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**PROCEEDINGS
OF
AVID-ARC 2020
XIV INTERNATIONAL CONFERENCE ON WOMEN
LEADERSHIP AND EMPOWERMENT
23rd July, – 2020
MALDIVES**

EVENT ORGANISER



AVID COLLEGE
GATEWAY TO LIFELONG LEARNING

FACILITATED AND PUBLISHED



ACADEMIC RESEARCH CONFERENCES

PROCEEDINGS OF

AVID-ARC 2020-MALDIVES

XIV INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP AND EMPOWERMENT

Organized by:



Avid College, Male, Maldives.

Facilitated and Published by:



Academic Research Conferences. India.



Dr. Ravichandran Krishnamoorthy,
Professor, School of Management,
New York Institute of Technology,
Abu Dhabi Campus, UAE



Inaugural Address

An astute and result oriented professional with over 22 years of extensive experience in operations, business development, academics and institution building. Received the Award for “Outstanding Contribution towards Education 2016 & 17” from World Sustainability Council at DUBAI. Also due to his contribution to the field of finance, he was appointed as a consultant for Abu Dhabi Stock exchange and also he is on a research project in developing an Education application for Arpuda app private limited. He Received championship Award From WSIS (UN forum) for his two sustainable development projects. Currently he launched the portal for Women Entrepreneurship development in Chennai. Currently employed as Professor and Director of Experiential Learning, New York Institute of Technology, Abu Dhabi Campus, UAE.

He holds the Post-doctoral fellowship from University Kebangsaan Malaysia and Ph.D. in Finance from the University of Madras, India. His area of expertise is primarily with corporate finance and conducts focused research in the Behavioral finance and company analysis. He has co- authored several text books in Finance which are mainly focused on Indian markets. He made intellectual contributions that impact on the academic community in the area of corporate and Behavioural finance through papers published in competitive journals in this domain space (Finance India, Journal of investment, Money and Banking, International Journal of Economics and Finance...). He has also made contributions through service to the academic community, as recognition of his scholarship, through her inclusion as a reviewer and/or discussant for several academic conferences and also acting as an Editor of an International Journal. His research in the field of finance also resulted in contribution to teaching and learning by way of the receipt of a NYIT ISRC grant award. His Intellectual contributions have furthered higher education initiatives through his continued collaborative experiential education work with students into the annual Corporate Challenge Competition. His Intellectual contributions, by way of faculty-mentored student research projects were presented by students at International conferences and also got published International journals. So far he has published 25 international journal publications, 12 Books of which 4 are text books and participated in 25 international conferences worldwide.

Dr. Srimantoora S. Appadoo,
Professor and Department Head,
Asper School of Business,
Manitoba University,
Winnipeg, Canada



Inaugural Address

Professor Appadoo is a Professor of Management Science in the Department of Supply Chain Management at the University of Manitoba, Canada. He teaches undergraduate and graduate courses for the Department of Supply Chain Management. His research work is published in esteemed international journals and referred proceedings. His research is well regarded and frequently cited. His past collaborative projects include working with twenty-one researchers from around the world in a wide variety of academic disciplines. On an ongoing basis, he receives numerous invitations to work cooperatively with distinguished peers and publish his work internationally. Professor Appadoo has published over sixty articles in international journals and proceedings. His publications appear in journals such as: Journal of Applied Mathematics and Decision Sciences, ICBF Journal of Applied Finance, Journal of Risk Finance, Mathematical and Computer Modeling, Computers & Mathematics with Applications, Applied Mathematics Letters, Statistics & Probability Letters, The Mathematical Scientist, Journal of Statistical Theory and Applications and Journal of Statistics and Applications, Journal of Interdisciplinary Mathematic, International Journal of Applied Industrial Engineering, Advances in Fuzzy Sets and Systems, Journal of Applied Statistical Science, Fuzzy Optimization and Decision Making, Journal of Information and Optimization Sciences, Journal of Mathematical Finance, and Journal of Interdisciplinary Mathematics. Some articles appeared on the Top 25 Hottest Articles on Science Direct Elsevier and were among the most cited articles on Elsevier. Currently, he is co-authoring a book titled, Application of Possibility Theory in Decision Analysis.

In 2010, he was awarded the National Sciences and Engineering Research Council of Canada (NSERC) Discovery Grant as the Principal Investigator in the amount of \$100,000. The Discovery Grants Program promotes and maintains a diversified base of high-quality research capability in Natural Science and Engineering in Canadian universities, thereby fostering research excellence and providing a stimulating environment for dynamic research training. Professor Appadoo received the 2008 Associates' Achievement Award, Honorable Mention Award at the Administrative Sciences Association of Canada Conference 2007 (Ottawa). In 2005 and 2012, he received the Best Paper Award at the Administrative Sciences Association of Canada Conference. In 2012, he received the Joint UM/UMFA Committees on Merit Award,

recognizing his outstanding contribution to research in the 2011/2012 academic year.

He was elected Divisional Chair for Management Science for the ASAC Conference 2008. He served on the Program Committee for the First Workshop on Parallel and Distributed Computing in Finance in conjunction with 22nd IEEE International Parallel and Distributed Processing Symposium. He participated on the program committee as co-chair for the Management Science and Education track of the 6th International Conference on Information Systems, Technology and Management (ICISTM-2012) and committee member for FCTA 2011 International Conference on Fuzzy Computation Theory and Applications. He is on the Advisory Committee for the (OPTIMA-2012) International Conference on Optimization Modeling and Applications. Professor Appadoo serves on the editorial review boards for the Journal of Applied Industrial Engineering (IJAIE), Journal of Business Research and Management (IJBRM) and Journal of Business and Financial Affairs (JBFA). He has been a reviewer for ASAC, IFSAM, IASTED, NSERC grant application, textbook and international journals such as Fuzzy Sets and Systems, Transaction of Fuzzy Sets and Systems, Computers and Mathematics with Applications, European Journal of Operational Research, Information Science, The Quarterly Review of Economics and Finance, Iranian Journal of Fuzzy Systems, Mathematical and Computer Modeling, International Journal of Information Technology & Decision Making, Concurrency and Computation: Practice and Experience (Wileys), Kuwait Journal of Science and Engineering (KJSE), International Journal of Uncertainty, Fuzziness and Knowledge-Based Systems, IEEE Transactions on Fuzzy Systems, Journal of Systems Science and Systems Engineering School of Economics and Management Tsinghua University, Journal of Business and Financial Affairs, Journal of Fuzzy Optimization and Decision Making.

Students appreciate Professor Appadoo's teaching methodology and consistently rank his classes and instruction well above average. He serves on departmental, faculty, and university committees and contributes extensively to the professional community through review processes, sitting as conference chair, academic reviewer and other scholarly activities. He has served as an external examiner for various MSc and PhD theses committees.

Mr. Abdulla Musthaq Rasaadh
Chairman, AVID College, Maldives



Inaugural Address

Chairman of Avid College Mr. Abdulla Musthaq Rashaad has been in the leadership position of Avid College in the capacity of the Chairman since 2005 till date. The main focus of his leadership strategy is humanistic approach. He believes that the main priority and capital in an organization should be human resource. He provides opportunities and facilitate for his staff to work in a pleasant conducive environment and for their personal growth. He conducts staff development programmes and staff recreational activities in a regular basis throughout the year. He himself facilitate the personality development sessions and skill development programmes for the staff.

