

A Study on Women Entrepreneurial Skills

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Abstract

Several researchers have done research to find the traits or skills of entrepreneurs for their success and/or failure. In the recent times in India, there has been much focus on women development, empowerment and hence is opined that women entrepreneurship and its development is the best technique to achieve. This paper analyses and explores the characteristics of successful entrepreneurs and probes into further whether there is difference in the skills due to type of business and the level of education.

Introduction

An entrepreneur is an individual or group of persons who try to create something new, who organizes production and undertakes risk involved in the establishment and operation of a business enterprise. Entrepreneurship Development Institute of India (EDI)¹, Ahmedabad conducted a research study of entrepreneurs and explore or identified competencies namely, innovation, watching for opportunity, persistence, information seeking, quality consciousness, commitment to work, efficiency lover, proper planning, self confidence, assertiveness, persuasion, efficient monetary and concern for people.

John Honaday² was among the firm to use survey and intense

interviews to develop a composite list of entrepreneurial traits such as, self confident and optimistic, able to take calculated risk, respond positively to challenges, flexible and able to adapt, knowledgeable of markets, able to get along well with others, independent minded, versatile knowledge, energetic and diligent, creative and need to achieve, dynamic leader, creative and need to achieve, dynamic leader, responsive to suggestions

take initiatives, resourceful and persevering, perceptive and foresight, and responsive to criticisms McClelland³ Says that the successful entrepreneurs are characterised by three qualities namely unusual creativity, high propensity and a strong

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need for achievement BCTandon⁴ also has listed certain qualities / skills for the entrepreneurs as : risk bearing, technical knowledge, clarity of objectives and need for achievement, mobilization, organization and management of resources. John A Welsh and Ferry F. White⁵ have found based on their studies that entrepreneurs are in unusually good health, are realistic about working hard and driving towards measurable results, tend to have superior conceptual abilities and emotionally stable.

Further Jerome A. Katz⁶ has found that more than 86% of entrepreneurs who promoted new ventures have bachelor degree level education. Based on the above study, the exhaustive of skills of a successful entrepreneur is prepared as follows :

1. **Administrative Ability**
2. **Creativity**
3. **Innovation.**
4. **Clear Objective**
5. **Sound Knowledge**
6. **Public Relations**
7. **Effective Communications**
8. **Technical Knowledge**
9. **Perseverance**
10. **Ability to take risks**
11. **Ability to face Uncertainty**
12. **Strong desire to achieve objective**
13. **Ability to plan**
14. **Ability to motivate**
15. **Orientation to future**

Need of the Study

As per the ILO's report of 1980, about 10% of world's income and only 1% of worlds assets are received by women though they represent 50% of the worlds population and perform 2/3 of the total work in the world. In India it is still worse. In the world the ownership and management of business and industry have long been considered as the male prerogative. This situation is changing gradually. It is estimated that presently women entrepreneurs comprise about 10% of total entrepreneurs in India. Further this is growing as in recent times, women have begun to participate in different economic activities including business and industry. Elite women in cities and urban areas are entering the modern fields of economic activities such as consultancy, marketing, advertising, export of garments, interior decoration, handicrafts, dyeing and printing, food processing etc.

Hisrich, and Brush⁷ reported in their study that the women entrepreneurs have started their own businesses between the ages of 38 and 48yrs with a mean age group of 46yrs. 56% of them are married and 42% have children, 62% of them have attended college and 1/3 of them are graduates. 68% of their husbands were college degree holders. The parents of women entrepreneurs also were college degree holders. The parents of women entrepreneurs also

were well educated 4% of them (women entrepreneurs) entered financial service businesses, 9% were in manufacturing and the rest 87% personal service enterprises or speciality merchandising.

This review inspired to probe the following:

1. What competencies (skills) are required to become a successful entrepreneur?
2. Does the set of skills different for different enterprises owned / promoted by women ?
3. Does the set of skills differ due to educational background ? and so on.

