



A study of Women Entrepreneurs of Beauty Salon in Jalna

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Abstract

It seems that there is impact of Covid 19 & demonetization on every common man & women. It is necessary to earn and survive in society. As there is lots of competition and inflation and there is changing policies of government. That's the spirit of women they change themselves for their families, for their children's for their nation. Today, women entrepreneurship is the tool of women empowerment. Through empowerment they receive self-satisfaction, self-earning, receive position & status in society. They learn & exist rights and ethics of entrepreneurs. Gradually, role and growth of women entrepreneurs increasing which leads to development of not only their family but also nation. A sample of 30 women entrepreneurs are selected for the purpose on the basis of observation & interview. The present study women empowerment through entrepreneurship with special reference to Beauticians in Jalna attempts to sketch the role of women entrepreneurs in transforming the standard of life of women & for nation.

INTRODUCTION

The term entrepreneurship is often used synonymously with the entrepreneur. Though they are the two sides of the same coin, conceptually they are different. The entrepreneurs are essentially a business leader and functions and activities performed by them are entrepreneurship. According to Arthur H. Cole- Entrepreneurship is the purposeful activity of an individual or a group of associated individuals undertaken to initiate, maintain or organize a profit oriented business unit for production or distribution of economic goods and services.

Beauticians is a trained person whose job it is to improve the appearance of a customer's face, body and hair, using make up and beauty treatments often in a beauty salon. (Dictionary Cambridge.org)

Beauticians perform skin analysis, and advice customer about their skin and body. They are highly skilled, service oriented individuals, and enhance customer appearance and boost their confidence. They also give

The need for a broad based entrepreneurial class in India arises from the necessity to speed up the process of activating factors of production, leading to higher rate of economic growth, dispersal and diversification of economic activities, development of backward and tribal areas, creation of employment opportunities, improvement in the standard of living of the weaker sections of society and the involvement of all the sections of society in the process of the growth. An international labour organization report of 1980 states that women constitute 50% of the world population, do 67% of world work receive 10% of world work, receive 10% of world income but own less than 1% of the world property, all because of the gender accidents of birth.

The emergence of women entrepreneurs in society depends to great extent on the economic, religious, cultural and social, psychological factors. In developing countries like, the presence of entrepreneurs, a woman in particular, is a vital necessity to achieve a balanced, all round regional

and social economic growth through rapid industrialization. It also helps in tapping the latent extant among them and acts as a panacea for many problems they face such as domestic violence,

dowry deaths, and low recognition in society, poverty unemployment and excessive dependence on male members of the family.

Description	2021	2011	2001
Population	140.76 crores	19.59 lakhs	16.13 lakhs
Actual population	1407563842	19,59,046	16,12,980
Male	723.97 million	10,11,473	82,6903
Female	669.44 million	9,47,573	7,86,077

Source- Jalna district population/www.census2011.co.in and India demographics2021

In India, mostly half of the population consists of women. But their work participation rate is less than men .Now a day’s entrepreneurship development among women, no doubt improves the wealth of nation in general & in family particularly. Women today are more willingly to take up commercial activities that were once considered the preserve of man and women have proved that they second to no one with respect to the contribution to the growth of the economy and for their family.

It can be said that we are in better position where in women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance women entrepreneurs’ involvement in the enterprise at present.

This study emphasized on economic and social contribution by women entrepreneurship in Jalna. It is necessary to know the obstacle and factors that affect and motivate them to become entrepreneurs. A sample of 30 women entrepreneurs are selected for the purpose of survey & interview for this research. The present study women empowerment through entrepreneurship with special reference to beauticians in Jalna attempts to sketch the role of women entrepreneurs in transforming the standard of life of women & ultimate for nation.

OBJECTIVES OF THE STUDY-

- To study the reason for becoming an entrepreneur as beautician in Jalna.

DATA ANALYSIS-

Reason for being an entrepreneur-

Sr #	Reason for becoming entrepreneur	No. of responses
1	Need for flexible work hour	27
2	Because of family responsibility	18
3	Wanted to be economically independent	29
4	Always wanted to start a business of my own	25
5	Market Opportunities	08

- To know the impact of entrepreneurship on socio empowerment of women.
- To know the impact of entrepreneurship on economic empowerment of women.
- To find the problems faced by women entrepreneurs in Jalna.
- To study the contribution of women entrepreneurs in Jalna.

