

**ENTREPRENEURSHIP: AN ENABLER FOR SOCIAL EMPOWERMENT OF WOMEN****V.V. Sable<sup>1</sup> and B.M. Londhe<sup>2</sup>**<sup>1</sup>MBA Department, Amrutvahini College of Engineering, Sangamner<sup>2</sup>Amrutvahini Institute of Management & Business Administration, Sangamner<sup>1</sup>vrushali.sable@rediffmail.com, <sup>2</sup>babalondhe@rediffmail.com**ABSTRACT**

*Social advancement is understood as the process of building a sense of identity and self-confidence and working individually and collectively to alter social ties and structures and discourses that exclude and hold disadvantaged people in poverty. The research paper is an attempt to check the impact of entrepreneurship on social empowerment of women. To check suitability of data, research has used Shapiro-Wilk test, Anderson-Darling test and Lilliefors test, to confirm data normality and found that data is not normally distributed. To compare the change in social condition of women entrepreneurs before and after commencement of business Sign test, Wilcoxon signed-rank test and Mann-Whitney test were applied on a sampled data set of 30 respondents. Centred on the results of the study, it was found and concluded that Entrepreneurship has led to social empowerment of women.*

**Keywords:** Entrepreneurship, Social Empowerment, Women Empowerment.

**I. Introduction**

The word renowned organization of GSDRC (2015) said that “Social empowerment is understood as the process of developing a sense of autonomy and self-confidence, and acting individually and collectively to change social relationships and the institutions and discourses that exclude poor people and keep them in poverty. Poor people’s empowerment, and their ability to hold others to account, is strongly influenced by their individual assets (such as land, housing, livestock, savings) and capabilities of all types: human (such as good health and education), social (such as social belonging, a sense of identity, leadership relations) and psychological (self-esteem, self-confidence, the ability to imagine and aspire to a better future). Also important are people’s collective assets and capabilities, such as voice, organisation, representation and identity”.

US Legal department (n/d), exclaims that “Female entrepreneurs are women who organize and manage an enterprise, especially a business. The increasing presence of women as entrepreneurs has led to the change in the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a prominent role in society inspiring others and generating more employment opportunities in the country”.

Government of India’s Start up India initiative states that “there is need for sustainable growth

of women entrepreneurs, to promote a balanced growth in the country, and Startup India is committed to strengthening the women entrepreneurship ecosystem, through policies and initiatives, and creation of enabling networks”.

**II. Literature Review**

Swarnalatha and Anuradha (2016) in paper on “Women Entrepreneurship in India-Problems and Prospects” suggested that Women should be continually oriented and qualified in all practical fields of business administration to gain skills and expertise. Amlathe and Mehrotra (2017) in paper on “Opportunities & Challenges of Women Entrepreneurship: An overview” discussed that “the Women entrepreneurship not only contributes to economic development of country but also the financial quality of life of the family and the community”. Gupta and Aggarwal (2015) in paper on “Opportunities and Challenges faced by Women Entrepreneurs in India” suggested that “in India, women's entrepreneurship faces many obstacles and needs a fundamental shift in social perceptions and mindsets”. Ansari (2016) in paper on “Women Entrepreneurship in India” it has been found, “according to the report, that women are very successful entrepreneurs and tend to choose the same thing as they can maintain the balance of work in life. It is evident that women entrepreneurs in today's business world have proven to be a powerful driving force”. Mazumdar and

Ahmed (2015) in paper on “Empowerment of Rural Woman Through entrepreneurship-An Overview” suggested that “it could be said that nowadays we are in a nicer state where women's participation in entrepreneurship is rising at a significant pace, efforts are being made both at the economic and global level to increase the participation of women in the enterprise sector.”

Balasundaramand Akhter (2014) in paper on “Empowering Women through Entrepreneurship Development in Emerging Economies: An Overview” suggested that “women's empowerment contributes to economic freedom, the right to control their self-employment often relates to the ability of women to take control of economic capital and to engage more fully in the process of creating wealth lives, self-reliance, self-determination, and a way of achieving for themselves”. Sharma et al., (2012)in paper on “Micro Enterprise Development And Rural Women Entrepreneurship: Way For Economic Empowerment” proposed that “women entrepreneurs can play a role of catalyst in social and economic development of country rural women can do wonders by their effectual and competent involvement in entrepreneurial activities.”

