

## **AN EMPIRICAL ANALYSIS ON STRESS LEVEL OF WOMEN ENTREPRENEURS AND THE FACTORS RESPONSIBLE FOR STRESS**

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**Abstract** - Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Women perform an important role in building the real backbone of a nation's economy. This paper aims to Understand about stress level of women entrepreneurs and the factors responsible for it. The sample of 358 respondents from Bangalore city was considered for this study and their stress level was assessed using appropriate tools. From the analysis it is found that mean stress index is found high among the women entrepreneurs who are post graduate. The results of the study are discussed within the context of the limitations of the current study and findings from the previous study.

**Keywords:** Women Entrepreneurs

### **Introduction**

Entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship culture and qualitative business development services are the major requirements for industrial growth. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, employment creation, capital formation and economic security. Women's empowerment has been the buzz word for India as a developing nation. With the requisite knowledge and skills, women have become active participants in society and nation building. Gone are the days when women were considered no match for all powerful men in this world.

Women were as good as men on parameters of hard work, intelligence quotient (IQ) and leadership traits. The new generation women across the world have overcome all the negative notions and have proved themselves in all the spheres of life including the most intricate and cumbersome world of entrepreneurship.

### **Concept and Evolution of Women Entrepreneurship**

The entrepreneur is an economic man, who tries to maximize his profits by innovation. Innovation involves problem solving and entrepreneur gets satisfaction from using capabilities in attacking problems. Now a day's women entrepreneur plays a significant role in the economic development and social progress of the country.

In India planning commission, central and state governments recognize that women should be in the mainstream of economic development. For sustainable economic growth of any nation these small scale women entrepreneur has a major role so we cannot neglect them. Even after 67 years of independence women in India are deprived and they continue to struggle to get their entrepreneurial freedom the reason we can say that India is still a male dominating society that is why the reason that women as an entrepreneurial resource have not been widely recognize in India.

According to Medha Dubhashi Vinze," Women entrepreneurship is an economic activity of those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise".

### **Evolution of Women Entrepreneurship in India**

Women entrepreneurship in India became popular in the late 1970s and now more and more women are emerging as entrepreneurs in all kinds of economic activities. According to the 1971 Census, the total female working population is about 13.8 per cent of the total work force. It was only from Fifth Five Year Plan (1974-78) onwards that women's development was recognized as an identified sector.

1980s provided the real breakthrough for women in many fields and many frontiers. During the 1990s, women were capable, competent, confident and assertive and had a clear idea about the ventures to be undertaken and they succeeded in them.

Many women entered large-scale enterprises of their parents or husbands and proved their competence and capabilities. Women acquired high self-esteem and the capability of solving the problems independently through economic independence.

In the 21st century women are becoming experts in all the fields. With the growing awareness about business and the spread of education, they have entered new areas such as engineering, electronics and energy and acquired expertise in these fields. Many of the new industries are headed and guided by women.

#### **Organisations Promoting Women Entrepreneurship**

**1. National Resource Centre for Women (NRCW) :** An autonomous body set up under the National Commission for Women Act, 1990 to orient and sensitive policy planners towards women's issues, facilitating leadership training and creating a national database in the field of women's development.

**2. Women's India Trust (WIT) :** WIT's a charitable organization established in 1968 to develop skills of women and to earn a regular income by providing training and employment opportunities to the needy and unskilled women of all communities in and around Mumbai.

**3. Women Development Corporation (WDC) :** WDCs were set up in 1986 to create sustained income generating activities for women to provide better employment avenues for women so as to make them economically independent and self-reliant.

**4. Development of Women and Children in Urban Area (DWCUA) :** DWCUA was introduced in 1997 to organize the urban poor among women in socio-economic self-employment activity groups with the dual objective of providing self-employment opportunities and social strength to them.

**5. Association of Women Entrepreneurs of Karnataka (AWAKE) :** AWAKE was constituted by a team of women entrepreneurs in Bangalore with a view to helping other women in different ways -to prepare project report, to secure finance, to choose and use a product, to deal with bureaucratic hassles, to tackle labor problems, etc.