LIMITATIONS OF THE STUDY-

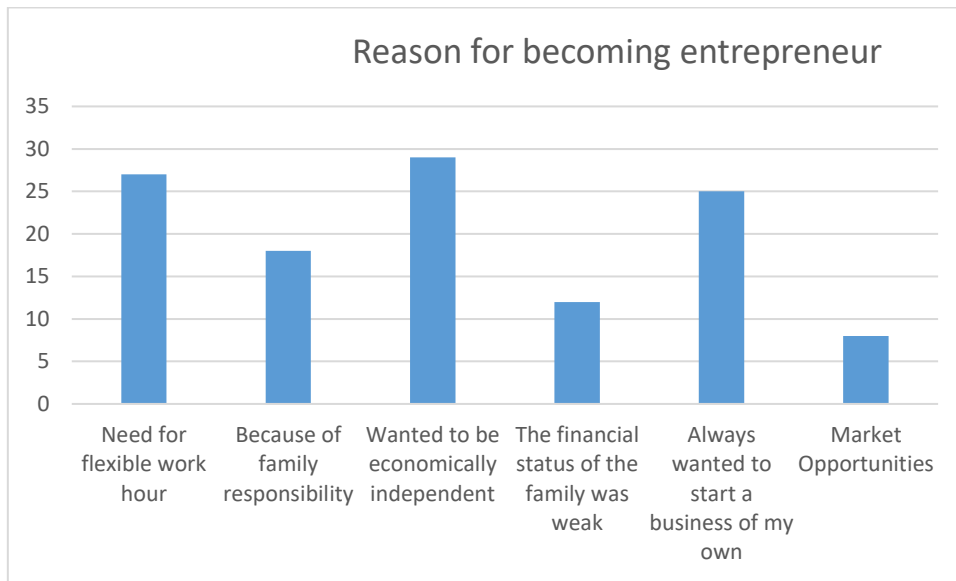
- The study is limited for women entrepreneurs with special reference to beauticians of Jalna only
- It has certain human errors.

RESEARCH METHODOLOGY -

- Method-descriptive survey method
- Sample- 30 women entrepreneurs(age-18 years &above)
- Primary data--semi-structured interview
- Questionnaires- structured
- Sampling method-simple random sampling method
- Secondary data-journals, books, newspaper, etc

DATA COLLECTION &PROCEDURE-

The primary data collection was done in simple manner. Questionnaire of 25 question was prepared after that data collected from markets like sindhi bazaar,shivaji putla chowk, Nehru chowk, Sonal Nagar Bhagya nagar, etc.then information related to the study was collected from 30women entrepreneurs by direct interview method whose ages were 18 &above. Final procedure completed with signature &photographs.

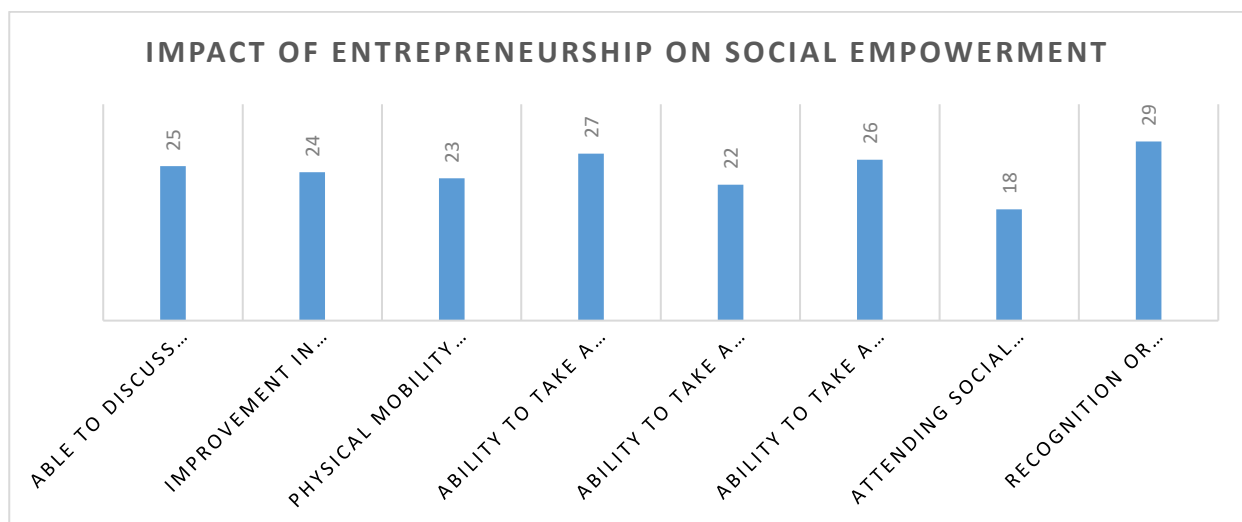


From the above table, we get the result that out of 30 respondents, 29 entered in this field because they wanted to be economically independent among these 18 were forced to be an entrepreneur because of family responsibility and 27 beauticians selected

this profession for flexibility in working hours. 25 respondents selected this profession by their own because they don't want to be work under any pressure. 08 adopted this field as market opportunity available in their area.

