

“Female Teenager’s approach towards Entrepreneurship in Kalyan and Dombivali Region”

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ABSTRACT

Entrepreneurship working was practices in India and all over the globe since many years. Entrepreneurship needs the logical idea which solves the problem of society, acquisition of funds and even family – peer group support which develop the confidence in the individuals. In India, Mainly Family business concepts was highly practiced and after the retirement of the owner which we called him as a “Karta” served the Business Responsibility to their male child and female child access the home responsibilities like cooking and other house-hold activities. Daughters hardly access to business activities and even pre-independence day’s they even don’t have the share in the family properties. Many Entrepreneurs keep some shares or even part of share of profit to their male and female child also. During pre-independence, females hardly get education and normally preferred that their girl child get married in a early age and lack of access to business activities. Post-Independence period normally saw the positive change in getting the various facilities in terms of getting education, jobs, entrepreneurship’s etc. Central and State Government have framed many polices to empower the female in terms of getting many rights for their self-development in terms of education and even get participate in entrepreneurship aspects. As we are living in the 21st Century still we see the female teenagers are accessing education and job opportunities to get developed in various sectors. Public sector and private sector organizations provides job opportunities to the male as well as the female and many educational institutions provide campus recruitment services to both the genders which provide an equal opportunity for their self-development and get self-reliant in their life. The main thing behind that the support from Family is very important but the same thing whether it is applied towards female teenager’s in Entrepreneurship or not?

Keywords: *Entrepreneurship, Pre-independence period, Post-independence period, stereotype.*

1. INTRODUCTION

Entrepreneurship is a practice of creating self-employment and creation of money for self and for those who help them to create value for the society. As it is practiced all over the global level, In India, During Pre-independence period, the male dominated the society by which they are the only people have a right to earn income where as women was supposed to take the family and home responsibilities. Orthodox mentality people hardly provide opportunities for the women to take education and very few get the chance to work and earn some money for their family. Banking sector was not fully developed to provide loans to mass audience. Few banks were nationalized and banking sector was on the introduction stage where new banks are

coming to get established in a market for lending the loans and accepting the deposits. During pre-independence period, many banks don't lend money to women's due to non-present of collateral assets to keep it as a security and take the loan. Lack of family support, education issues, unawareness about the working of entrepreneurial activities, absence of counseling and mentoring, lack of confidence due to non-availability of funds and no motivation from family. These are the issues faced by women during the pre-independence period. Many social reformers like the symbol of Knowledge – Dr. Babasaheb Ambedkar, Mahatma Jyotirao Phule, Savitri-bai Phule, Fatema Shaikh and many more who fought for the rights, dignity and self-respect of women during that period and after Post- independence the nation and the globe is acknowledge their work, efforts towards the development of women's in each and every sector. After post-independence, the industrial sector got a rapid development due to introduction of capital assets for manufacturing of goods, introduction of new financial institutions, educational development for males and females, new government and banking schemes to access loan for the development of entrepreneurship activities and many more which help to developed economy. Females progressively access to education and job due to efforts taken by social reformers for their development, many financial institutions, government initiatives provided finance backup and mentoring & counseling through conferences and discussions definitely worth it to step up as a entrepreneur and given contribution to the nation's GDP. Today females have contributed and taken part and initiatives to developed nation's growth through their work in the field of Science, technology, entrepreneurship, and professional services. Now days, families taken more initiatives to provide education to their girl child which was hardly practiced in pre-independence period. Parents provide higher education to their girl child with moral support and guidance which help them to achieve the success in their career. Education is the only way which make us to take up right decisions provide right decision to take major and ethical step to shape our career in an effective and successful manner. Many women have shape up their career through the proper use of their skills, qualification, knowledge, potential and confidence in every field. If we talk about the entrepreneurship, the successful female entrepreneurs like Upasana Taku – Co-founder (Mobiwik), Divya Gokulnath – Co-founder (BYJU'S), Falguni Nayar – founder and CEO (Nykaa), Vandana Luthra – Founder (VLCC- Group), Supriya Paul – Founder (Josh-Talks), Vineeta Singh – Co-Founder (Sugar Cosmetics), Sabina Chopra – Founder (Yatra Online) and many more who are contributing to the Economic Growth and Development. Females have changed the stereotype mentality of the society through their work and contribution towards the nation's growth and development, Society development etc. if we talk about the jobs; females have secured the positions in each and every level of management and equally contributing towards the growth and success of organization in an efficient manner. Executive to manager level and even top position like CEO, managing director etc also acquired through their efforts, skills and knowledge optimization in a well manner.