In addition, he has been conducting personality and leadership training programmes for the personnel from Maldives Police Services and to other well-known governmental and Non-Governmental organizations for long period of time. Furthermore, he has facilitated numerous training programmes focused mainly on effective parenting and effective leadership in different islands of the country. Henceforth government of Maldives had awarded him the National Award in 2017 in recognition of for his services in the Education Sector for the past 18 years. In addition to that he has been awarded the best chairman award from ASDF Asia Sector and he has been elected as the Chair Person of ASDF Asia Sector for a 5-year term since 2018.

Mr. Ahmed Shafeeu
CEO,
Society for Health Education,
Maldives



Chief Guest

Mr. Ahmed Shafeeu, is currently the CEO of Society for Health Education, a local NGO serving to promote family health and wellbeing.

Mr. Shafeeu holds a Bachelor of Teaching, Bachelor of Education (Honors) and a Master of Education degree from Latrobe University, Australia.

An educationalist and an educational policy planner by profession, Mr. Shafeeu is one of foremost educational policy experts in Maldives today. Having had served the education sector for over 20 years with his contributions at all levels of the education system, he carries an indispensable knowledge and experience of the sector. He had been spearheading educational policy planning and the development of educational policies and initiatives for the past decade and a half. His most recent public service has been in the capacity of Minister of State for Education from 2015 to 2018.

Mr. Shafeeu has served at the apex of the government, holding several ministerial portfolios including Minister of Fisheries and Agriculture and Acting Minister of Home Affairs. Among his other services include Chairmanship of the Board of Directors of Island Aviation Services Ltd, the operator of the Maldivian National Airline, *Maldivian*.

As his passion, whenever time permits Mr. Shafeeu continues to teach as a visiting faculty at the universities and colleges.

Dr. Easwaramoorthy Rangaswamy, B.Com,
M.Com, M.B.A, M.Phil (International Business),
P.G.D.C.A, D.A.C.S.A, Ph.D (Management)
Principal & Provost,
Amity Global Institute, Singapore



Invited Guest Speaker

Dr. Easwaramoorthy Rangaswamy, Principal & Provost of Amity Global Institute, Singapore is one of the distinguished management professional. He holds a PhD in Management and also has degrees in Master of Business Administration, Master of Commerce, Master of Philosophy in International Business, Post-Graduate Diploma in Computer Applications, Diploma in Advanced Client Server Applications, Bachelor of Commerce and Specialist Diploma in Applied Learning and Teaching from Republic Polytechnic, Singapore. He is also Associate Fellow of the Higher Education Academy, United Kingdom.

He has taught for University of Northampton, Anglia Ruskin University, University of London, London School of Economics, UK; Victoria University, Australia and Bharathiar University & Visveswaraiah Technological University, India. He is also a Member of Panel of International Experts for IMD Executive Opinion Survey 2015, 2016, 2019, 2020 which have been published in IMD World Competitiveness Yearbook. Various awards and accolades received are as follows,

- **Recipient of the “Best Teacher Award” for Master of Business Administration, Queen Mary University of London, United Kingdom in Amity Global Institute, Singapore on 17 August 2019**
- **Recipient of with Singapore Business Review: International Business Award for Innovative Initiative in Education - "Learner-Centered Holistic Approach that fosters Deep Learning" by Singapore Business Review, Singapore on 11 July 2019**
- **Recipient of the “Outstanding Teacher Award” for Doctor of Business Administration, University of Northampton, United Kingdom in Amity Global Institute, Singapore on 15 August 2018**
- **Top Runner up for Accountity – Adaptive Application with an Iterative Algorithm in Reimagine Education Awards 2017 organised by QS and Wharton School, University of Pennsylvania, USA, December 2017**
- **International Education Award for Outstanding Contribution to International Education by ASIC, United Kingdom on September 20, 2017**
- **Shortlisted for Bett Asia Global Citizen Award at Bett Asia Leadership Summit, November 2016.**
- **Recipient of the MTC Global Award for Excellence as “Distinguished Teacher - 2015” by Management Teacher Consortium (MTC)**

- Recipient of the “Award for 12 Most Influential Business Professors Under 40” by Singapore Business Review Oct/Nov 2014, Singapore
- Recognised as an “Honored Member” in 2011-2012 Edition of The Stanford Who’s Who Black Book
- Recipient of "Star Award" for the year 2001-02 for the outstanding performance in ISO 9001:2000 activities of Coimbatore Institute of Management And Technology, Coimbatore, India

With more than 20 years of experience, he has been a dedicated lecturer to students at undergraduate, master’s and doctorate level respectively in business management subjects with consistent high teaching ratings from students over 48 different countries. His students have become World Top Scorer in the subjects namely Principles of Marketing, Human Resource Management, Organisational Behaviour: An Interdisciplinary Approach for University of London, London School of Economics programmes. His students have attained Distinction in MBA programmes of Queen Mary University of London, Anglia Ruskin University and University of Northampton, UK. He has also produced 9 university rank holders during 4 years of teaching in India.

Overall, he has achieved a high ranking for educational leadership, lecturing, teaching, and curriculum design and research initiatives. He is more of a student-centred teacher, who strives to move his students from surface to deep learning. He ensures that the students’ confidence level is built and motivates them to achieve excellence. His belief and practice is more related to the “Transmission” and “Nurturing” type, when it is referred to the TPI framework. Blended with the teaching qualities, he is also good at Institution Building achieving success in educational leadership.

Prof. Ariyaratna Jayamaha
PhD (USQ-Aus); M.Com (KLN);
B.Com (KLN); FCA
Dean
Faculty of Graduate Studies
University of Kelaniya
Sri Lanka



Invited Guest Speaker

Professor Ariyaratna Jayamaha, Professor of Accounting in the Department of Accountancy, University of Kelaniya and at present he is the Dean of the Faculty of Graduate Studies of the University of Kelaniya, Sri Lanka.

Over the 35 years of service in the University of Kelaniya, Sri Lanka, Professor Jayamaha served as the Head of the Department of Human Resource Management, Head of the Department of Accountancy and Coordinator of the Master of Business Administration programme in the Faculty of Commerce and Management studies, University of Kelaniya, Sri Lanka. In 2005, he proceeded to the University of Southern Queensland, Australia, for his Doctoral studies, and in 2010 he was awarded the Degree of Doctor of Philosophy. His PhD research at the University of Southern Queensland, Australia, was on the “Accounting and Financial Practices and Efficiency of Small Financial Institutions in Sri Lanka. Professor Jayamaha’s work has focused on the efficiency of small and medium size enterprises in Sri Lanka. His findings are presented in national and international Conferences and published in many peer reviewed local and international journals and cited by many researches around the World. Professor Jayamaha is also a Fellow Member of the Institute of Chartered Accountants of Sri Lanka and practitioner and precedent partner of Jayamaha, Pushpakumara and Company. As a qualified Chartered Accountant he discharged his duties as a consultant for various types of extension programs and thereby he would be able to contribute policy making endeavours for the National Education system of Sri Lanka. Further, Prof. Jayamaha renders his service as a reviewer of the institutional review of Sri Lankan Universities and higher educational institutions conducted by the University Grant Commission in Sri Lanka.

