



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

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AN EMPIRICAL STUDY OF ENTREPRENEURSHIP DEVELOPMENT IN SUB URBAN REGIONS: A CASE STUDY**DR. S. K. SINHA****HEAD****DEPARTMENT OF FINANCIAL STUDIES****VBS PURVANCHAL UNIVERSITY****JAUNPUR****DR. JYOTI AGARWAL****LECTURER****INSTITUTE OF BUSINESS MANAGEMENT****MANGALAYATAN UNIVERSITY****ALIGARH****ABSTRACT**

Globalization is the new buzzword that has come to dominate the world since the beginning of the nineties. Globalization has brought new opportunities to developing countries resulted into greater access to developed country markets, technology transfer which hold out promise of improved productivity and higher living standard. Entrepreneurship and economic development are intimately related. Schumpeter opines that entrepreneurial process is a major factor in economic developed and the entrepreneur is the key to economic growth of a country. Whatever be the form of economic and political set up of the country, entrepreneurship is indispensable for economic development. But globalization has posed some challenges like inadequate growth across and within nations, volatility in financial market and environmental deteriorations. Considering these challenges in the mind the proposed study is an attempt to analyze the growth rate of women entrepreneurship development in eastern part of UP and suggest the survival strategy for small and cottage scale entrepreneurs for strengthening the regional economy and eliminating the disparities.

KEYWORDS

Business, Entrepreneurship, Economic development, Industrial development, Women entrepreneurship.

INTRODUCTION

The words entrepreneur and entrepreneurship have acquired special significance in the context of economic growth in a rapidly changing socio-economic and socio-cultural climates both in developed and developing countries. The experience in the industrialized countries like the United States of America, Germany, Japan and the United Kingdom are authoritatively cited in support of this claim. An in-depth study of the subject thus becomes not only relevant but also necessary. Women constitute around half of the total world population, so is in India also. They are therefore, regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidences support that women have been performing exceedingly well in different sphere of activities like academics, political administration, social work and so on. Now they have started plunging into industry also and running their enterprise successfully. Therefore while discussing on entrepreneurial development; it seems in the fitness of the context to study about the development of women entrepreneurs in the country.

REVIEW OF LITERATURE

Yu T.F. (2001) developed a model of the 'entrepreneurial drawing on the experiences of few East Asian economics. Mambula (2002) analyzed major constraints faced by SMEs in Nigeria. The author recommended that small entrepreneurs should collaborate with each other to sort out the various problems faced by them. There is a need to form alliance of Government, Research Institutions and Financial Institutions to create appropriate training for prospective small business. J.Waston (2003) has examined the failure rates among female control business in Australia. The analysis of study highlighted that failure rate of female control business is relatively higher than male controlled business. But the difference is not significant after controlling for the effects of industry. J. Cope (2003) recognize the importance of learning events –discontinuous or non-routine events that happen during the entrepreneurial process that can lead to higher order learning. Trilochan Tripathy (2005) found that selecting the right type of micro enterprise and provide necessary training to the rural women aware reduce the extent of gender inequity prevalent in the rural sector and family empower the women both economically and socially. Srinivasulu Baylineni (2005) found that in this present scenario of globalization, privatization and liberalization of the world the daring entrepreneur can be established our economic world and also serve the society or nation with employment generation. Finally the entrepreneurship promoted the economic development and social welfare both. Rajeev Ray (2006) reported that there is a match competence with categories of products and extent of mass customization is desirable. This will serve as a roadmap to a host of interest entrepreneurs. Work is also needed to quality economical benefits and costs associated with mass customization so that meaningful financial projections can be made and revenue and cost outcomes can be understood and further investigated. Narendra C. Bhandari (2006) reported that the 'luck' factor has a statistical relationship with the students' intentions of starting a business. A vast majority of the more than 1 billion people of India are Hindus, Sikhs, or Jains many believe in luck as a dominant variable that affects their life. Past, present and future people regularly cite luck as a variable in their successes and failures. Vijaya Shery, Chand Geeta & Amin Chaudhary (2006) found that teachers with a set of professional skills related to the primary school curriculum pedagogy and classroom management. Many teachers soon realized that if they are to achieve their educational for themselves to counter the difficult condition that confront them- mainly in the form of the low esteem in which the local community holds education and educators. Stpal Wadhwa (2006) suggested that entrepreneurs can be developed through opportunity designed entrepreneurship development programs. Hanuman Prasad & B.L. Verma (2006) reported that Government of India has introduced policy measures to promote the status and the level of women entrepreneurship. But very few entrepreneurs could approach for assistance the root causes of these problems lies in the social systems and attitudes. J.R. Clark & Dwight R.Lee (2006) found that people with the entrepreneurial talent drive and propel economic progress by challenging the status quo with innovative approaches and products are found in every society. The spirit of bold entrepreneurship is necessary for economic progress but it is not sufficient. Some what easier to justify policies that restrict our freedom just a bit more, which in turn further erodes the informed discipline of the market providing justification for the next round of restriction on freedom etc. understanding this destructive dynamic is crucial in protecting not just entrepreneurial freedom, but all our freedoms. Vinayayamoorthy and Vijay Pithadia (2007) found that the economic activities of SHGs area are quite successful and SHGs in North Tamil Nadu are very successful to develop women empowerment and rural areas. Prema Basargekar (2007) found that the women entrepreneurship is affected by negative and positive drivers. Women entrepreneurs face a number of problems such as socio-cultural barriers, financial constraints, managerial and technical constraints and so on. M.M. Shakar and M.E. Vijayalakshmi (2007) have examined motivating factors among women entrepreneurs in Chennai. They categorized the various