2. OBJECTIVES OF THE STUDY

To study the opinion and choice of female teenagers towards entrepreneurship in Kalyan and Dombivali Region.

To analysis the female teenager's decision regarding taking up the career in job or entrepreneurship.

To study the supporting aspects from the families towards girl child in respect of practicing entrepreneurship activities.

3. SCOPE OF THE STUDY

- The research states some important concepts like the practice of self-reliance, self-development, support, opportunities etc. which deals with the sustainability for everyone irrespective of caste, creed, customs and gender.
- For shaping up a successful career in an ethical and legal manner, moral support, family support, influence and motivation playing a vital and prominent role for everyone who wants to do something for them and become successful in their professional life.
- This study puts a limelight on the gesture of female teenagers who take up the decisions related to entrepreneurship or job to become successful person in their life.

4. HYPOTHESIS OF THE STUDY

1. H0:- Female teenagers do not choose job opportunities over entrepreneurship.
H1:- Female teenagers choose job opportunities over entrepreneurship.
2. H0:- Families does not support their girl child financially towards entrepreneurship practices.
H1:- Families support their girl child financially towards entrepreneurship practices.
3. H0:- Female child does not get more preferences and permission regarding the selection of career as a job or entrepreneurship.
H1:- Female child gets more preferences and permission regarding the selection of career as a job or entrepreneurship.

5. RESEARCH METHODOLOGY

- **Type of Research:** - Descriptive research
- **Sample size:** - 94.
- **Target group:** - female teenagers.
- **Age group:** - 16-18, 18-20, 20-22.
- **Sampling methods:** - Cluster sampling method.

(40 female teenager selected from Kalyan Region and 54 teenagers selected from Dombivli region)

6. LIMITATIONS OF THE STUDY

- As this study discuss on the approach of female teenagers towards entrepreneurship or job which were situated in Kalyan and Dombivli region which does not apply their opinion and perception towards other which are living in other parts of region whether in Maharashtra or nationwide and even world-wide.
- As the data is taken from 94 female teenagers only due to time constraint.
- The age group which is considered for this study is 16 – 22 only. The adult female groups and beyond that were not taken in to the consideration.

7. REVIEW OF LITERATURE

Dr. Anita Tripathy Lal – FORE School of Management, New Delhi, India, highlighted in her research about the status of women entrepreneurs during the pre-independence period and post-independence period.

In her research she was taken the responses from 96 women who were well educated. 40 percent of the women have started their own startups and remaining women deals in jobs aspects in sectors like information technology, real estate agencies and multi-national corporations.

Dr. Kalpana Koneru, Vignan’s University, Vadlamudi, Guntur Dt., stated in her research paper titled “WOMEN ENTREPRENEURSHIP IN INDIA-PROBLEMS AND PROSPECTS” that continuous motivation and inspiration help to influence women to involve in entrepreneurship activity.

Entrepreneurship awareness program should be promoted on mass scale.

Training, personality development programme boost the confidence of women to participate in entrepreneur activities.

Seminars, exhibitions, conference developed the interaction of women with the experts which help them to get information and knowledge build up and help to participate in entrepreneurship activities.

Khayru, Nichen, Arnadi, Safarduddin, Tahir – 2021 (Indonesia) stated in their research paper “entrepreneurship is an important aspect for the development of community. Due to entrepreneurship, people do not depend on jobs thus it will create more jobs for the society and dilute the problem of poverty and unemployment.

Entrepreneurship try to solve people’s financial problems and help to generate income for them. Researcher targeted the adolescents to collect the data regarding the social support towards entrepreneurship.

In their research they highlighted that to become an entrepreneur, social support will be an important part for the successful execution of entrepreneurship.

The researchers suggested that there is a linear relationship between entrepreneurship and social support.

Adolescents have the higher interest on entrepreneurship. Friends and peer group also plays a very important role which influence adolescents group to become entrepreneur.

Attending training programmers and workshop related to entrepreneurship which leads to educate about the aspect of entrepreneurship in a efficient manner.

