

# Women Entrepreneurship –Family businesses in post pandemic Bangalore and Ramanagara

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**Abstract :** The post pandemic scene generally in the business field was gloomy. Many flourishing businesses shut down due to shortage of labor, closure of markets, loss of customers, etc: But what was the condition of family or home businesses? Saree sellers, silk worm businesses, Fancy store owners, garment businesses and Beauty Saloons and Spa owners were the business groups taken for study. These five groups of family businesses were run by women. The area selected for study was Bangalore and Ramanagara. The total sample size was 150. The research methodology comprised of both primary and secondary data. Sampling technique adopted was simple random sampling and percentage method was used for data analysis. The research gap tells us that the main problem faced by these businesswomen was lack of fresh stocks & capital and steady flow of credit and transportation facilities. Since they had a loyal customer base they recovered fast. Hitherto there was no encouragement for these women who were mostly semi-literate and confined within the four walls of their houses. Corona period and post pandemic period has given many chances to house bound saree sellers as their businesses flourished with very less capital investment, competition and never suffered huge losses as such. The findings revealed that most of the home bound business women were aged between 28 to 42 years They used the front portion of their own residential premises which had electricity, water and restroom facilities, separated from the inner chambers of their homes. This was due to the soaring rent in Bangalore city. Their main objective was to earn high profits and use a part of this money to reinvest and use the remaining cash for their family expenses. This made them self-sufficient and economically independent even during stressful times.

**Keywords:** Family businesses, post pandemic, Businesswomen, economically independent, market closure.

## 1.INTRODUCTION

Purpose of this study was how household businesses helped women to maintain economic independence post pandemic season when many businesses raised the prices of products sky high to recover the severe losses incurred by them during two consecutive lockdowns. This has also made these business women independent and self-sufficient monetarily.

The importance of women entrepreneurs entering the business arena cannot be downplayed. Today women doing business is a common occurrence, be it in rural areas or urban areas. Women have equipped themselves with good business skills and with the help of their family members they have forayed into small scale business in a big way. The main motive of conducting businesses at home was mainly to earn revenue. These types of businesses are capital light, labour light uses less investment, with reasonable gains. These enterprises are highly suited for women to make profits and thus make them financially independent.

For this study five groups of women entrepreneurs were selected. The first group consisted of Saree sellers numbering 50 who did 100% of their business at home itself. They source their sarees from weavers villages in Channapatna's Honniganahalli and other sources from weavers in villages such as Kanchipuram, Gadwal and certain local areas like Chickapete in Bangalore, Ilkal, Molkalmuru, Karnataka Silk Industries Corporation factory outlets etc. There is a handicraft bazaar which is specially organized by National Institute of Fashion Technology (NIFT) Bangalore which brings many handicraft artisans from different parts of India for selling Pochampally, Jamdhani, Patola, Benaras silks, Ilkal sarees etc. They even supply to boutiques and showrooms run by their friends, here mutual trust is the watchword and cooperation, is the most important factor, thus a loyal customer base is assured.

The respondents for beauty Saloon and Spa were found to be set up in their own homes were found in Majestic, Malleshwaram and Vijay Nagar in Bangalore. They number about 20 and they sourced their products from all top beauty brands in India and abroad. They also prepare their own beauty oils, creams and make up. This business grew by word of mouth and has a loyal clientele base. Most of the beauticians preferred to offer saloon services to their customers in their residences itself. They set up two rooms in their own houses and conducted the beauty business from late mornings say 11:00 AM to 9:00 PM. With today's youth interested in taking care of their looks and the importance attached to being well groomed, this has become a highly lucrative business.