motivating factors into push and pull factors and it was concluded that women entrepreneurs were motivated by the pull factors. Angeline Low (2007) has examined economic outcomes of female immigrant entrepreneurship in Sydney. The study has shown that these entrepreneurs have made significant contribution to the creation of new business and job in addition to other non-quantifiable economic benefits to Australia.

Dr. B.K. Jha (2008) has done with the focus on the development of entrepreneurship of village areas the active participation of the banking services the village can be transformed into thriving cities along with crop-cultivation. A.K. Makar & D.C. Kalita (2008) found that the purpose of providing education to women is to enable them to think critically identify their strengths and take conscious informed decision empower them to play a positive role on their own in the development of the nation. S. Mathivanna and M Selva Kumar (2008) found that business ownership provide women with independence they crave for and with economic and social satisfaction. Ravindra Rena (2008) found that the micro-finance has the potential to assist poor women as well as small-scale women entrepreneurs.

Anil Kumar & Divya Verma (2008) reported that the problem of women entrepreneurs can be tackled by imparting training in the field of management of small enterprise. Anil Kumar (2008) found that the low level of awareness is responsible for less utilization of services of supporting agencies of women entrepreneurship. P. Nagesh & Nrasimha Murthy (2008) has emphasized for awareness and training programmed of development of women entrepreneurship it needs a serious effort by central and state government also.

On the basis of the available literature it is clear that women are not having proper information about the industry and business. Further there is a huge gap and gender inequality in the society. This is one of the reasons for low pace of entrepreneur development of women. Keeping these facts in the mind the proposed study focuses on the following objective

OBJECTIVE OF THE STUDIES

- To understand entrepreneurship driven employment generation in Jaunpur district, Uttar Pradesh
- To analyze growth of entrepreneurship from 2005-2008.
- To identify various sectors involved in entrepreneurial activities.
- To understand male – female participation in entrepreneurship.

METHOD

Secondary data has been used in the present study data from government resource main available by DIC has been used.

DATA ANALYSIS

The data collected was subjected to quantitative analysis Total, Average, and Percentage have been used for the analysis

JAUNPUR- AN OVERVIEW

Jaunpur is a semi- urban city of eastern Uttar Pradesh. It is one of the biggest districts of the state as per the area. The population of the district is 39 lakhs 11,305 as per the 2001 census. The gender composition of male and female is 10:14. The literacy rate is 60%. Male literacy is higher (59.98%) as compared to females (45.53 %), (Table-1)

TABLE 1: JAUNPUR- AN OVERVIEW

Demography	2001
Total Population	8911305
Male	1935576
Female	1975729
Gender Ratio	
Male	1000
Female	1014
Total % of literacy Rate	59.98%
Male	77.16%
Female	43.53%