Bressler, Campbell, Elliott – Oklahoma state university, stated in their Research paper titled “The Reverse Family Business – an emerging trend in entrepreneurship” conveys in their research that according to survey of business owner (SBO) 2007, approximately 27.9 million small business, 52 percent join their family business.

Most of the individuals join their family business rather than discovering other business idea.

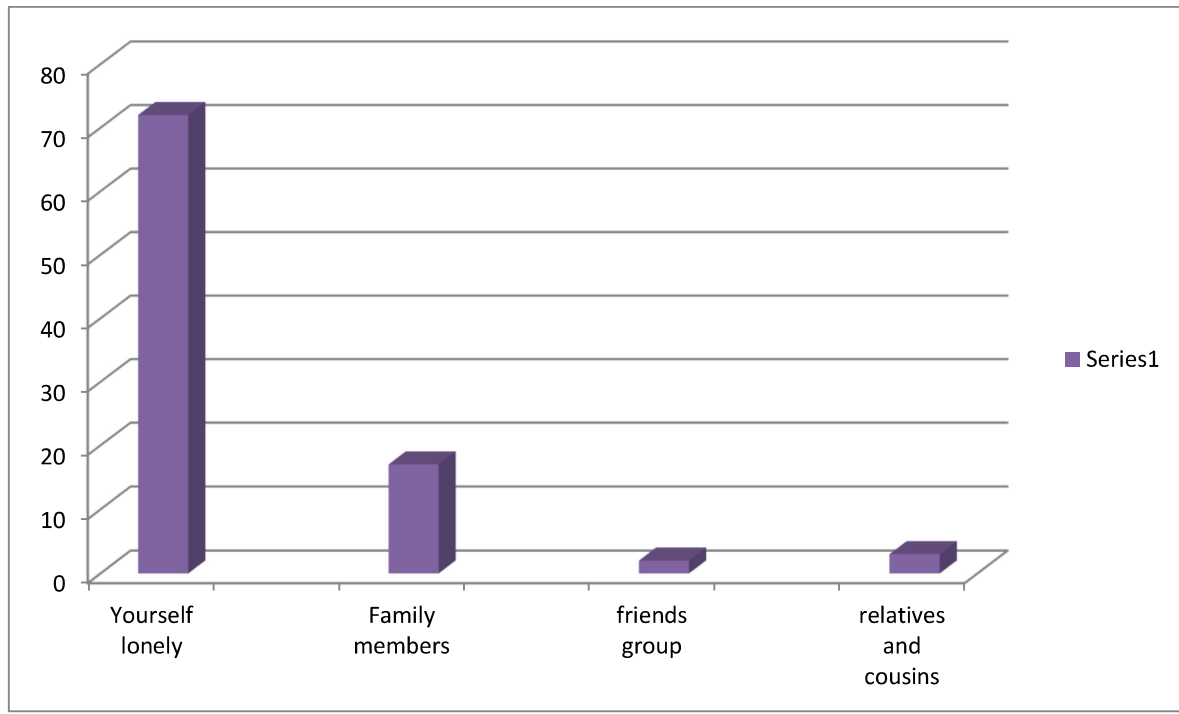
Developing or establishing new business is a big challenge. Rather than facing the new challenges they join their family business.

Now days, teenagers use social media platforms like Facebook rather than linked.in to promote their business.