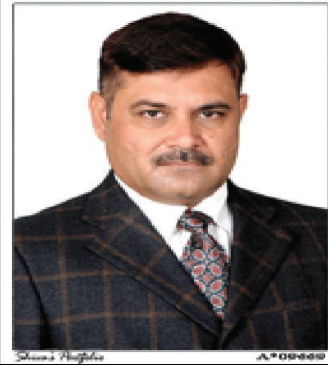
Dr. Latha Krishnadas Mazumder
Khawarizmi International College,
Faculty of Business Administration
Abu Dhabi , UAE



Invited Guest Speaker

A consummate academician passionate about the potential and impact of Business Administration, Quality Management, Strategic Management, HR and OD. Innovative teacher devoted to education and learning for the under graduate, Post Graduate level. Committed towards helping students develop their full potential in their studies. Comprehensive blend of hands-on industry exposure and as an Academician for 25 years, recognized for structuring and implementing innovative teaching methodologies to generate undivided commitment & dedication among the students. Diligent and resourceful with excellent communication skills. Consistently mentor, coach and collaborate with students, parents and the teaching fraternity to build a cohesive environment that maximizes student learning, academic performance and social growth. Remained as a dedicated partner to university programs and outreach events that helps promote learning and support the student community, and also was a research guide for PhD students and exhibited commitment towards research and analysis.

Dr. Sandeep Ojha
Senior Faculty,
Department of Business Administration,
CAB, Salalah,
Ministry of Higher Education
Sultanate of Oman.



Invited Guest Speaker

Dr. Sandeep Ojha is senior faculty member and has served as Head of Accounting Major at College of Applied Sciences, Ministry of Higher Education, Salalah, Oman

Dr. Ojha has functioned as Deputy Director at Institute of Rural Management, College of Business Administration, King Saud University, Saudi Arabia. He has more than 30 year's, Academics and industrial, professional experience.

Dr. Ojha has been in his current position as at CAS, Salalah since September 2010. He is coordinating accounting major courses, member of department counsel and academic adviser.

He has attended 30+ national and international conferences as a presenter and chairperson. His publication includes 3 books and 32 research papers in journals of repute.

Apart from academics, Dr. Ojha is the Vice President Rajastnan community at Salalah, Oman, Executive Member of Management Committee of Indian Social Club, Salalah, has served as Member of academic counsel, Indian School Salalah, and external reviewer of PhD thesis & exam papers of 3 international universities. He received several awards in academics as well as social activities.

Prof. Dr. Christopher Abraham
CEO & Head - Dubai campus and Sr. Vice
President (Institutional Development) at the S P
Jain School of Global Management,
Dubai



Invited Guest Speaker

Prof. Dr. Christopher Abraham has three Post Graduate qualifications in HRM, Business Administration (Marketing), Labor & Administrative Law and is a PhD in Business Administration (Design Thinking & Innovation). He is a Certified Design Thinker from IDEO/Stanford and has thirty-three years' experience in management consulting, marketing, and management education in India, Singapore and the UAE.

Currently he is the CEO & Head - Dubai campus and Sr. Vice President (Institutional Development) at the S P Jain School of Global Management, a Forbes Top 10, Economist & FT Top 100 ranked Business School, with campuses in Dubai, Singapore, Mumbai and Sydney

Prof. Abraham has been a visiting Professor at many leading universities in Australia, USA, Canada, Singapore and UK. Earlier in Dubai, he headed the Executive MBA Program of XLRI, Jamshedpur, one of Asia's top business schools.

His areas of competence are Innovation, Design Thinking, Behavioural Design, Neuroscience of Decision Making, Future of Education, Science of Happiness, Leadership, Marketing & Strategy.

A much sought after 3 x TEDx and international keynote speaker, he has successfully presented in numerous global forums and has also conducted many consulting and executive development assignments for global organizations, including The World Bank, The Executive Council (Govt. of Dubai), Emirates Airlines, SEWA (Government of Sharjah), Aramex, DHL, P & G, LG, AW Rostamani (Nissan Auto) etc.

Awards/Honorary Positions

Twice Awarded "Best CEO in the World" in 2018 & 2019, by Indo - UAE Business & Social Forum

Twice winner of the Education Leadership Award - World Leadership Congress 2015 & 2017

Regularly Interviewed in leading TV & Media Channels like CNBC, Dubai Eye, Dubai TV etc.

Regular News Columns and quotes in leading newspapers like Gulf News, Khaleej Times, The National, Times of India, Mumbai Mirror etc.

Twice awarded "Outstanding Professional of the Year" by Junior Chamber Intl.

Honorary Fellow - Leaders Excellence at Harvard Square Advisor - RTA Innovation Lab , Government of Dubai

Global Advisory Board Member - World CMO Council (Council of Chief Marketing Officers)

Advisory Board Member - CEO Clubs Worldwide

Senior Advisory Board Member - WASME World Association of SMEs (An UNESCO Initiative)

Senior Advisory Board Member - World Sustainable Business Forum

Director - S P Jain Centre of Excellence for the Science of Happiness Member of the

Governing Board - Gulf Marketing Association.

Dr. Kabaly P Subramanian PhD,
MCMi (UK)
Management Teacher, Researcher, Trainer and
Consultant, Senior Faculty,
Arab Open University, Muscat, Sultanate of Oman



Invited Guest Speaker

Academic Position: Assistant Professor and Head of Innovation and Entrepreneurship Initiative

Present Affiliation: Arab Open University, Muscat, Sultanate of Oman

Other Affiliation: Adjunct Professor, VIT University, India

Qualifications:

MBA (Marketing), M. Ed, M.Phil. (Management), PhD (Management)

Post Graduate Program in Digital Business from Columbia Business School and MIT, US (2020)

Professional Accreditation: SLET, India (in Management) -University Grants Commission, 1999

Attended Professional Development Programs of IIM (Kozhikode), IIM (Bangalore), Oxford University (UK), Columbia Business School (US), MIT (US), Open University (UK), UCSI University (Malaysia)

Academic Experience: 21 Years

Countries Visited: India, US, UK, Oman, UAE, Kuwait, Malaysia, Georgia and Lebanon.

He is also founder and Principal Consultant of Rakansas Business Consulting and Training (P) Ltd- a specialist Strategy and Innovation Consulting firm, Business Associate of Franchise India, New Delhi and Partner of Franchise-Fresh & Fresh, Fish Mart India (P) Ltd, Bangalore

FOREWORD



**Dr. K. PrakashVel,
Professor,
University of Wollongong in Dubai.**

It gives me immense pleasure in writing a foreword to the
**'AVID-ARC 2020 XIV INTERNATIONAL CONFERENCE
ON WOMEN LEADERSHIP AND EMPOWERMENT.**

ARC is a forerunner in creating and exchanging knowledge in the field of Business Management featuring major developments in the global economy and markets. They have been successful in organizing conferences to exchange skills and acumen on theory and practice on current and emerging management principles, ideas, concepts and research methods facilitating analysis among academicians, scholars and students, both at the post graduate and doctoral levels. I strongly believe that the conference would not only inspire the delegates participating from different parts of the World, but also further add to the existing literature in different research domains in business management.

I am positive that the one day International Conference would be beneficial to the participants. I extend my sincere wishes for a successful conference.