Objectives and hypothesis for the study

1. To list or identify the entrepreneurial skills of women entrepreneurs owned or promoted by women
2. To sketch profile of women entrepreneurs in terms of type of business and their educational background
3. To study whether entrepreneurial skills is same irrespective of
 - a) Type of business
 - b) Different level of educational background

Methodology

a) Data source and Collection :

The study is secondary database. The data is in descriptive format (stories of successful small women entrepreneurs) published by SISI (Small Industries Service Institute) hyderabad in the form of small book for internal circulation for the promotion and training of small scale women entrepreneurs of A.P. is collected and the stories are carefully read and after understanding the skills the respective entrepreneurs have were listed and thus for 21 stories of small scale women entrepreneurs of AP (supplied by SISI), a master table is prepared (Table 1) showing their names, business type, educational qualification and the skills what they have.

b) Data classification and tabulation:

Collected data is classified based on the variables such as : Business type, educational background, and entrepreneurial skill wise. Based on the variables identified the data is tabulated as :

Table 1 : Entrepreneur - business - qualification - Skills

Table 2 : Business type - No. of entrepreneurs

Table 3 : Qualification - No. of entrepreneurs

Table 4 : Qualification - Business type

Table 5 : Entrepreneurial skills - Business type

Table 6 : Entrepreneurial skills - Qualification

c) Analytical tools

The classified and tabulated data is nominal and hence analysed in percentages only.

d) Limitations of the study

The size of sample is 21 which is less hence can't be taken for generalization with respect to category of business and level of education but at the same time enlightens the scope for training package preparations as per the classified variable.

Findings

The findings of the study are :

Individual women entrepreneurs from garments and food processing business category possess maximum competencies (skills) compared to that of other business type. Further it is observed that all the entrepreneurs have clear objective as far as their respective businesses (Table 1) followed by the motivating skill (81%)

The profile of the sample entrepreneurs presented in the table 2 and table 3. 43% of entrepreneurs are from garments and related product business, followed by food processing (19%), beauty parlour (14%), leather products (9.5%), soft toys (9.5%) and plastic items (4.8%)

62% (PFG + BTC + STM) of the women entrepreneurs have related qualification to their business. 14.3%

of women entrepreneurs are with PG qualification. 14.3% of women entrepreneurs are just house wives having no higher education.

In table 4 a cross tabulation between qualification and type of business is displayed. In Garments and related business (most of them (8/9) have PFG (Production of Fashionable garments) qualification and one who deal in sarees has post graduate qualification. Those who are running food processing units have PG qualification and running pickles, papads, and masala businesses, they are just housewives. In leather products business one is graduate and the other is just intermediate, where as in beauty parlour or clinical all have done BTC (Beauty therapy and cosmetology). In soft toys business also, the women entrepreneurs have done a come in STM (soft toys making)

Table 5 displays the possession of entrepreneurial skills with respect to business. In garments business all women entrepreneurs have the skills : clear objective, ability to motivate and orientation future. In food processing, all of them have: clear objective, and sound knowledge. In beauty parlour business clear objective and technical knowledge seen on the part of women entrepreneurs. Further 60% (as on average) of the skills are found in the garment business and plastic items followed by food processing and leather products (57% each) soft toys (47%) and beauty parlours (36%)

In table 6, qualification with entrepreneurial skills tabulation is presented with average percentages.

Qualification	code	100% presence of skills
PG (3)	04	Clear objective
	05	Sound knowledge
	14	Ability to motivate
PFG (8)	04	Clear objective
	08	Technical knowledge
	14	Ability to motivate
	15	Orientation to future
BTC (3)	04	Clear objective
	08	Technical knowledge
STM (2)	04	Clear objective
	08	Technical knowledge
HW (3)	01	Administrative ability
	04	Clear objective
	05	Sound knowledge
	06	Public relations
	07	Effective communications

This supplies all house wives (HW) have shown move number of skills in possessibility all . On the whole as per the table 7, it could be stated that all women entrepreneurs have clear objectives and followed by technical knowledge and ability to motivate (81% each), orientation to future (76%), administrative ability and creativity (62% each) and so on.

same business with same education level, there is variability in the entrepreneurial skills possessed by them. Finally no entrepreneur does possess all the listed and identified entrepreneurial skills, hence it implies that proper training and development programmes are essential for the development of women entrepreneurship