8. DATA ANALYSIS AND INTERPRETATIONS

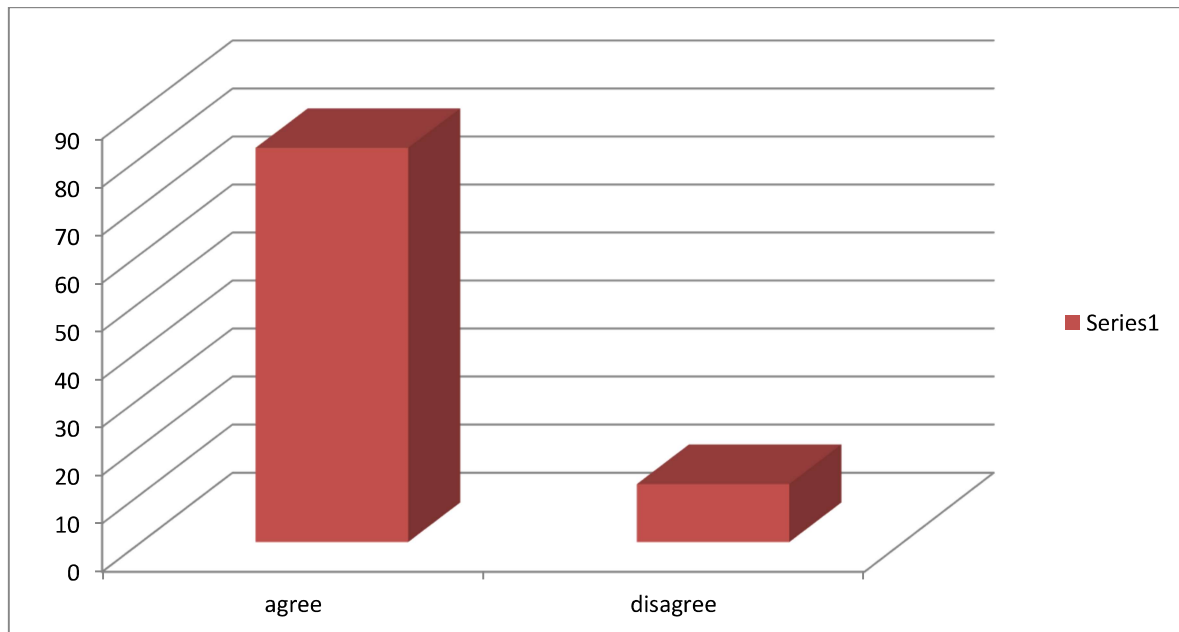
Q.1. Your career decision was taken by....?

Answer: Yourself: - 72 Family members: - 17 friends group: -2 relatives and cousins: - 3



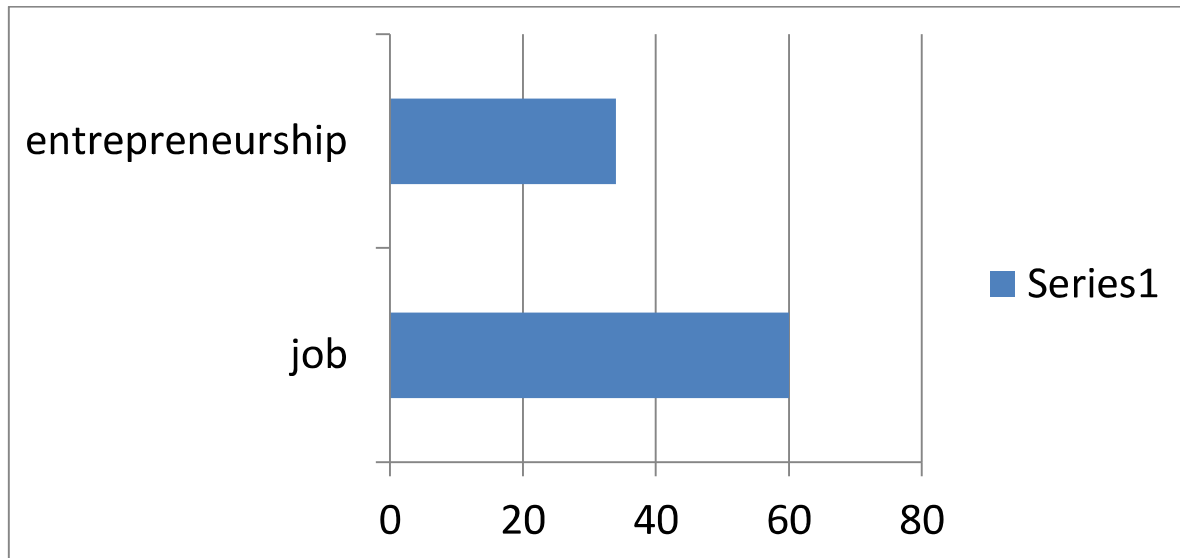
Q.2. If your career decision was taken by your family, are you happy and agree with their decisions.?

