose of establishing the institution,
- Source of capital,

- How they themselves see as an academician,
- Whether they are able to deliver the required knowledge to their students
- What are their future prospects?
- What are the skills and experiences so that they can achieve their goal,
- Are there any barriers to achieve their goal?
- How do they maintain their family responsibilities?
- What are the motivational factors which prompted them to establish their institutions?
- Whether they are able to provide employment opportunities to the local masses
- And finally whether their institution is running in profit/loss /breakeven.

### Research Methodology

My present study was centered under Margherita sub-division which lies between 27° 14' - 27°50' latitude and 96°15' - 96°1'E longitude. This sub-division is under the Tinsukia District of Assam, India.

This exploratory study was conducted during the month of December, 2014 based on two types of data, namely primary and secondary, the major source of primary data was obtained through interviews, which was based on pretested and carefully prepared questionnaire. The secondary data was obtained from various published and unpublished material, books, reports and reputed journals from different resources. In this study 3 women entrepreneurs were taken as respondents. In my survey I took three schools-

- Kidzee and Sunshine High School, Margherita, Owner- Mrs. Papori B. Gogoi
- Blue Bird School, Bargolai, Owner- Mrs. Ratna Bhowmik
- Little Millennium School, Margherita, Owner- Arpita Chetia

### Purpose of the Establishment of the Educational Institutions

Entrepreneurship of women may be in different fields. But my survey was to find out the entrepreneurship of women in the provision of quality education. However it was found that the main purpose of the 3 respondents in my survey was mainly to-

- To provide quality education
- Realizing the unique potential of children
- Service towards the society
- Create more leaders
- To upgrade the children morally
- To build up the young ones strong, happy and lively part of society so that they are ready to take on the challenges of the world outside with confidence.

Moreover when they were asked about their role as an academician, they said that they were Dynamic and Passionate about teaching, strict, yet loving and encouraging and according to them every day was full of new achievements, new joys and little ups and downs that is to be cherished.

### Source of Capital

The fact that more women entrepreneurs have risen in the past few years has been made possible in part by the easy availability of business capital. Women entrepreneurs tend to fund their startups with different sources of funding, including "bootstrap" finances (personal money from savings and credit cards) and commercial loans. Today, not only are there more grants and bank loans made available to women entrepreneurs, but there are also more diversity programs that specialize in providing seed funding to female business owners.

However, despite the recent achievements, research shows that it still remains difficult for women of color to get access to seed funding.

### Role as an Academician

Although, the concerned women in the study are in the field of entrepreneurship or we can also say that they are completely in the world of business, but it is to be noted that as their business revolves round provision of education, they have a different role as an academician. In my survey it was found that the women entrepreneurs were dynamic, passionate about teaching. They were strict yet loving and encouraging. Moreover they also wanted their students to be morally upgraded. Every day was full of new achievements, new joys and little leaps that are to be cherished.

### Skills and Experiences to Achieve Goal

- Confidence
- Hard work
- Positivity
- Determination
- High management skills
- Working hard on their Objectives
- Work on cognitive strategies

### Challenges

First and foremost, many prospective women entrepreneurs may fear the debt associated with their startup. They may not have the resources available to make educated decisions about properly raising capital. However one of the respondents said in true spirit that if an entrepreneur truly believes in their business ideas, then they will seek any means to move forward and commercialize their concepts.

A second challenge may be their lack of knowledge in information technology and business skills. One of the respondents said about her lack of awareness but on the other hand she also emphasized on the fact that entrepreneurship is learning experience and they have to learn new things for the upliftment and development of their educational institution.

Another major challenge that many women entrepreneurs may face is the traditional gender-roles society may still have on women. Entrepreneurship is still a male-dominated field, and it may be difficult to surpass these conventional views.

**Motivation**

Much of a business woman’s drive to pursue entrepreneurship is due to the immense passion she has for her work. Many women entrepreneurs are not afraid of taking risks and are two times more likely to make above average risks than their male equivalent, making monetary gain a less likely factor in their business pursuits. Instead, they possess very strong business ideas and seek any and all means to share their business ideas with others who may benefit from their discoveries.

Moreover the respondents said that their family, husbands were their pillar of their strengths.

Another inspiring component that many successful women entrepreneurs share is the fact they have the tendency to balance family life and career. Many people may have had doubt in this ability when these women first entered the field because of the long work hours, but these reservations have often been proven wrong. It is no wonder that many successful women entrepreneurs have an amazing ability to multitask, properly balancing both personal and professional life with their goal-oriented approach.

**Overviewing the employment structure in these institutions and whether they are running in a profit/loss/breakeven point**

Employment	Kidzee And Sunshine High, Margherita	Blue Bird School, Bargolai	Little Millennium School, Margherita
Primary level	8	6	7
Secondary level	5	6	Nil
Higher level	4	4	Nil
Total	17	16	7
<b>Salary</b>			
Primary level	4500-6500	4000-5000	4000
Secondary level	7000-10000	6000-8000	Nil
Higher level	10000-15000	8000-10000	Nil
No. of students enrolled	350	297	40
<b>Whether running in profit/loss/breakeven</b>	Break even	Break even	Profit

From the above table it can be seen that these three schools have been playing a major role in employment generation. At primary level Kidzee sunshine high has 8 teachers, Blue Bird School has 6 teachers and Little Millennium School has 7 teachers. At secondary level Kidzee Sunshine high has 5 teachers; Blue Bird School has 6 teachers and nil in Little Millennium. At higher level Kidzee Sunshine high has 4 teachers; Blue Bird School has 4 teachers and nil in Little Millennium School.

Again the salary structure of these three schools is more or less similar. Kidzee Sunshine High provides 4500-6000 bucks at the primary level, 7000-10000 bucks at the secondary level and 10000-15000 bucks at the higher level. Blue Bird School provides 4000- 5000 bucks at the primary level, 6000-8000 bucks at the secondary level and 8000-10000 bucks at the higher level. Little Millennium School provides 4000 bucks at the primary level and Nil in secondary and higher level. As it is a newly opened school, it has future prospects of opening secondary higher sections in her school.

The number of students enrolled in Kidzee Sunshine High is 350; in Blue Bird is 297 and 40 in Little Millennium School. Kidzee Sunshine high and Blue Bird School are in a breakeven situation in their business whereas Little Millennium School is in a profitable situation.

**Conclusion**

Women Entrepreneurs have become a strong driving force in today’s world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but they also comprise of almost half of all businesses owned today. Many women entrepreneurs have an average age of 40-60 years old because they have had previous careers in other areas. Their primary goal is not monetary reward but rather personal satisfaction and community involvement. Many of them are educated and assemble into groups in order to pool business ideas and resources together. Moreover these women entrepreneurs are also able to overcome the crucial problem of unemployment problem and also they are being able to provide qualitative education in the area.

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