#### **Review of Past Research**

**Neelam (1992)** in her research "Time Orientation and work behavior", Psychological studies,37, nos.2-3,142-150, found that women chose micro enterprises because they value the quality of their lives. It allows them to stay in control of both their business & their personal lives to integrate their career roles & family. A study by **Mallika Das (2001)** in her research "A Study with reference to self-help group in Varanasi", IRC international Journal, Vol.3, March 2015, concluded that The initial problems faced by the women seem similar to those faced by women in western countries. However, Indian woman entrepreneurs faced lower levels of work family conflicts and seem to differ in their reasons for starting and succeeding in business. **Dr.Sunil Deshpande and Ms. Sunita Sethi (2009)** in their study "A study on leadership styles of women entrepreneurs in India" concluded that because of attitude change, diverted conservative mindset of society to modern one, daring and risk-taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various upliftment schemes to women entrepreneurs etc. the percentage of women participation in the field of entrepreneurship is increasing at a considerable rate.

#### **Significance of the Study**

The study focused on identifying the stress level for a woman entrepreneur and the factors responsible for it. Women entrepreneurs in India are handicapped in the matter of organizing and running businesses on account of their generally low levels of skills and for want of support system. The myth that women cannot engage in productive employment needs to be dispelled. Entrepreneurship development for women is an important factor in economic development of India.

**Objectives of the Study :** The purpose of this study is to,

1. To know about the demographic profile of the women entrepreneurs
2. To study the stress level of women entrepreneurs and the factors responsible for stress level

#### **Hypothesis of the Study :**

H0: There is no Mean difference between demographic profile of the respondents and the stress level of the women entrepreneurs

**Scope of the Study :** The study is to know about the phenomena related to stress level of women entrepreneurs and the factors responsible for it, from Bangalore city. It identifies the stress level of women entrepreneurs based on gender, educational level. The study provided a foundation in exploring the stress level of women entrepreneurs in their career success which will further help them to create best ideas and draw suitable plans to reduce the stress level among them.

### Methodology

The Women entrepreneurs of Bangalore city is the sampling frame for this study, the sample size was confined to 358 employees to represent the optimal of the total women entrepreneurs engaged in business. The sample of 358 respondents was drawn through systematic random sampling technique. Descriptive research design was used for this study.

### Analysis and Discussion

**Table 1 Educational qualification and stress level**

Educational Qualification	Numbers	Stress Index	Above Average	Below Average	Range
Post Graduate	210 (42.00)	83.67	93	117	62.94-100.00
M.Phil.	148 (29.60)	78.82	68	80	61.18-100.00
<b>Total</b>	<b>358</b>	<b>81.15</b>	<b>161</b>	<b>278</b>	<b>61.18-100.00</b>

Source: Computed and calculated through questionnaire

Calculated F Value: 10.988

One per cent level: 3.821

**Interpretation:** Out of 358 women entrepreneurs, 210(42.00) women entrepreneurs are post graduate. Their Stress index is 83.67 of which 93 (44.28) are above the average and 117 (55.71) is below the average. Their stress index ranges between 62.94 and 100.00. 148(29.60) women entrepreneurs are M.Phil. graduates. Their stress index is 78.82 of which 68 (45.94) are above the average and 80 (54.05) are below the average. Their stress index ranges from 61.18 and 100.00. Mean stress index is found high among the women entrepreneurs are post graduate.

**Inference:** As the calculated F value is greater than table value there exist a significant mean difference among the faculty classified on the basis of educational qualification.

**Table 2 Factors responsible for stress level**

Factor	I (76)	II (61)	Total	Total Score	Mean Score	Rank
Lack of Personal Control	236	122	358	26798	53.60	2
	8968	7320				
Lack of Recognition	266	92	358	27892	55.78	1
	9880	7747				

The mean score is calculated by dividing the total score by total number of respondents.

**Interpretation:** It is known from the above table that according to Garrett's ranking the factors which induces the respondents to show the factors responsible for stress level are in this order lack of personal control, Lack of recognition. It is found that lack of recognition is ranked first followed by lack of personal control ranking as second.

### Conclusion

Women entrepreneurship has gained momentum in the last three decades with the increase in the number of women enterprises and their substantive contribution to economic growth. In the dynamic world, women entrepreneurs are likely to become an important part of the global quest for sustained economic development and social progress. There has been a rapid increase in the efforts to encourage women entrepreneurship in developing countries with the adoption of concrete industrial development goals and strategies. Still, it is a major problem for the Government and promotional agencies to identify potential women entrepreneurs, their current status and problems and to decide, implement and derive optimum benefit of promotional measures to achieve sustained and speedy growth of women entrepreneurship.

**Scope for Further Research :** The scope for the further research can be carried out by analyzing the factors responsible for job satisfaction, since job satisfaction is a major factor for stress level, which would result in knowing the reasons for stress level.

### References

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