



ISSN (E): 2277- 7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.03  
TPI 2020; 9(1): 472-475  
© 2020 TPI  
www.thepharmajournal.com  
Received: 16-11-2019  
Accepted: 20-12-2019

**Mamatha HS**  
Bakery Training Unit,  
Directorate of Extension,  
University of Agricultural  
Sciences, Hebbal, Bangalore,  
Karnataka, India

**Suresha SV**  
Bakery Training Unit,  
Directorate of Extension,  
University of Agricultural  
Sciences, Hebbal, Bangalore,  
Karnataka, India

**Shivaleela HB**  
Department of Food Science and  
Nutrition, UAS, GKVK,  
Bangalore, Karnataka, India

## Social participation, mass media access and financial benefits availed by women entrepreneurs in food enterprise

**Mamatha HS, Suresha SV and Shivaleela HB**

### Abstract

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. 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. With the advent of media, women are aware of their own traits, rights and also the work situations. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepreneurs are facing many constraints like lack of confidence, Socio-cultural barriers, market-oriented risks, motivational factors, knowledge in business administration, and awareness about the financial assistance etc. hence, a study was conducted to know the social participation, mass media access and financial benefits availed by women entrepreneurs in food enterprise. The result indicated that in both the districts majority of entrepreneurs were participating as member in one or the other organizations and not taken much help from line departments for the purpose to set up enterprises, technical guidance and marketing. This could be due to lack of awareness on government schemes and more procedure to get subsidy, grants, margin money and working capital. This could be one of the reasons for lower economic benefits due to low investment and can improve with creating awareness.

**Keywords:** Social participation, mass media access, financial benefits, entrepreneurs

### Introduction

Social and economic development of women is necessary for overall economic development of any society or a country. In today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. So women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. 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. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. Sufficient capital is a necessary precondition for small and medium enterprise creation, development and expansion. Women entrepreneurs face specific regulatory and social hurdles that limit their equal access to the assets, credit and capital required to establish and grow their businesses (Susruthan, N.K. and Jency Priyadharshany, 2018) [3]. While there have been improvements in policies and legislation applicable to women generally and to small and medium enterprises, restrictions on women's ability to independently own assets, enter into contracts and obtain credit remain key obstacles for women entrepreneurs. Hence, a study was conducted to know the social participation, mass media access and financial benefits availed by women entrepreneurs in food enterprise

### Material and methods

Women entrepreneurs in food sector were identified with the help of developmental departments and other organizations working towards organizing Entrepreneurship Development Programmes (EDPs) in Tumkur and Bangalore Urban districts. About 120 respondents were randomly selected from different taluks of Tumkur and Bangalore Urban Districts of Karnataka and based on the capital investment on food enterprise they were classified into small, medium and large size enterprise (Table 1). The quantitative data was

**Corresponding Author:**  
**Mamatha HS**  
Bakery Training Unit,  
Directorate of Extension,  
University of Agricultural  
Sciences, Hebbal, Bangalore,  
Karnataka, India

collected with the help of semi-structured questionnaire on social participation, mass media access and financial benefits availed by women entrepreneurs in food enterprise and data was statistically analyzed.

## Results and Discussion

### Classification of food enterprises based on capital

**Table 1:** Classification of food enterprises based on capital investment (n=120)

Capital Investment	Tumkur (n=60)		Bangalore urban (n=60)		Total (n=120)	
	n	%	n	%	n	%
Small (< Rs 50,000)	41	68.3	43	71.7	84	70.0
Medium (Rs 50,000-Rs 1,000,00)	15	25.0	05	8.3	20	16.7
Large (>Rs 1,00,000)	04	6.7	12	20.0	16	13.3

### Social participation by women entrepreneurs

The organizations considered to participate by women entrepreneurs include Gram panchayat, Co-operative societies and self-help groups (SHG's).

Women belonging to all categories of enterprises of Tumkur district (Table 2) accounted for higher participation across organizations. The results indicated that 93.3 per cent of Tumkur district entrepreneurs were participating as member in one or the other organizations and 6.7 per cent were not

### investment

In Tumkur and Bangalore Urban districts, majority of women entrepreneurs belonged to small (68.3% and 71.7%) followed by medium (25% and 8.30%) and large (6.7% and 20%) size enterprise, respectively. Irrespective of districts, majority of entrepreneurs belonged to small size enterprise.

participating and were non-member in any organizations. Out of 93.3 per cent, 16.1 per cent of entrepreneurs were office bearers. This implies better awareness about the social organizations prevailing in the local areas such as Grama Panchayath, Co-operative societies and Self-Help Groups (SHG's). The extent of participation in all category of enterprise was regular (66%) followed by occasional (23.2%) and 10.7 per cent were never participating.