List of Codes used

- PG - Post Graduate
- HW - House wife
- G - Graduate
- PFG - Pod of fashionable garments
- BTC - Beauty therapy and cosmetology
- STM - Soft Toys making

Conclusion

The entrepreneurial skills inventory varies on the part of successful women entrepreneurs among type of business or venture they take up and the level of education. Further among the women entrepreneurs who are running the

1. Administrative Ability
 2. Creativity
 3. Innovation.
 4. Clear Objective
 5. Sound Knowledge
 6. Public Relations
 7. Effective Communications
 8. Technical Knowledge
 9. Perseverance
 10. Ability to take risks
 11. Ability to face Uncertainty
 12. Strong desire to achieve objective
 13. Ability to plan
 14. Ability to motivate
 15. Orientation to future
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Table 1 : Entrepreneur - Business - Qualification Skills

Sno.	Name of Entrepreneur	Business	Qual	Entrepreneurial Skills															Total	%	
				01	02	03	04	05	06	07	08	09	10	11	12	13	14	15			
1	Smt.D.PadmaSree	shirts manuf.	PFG	1	1	1	1	1	1	1	1	0	0	0	1	0	1	1	11	77	3
2	Mrs.Tara	sarees	P.G.	0	1	0	1	1	1	1	0	0	0	0	0	1	1	7	47		
3	Mrs.Leela	food processing	P.G.	1	0	1	1	1	0	0	0	1	0	1	1	1	1	10	67		
4	Mrs.Sindhu	plastic buttons .	H.W	1	0	0	1	1	1	1	0	0	1	0	0	1	1	9	60		
5	Ms.Afzal	leather products	inter	0	1	0	1	0	0	1	1	0	0	0	1	1	0	7	47		
6	Mrs.Radha	food processing	P.G.	0	0	1	1	1	0	0	1	0	0	0	1	0	1	6	40		
7	Mrs.R.Lakshmi	papad,pickles	H.W	1	1	0	1	1	1	1	0	0	0	1	0	1	0	8	53		
8	Mrs.Neeta	pickles masala	H.W	1	1	1	1	1	1	1	0	0	0	0	1	1	1	10	67		
9	Mrs.PriyaTare	woven sack bags	G	1	1	0	1	1	0	1	1	0	0	0	1	1	1	10	67		
10	Ms.T.Sudha	boutique	PFG	1	1	0	1	0	0	1	1	0	1	0	1	0	1	9	60		
11	Smt.P.V.Durga	beauty clinics	BTC	0	1	0	1	1	0	0	1	0	0	0	0	1	1	6	40		
12	Ms.Sushma P.	garments	PFG	1	0	1	1	1	1	0	1	0	0	0	1	0	1	9	60		
13	Ms.M.Sridevi	toy's making	STM	1	1	0	1	0	0	0	1	0	0	0	1	0	1	6	40		
14	Ms.P.V.Lakshmi	dress materials	PFG	0	1	1	1	0	0	0	1	0	0	0	0	1	1	6	40		
15	Ms.Vedavathi	garments	PFG	1	1	1	1	0	1	0	1	0	0	0	1	1	1	10	67		
16	Ms.I.Lakshmi	garments	PFG	1	0	1	1	0	1	0	1	0	0	0	1	0	1	8	53		
17	Ms.N.Padma	beauty parlour	BTC	0	0	0	1	0	0	1	1	0	0	1	0	0	1	5	33		
18	Ms.G.K.Kumari	beauty parlour	BTC	0	0	0	1	1	0	1	1	0	0	1	0	0	0	5	33		
19	Ms.PratimaSingh	garment .	PFG	1	1	1	1	1	1	1	1	0	0	0	1	1	1	12	80		
20	Ms.Veni	boutique	PFG	0	1	1	1	0	0	1	1	0	0	1	1	0	1	9	60		
21	Ms.N.Ramanamma	toys	STM	1	0	1	1	0	0	0	1	1	1	1	0	0	1	8	53		
	Total			13	13	11	21	12	9	12	17	2	2	7	12	7	17	16	171		
	%			62	62	52	100	57	43	57	81	9.5	9.5	33	57	33	81	76			

