

## Leadership effectiveness - Defines the role of Women entrepreneurs in Dakshina Kannada

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### Abstract

*Entrepreneurship Development among women is important for the development, growth and equity. The recent advances in technology and modern world demand the effective leadership and initiations from the educated women and dynamic women entrepreneurs, who really contributing to the economic growth of the nation. In this regard, this paper attempts to focus on Entrepreneurial skills and its application by women entrepreneurs. The focus will be on fields which are dear to women such as beauty parlouring, tailoring, coaching etc. Moreover, the role played by the successful women entrepreneurs in light of their contribution to the development of economic growth and social living in Dakshina Kannada district will form part of our case study. The challenge would be to enumerate the list of factors associated with leadership effectiveness.*

*Key words : Women, Entrepreneurs, Leadership, Effectiveness, Skills etc.*

### 1.0 Introduction

Women entrepreneurs engaged in business due to different push and pull factors which encourage women to have an independent occupation and stands on their own legs. For example, move towards independent decision making on their life and career is the motivational factor behind this urge.

In other words, women entrepreneurs are persons who accept challenging roles to meet their personal needs and become economically independent. Besides, a strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. The challenges and opportunities provided to the women of this digital and dynamic era are growing rapidly that the job seekers are turning in to job creators. On the other hand, many women start a business due to some traumatic events, such as divorce, death of bread earner, sudden fall in family income, permanent inadequacy in the income of the family etc. This certainly focuses on the issue of LEADERSHIP, which can be defined as one's ability to get others to willingly follow. Every organization needs leaders at every level. Some of the important leadership traits/

leadership qualities include Honesty, Forward-Looking, Competent, Inspiring, Intelligent etc, need to be tested in order to understand leadership effectiveness.

### 2.0 Objectives

- To study about leadership traits in connection with women entrepreneurship.
- To highlight the problems of women entrepreneurs.
- To provide suggestions to tackle some of the problems of women entrepreneurs.

### 3.0 Methodology

The present study has covered Mangalore city of Dakshina Kannada District of State of Karnataka. For the Study, the researchers have selected 20 women entrepreneurs and extensively studied their problems and challenges. The primary data has been collected through a structured questionnaire, by interviewing women entrepreneurs. Besides, collection and analysis of primary data, secondary data have been compiled, analyzed and reviewed accordingly. The sources of secondary data include websites, books, journals etc.

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## 4.0 Data Analysis and Interpretation

### 4.1 General profile of the respondents

Particulars	No of respondents	Percentage
<b>Marital status</b>		
Married	20	100
Single	--	--
Total	20	100

#### Educational qualification

Particulars	No of respondents	Percentage
SSLC	4	20
PUC	10	50
Degree	6	30
Total	20	100

Source: Survey Data

The above table shows that the respondents as entrepreneurs were all married and surprisingly 50% of the respondents holding PUC degree. This trend would be positive for analysis and understanding the concept of leadership effectiveness.

### 4.2 Survey Analysis

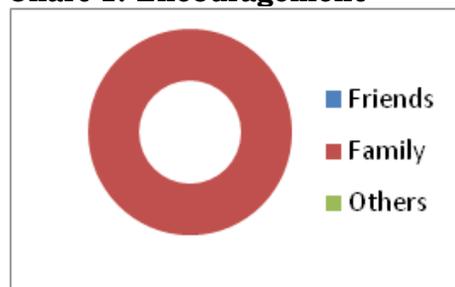
4.2.1 Encouragement Factor: The encouragement factor to start a business plays a crucial role to make a scope for the emergence of a leader and his/ her leadership. This is highlighted below:

**Table-1 Encouragement to start a business**

Particulars	No of respondents	Percentage
Friends	--	--
Family	20	100%
Others	--	--
Total	20	100%

Source: Survey Data

**Chart 1: Encouragement**



Source: Survey Data

As per the above Table & Chart, all the 20 respondents got the encouragement from their family to start a enterprise which signifies the confidence in women leadership.