Dr. K. PrakashVel

FOREWORD



Gantasala V. Prabhakar, Ph.D

**Professor & Assistant Dean,
School of Management
New York Institute of Technology,
Abu Dhabi Campus, UAE**

Knowledge stems from extensive research undertaken by the multitude of experts in academia and the corporate. It then becomes quintessential that research-based findings that contribute to extant knowledge must be shared. One of the integral elements of Nonaka and Takeuchi's SECI model is Knowledge Sharing. I have believed that bringing researchers from across the globe working in their domains of expertise on a common platform is in the direction of creating strong Communities of Practice. Academic Research Publishers has set a benchmark in organizing these congregations of knowledge and research pools and presenting opportunities for knowledge sharing and in turn fuelling possibilities of knowledge creation. ARC has successfully over the years provided the base to present, discuss and enhance research developments in each of the management functions.

ARC has also garnered increasing patronage of participants who represent all the major continents and that in itself has been very inspiring and satisfying for me to be a part of their success. The conferences organized have seen an overwhelming response from global experts and is a testimony of the credentials that ARC embodies and has stood for.

It is my privilege to applaud their vision, their efforts and to be part of **AVID-ARC 2020 XIV INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP AND EMPOWERMENT**. Given the calibre of the participants and the values that are enshrined by conferences organized by ARC, I am very assured that the two day conference will be a resounding success and will draw appreciation and support from all associated with this noble endeavour.

Gantasala V. Prabhakar, Ph.D

FOREWORD



Dr. R. Krishna
Group Director,
Don Bosco Group of Institutions
Bangalore.

It is with immense pleasure that I write this Foreword for the the Proceedings of the **AVID-ARC 2020 XIV INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP AND EMPOWERMENT**, organised by the Academic Research Conferences/Publishers, Abu Dhabi, UAE.

I am informed that the responses are overwhelming from all corners in the form of quality research papers submitted for review/approval for presentation during the conference. I am sure, the Proceedings of the conference will serve as an excellent reference book to the Management teachers the world over. I trust also that this conference will be an impetus to stimulate further study and research in all the areas.

Wishing Godspeed in all the endeavours.

Dr. R. Krishna.

AVID-ARC 2020-MALDIVES
XIV INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP AND
EMPOWERMENT

ADVISORY BOARD MEMBERS

Dr. Ariyaratna Jayamaha, *University of Kelaiya, Sri Lanka*
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Dr. Sandeep Ojha, *Salalah, Sultanate of Oman*
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Contact Chair

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Director, Indian Operations
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Email: arc2020@acrpublish.com

AVID-ARC 2020-MALDIVES

XIV INTERNATIONAL CONFERENCE ON WOMEN LEADERSHIP AND EMPOWERMENT

DATE: 23rd July, 2020

LOCATION: AVIDCOLLEGE-MALDIVES

TIME	AGENDA	PLACE
08:30-08:45	REGISTRATION	Online
09:00-09:30	<p style="text-align: center;"><u>Conference Inauguration</u> <u>Inaugural Address</u></p> <p style="text-align: center;">Dr. K. Ravichandran , <i>Professor NYIT, Abu Dhabi, UAE & Founder ARC Conferences</i></p> <p style="text-align: center;">Dr. Srimantoora S. Appadoo , <i>Professor and Department Head, Asper School of Business, Manitoba University, Winnipeg, Canada</i></p> <p style="text-align: center;">Mr. Abdualla Musthaq Rasaadh , <i>Chairman, AVID College, Maldives</i></p>	Online
09:30-10:00	<p style="text-align: center;"><u>Chief Guest Address:</u> Mr. Ahmed Shafeeu <i>CEO, Society for Health Education, Maldives</i></p>	
10:00-11:30	<p style="text-align: center;"><u>Invited Guest Speakers:</u></p> <p style="text-align: center;">Dr. Easwaramoorthy Rangaswamy , <i>Principal & Provost, Amity Global Institute, Singapore</i></p> <p style="text-align: center;">Dr. Ariyaratna Jayamaha , <i>Professor, University of Kelaniya, Sri Lanka</i></p> <p style="text-align: center;">Dr. Latha Krishnadas , <i>Professor, Al khawarzihi College, UAE</i></p> <p style="text-align: center;">Dr. Sandeep Ojha , <i>Senior Faculty, CIBA, CAS, Salalah, OMAN</i></p> <p style="text-align: center;">Dr. Christopher Abraham , <i>CEO & Head, Sp Jain School of Global Management, Dubai</i></p> <p style="text-align: center;">Dr. Kabaly P Subramaniam , <i>Senior Faculty, Arab Open University, OMAN</i></p>	Online
11:30-02:00	Technical Session 1	Online
02:00-04:00	Technical Session 2	Online
02:15-03:45	Technical Session 3	Online

AVID-ARC 2020
Conference Schedule
AVID COLLEGE, MALDIVES
Room 1

Join Zoom Meeting

<https://zoom.us/j/9471852347?pwd=QkxzbnJlR1NqWWVldyt6dFk5RG5JUT09>

Meeting ID: 947 185 2347

Password: 555555

SESSION 1 CHAIRS

Dr. Rupa Gunaseelan,
*Dean, BSMED,
Bharathiyar University,
India*

Dr. Charumathi ,
*Professor & HOD,
Pondicherry University,
India*

Dr. Ritwij Bhowmik,
*Associate Professor, IIT
Kanpur, India*

23-07-2020, Thursday
Session 11:30 AM to 02:00 PM

REF. No.	Paper Title & Presenter
1	“An Omnichannel Grocery Model for Financial Fraternity” Author: Ms. Sushma Kaza
2	Women Entrepreneurship: India’s Performance viz-a-viz its BRICS Counterparts Authors: Dr. Awantika Rajauria and Dr. Mamta Jain
3	Are Women-Owned SMEs Entrepreneurial Oriented? With Special Reference to Sri Lanka Author: Dr. Herath H.M.T.S
4	Disquiet and Challenges of Women in Agribusiness: A Study with Special Reference to Betel Leaf Sellers (STUDY SPONSORED BY ICSSR, NEW DELHI) Author: Dr. Preethi Keerthi Dsouza
5	Promoting Women Entrepreneurship Through Accounting Information System in the Omani Context Authors: Ms. Jawaher Yousuf Khadoom Al-Kasbi, Dr. Dure Najaf B and Dr. Stephen Aro-Gordon
6	Breaking the Boundaries: Understanding the Innovation and leadership of Contemporary Indian Women Artists Authors: Mr. Aranya Bhowmik and Dr. Ritwij Bhowmik
7	Elderly Women and Empowerment: A Special Reference to Slum Areas of Aligarh City Author: Ms. Sana Hashmi

8	Toward Cultural Sustainability: Architectural Design Practice by Revathi S. Kamath. Authors: Ms. Pronita Mondal and Dr. Ritwij Bhowmik
9	Financial Literacy Among Women as an Antecedent of Women's Economic Empowerment: A Way for Achieving UN's Sustainable Development Goal of Gender Equality Authors: Ms Divya George and Ms Sameeha Mohammed
10	Discovering Womanhood in Art and Society: A Study of Women Painters in West-Bengal Authors: Mr. Debasish Ghorui & Dr. Ritwij Bhowmik