Impact of entrepreneurship on social empowerment-

Sr #	Statement	
1	Able to discuss freely with official people	25
2	Improvement in Communication skill	24
3	Physical mobility / Moving to other places independently without the support of male members	23
4	Ability to take a decision on household expenditure, savings, and child education	27
5	Ability to take a decision on taking/use of loan	22
6	Ability to take a decision on family matters/problems	26
7	Attending social meetings	18
8	Recognition or respect in the society or family / Improvement in social status	29



25 respondents now complete their official work by their own because now they able to discuss freely with official people .Among 30 beauctician 24 interact with others confidently because their communication skills have improved.23 respondents now need not to accompany of male companion for moving to remote places .22

respondents take loan and use it by their decision .26 beauctician are able to take decision in family matters or problems independently.18 beauctician joined social organization and attend their meetings.29 beauctician says that because of they are professional they get special attention and recognition in society and family.

Impact of entrepreneurship on economic environment-

Sr #	Statement	
1	Ability to meet the financial crisis of the family	23
2	Asset creation	21
3	Better utilization of available resources	23
4	Commencement of Income generating activities	18
5	Development of entrepreneurship skill	23
6	Enhancement in personal or family income	26
7	Improvement in standard of living	22
8	Reduced dependency on money lenders	19

IMPACT OF WOMEN ENTREPRENEUR ON ECONOMIC EMPOWERMENT

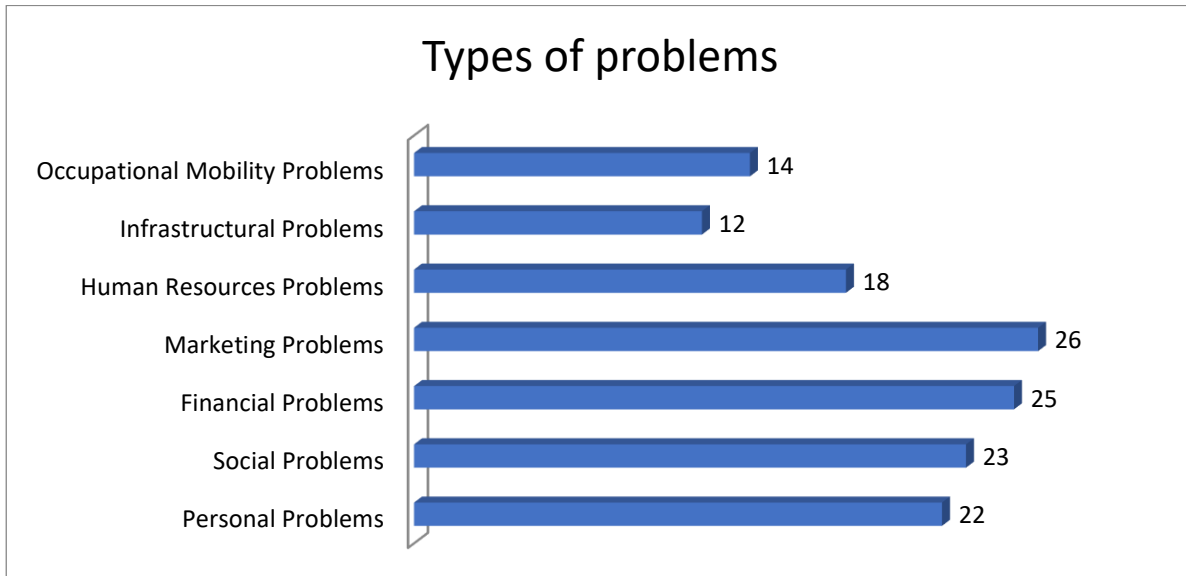


23 beauctician is capable to meet the financial crises of the family by their earning.21 respondents have make their own assets .23 respondents are utilizing their available resources efficiently. Among 30,18 have invested their income in other income generating sources .They made their investment portfolio strong .For improve their professional

skills 23 join training programs time to time .Family income of 26 respondents have enhanced.22 beauctician respond that their income from salon improved their standard of living also.19 are not dependent for money on money lenders because of sufficient flow of money from their own profession

To study the problems faced by women entrepreneurs of Jalna.

Sr	Type of problem	No. of responses
1	Personal Problems	22
2	Social Problems	23
3	Financial Problems	25
4	Marketing Problems	26
5	Human Resources Problems	18
6	Infrastructural Problems	12
7	Occupational Mobility Problems	14



Starting of their career they have to face some personal problem like non –cooperation from family. Most of the respondent faced social problem like non acceptance of such type of business and financial problem like requires huge amount for high frequency machinery for hair and skin treatment, etc.