**Table 2:** Social participation of women entrepreneurs-Tumkur (n=60)

Membership in organization @ (Gram Panchayat, Co-operative society, SHG's and NGO's)				
Particulars	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)
Non-member	04 (9.8)	0	0	04 (6.7)
Member	37 (90.2)	15 (100.0)	04 (100.0)	56 (93.3)
Office bearer *	04 (10.8)	03 (20.0)	02 (50.0)	09 (16.1)
Extent of participation*				
Regular	28 (75.7)	05 (33.3)	04 (100.0)	37 (66.0)
Occasional	03 (8.1)	10 (66.7)	0	13 (23.2)
Never	06 (16.2)	0	0	06 (10.7)

SHG's= Self Help Groups, NGO's= Non-Government organization

(Values within the parenthesis indicates percentage) \*-to the total member

Social participation of Bangalore district entrepreneurs (Table 3), found that 71.7 per cent were members and 28.3 per cent had no membership in any organizations. Out of 71.7 per cent, 9.3 per cent were office bearer and 76.7, 18.6 and 4.7

per cent were regularly, occasionally and never participated in different organizational activity, respectively. This could be due to lack of time, low awareness on urban self-help groups and accessibility of organizations is difficult.

**Table 3:** Social participation of women entrepreneurs - Bangalore Urban (n=60) (n=120)

Membership in organization @ (Gram Panchayat, Co-operative society, SHG's and NGO's)				
Particulars	Small (n=43)	Medium (n=5)	Large (n=12)	Total (n=60)
Non-member	12 (27.9)	01 (20.0)	04 (33.3)	17 (28.3)
Member	31(72.1)	04 (80.0)	08 (66.7)	43 (71.7)
Office bearer *	04 (12.9)	0	0	04 (9.3)
Extent of participation*				
Regular	24 (77.4)	03 (75.0)	06 (80.0)	33 (76.7)
Occasional	06 (19.4)	0	02 (20.0)	08 (18.6)
Never	01(3.2)	01(25.0)	0	02 (4.7)

SHG's= Self Help Groups, NGO's= Non-Government Organizations

(Values within the parenthesis indicates percentage) \*-to the total member

### Mass media access by women entrepreneurs

Among all the category of enterprises greater percentage (80%) of women entrepreneurs possessed television (TV) and were regularly watching television (Table 4) compared to Radio listening and printed media to get knowledge and updates of day to day events and expressed that the accessibility of watching TV was more than other print media. Among all categories more than 90 per cent of entrepreneurs never read magazine. Whereas 92.7, 80 and 75 per cent never

listen to radio and 34.1, 20 and 25 per cent were regularly reading newspaper in small, medium and large category of enterprise, respectively.

Mass media access by entrepreneurs of Bangalore was observed that television watching and newspaper reading were highest in all categories of enterprises. As like Tumkur, magazine reading and radio listening entrepreneurs were less compared to other mass media source. The similar findings were observed in the study conducted by Narmatha *et al.*

(2002) [2] that majority of the respondents had medium level of mass media exposure.