Answer: - agree: - 82. disagree 12



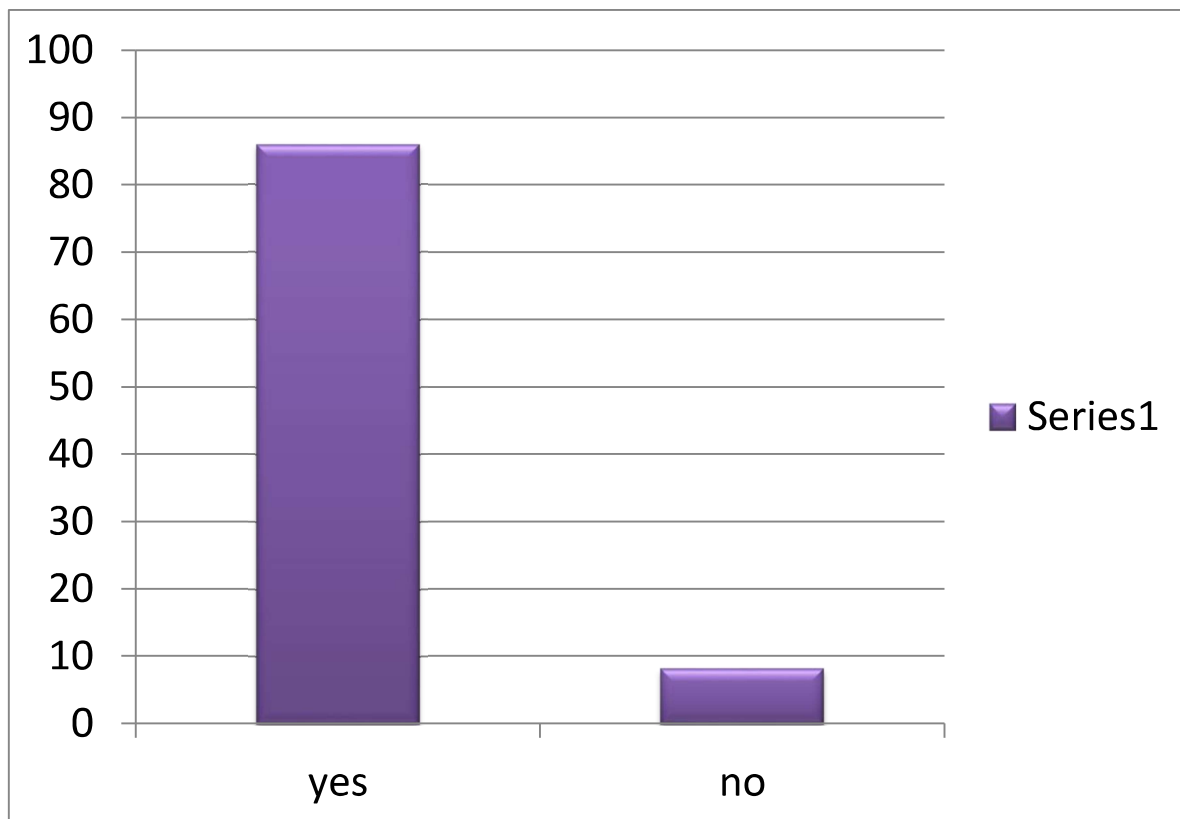
Q.3. After completing your education, what will be your career goals?

Answer: - job: - 60 entrepreneurship: - 34



Q.4. If you choose entrepreneurship, do you feel that your parents will agree with your decisions.?