Table 2 : Categories with respect to type of Business

Categories	Business type	No. of WE	%
A	Garments	9	42.86
B	Food processing	4	19.05
C	Leather products	2	9.524
D	Beauty parlour	3	14.29
E	Soft toys	2	9.524
F	Plastic items	1	4.762
Total		21	100

Table 3 : Categories with respect to Qualification

Categories	Qualification	No. of WE	%
A	PG	3	14.29
B	G	1	4.762
C	Inter	1	4.762
D	PFG	8	38.1
E	BTC	3	14.29
F	STM	2	9.524
G	HW	3	14.29
Total		21	100

Table 4 : Qualification and Types of Business

Qualification \ Type of business	A	B	C	D	E	F	Total	%
	Garments	Food Processing	Leather products	Beauty parlour	Soft toys	Plastic items		
A - PG	1	2	0	0	0	0	3	14.3
B - G	0	0	1	0	0	0	1	4.76
C - Inter	0	0	1	0	0	0	1	4.76
D - PFG	8	0	0	0	0	0	8	38.1
E - BTC	0	0	0	3	0	0	3	14.3
F - STM	0	0	0	0	2	0	2	9.52
G - HW	0	2	0	0	0	1	3	14.3
Total	9	4	2	3	2	1	21	100
Percentile	42.85	19.05	9.52	14.28	9.53	4.73	100	

Table 5 : Entrepreneurial Skills and Type of Business

E Skills Type Business	O1	O2	O3	O4	O5	O6	O7	O8	O9	10	11	12	13	14	15	Total	%
	A -Garments	6	7	7	9	4	6	5	8	0	1	1	7	2	9	9	81
B -Foodprocessing	3	2	3	4	4	2	2	1	1	0	2	2	3	3	2	34	57
C -Leather products	1	2	0	2	1	0	2	2	0	0	0	2	2	1	2	17	57
D -Beauty parlour	0	1	0	3	2	0	2	3	0	0	2	0	0	2	1	16	36
E -Soft toys	2	1	1	2	0	0	0	2	1	1	1	1	0	1	1	14	47
F -Plastics items	1	0	0	1	1	1	1	1	0	0	1	0	0	1	1	9	60
Total	13	13	11	21	12	9	12	17	2	2	7	12	7	17	16	171	317
%	61.9	61.9	52.4	100	57.1	42.9	57.1	81	9.52	9.52	33.3	57.1	33.3	81	76.2		

Table 6 : Entrepreneurial Skills and Qualification

E Skills Qualification	O1	O2	O3	O4	O5	O6	O7	O8	O9	10	11	12	13	14	15	Total	%
	A - PG	1	1	2	3	3	1	1	1	1	0	1	2	1	3	2	23
B - G	1	1	0	1	1	0	1	1	0	0	0	1	1	1	1	10	67
C - Inter	0	1	0	1	0	0	1	1	0	0	0	1	1	0	1	7	47
D - PFG	6	6	7	8	3	5	4	8	0	1	1	7	2	8	8	74	62
E - BTC	0	1	0	3	2	0	2	3	0	0	2	0	0	2	1	16	36
F - STM	2	1	1	2	0	0	0	2	1	1	1	1	0	1	1	14	47
G - HW	3	2	1	3	3	3	3	1	0	0	2	0	2	2	2	27	60
Total	13	13	11	21	12	9	12	17	2	2	7	12	7	17	16	171	
%	61.9	61.9	52.4	100	57.1	42.9	57.1	81	9.52	9.52	33.3	57.1	33.3	81	76.2		

Table 7 : - Most represented Entrepreneurial Skills

Code	Entrepreneurial Skills	% of Entrepreneur possesses
04	Clear objective	100
08	Technical knowledge	81
14	Ability to motivate	81
15	Orientation to future	76
01	Administrative ability	62
02	Creativity	62
05	Sound knowledge	57
07	Effective communication	57
12	Strong desire to achieve objective	57
03	Innovation	52
06	Public relation	43
11	Ability to face uncertainty	33
13	Ability to plan	33
09	Perseverance	9.5
10	Ability to take risks	9.5

Note: Constructed based on the table 1