For garment business 20 samples were taken. They were based from Kammanahalli, Mysore Road residences and Nagarabhavi area in Bangalore. Fancy clothes were showcased mostly in the front portion of the houses facing the main road. Fancy stores samples were 30. All fancy items like bangles, clips, lipsticks, fancy earrings, creams for skin care with other novelties were sold in the front portion of their homes. The sampled areas were Basaveshwaranagar and Navrang, They were all started, owned and managed by women. The last group sampled were 30 which was the silkworm business in Ramanagara. Mainly rural households mostly in their veranda bred silk worms fed on mulberry leaves and the variety of silkworms grown was bombyx mori and Eri silkworms, The reeling and spinning of silk was done by all the family members. They were mainly helped by their husband and children, Children never went to school but help around at home itself in reeling, spinning and feeding silk worms with chopped leaves. All the raw silk extracted from the silk moths were sold in the Ramanagara silk market. They sold the bales of silk at low prices as there were no buyers save the regular ones.

## **2.REVIEW OF LITERATURE**

1. G. Palaniappan, C. S. Ramanigopal, A. Mani (19 March 2012) in their article analyzed that women have been successful in breaking their barriers within the limits of their homes by entering into varied kinds of professionals and services. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. This study had also been carried out to analyze the motivational factors and other factors that influence women to become entrepreneurs, the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship, and to offer suggestions to promote women entrepreneurship of selected districts in Tamilnadu. This study concluded that due to lack of training and education they are not able to survive in the market. Finance is also the major problem for women entrepreneurs.

2. Anita Tripathy Lal's (November 15, 2012) main objective of this research was to study the significant rise of Women Entrepreneurs in India and how it has evolved since the pre-independence days (before 1947), during the British colonial days. The study also analyzed the reasons that have prompted the women entrepreneurs to unleash their entrepreneurial energies into start-ups. Based on both qualitative and quantitative analyses the growth of women entrepreneurship in India have been studied into four different periods - PreIndependence Period (before 1947), Post-Independence Period (after 1947), Post-Liberalization Period (after 1991) and Post -Global Recession period (2008 onwards). The study finally concluded to what extent the various support systems in India can further foster a conducive ecosystem for the Women Entrepreneurs in India.

3. V. Krishnamoorthy and R. Balasubramani (April 2014), identified the important women entrepreneurial motivation factors and its impact on entrepreneurial success. The study identified ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction that were the important entrepreneurial motivational factors. The study also concluded that ambition, knowledge and skill, independence dimensions of entrepreneurial motivational has significant impact on entrepreneurial success.

## **3.RESEARCH GAP**

Before pandemic that is in 2018 and 2019 securing finance for business was easy as money circulation was robust. But post pandemic to invest in fresh stocks and to pay off for the stocks held in hand posed a big risk despite carrying on business for more than five years. (6-7 years) finance wasn't forthcoming in times of covid-19 with labour problem ballooning out of proportion. The migration of labour to their own states on closure of many businesses and factories and it was a big task to come back to normalcy post covid season. It was a bleak time when many well establish businesses said goodbye example Atlas cycles. Lack of transport was another minus for many women who never had their own vehicles. Did these small family businesses recoup and carry on or what did they do to revive their family ventures? Did they go along as sole business person or involve themselves and other family members in business were the other points to ponder. Did they have access to capital? What's the age of their business? Have they earned profits from these business ventures? Are they able to reinvest a part of their profits and were they self sufficient?

## **4.OBJECTIVES**

- a) Profile of the different groups of women entrepreneurs.
- b) To enlist the main problems faced by the women entrepreneur before and after pandemic.
- c) To find out measures to mop up the severe losses and find ways to maximize their profits in post pandemic times.