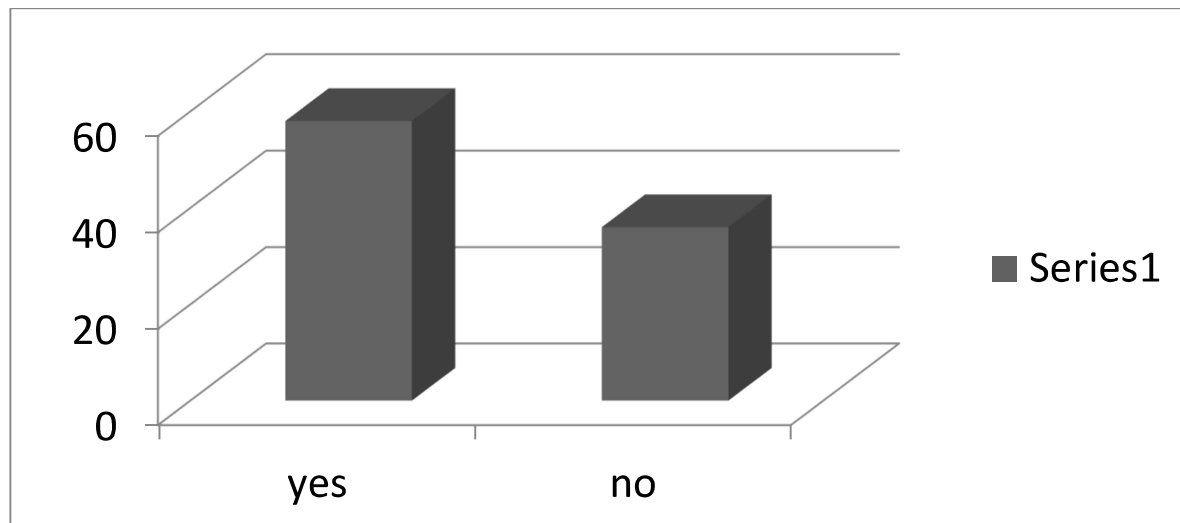
Answer - Yes: - 86 No: - 8



Q.5. Do you feel that in today's scenario male child still get more preference and permission as compare girl child in terms of selecting job or entrepreneurship?

Answer:- Yes:- 58

No:- 36



Testing of hypothesis

H0: - Female teenagers does not chooses job opportunities over entrepreneurship.

H1:- Female teenagers chooses job opportunities over entrepreneurship.

The significance level is .050.

- The categories defined by after completing your education, what will be your career goals = Job and Entrepreneurship/ business-women occur with probabilities .500 and .500.
- One-Sample Binomial Test was conducted to test the hypothesis 1.
- Significant value = 0.003 which is less than 0.05 which states that we reject null hypothesis and accept alternative hypothesis that defines female’s teenagers chooses job opportunities over Entrepreneurship.

H0:- Families does not support their girl child financially towards entrepreneurship practices.

H1:- Families support their girl child financially towards entrepreneurship practices.

One-Sample Binomial Test Summary

- Total N:- 94
- Test Statistic:- 85.000
- Standard Error:- 4.848
- Standardized Test Statistic:- 7.736

Asymptotic Sig.(2-sided test) :- <.001

The significant value is 0.01 which is less than 0.05 which states that we reject null hypothesis and accept alternative hypothesis that determines families support their girl child financially towards entrepreneurship practices.

H0:- Female child does not get more preferences and permission regarding the selection of career as a job or entrepreneurship.

H1:- Female child gets more preferences and permission regarding the selection of career as a job or entrepreneurship.

Do you feel that in today's scenario male child still get more preference and permission as compare girl child in terms of selecting job or entrepreneurship?

- No 36 38.3%
- Yes 58 61.7%
- Valid 94 100.0%
- Missing 0
- Total 94

Goodness-of-Fit – Chi-square test.

	Chi-Square	df	Sig.
• Pearson	.187	1	.665
• Deviance	.194	1	.659

- Significant level is 0.05.
- Chi-square test was conducted to test the hypothesis -3, which shows that the significant value is 0.665 which is greater than 0.05 but less than 1 which denotes that Female child does not get more preferences and permission regarding the selection of career as a job or entrepreneurship. As the data is collected from less samples which does not rely on universe opinion So we reject null hypothesis and accept the alternative hypothesis.

9. FINDINGS OF THE STUDY

- Female teenager’s career decisions were also taken by relatives, cousins, peer groups etc.
- Definitely most of the female teenagers are happy with the career decisions taken by their family members.
- Most of the female teenagers choose job opportunities as compare to entrepreneurship.

- Most of the female teenagers confidently convey that if they practice entrepreneurship, their family members will support them financially.
- Still many female teenagers also convey that, male child gets more preference and permission to choose their career as compare to female child.

10 CONCLUSION

Each and every child is special whether it is a boy or a girl. Many parts of the society, few pupils make the discrimination between their children on the basis of gender which should be wipe out through trusting their child's capabilities, influence and motivation to be provided with moral and financial support definitely the female child also showcase their talent and make their parent's proud and create their own extra-ordinary identity and goodwill by which parents are expecting from the male child which is a irrelevant aspect in my view.

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