AVID-ARC 2020
Conference Schedule
AVID COLLEGE, MALDIVES

Room 1

Join Zoom Meeting

<https://zoom.us/j/9471852347?pwd=QkxzbnJwR1NqWWVldyt6dFk5RG5lUT09>

Meeting ID: 947 185 2347

Password: 555555

SESSION 2 CHAIRS

Dr. R. Krishna
Professor & Director,
Donbosco Group
Bangalore

Dr. Preethi Keerthi Souza,
Assistant Professor,
Mangalore University
Mangalore. India

Dr. S. Krishnaraj,
Associate Professor,
BSMED, Bharathiyar
University, India
India

23-07-2020, Thursday
Session 02:00 PM to 04:00 PM

11	Is Equity Market Dancing to the Tune of Foreign Institutional Investors? - An Indian Approach Authors: Dr. R. Amudha and Dr. M. Muthukamu
12	The Woman's concern in the Postwar Society: Visual Expression of Anupam Sud and Kathe Kollwitz as a 20th-Century Graphic Artist. Authors: Partha Dutta and Dr. Ritwij Bhowmik

13	Employability Skills: An Empirical Study among Female Graduate Students Author : Dr. Sanitha K K
14	Work Life Happiness and Employee Well-being: A Demographic Study of Employees from Select Institutions of Higher Learning in NCT of Delhi Authors: Ms. Anita Sikandar and Dr. M. A. Sikandar
15	A Study of Social Innovation with Special Reference to Women Entrepreneur in India Author: Dr. Shahina Qureshi
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Dr. Arasu Rangaswami
Professor & Principal,
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Dr. K. Ravichandran
Professor, NYIT, Abu
Dhabi UAE

Dr. Prabha Kiran,
Assistant Professor, School
of Business and
Management, Christy
Deemed to be University,
Bangalore. India.

23-07-2020, Thursday
Session 02:15 PM to 03:45 PM

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An Omnichannel Grocery Model for Financial Fraternity

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Hyderabad.

Abstract

Drawing inferences from literature and empirical data which clearly establish a strong and positive correlation between women's empowerment and entrepreneurship, this paper presents an innovative social enterprise idea system. This comprises a direct farm-to-home bespoke omnichannel model powered by advance indent orders. The offline presence is augmented by our 3000 strong women franchisee network which enables women's empowerment and parallelly supported by our native online capability.

The model has twin objectives. One, to increase farmers share in end-customer price to 50 percent by 2020 and two, to offer farm fresh produce to the customers at 10 percent less than local retail price at their own convenient time and at their own doorstep. This will have high social impact on the bottom-of-the-pyramid beneficiaries - farmers and women franchisees who earn less than \$5 per day. This will directly uplift them from below poverty line, empowering them to lead dignified, fulfilling lives. (150 words)

Keywords: *women's entrepreneurship, women's empowerment, social enterprise, social enterprise and innovation, social enterprise and innovation by women, online grocery model, financial fraternity, partners of prosperity, Indian agriculture, franchisee model, Indian farmer*

INTRODUCTION

This paper draws conclusions from review of literature and empirical data that women's empowerment can be achieved only through entrepreneurship. To enable this, we are presenting for the first time in the world, an original idea system – an innovative social enterprise. This comprises a unique omnichannel grocery model which will address the challenges faced by women entrepreneurs in the traditional sectors. It will be operated as a direct farm-to-home bespoke omnichannel model powered by advance indent orders. The offline presence is augmented by the 3000 strong women franchisee network which enables women's empowerment and parallelly supported by native online capability. Our core philosophy is financial fraternity – to create partners of prosperity among farmers, customers and women franchisees.

The Global Paradigm of Women's Entrepreneurship

Women entrepreneurship though gaining momentum globally, still remains lower than that of men. The Global Entrepreneurship Monitoring (GEM) report 2018-19 compiles data on the total entrepreneurial activity (TEA) which denotes percentage of the working-age population

(18–64) who are either nascent or new entrepreneurs. According to this report, globally, the TEA rate for women is 10.2 percent, while for men it is higher at 12.6 percent. Low-income countries have highest rates of women's TEA at 15.1 percent as also the smallest TEA gender gap with over 80 percent of that of men. In high-income countries women's TEA is much lower at 8.1 percent and a corresponding TEA gender gap is slightly more than 75 percent of that of men. Sub-Saharan Africa leads (21.8 percent)

followed by Latin America (17.3 percent), Europe (6 percent) and MENA regions (9 percent) in TEA. (Charts 1 & 2).

Nine countries report women entrepreneurial activity either equal or greater than that of men including Angola, Ecuador, Indonesia, Kazakhstan, Madagascar, Panama, Qatar, Thailand, and Vietnam.

Interestingly, 53.4 percent of women's TEA are engaged in wholesale/retail trade compared to 43.5 percent of men. Women entrepreneurs are also more active in government/health/education and social services. The largest gender gaps are to be found in agriculture, mining, and information and communications technology (ICT), where men entrepreneurs are more than twice to that of women. Significantly, 16 countries have no women engaged in ICT (Chart 3).

High-income countries have the lowest women's TEA in wholesale/retail trade by nearly 20 percent while in financial, professional, and consumer services they are at twice the rate of women engaged in same sectors in low and middle-income countries.

The Indian Women Entrepreneurs Universe

Women constitute 49 percent of the India's population but only 14 percent of entrepreneurs. According to the All India Report of Sixth Economic Census (MOSPI, March 2016), out of the total 59 million enterprises, women own a mere 8.05 million (13.76 percent) (Chart4). These enterprises provided employment to 13.45 million persons (10.24 percent), out of which 83.19 percent were without hired workers. About 88.8 percent of the workers were employed in the establishments hiring less than 10 workers. Total number of

Self-help Groups (SHGs) were 0.19 million out of which all women owned were 89 percent.

Significantly, many social enterprises are established to promote gender equality. In India for instance, 33 percent of social enterprises enlist women's empowerment as one of their primary objectives. This in turn is helping to advance the causes and activities championed by women's rights organizations. Interestingly, social enterprises are creating more jobs for women than other sectors of the economy in at least five major countries.

Furthermore, many of the women employed by social enterprises are from disadvantaged backgrounds, and these jobs often represent a vital source of income. Forty-one percent of social enterprises surveyed by a study said that if they didn't employ them, their staff would be either unemployed or working elsewhere for less money in worse conditions (Women's Web, 2019).

The Google/Bain report (2019) reveals that startlingly of the approximately 432 million working age group women in India, around 343 million are not in paid formal work. Also, out of this 343 million, 324 million women are not there in the labor force; and another 19 million who are there are not employed (Chart 5).

Women's labor force participation rate (LFPR) in India, already among the lowest in the world, is further declining. One reason for this could be that women are withdrawing from the labor force to enroll in higher education courses. Still, this secular decline and recent stagnation in female participation rates is a cause for worry (Charts 67).

Another distressing fact is that women in the workforce are 2.9 times more likely than men to be unemployed.

The situation is even worse for women graduates who are more than 3.5 times likely to be unemployed, compared to male peers. While overall unemployment is 7percent, unemployment among only women is 18 percent. (Chart 8).

Further, this gender-based inequalities were evident in entrepreneurship by industry as well. In agricultural activities 82 percent were men while 18 percent were women. In non-agricultural activities, 88 percent were men while 12 percent were women (Charts 9&10).