**Table 4:** Mass media access by women entrepreneurs (n=120)

Mass media source	Frequency of use *								
	Regular			Occasional			Never		
<b>Tumkur (n=60)</b>									
	<b>S (n=41)</b>	<b>M (n=15)</b>	<b>L (n=04)</b>	<b>S (n=41)</b>	<b>M (n=15)</b>	<b>L (n=04)</b>	<b>S (n=41)</b>	<b>M (n=15)</b>	<b>L (n=04)</b>
Radio	08 (19.5)	02 (13.3)	01 (25.0)	0	01 (6.7)	0	33 (80.5)	12 (80.0)	03 (75.0)
Television	33 (80.5)	13 (86.7)	02 (50.0)	04 (9.8)	02 (13.3)	01 (25.0)	04 (9.8)	0	01 (25.0)
News paper	14 (34.1)	03 (20.0)	01 (25.0)	10 (24.4)	01 (6.7)	0	17 (41.5)	11 (73.3)	03 (75.0)
Magazine	04 (9.8)	0	0	0	1 (6.7)	0	37 (90.2)	14 (93.3)	04 (100.0)
<b>Bangalore Urban (n=60)</b>									
	<b>S (n=43)</b>	<b>M (n=5)</b>	<b>L (n=12)</b>	<b>S (n=43)</b>	<b>M (n=5)</b>	<b>L (n=12)</b>	<b>S (n=43)</b>	<b>M (n=5)</b>	<b>L (n=12)</b>
Radio	07 (16.3)	02 (40.0)	02 (16.7)	04 (9.3)	01 (20.0)	01 (8.3)	32 (74.4)	02 (20.0)	09 (75.0)
Television	34 (79.1)	04 (80.0)	08 (66.7)	08 (18.6)	01 (20.0)	02 (16.7)	01 (2.3)	0	02 (16.7)
News paper	31 (72.1)	03 (60.0)	06 (50.0)	01 (2.3)	01 (20.0)	4 (33.3)	11 (25.6)	1 (20.0)	02 (16.7)
Magazine	03 (7.0)	01 (20.0)	06 (50.0)	0	01 (20.0)	02	40 (93.0)	03 (60.0)	04 (33.3)

S= Small, M= Medium, L= Large size of enterprises \* = Multiple response (Values within the parenthesis indicates percentage)

**Involvement of women entrepreneurs with line departments**

Involvement of entrepreneurs with different line departments for the purpose to set up enterprises, technical guidance and marketing was presented in Table 5 and 6.

Entrepreneurs in small size category availed major help from WCDD and also from Non-Governmental Organizations (NGO's) to set up enterprise unit (51.2% and 22%), technical guidance (51.2 and 4.9%) and marketing (46.3 and 9.8%) avenue, respectively. In medium size category 33.3 per cent each taken help to set up enterprise unit and technical guidance and 26.7 per cent for marketing from Agriculture

Department. Whereas 50 per cent each and 25 per cent of large size entrepreneurs had taken help from small scale industries to set up enterprise, technical guidance and marketing purpose respectively.

In Tumkur district (Table 5), more than 80 per cent had not taken any help from line department except 45 per cent from Women and Child Development Department (WCDD). This may be because either they are unaware of various government schemes under which financial assistance is given or they may have not made the necessary efforts in the right direction.

**Table 5:** Involvement of women entrepreneurs with line departments-Tumkur (n=60)

Departments	No help (n=60)	Purpose *								
		To set- up enterprise			Technical guidance			Marketing		
		S (n=41)	M (n=15)	L (n=04)	S (n=41)	M (n=15)	L (n=04)	S (n=41)	M (n=15)	L (n=04)
Agriculture	50 (83.3)	02 (4.9)	05 (33.3)	0	05 (12.2)	05 (33.3)	0	02 (4.9)	04 (26.7)	0
Horticulture	54 (90.0)	01 (2.4)	03 (20.0)	0	03 (7.3)	03 (20.0)	0	01 (2.4)	03 (20.0)	0
Women and Child Development	27 (45.0)	21 (51.2)	11 (73.3)	01 (25.0)	21 (51.2)	11 (73.3)	01 (25.0)	19 (46.3)	10 (66.7)	01 (25.0)
Small Scale Industries	52 (86.7)	04 (9.8)	01 (6.7)	02 (50.0)	02 (4.9)	02 (13.3)	02 (50.0)	02 (4.9)	01 (6.7)	01 (25.0)
Non-Government Organiations	50 (83.3)	09 (22.0)	01 (6.7)	0	02 (4.9)	01 (6.7)	0	04 (9.8)	0	0

S= Small, M= Medium, L= Large size of enterprises \*= Multiple response (Values within the parenthesis indicates percentage)

In Bangalore district greater than 60 per cent of entrepreneurs (Table 6) had not taken any help from line departments. Whereas 80 per cent of medium size category of entrepreneurs had taken help from NGO's to set up enterprise, technical guidance and marketing in equal proportion.

Small and large size category of entrepreneurs had taken help from Small Scale Industries to setup enterprise (9.3 and 25%), technical guidance (7 and 25%) and marketing (7 and 16.7%), respectively.

Women and child Development department (WCDD) had supported 41.9 per cent small, 40 per cent medium size category of entrepreneurs to set up enterprises, technical guidance and marketing in equal proportion.