Many respondent said that they suffer from marketing problem –at initial stage not able to use proper marketing strategies, human resources problems –they do not get semiskilled and skilled

employees whenever they needed and even some of them told us that still they are looking forward for her substitute. So that they can easily provide service 12 x7. Some of the beauticians told that customer visit in their concern to release the stress. So to maintain good infrastructure and create comfort zone for customers they requires more capital. For some regular customer they have to move from their working place to their customer convenience places where they face occupational mobility problem.

To study the contribution of women entrepreneurs of Jalna.

Sr #	Variables of social and Economic contributions	No. of respondent
1	Reducing unemployment	23
2	Entrepreneurial classes for women’s and girls.	15
3	Investments and Deposition	18
4	Banking Activities	15
5	Paying Taxes(direct and indirect)	16
6	Purchases and Expenses	19
7	Donate money and gifts to orphanages, blind schools, etc	12
8	Improved position of households	21

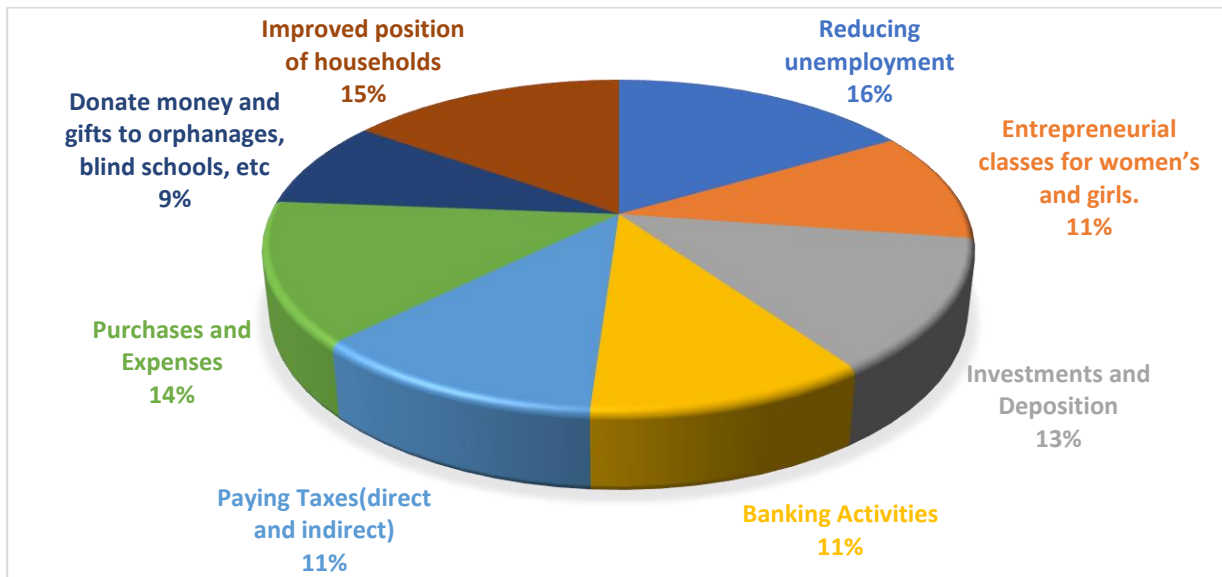
23 respondent provide employment to 3 to 4 skilled and semi-skilled labour. Many beauticians take training session of make up for women and girls. 18 respondent save and invest in different securities. They have invested their income in other income generating sources .They made their investment portfolio strong. 15 respondents take loan and advances from banks and pay interest on regular

basis and even they are able to use online and mobile banking. They pay GST on cosmetics products and some of them file income tax return also. Sale of cosmetics products increased because of these peoples as they use and suggest their customer to use these product. Some of them donate money,gifts orphanages, NGO’s and blind schools, etc.

CONCLUSION

From the study we conclude that being an entrepreneur they provide financial support to their family and ultimate to our nation and economy. They generate employment in local area. They are the good example of women empowerment. They work independently as they take their decision by own. They adopt new technologies for their

customer and enhance customer appearance and boost their confidence. They also give guidance about proper hair and skin care. Women entrepreneurs, beauticians their participation in service sector plays an important role. We cannot imagine flourishing of cosmetic industries without the contribution of these peoples.



SUGGESTIONS-

From the study we suggest that-

1. Mostly beauticians were unorganized. They must be organized them
2. Government should take more efforts on these areas.
3. Women entrepreneurs are unaware of government schemes about training on various programs and finance facilities.
4. Government should make particular schemes of loan and finance facility specially for beauticians.

5. Society must consider this profession as a noble profession.

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