The industry contributes 30 percent to GDP and 15 percent to employment and sluggish growth in this sector can have deep ramifications for the economy. The micro, small and medium enterprises (MSME) sector employs an estimated 11 million people across 63 million units which contribute 31.6% to gross value added and 49.86% to the country's exports. Many women entrepreneurs operate in the MSME segment.

This gender-based disparities are evident across the board in both rural and urban areas, highlighting the fact that even educated women face the same plight as underprivileged ones (Chart 10).

Out of the 8.05 million enterprises managed by women, 34 percent were involved in agricultural activities, (livestock dominating with a share of 31.6 percent) and 66 percent were involved in non-agricultural activities (with manufacturing and retail trade dominating at 29.8 percent and 17.8 percent respectively) (Chart 11).

Paradoxically, the growing presence of women entrepreneurs in social enterprises highlights the fact that as traditional employment opportunities decline, the informal sector where the bottom 75 percent of the population work, is gaining prominence. Pushed by

economic compulsions and to support their families a large number of women are engaged in primary activities such as agriculture and small-scale businesses. However, these activities do not provide adequate remuneration, perpetuating the poverty and gender inequality narrative. (Chart 12).

Among the states, the largest share in number of establishments under women entrepreneurship was held by Tamil Nadu (13.51 percent) followed by Kerala (11.35 percent), Andhra Pradesh (10.56 percent), West Bengal (10.33 percent) and Maharashtra (8.25 percent) (Chart 13). Several states such as Meghalaya, Mizoram, Manipur, Tamil Nadu, Karnataka lead in women's participation in the MSME sector.

Average employment per establishment for women owned establishments was found to be 1.67 (Chart 14). Strikingly, social enterprises have been envisaged to offer a platform for women to acquire critical leadership skills enabling them to break the glass ceiling. In the UK for instance, 40 percent of social enterprises have a woman leader as against 18 percent of for-profit enterprises. However, 83 percent of the enterprises in India, offer no such leadership platform to women in view of the fact that they are being single handedly managed without any hired help.

Also, this implies that many of these enterprises have failed in another major objective - of creating employment opportunities for the other disadvantaged groups of the society.

About 79 percent of the women run enterprises were self-financed, followed by donation or transfer from other agencies (14.65 percent) assistance from Government (3.4 percent) and borrowing from financial institutions (1.1percent) (Chart 15). Low incomes generate low

personal savings and assets. This combined with discouraging financial support from friends and family, banks conservative lending policies, and private investors disbelieving attitudes makes it nearly impossible for women entrepreneurs to access funds.

There is an urgent and imperative need to promote women's entrepreneurship. Women entrepreneurship plays a crucial role in economic development since it results in increased capital formation, improved employment opportunities and higher per capita income levels.

For instance, in India an estimated 13.5-15.7 million women-owned enterprises (WOE) create direct employment of 22-27 million people, which in turn sets off a multiplier effect creating employment opportunities across the value chain. This increases our national income.

There is cross-country empirical evidence to back this argument. In countries such as USA and Canada, nearly 40 percent enterprises are owned by women, while in Indonesia, Vietnam and Russia, these are over 30 percent. An accelerator program that promotes women's entrepreneurship could by 2030, increase direct employment by 50-60 million and indirect employment by another 100-110 million people, according to the Google/Bain report (Chart & (Tables 1 & 2).

Specific Challenges Unique to Women Entrepreneurs

These include:

- Cultural challenges – refers to conscious or unconscious bias against women based on preconceived notions. These are magnified in case of women in view of their perceived minority status and further enhanced

in intersectional differences. Results in lower access to resources for women.

- Access to finance – absence of women in decision making positions often result in lower access to finance. Also, women are less aggressive in pitching their projects.
- Mentorship and networking – Women are at a disadvantage where mentorship and networking opportunities are concerned and are often left to fend for themselves.
- Access to training facilities and education – including product related, financial, and technical training facilities which are key to women entrepreneur's success rates.
- Absence of ecosystem – to serve as a support system and safety net and reduce failure rate
- Lack of data availability – on markets, competitors, suppliers, customers, investors, distributors, regulatory and legal policies and procedures and tax related issues.
- Policy support – women are not organized into a strong association resulting in under representation of their group in policy making bodies. This can be best addressed by electing women leaders to various public positions.
- Personal challenges – nearly 90 percent of women are caretakers of their family including parents, husband and children. Work-life balance in such a demanding field such as entrepreneurship where you are expected to be available 24*7 becomes a huge challenge for women. Therefore, social enterprises which are more service driven and less market driven work best for them. Also, women face challenge of sexual

harassment and demeaning attitudes. This creates an atmosphere of fear and anxiety resulting in their underperformance in the workplace.

REVIEW OF LITERATURE – WOMEN'S ENTREPRENEURSHIP RESULTS IN EMPOWERMENT

A study by Cunha Jorge, et.al, attempts to make a distinction between social enterprise, innovation and entrepreneurship. The study argues that there is an urgent need to make a conceptual distinction between social entrepreneurship and innovation. Social entrepreneurship involves not only starting an enterprise but bringing a qualitative social change. While social entrepreneurship focusses on the individual, social innovation focusses on the processes and outcomes that lead to a change in the social system (Cunha Jorge, et.al, 2017).

Similarly, another study by OECD clarifies the real meaning of social entrepreneurship as an enterprise that aims at offering innovative solutions to specific social problems which often goes hand in hand with the process of improving people's lives. It is not about exploiting market opportunities but innovative and sustainable use of resources. The study also illustrates social entrepreneurship through some important theories and real-world practices (OECD, 2010).

A significant study by Dana, L.P. & Dana, T.E. argues that there is an inherent need for more qualitative research which is inductive rather than deductive, and holistic rather than piecemeal approach. This would effectively complement the existing quantitative studies in this area. While deductive studies are about specifying models and variables, qualitative studies are more empathetic. Using the

observation technique, it captures words, gestures and other non-verbal communication which conveys emotions and other implied meanings which spoken language cannot fully capture (Dana, L.P. & Dana, T.E. 2005).

An UNCTAD study on women entrepreneurship and innovation of both developed and developing countries finds evidence to substantiate the fact that women entrepreneurs' motives are different from men. While men are driven by a need to improve the existing product or service, women on the other hand are driven by a desire to fulfil a dream or realize their passion or seek greater independence. The study outlined some important challenges for women including lack of capital, market access, cultural and technological constraints and inability to scale up among other things (UNCTAD, 2014).

An Asian Development Bank study from Asia and Pacific drawing from some case studies in the region finds that some important challenges for women entrepreneurs include hostile business environment, lack of networking opportunities, limited market access and finance and training opportunities, lack of confidence, limited data availability and poor institutional response. It also outlined some recommendations to address these issues (ADB, 2018).

A British Council study from five major countries, argues that women's empowerment organizations suffer from lack of adequate funds and less than a third have access to social enterprise funds. The study called for sharing best practices and replicating successful business models to increase the number and effectiveness of women's empowerment organizations. The study muses that when just 3 percent of women entrepreneurs in only five

countries can bring such considerable social change, one can only imagine the immense potential which women's entrepreneurship has across continents (British Council. 2017).