## 5. DATA ANALYSIS

**TABLE-1- Profile of the Women Entrepreneurs in Family businesses.**

Sl. no.	No.of sampled respondents	No.of sampled groups	Annual investment	Age groups	Level off Education	Profit(pre & post pandemic)		1a.	1b.	1c.	1d.	1e.
1	50	Saree sellers	1-2 lakhs	28-42yrs	SSLC	60k*	20k*	10%	20%	30%	10%	30%
2	30	Silk worm rearers	35,000-40,000	28-42yrs	5thstd-7thstd (middle school)	40k*	25k*	20%	30%	10%	20%	20%
3	25	Fancy owners	2-3 lakhs	28-42yrs.	SSLC	30k*	28k*	10%	40%	10%	20%	20%
4	25	Beauty saloons and Spa	4 lakhs	28-42yrs.	High school(8 <sup>th</sup> -10 <sup>th</sup> std.)	80k*-85k*	50k*-55k*	20%	40%	10%	10%	20%
5	20	Garmen ts businesses	5-6lakhs	28-42 yrs	High school(8 <sup>th</sup> -10 <sup>th</sup> )	1lakh - 1.5lak h	8k- *82k*	10%	50%	10%	20%	10%
Total = 150		05 groups										

**Field Survey-April 2022.**

In the table above k\* denotes thousand,1a denotes use of profits for household expenditure,1b. denotes for future nvestment,1c.children studies,1d. denotes husbands contribution to business, other family members contribution to family business.

Table Analysis shows that the respondents namely Saree sellers (50)Silk worm businesses (30)Fancy store owners(25) Beauty Saloons and Spa owners (25) and Garment business(20)All the enterprising business women were in the age group of 28 to 42 years. All were married with husband, children and other family members meaning all samples were of joint families. The table shows that the highest part of the profit invested for business and the lowest investment for children as most of them were very young still. Husbands have also contributed equally for the house hold businesses. Other sources of investment were also welcomed for business growth.

**Table -2 Main problems faced before and after pandemic.**

Sl no	No of main sampled groups	Sampled respondents	Pre pandemic loyal customers base	Post pandemic Loss of customers and had to sell to new customer	Access to credit from banks and financers		Availability of labour		Payments of wages	
					Pre panda mic	Post pand amic	Pre pand amic	Post pan dam ic	Pre pan da mic	Pos t pan da mic
1	Saree sellers	50	20 %	10%	20%	10%	10%	10	10	10

								%	%	%
2	Silk worm business	30	20 %	10%	10%	10%	10 %	10 %	10 %	10 %
3	Fancy owners	30	20 %	10%	10%	10%	10%	10 %	10 %	10 %
4	Beauty saloons and Spa	20	20%	10%	10%	10%	10%	10 %	10 %	10 %
5	Garment business	20	20 %	10%	10%	10%	20%	10 %	10 %	10 %
Total = 5 groups		150								

Source :Field survey April 2022

The above table shows that all the facts pointed out to good customers' base, so essential for household business, access to credit from banks and private finances availability of labour ,payment of wages were all positive in the pre pandemic times loss of customers and (fall in customer base to a certain extent ) was also witnessed during the post pandemic times to economic difficulties.

### 3.Reasons for severe losses post pandemic and measures to mop up their business.

- Shortage of stocks
- Finance shortage
- Labour shortage (as during pandemic labour went back to their villages) This made many businesses crash and it was difficult to bring back the previous level of success in the post pandemic times as the economy was bereft of many goods and services, grappled job loss and also labour deficit .

### 6. LIMITATIONS

The main limitations of this study relates to the post pandemic economic situation and the general uncertainty involving the employment and health sector. It was a time where general purchasing power was at a low ebb and most of the sampled respondents gave answers from their memories. Many of them were not giving direct answers especially saree sellers. Ramanagara silk worm quality was low and the silkworms were mostly infested with diseases which brought the sales down.

### SUGGESTIONS

- Better planning and re-organisation of finances is essential for ushering in higher profits.
- As family members help in only occasionally it's better to hire two or three workers to help in transportation of fresh stocks first to their residences from the factories, weaving villages and go downs.

### CONCLUSION

To conclude all the sampled five groups saree sellers, garment businesse, silk worm business (alone from Ramanagara) fancy stores owners and beauty saloons and Spa owners faced losses post pandemic and even a loyal customer's base couldn't keep their business afloat. They recouped and waited a while and then again restarted their businesses with fresh funds from private financiers and relatives mostly.

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