Whereas in both the districts maximum assistance was taken from Women and Child Development Department to set up enterprise, to get technical guidance and for marketing in both small and medium size category of entrepreneurs. This implies that women entrepreneurs were feeling free to approach benefits from WCDD and majority were member of Self Help Groups and accessibility of information was easy by Anganwadi workers in their area.

In large size category of enterprise maximum benefits was taken from Small Scale Industries (SSI). This could be due to the mandate of the enterprises to get registered with the department of small scale industries to set up processing unit in large scale.

**Table 6:** Involvement of women entrepreneurs with line departments-Bangalore Urban (n=60)

Departments	No help (n=60)	Purpose *								
		To set- up enterprise			Technical guidance			Marketing		
		S (n=43)	M (n=5)	L (n=12)	S (n=43)	M (n=5)	L (n=12)	S (n=43)	M (n=5)	L (n=12)
Agriculture	57 (95.0)	0	0	01 (8.3)	02 (4.7)	0	01 (8.3)	0	0	0
Horticulture	57 (95.0)	02 (4.7)	0	0	03 (7.0)	0	0	02 (4.7)	0	0
Women and child development	40 (66.7)	18 (41.9)	02 (40.0)	0	18 (41.9)	02 (40.0)	0	18 (41.9)	02 (40.0)	0
Small scale industries	43 (71.7)	04 (9.3)	0	03 (25.0)	03 (7.0)	0	03 (25.0)	03 (7.0)	0	02 (16.7)
Non-government organisations	37 (61.7)	13 (30.2)	04 (80.0)	06 (50.0)	13 (30.2)	04 (80.0)	06 (50.0)	13 (30.2)	04 (80.0)	05 (41.7)

S= Small, M= Medium, L= Large size of enterprises \* = Multiple response (Values within the parenthesis indicates percentage)

### Financial benefits availed from Government schemes

Greater percentage of entrepreneurs of Tumkur (66.7%) and Bangalore (83.3%) had not taken financial benefit from the government schemes (Table 7). This could be due to lack of awareness on government schemes and more procedure to get subsidy, grants, margin money and working capital. Which could be one of the reason for lower economic benefits due to low investment and can improve with creating awareness. The findings of the present study are in line with the study

conducted by D'cruz (2003) [1] stated that the vast majority (more than three fourths) did not get any benefit and found the registration of their units with the government of little avail.

In Tumkur district 13.3 per cent had availed subsidy followed by margin money (10%) and 5 per cent each had taken grants and working capital for their enterprise in equal proportion. In Bangalore district 8.3 per cent each availed subsidy and grants from government schemes.

**Table 7:** Financial benefits availed from the Government schemes (n=120)

Particulars	Tumkur (n=60)				Bangalore Urban (n=60)			
	Small (n=41)	Medium (n=15)	Large (n=04)	Total (n=60)	Small (n=43)	Medium (n=05)	Large (n=12)	Total (n=60)
No help	29 (70.7)	09 (60.0)	02 (50.0)	40 (66.7)	36 (83.7)	04 (80.0)	10 (83.3)	50 (83.3)
Subsidy	05 (12.2)	02 (13.3)	01 (25.0)	08 (13.3)	04 (9.3)	0	01 (8.3)	05 (8.3)
Grants	02 (4.9)	0	01 (25.0)	03 (5.0)	03 (7.0)	01 (20.0)	01 (8.3)	05 (8.3)
Margin money	05 (12.2)	01 (6.7)	0	06 (10.0)	0	0	0	0
Working capital	0	03	0	03	0	0	0	0

(Values within the parenthesis indicates percentage)

### Conclusion

In both the districts majority of entrepreneurs were participating as member in one or the other organizations and not taken much help and financial support from line departments except Women and Child Development Department (WCDD), for the purpose to set up enterprises, technical guidance and marketing.

### References

1. D'cruz NK. Constraints on women entrepreneurship development in Kerala: An analysis of familial, social and psychological dimensions. Kerala Research Programme on Local Level Development, Ulloor, Thiruvananthapuram, 2003, 1-47.
2. Narmatha K, Krishnaraj R, Mohamed AS. Entrepreneurial behaviour of livestock farm women. Indian Journal of Extension Education. 2002; 13(4):3431-3436.
3. Susruthan NK, Jency Priyadharshany A. Role of Women Entrepreneurship. International Journal of Pure and Applied Mathematics. 2018; 120(5):4199-4210