Empirical evidence from British Council's another study, this time from Ghana suggests that the critical issues of gender inequality and women's empowerment are best addressed through creation of social enterprises. The study found that social enterprises support women's empowerment in the following ways: 1. By funding women's rights organizations;

Creates women's empowerment through micro-enterprises; 3. Impart training and employment opportunities to women; and 4. Support women and their families by providing affordable products and services. (Richardson Mark, Togobo Kissy Agyeman- 2018).

Cross country evidence by OECD from across 49 countries concludes some interesting findings: a) gender gap in social entrepreneurship is considerably lesser than mainstream entrepreneurship; and b) this lower gender gap has important ramifications in terms of social entrepreneurship as an important tool for promoting female entrepreneurship and participation and as a catalyst for social change. However, high concentration of women in social enterprises poses a threat that increasing competition will result in either some women being pushed out or opting out of the marketplace (Huysentruyt, M., 2014).

A study by Empow'her and Prairial Foundation investigated social entrepreneurship and role of women leaders across Europe. While women constitute 52 percent of the population, they are only a third of entrepreneurs. Probing further into this apparent

anomaly, the study calls for increased gender inclusiveness, addressing the challenges that they face, and building best practices. (Empow'Her, 2019).

Evidence from Ilam province, Iran finds that social capital and innovation drive women's entrepreneurship and enhance economic growth. They interviewed 130 female entrepreneurs using the structured questionnaire technique (Dastourian Banafsheh, et.al, 2017).

New evidence from Mexico corroborates these findings. Rural and indigenous women's empowerment is facilitated through their participation in productive activities and social micro-enterprises. The study recommends adopting an integrated approach that includes assistance, empathy and training to create a support system for social micro-enterprises which aids local development (Trápaga Diana G. Robinson, Díaz-Carrión Dra. Isis Arlene, Hernández Sergio Cruz, 2019).

An empirical study from Indianapolis Indiana finds that the best poverty alleviation measure among women and children is by launching women owned enterprises. Multi-sectoral collaborations are key to the success of these ventures and create a sound financial narrative for these natives (Phillips Ashley, et.al, 2018)

Empirical data collected from 420 women from 10 villages in the Serbian enclave Sirinicka Zupa in Kosovo and Metohija firmly establishes that self-employment is a means towards achieving women's empowerment. This depends on the women's motive for starting a business, a supporting business environment and assistance from women empowerment associations. (Maksimović Goran, Ivanović Tatjana, Vujko Aleksandra, 2019).

A study on social enterprises in Zapotec indigenous community - the third largest ethnic group in Mexico finds that in a largely male dominated society, job stability low interest rate based microcredits and gender equality policies have brought substantial improvements in the position of women (Maguirre Mario Vázquez, et.al, 2016).

Another study from USA finds that interestingly women are drawn to social causes and initiatives which drives a country's growth. It also reviews the policy framework and institutional architecture in the United States that augments social entrepreneurship (Serjesen Tiri, 2017).

Data from Saudi Arabia reveals that the primary concern for women social entrepreneurs and implementers is training and development, funding, regulatory policies and technical support. Sixty women were interviewed for the study (Nieva Florabel Ortega, 2015)

Closer home, data from rural social enterprises in North India finds similar evidence that these enterprises play a key role in women's empowerment and social change. (Haugh Helen M., Talwar Alka (2016).

A study from Gujarat India finds that women entrepreneurship results in significant empowerment of women. While women coming from established business families find the going easy, first generation women entrepreneurs find it very challenging to start a new business. Increased social acceptance and financial support from the government will go a long way in promoting women's empowerment through entrepreneurship (Mantok Stanzin, 2016).

Recounting further Indian experience, a report by the Consulate General of Switzerland highlights the challenges and opportunities for entrepreneurs from Switzerland in India

with respect to education, agriculture, healthcare, renewable energy, manufacturing and skills development (Swissnex Consulate General of Switzerland June 2015).

A study by Institute for Social and Economic Change (ISEC) focusses on the effects of social entrepreneurship on quality of life from the capabilities perspective by studying two social enterprises. These capabilities depend on education and health services, ownership patterns, social stratification, gender relations and social opportunities. (Singh Neeti and Inbanathan Anand, 2018).

The Idea System – An Omnichannel Grocery Model to Create Partners of Prosperity

Since the literature and empirical data clearly establishes a positive correlation between women's entrepreneurship and their empowerment, we are presenting for the first time in the world, an innovate social enterprise - a unique omnichannel grocery model which will address all the challenges faced by women entrepreneurs in the traditional sectors. We will provide a massive network platform – an ecosystem. for women franchisees to directly connect them to customers, suppliers, investors and policy regulators.

Prelude – Indian Agriculture

The nation's GDP in 2019 was \$3 trillion and the share of agriculture in this was 17 percent -it was \$510 billion (declined from 50 percent of GDP in 1950-51). However, from this GDP share of \$510 billion, farmers who constitute nearly 55 percent of this country's work force, are receiving only an average of 30 percent as their share, because 70 percent is being diverted to the middlemen. That means farmers are in effect receiving only \$153 billion.

As a result, the Indian agriculture sector is now facing an unprecedented agrarian crisis. In the last 20 years, nearly 3 lakh farmers have ended their lives. Even consumers are also witnessing a decline in real incomes and purchasing power in the face of increasing food inflation.

Prelude – Online Grocery

Grocery today is a highly lucrative business. For instance, out of \$525b retail business in India, 60 percent is spent on groceries, which makes it a \$350b or Rs 20 lakh crore market. It is expected to grow to \$1tr by 2020. However, online grocery market is still in a nascent stage, as it is only 1 percent of the total grocery business. It is expected that by 2020, it will also grow to a \$10b (Rs 60,000 crore) market. The Govt. of India announcement to allow 100 percent FDI in the food ecommerce sector has provided it a further shot in the arm.

However, as far as online grocery is concerned, logistics is the biggest puzzle to be solved, accounting for more than 70 percent of the total cost these businesses incur. Another challenge is that the traditional methods of inventory and logistics management require huge capex resulting in for instance, 15 online grocery companies being closed down in last two years. In grocery business, if the risk is X, then returns are 10X.

This is not a purely Indian predicament. From Australia to US and Europe to China, online grocery has been one of the biggest challenges for both brick-and-mortar giants such as Walmart and established e-tailers such as Amazon. This is typically a case of “more the merrier” since as the market opens up faster, customers stand to benefit.

The Mechanics of the Model

For operating the model, we are proposing a Rs. 1,080 crore turnover solution package to directly connect farmers to 3 lakh homes in Hyderabad. It will create initially 3,300 jobs with a primary focus on women's empowerment. Its core competency is demand automation, implemented through Advance Indent Orders, making it an anti-inflation and recession resistant package. We will bypass market monopolies which are largely responsible for the farmer's impoverishment, so that they prosper (Chart 17).

The model has twin objectives. One, to increase farmers share in end-customer price to 50 percent by 2020 and two, to offer farm fresh produce to the customers at 10 percent less than local retail price at their own convenient time and at their own doorstep. For instance, out of every Rs. 10 that the customer pays today the farmer is receiving only Rs. 3. We propose to increase this to Rs. 5 and earmark another Rs.2.50 to build farm infrastructure. Our greatest contribution to agricultural markets is: In whatever we sell minimum 50 percent will go to the farmer, as opposed to the current 30 percent. This will have high social impact on the bottom-of-the-pyramid 86 percent small and marginal farmers steeped in poverty and debt and help prevent farmer suicides.