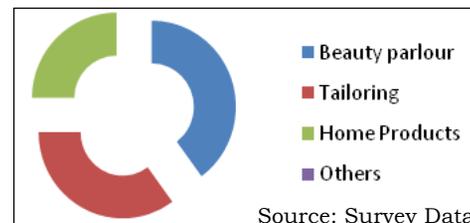
**4.2.2. Types of Business Factors:** There are innumerable sectors where business can be started and the respondents showed diversified strategies signifying their leadership qualities. Though small enterprises but very powerful if one looks at the initiative taken to start an enterprise is concerned. The following Table and chart shows the data:

**Table-2 Different Types of Businesses.**

Particulars	No of respondents	Percentage
Beauty parlour	8	40
Tailoring	7	35
Home products	5	20
Others	--	-
Total	20	100

Source: Survey Data

**Chart-2 Different types of businesses**



Source: Survey Data

The above chart shows that 40% of the respondents are running beauty parlour, 35% of the respondents are running tailoring shops and 25% of the respondents are involved in home product business. Whatever is the size and popularity of the sector, the respondents have taken a good stand in venturing into such type of business. This shows the concept of leadership and its effectiveness.

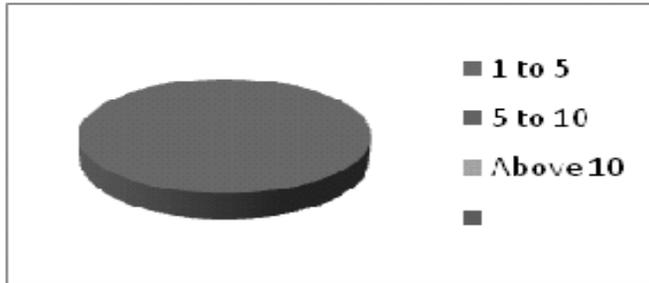
### 4.2.3. Employment Generated

**Table-3 Number of People Employed**

Particulars	No of respondents	Percentage
1-5	20	100
5-10	--	--
Above 10	--	--
Total	20	100

Source: Survey Data

**Chart-3: Number of People Employed**



Source: Survey Data

The above Table and Chart shows that, more or less 5 employees are employed in each of the enterprises, which shows a very encouraging trend of providing employment to the unemployed. This signifies the effectiveness of leadership.

**4.2.4. Sources of fund**

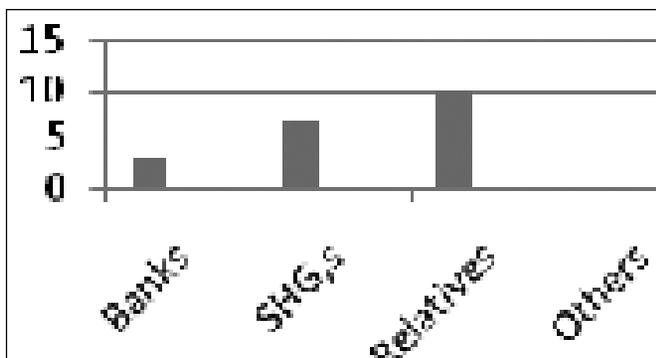
The most important factor which make or mar the success is the effective utilization of funds available. Following table shows different types of finance available to any entrepreneur:

**Table-4 : Source of fund**

Particulars	No of respondents	Percentage
Banks	3	15
SHG,s	7	35
Relatives	10	50
Others	-	--
Total	20	100

Source: Survey Data

**Chart-4: Source of Fund**



Source: Survey Data

As per the above table and chart, among the respondents the most important sources of funds are Banks, SHGs, Relatives and friends. 50% of the respondents borrowed funds from their

relatives to start their business, 35% of the respondents borrowed funds from SHG's and remaining 15% of the respondents borrowed funds from banks.

**4.2.5. Experience in Business**

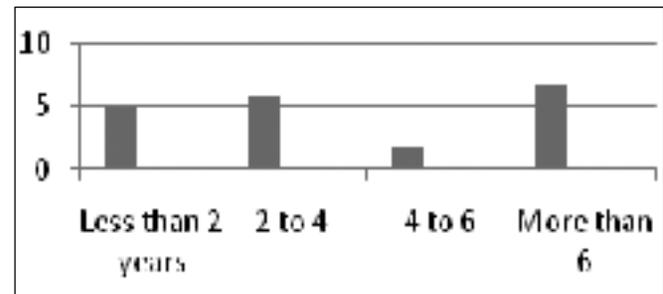
The leadership effectiveness is the outcome of the number of years of experience in the business

**Table-5 Experience in Business**

Particulars	No of respondents	Percentage
Less than 2 years	5	25
2-4	6	30
4-6	2	10
More than 6	7	35
Total	20	100

Source: Survey Data

**Chart-5: Experience in Business**



Source: Survey Data

As per this table and chart, 35% of the respondents running their business from more than 6 years, and only 10% of the respondents are running their business from 4-6 years. More the years of experience, higher will be the effectiveness.