Source: CENSUS Report 2001

RESULTS

GROWTH OF INDUSTRIAL DEVELOPMENT OF JAUNPUR

The district Jaunpur is having more than 1400 industrial units spread over in its entire territory (DIC 2008), out of which the largest number of units is in repairing and service sector (520), followed by more than 250 units in the area food product industry. The number of wool product units is third largest industrial segment of the district, as more than 200 units are in the area of wood products. The next largest industrial unit are in the category of miscellaneous includes handicrafts, embroideries etc. The highest growth of upcoming industrial units are in the area of metal products as the growth rate in this sector is more than 90% for the year 2007-08 in comparison to the previous year 2006-07. The second largest growing industry in Jaunpur district is food product industry its growth rate is more than 50% for the year 2007-08 in comparison to the year 2006-07. But on the other hand surprisingly there is a downfall in the growth of industrial units specially in the field of beverages, cotton, textile, jute textile, non metallic mineral, electrical, transport equipments etc, as there was no growth in the year 2007-08 (Table-2)

TABLE 2: TOTAL INDUSTRIAL STATUS OF JAUNPUR DISTRICT

S No.	Industries	Year (2007-2008) No. of units & (%)	Year (2006-2007) No. of units & (%)	Year (2005-2006) No. of units & (%)	Total
1	Food Product	130 (51.38)	68 (26.87)	55 (17.3%)	253
2	Beverages, TOBA, TOBA Product	-	01 (50)	01 (50)	02
3	Cotton Textiles	-	-	02 (100)	02
4	Wool, Silk & Synthetics Fiber Textiles	16 (25.29)	18 (28.57)	29 (46.03)	63
5	Jute, HOMP's MESTA Textiles	-	-	-	00
6	Hosiery & Garments	25 (40.32)	27 (48.54)	10 (16.12)	62
7	Wood Product	52 (25.12)	74 (35.74)	81 (39.13)	207
8	Paper Product & Printing	06 (40)	09 (60)	-	15
9	Leather Products	07 (29.17)	04 (16.67)	13 (54.46)	24
10	Rubbers Plastic Product	05 (41.67)	06 (50)	01 (8.33)	12
11	Chemical & Chemical Product	02 (11.76)	09 (52.94)	06 (35.29)	17
12	Non Metallic Mineral Product	-	01 (50)	01 (50)	02
13	Basic Metal Industries	18 (90)	02 (10)	00	20
14	Metal Product	13 (46.42)	09 (32.14)	06 (21.44)	28
15	Machinery & Part Except Electrical	03 (14.29)	18 (85.71)	-	21
16	Electrical Machinery & Apparatus	-	03	-	03
17	Transport Equipments & Part	-	-	-	-
18	Miscellaneous MFG	67 (42.14)	74 (46.54)	18 (11.32)	159
19	Repairing & Servicing Industries	146 (28.08)	153 (29.42)	221 (42.50)	520
Total		490 (34.00)	476 (33.03)	475 (32.97)	1441

Source DIC Jaunpur

MEN ENTREPRENEURSHIP DEVELOPMENT IN THE DISTRICT

Almost all the units are owned by the male counter part in the districts in the entire industrial sector. The maximum units are in the area of repairing and servicing sector followed by food products as more than 200 units are in the category of food products. The wood product follow this line and around 200 units are in the area of wood products, wood product category includes bamboo and other wood related products.

The minimum number of unit owned by men are beverages, cotton, textile, non metallic minerals, electrical and machinery apparatus. The beverage industry, cotton textile industry, non metallic products, electrical machinery products are the least attractive sector for the entrepreneurs, as no growth has been seen in the year 2007-08. (Table-3)