Jit and Bharti (2016) in paper on “Women Entrepreneurs of India: Issues and Challenges” discussed that “a growing number of qualified, diligent, creative and tech-savvy youthful women are making important strides in this field and are making a big contribution to the country's economic development”. Gopikaet al., (2014) in paper on “Women Empowerment through Entrepreneurship and Its Glitches: A Theoretical Approach” conferred that encouragement provided to female entrepreneurs has had a huge effect on all sectors of India's economy. The bulk of India's female entrepreneurs. Many women entrepreneurs have had a huge influence on all sectors of the economy. Guthaand Gulyani (2015) in paper on “Empowerment and Entrepreneurship of Rural Women-Government Initiatives” said that “economic empowerment of women by micro entrepreneurship through self-help groups led to the empowerment of women in many things such as socio-economic opportunity, property

rights, political representation, social equality, personal right, family development, market development, community development and at last the nation development”.

A study in recent times in a semi-urban set-up is not seen and hence this research.

### III. Research Methodology

- **Objective of the study**

‘To analyse whether entrepreneurship has led to social empowerment of women’.

- **Data collection**

The research is focused on primary data collected from entrepreneurs using a questionnaire and supplementary data collected from journals and other published material.

- **Sample**

A sample of 30 women entrepreneurs from Sangamnerhas been selected for the survey on the basis of judgmental sampling.

- **Tools of analysis**

Shapiro-Wilk test, Anderson-Darling test, Lilliefors test, Sign test, Wilcoxon signed-rank test and Mann-Whitney test

- **Hypothesis**

Null: Entrepreneurship has no effect on to social empowerment of women

Alternate: Entrepreneurship has led to social empowerment of women

### IV. Analysis and Data Testing

- **Data Overview**

#### Descriptive statistics (Quantitative data):

Statistic	Before	After
Nbr. of observations	30	30
Minimum	1.286	2.000
Maximum	2.286	2.714
1st Quartile	1.286	2.286
Median	1.429	2.500
3rd Quartile	1.571	2.571
Mean	1.471	2.410
Variance (n-1)	0.042	0.050
Standard deviation (n-1)	0.206	0.224

- **Normality Testing**

H0: The variable from which the sample was extracted follows a Normal distribution.

Ha: The variable from which the sample was extracted does not follow a Normal distribution.

Shapiro-Wilk test	Before	After
W	0.735	0.833
p-value (Two-tailed)	< 0.0001	0.000
alpha	0.05	0.05
	Accept H1	Accept H1
Anderson-Darling test	Before	After
A <sup>2</sup>	2.172	2.084
p-value (Two-tailed)	< 0.0001	< 0.0001
alpha	0.05	0.05
	Accept H1	Accept H1
Lilliefors test	Before	After
D	0.247	0.265
D (standardized)	1.353	1.451
p-value (Two-tailed)	< 0.0001	< 0.0001
alpha	0.05	0.05
	Accept H1	Accept H1

A Normal Distribution does not obey the vector from which the sample was taken.

**• Testing of Hypothesis  
Sign test / Two-tailed test:**

N+	0
Expected value	15.000
Variance (N+)	7.500
p-value (Two-tailed)	< 0.0001
alpha	0.05

The p-value is determined by an exact procedure.

As the p-value measured is lower than the alpha=0.05 significance level, the null hypothesis H0 should be dismissed and the alternative hypothesis Ha should be accepted.

**Wilcoxon signed-rank test / Two-tailed test:**

V	0
V (standardized)	-4.852
Expected value	232.500
Variance (V)	2296.250
p-value (Two-tailed)	< 0.0001
alpha	0.05

As the p-value measured is lower than the alpha=0.05 significance level, the null hypothesis H0 should be dismissed and the alternative hypothesis Ha should be accepted.

**Mann-Whitney test / Two-tailed test:**

U	8
U (standardized)	0.000
Expected value	450.000
Variance (U)	4466.186
p-value (Two-tailed)	< 0.0001
alpha	0.05

The p-value is determined by an exact procedure.

As the p-value measured is lower than the alpha=0.05 significance level, the null hypothesis H0 should be dismissed and the alternative hypothesis Ha should be accepted.

**V. Discussion and Conclusions**

The chief aim of the research was to analyse whether entrepreneurship has led to social empowerment of women. Data was collected from 30 women entrepreneurs and analysed using suitable statistical tests. To check the normality of data, Shapiro-Wilk test, Anderson-Darling test and Lilliefors test was applied on the content. Based on analysis, the collected data was not found to be normally distributed. Hence for further hypothesis testing, non-parametric tests were applied.

For hypothesis testing the first test applied was Sign test. This was used to compare the change in economic condition of women entrepreneurs before and after commencement of business. The results of Sign test clearly suggest that Entrepreneurship has led to social empowerment of women. A conformity test was done using Wilcoxon signed-rank test and Mann-Whitney test. The results of Wilcoxon signed-rank test and Mann-Whitney test clearly displayed that one should reject the null hypothesis H0, and accept the alternative hypothesis Ha. Thus, it can be concluded that Entrepreneurship has led to social empowerment of women.

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