**4.2.6. Income Generation:**

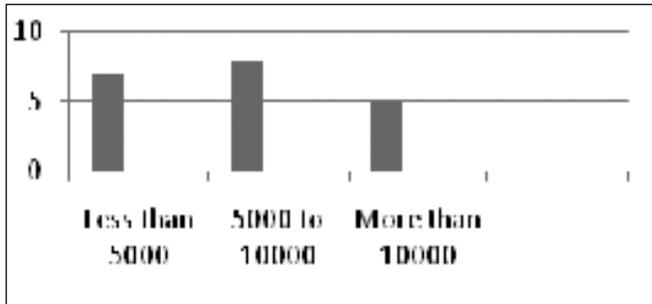
The concept of "income" was first of its own among these women entrepreneurs and has succeeded in generating the same.

**Table-6 Monthly income after starting a business**

Particulars	No of respondents	Percentage
Less than 5000	7	35
5000 to 10000	8	40
More than 10000	5	25
Total	20	100

Source: Survey Data

**Chart 6: Monthly Income**



Source: Survey Data

As per the table and chart, 40% of the respondents having monthly income ranging from 5000 to 10000, 25% of the respondent's income is more than 10000. The respondents to the extent of 35% having income below Rs. 5000 are also a good attempt in lieu of 'No Income'.

4.2.7. Types of Challenges: The women entrepreneurs are the people who face lots of challenges which need to be addressed. Following are some of the challenges:

**Table 7: Problems Faced by the Entrepreneurs**

Particulars	No of respondents	%
Financial problems	8	40
Labour problems	5	25
Customer complaints	--	--
Raw materials	7	35
Total	20	100

Source: Survey Data

**Chart-7 : Problems Faced by the Entrepreneurs**



Source: Survey Data

The above table and chart shows that 40% of the respondents are having financial problems, 25% of the respondents are having labour problems and 35% of the respondents are having raw material problem. Having faced so many problems in the process of their establishment,

they still keeping hopes and continuing the profession. This speaks about the leadership stamina.

**4.2.8. Contribution to the Family:**

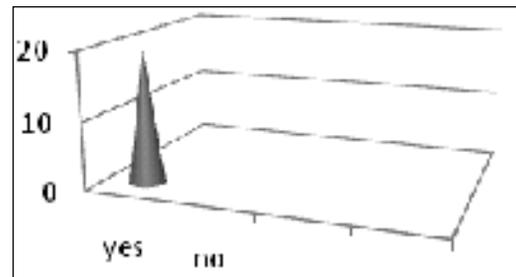
The women entrepreneurs have through their leadership contributed to their respective families in terms of creating wealth and other assets essential for good living.

**Table-8 :Contribution to the family**

Particulars	No of respondents	Percentage
Yes	20	100
No	--	--
Total	20	100

Source: Survey Data

**Chart -8: Contribution to the family**



Source: Survey Data

As per the table and chart analysis, 100% contribution towards families.

4.2.9. Inspiration to the People: One should inspire others to take up the profession or entrepreneurship by creating awareness about the profession and ways and means to overcome the challenges.

**Table-9: Inspiration to other people**

Particulars	No of respondents	Percentage
Yes	20	100
No	--	--
Total	20	100

Source: Survey Data

**Chart -9: Inspiration to other people**



Source: Survey Data

Analysis: 100% inspiration found among the respondents and inspiring other women to stand on their feet.

### **5.0 Suggestions**

Based on the above analysis and interpretation, following suggestions have been placed to bring some positive changes among entrepreneurs:

- There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.
- An awareness programme should be conducted with the intention of creating awareness among women about the various areas to conduct business.
- Various training programmes should be organized to develop professional competencies such as managerial, leadership, marketing and other skills.
- Women in business should be offered soft loans and subsidies in order to encourage into industrial activities.

- In the initial stages women entrepreneurs may face problems, but they must believe in themselves and should not give up in the mid way.
- Making provisions of micro credit system & enterprise credit system to the women entrepreneurs at local level and also provide easy installment schemes.

### **6.0 Conclusion**

It can be said that today we, Indians, are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. We always viewed that a smart woman can pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to 10 more women at least. Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity.

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