TABLE 3: MEN ENTREPRENEUR

S No.	Industries	Year (2007-2008) No. of units & (%)	Year (2006-2007) No. of units & (%)	Year (2005-2006) No. of units & (%)	Total	%age
1	Food Product	110 (51.11)	60 (27.9)	45 (20.9)	215	84.98
2	Beverages, TOBA, TOBA Product	-	01 (50)	01 (50)	02	100
3	Cotton Textiles	-	-	02 (100)	02	100
4	Wool, Silk & Synthetics Fiber Textiles	14 (26.4)	15 (28.3)	24 (45.3)	53	84.12
5	Jute, HOMP's MESTA Textiles	-	-	-	-	-
6	Hosiery & Garments	17 (36.9)	21 (45.6)	08 (17.39)	46	74.19
7	Wood Product	43 (24.43)	64 (36.36)	08 (39.2)	176	85.02
8	Paper Product & Printing	06 (40)	09 (60)	-	15	100
9	Leather Products	07 (29.16)	04 (16.6)	13 (54.16)	24	100
10	Rubbers Plastic Product	05 (41.66)	06 (50)	01 (6.33)	12	100
11	Chemical & Chemical Product	02 (11.76)	09 (52.9)	06 (35.2)	17	100
12	Non Metallic Mineral Product	-	01 (50)	01 (50)	02	100
13	Basic Metal Industries	18 (61.8)	02 (9.09)	02 (9.09)	24	100
14	Metal Product	13 (46.42)	09 (32.14)	06 (21.42)	28	100
15	Machinery & Part Except Electrical	03 (14.28)	18 (85.7)	-	21	100
16	Electrical Machinery & Apparatus	-	03 (100)	-	03	100
17	Transport Equipments & Part	-	-	-	-	-
18	Miscellaneous MFG	55 (40.74)	64 (47.4)	16 (11.85)	135	84.90
19	Repairing & Servicing Industries	112 (26.4)	127 (29.9)	195 (45.9)	424	81.53
Total		405 (32.76)	413 (33.4)	418 (33.8)	1236	85.77

WOMEN ENTREPRENEURS

More than 200 units are under the control of women in the district this is very low participation of women in the field of industrial development. The maximum number of unit owned by women are related to repairing and servicing sector, followed by food products, and wood products. Out of 19 industrial areas the district the women participation is zero with 13 industrial sectors (Table-4).

TABLE 4: WOMEN ENTREPRENEURS

S No.	Industries	Year (2007-2008) No. of units	Year (2006-2007) No. of units & (%)	Year (2005-2006) No. of units & (%)	Total	%age
1	Food Product	20 (52.6)	8 (21.05)	10 (26.3)	38	15.1
2	Beverages, TOBA, TOBA Product	-	-	-	-	
3	Cotton Textiles	-	-	-	-	
4	Wool, Silk & Synthetics Fiber Textiles	2 (20)	3 (30)	5 (50)	10	15.8
5	Jute, HOMP's MESTA Textiles	-	-	-	-	
6	Hosiery & Garments	8 (50)	6 (37.5)	2 (2.5)	16	25.8
7	Wood Product	9 (29.05)	10 (32.2)	12 (38.7)	31	14.9
8	Paper Product & Printing	-	-	-	-	
9	Leather Products	-	-	-	-	
10	Rubbers Plastic Product	-	-	-	-	
11	Chemical & Chemical Product	-	-	-	-	
12	Non Metallic Mineral Product	-	-	-	-	
13	Basic Metal Industries	-	-	-	-	
14	Metal Product	-	-	-	-	
15	Machinery & Part Except Electrical	-	-	-	-	
16	Electrical Machinery & Apparatus	-	-	-	-	
17	Transport Equipments & Part	-	-	-	-	
18	Miscellaneous MFG	12 (54.5)	10 (45.4)	2 (9.1)	24	13.6
19	Repairing & Servicing Industries	34 (39.5)	26 (32.2)	26 (30.2)	86	16.5
Total		85 (41.5)	63 (30.7)	57 (27.8)	205	4.2

CONCLUSION

Jaunpur is an under developed district of the State as per the growth rate of industry. The maximum growth is seen in the field of repairing and servicing sector which is based on the labour skill and knowledge. This sector did not need more capital and infrastructure repairing and servicing can be started. This trend indicates the low per capita income and insufficient fund/capital with the entrepreneurs. The second attractive industry is food products which required fewer infrastructures and low amount of fund. On the other hand heavy industrial units transport equipments, electrical machinery apparatus, non metallic mineral products, jute and textile products were did not find place for most of the entrepreneurs as there areas of industries required huge amount of fund and large infrastructure.

On the basis of the data it is clear that most of the units are labour intensive and small and cottage nature in its size, because of non-availability of adequate amount of fund to establish a heavy industry. The Government should promote the entrepreneurs in the area of agriculture and food processing industry sector like; animal husbandry, poultry, piggery, fisheries, milk and dairy products etc. Adequate training programme should be conducted to promote the entrepreneurship, the women participation is very low so the special efforts should be made to promote women entrepreneur in all industrial sector. The economic development of the district as well as state and the country can not be done with out the participation of women in any field or industry, as the women consist of half of the population.

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