The second target beneficiary group is those women franchisees who earn less than \$5 per day, thus directly uplifting them from below poverty line and empowering them to lead dignified, fulfilling lives (Chart 18).

We will achieve this by operating a direct farm-to-home bespoke omnichannel model powered by advance indent orders. The offline presence is augmented by the 3000 strong women franchisee network and ably supported by native online

capability.

The core philosophy of the model is financial fraternity - to create partners of prosperity among farmers, customers and women franchisees. It is a zero-risk, zero-wastage, zero- inventory (due to advance indent orders) and zero-retail rental cost (since franchisees handle it at their own premises) model. Also because of last mile delivery we will bring down the logistics costs from 70 percent of operational costs of our competitors to 10 percent. We will have all-round cost savings of 50 percent when compared to our competitors (Chart 19).

The model is powered by a highly cost efficient, scalable, disruptive and differentiated distribution network. Further, using the same principles it can be quickly replicated in other cities. This system will help us to distribute the perishable products of vegetables and fruits within 24 hours of sourcing itself directly to the doorsteps of the customers.

Also, we will deploy advanced forecasting models with powerful predictive capabilities. This delivers: information synergies such as risk mitigation through timely information on climate, prices, demand trends, price trends, costs, seeds, technology, research, etc. to help advise on cropping pattern financial synergies such as facilitating short-term credit against sale of output for purchase of seeds, fertilizers and other inputs (even water) and contract farming deals which dynamically adjust to real time prices and marketing synergies including sharing 50% of the total marketed output value demarcated to farmers, creating reserve fund for warehouses and unforeseen exigencies and bulk-buying of inputs to bring down costs

Further, we are unleashing a wave of innovations to power our technology driven model – Buyer Joy Ballot,

Surplustracker, Welfare Index Ten Order (WITO), Cost Value Gap (CVG) and Family Savings Index (FSI).

To increase margins, we will bulk buy and migrate upstream along the value chain, eliminating as many intermediaries as possible. For instance, research has proved that a modest efficiency improvement of 10 percent by US online retailers would result in 70 percent of the US market to be served profitably by an online-only grocer with less than 7 percent market share. Neighborhood stores account for 90 percent of the retail business in India and are largely responsible for the price wedges.

We will run our own refrigerated delivery trucks and operate going forward, from state-of-the-art RFID equipped warehouses. We will deploy warehouse automation technology such the one provided by Kiva Systems. Our truck routes are optimized for efficiency since customer delivery locations are grouped together to minimize outbound distance travelled. Intelligent logistics solutions such as advanced warehouse management systems help reduce the fulfillment cost in the stores and fulfillment centers. Average margins in fresh foods are 29-35 percent. In packaged foods, such as private label goods, the figure is 19-25 percent.

The integrated e-grocers business model involves the delivery of “almost everything that your local supermarket offers”. Customers have the option to either order and pay online or via women franchisees. The order is then processed and shipped from a highly-automated warehouse located near the densely populated urban area that we serve. The order is delivered to the customer’s home by our own fleet of refrigerated trucks. Our prices are competitive, compared with traditional supermarket prices, and delivery charges are low (Chart 20).

Since technology is critical - smartphones and apps are huge, especially for product bar-code scanning, we will leverage on them. We will avoid trying yet another store-pick model (or limited-selection model. This is because it generates in a loss of \$45 order once every six weeks. We will use advance indent orders for demand forecasting to backward integrate it to the farmers to determine cropping pattern.

As we expand, we will follow the 'hub-and-spoke' model. All goods would be procured and stocked in a warehouse, which then supplies to the hubs (women franchisees) for the last- mile delivery. As each warehouse would be able to cater to the demand from only a certain area, we would have to invest in creating independent fulfilment centers for each city that we operate (Chart 21).

The model is undoubtedly about women's empowerment: Women aged 30-35 years are the largest adopters of online grocery shopping. 11 percent of orders are done in 10pm – midnight slot. Institutional clients make up 29 percent of orders for select major retailers. Women-influenced sales will be 40 percent of Indian ecommerce by 2020 owing to convenience, increased privacy and safety. The middle class is also expanding in India and these consumers will subsequently find that grocery shopping via the internet is a high value- add service. Consequently, all the 3,000 of our franchisees will be women. The total funding to the top five online grocery start-ups has exceeded \$600 million since 2011. We will tap this opportunity.

CONCLUSION

This paper champions the cause of women's empowerment by presenting an original idea system comprising an innovative social enterprise. For this, we propose an omnichannel grocery model which will address the challenges faced by women entrepreneurs in the

traditional sectors. This paper powerfully argues that these challenges can be offset only by providing them with a massive network platform to directly connect them to customers, suppliers, investors and policy regulators. We will operate a direct farm-to-home bespoke omnichannel model powered by advance indent orders. The offline presence is augmented by the 3000 strong women franchisee network which enables women's empowerment and parallelly supported by native online capability.

This will benefit both the small and marginal farmers who constitute 86 percent of farmers and the women franchisees who earn less than \$5 per day. This will directly uplift them from below poverty line, empowering them to lead dignified, fulfilling lives. This in turn will act as a powerful catalyst for social change and potentially power the country's economic development.

(*Note: Word count from Introduction to Conclusion is 4600 words).

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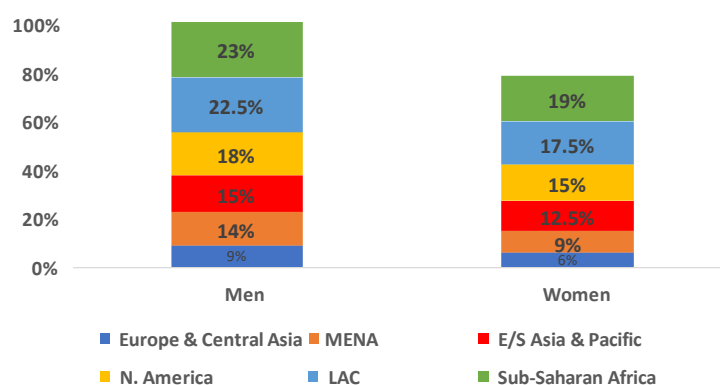
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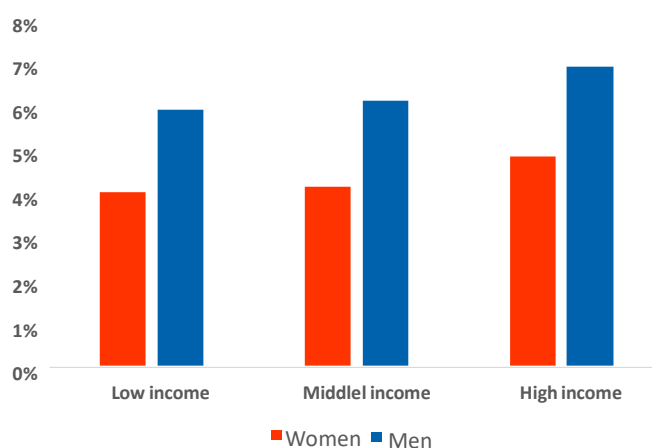
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Chart 1: Entrepreneurship Activity by Gender and Region (%)



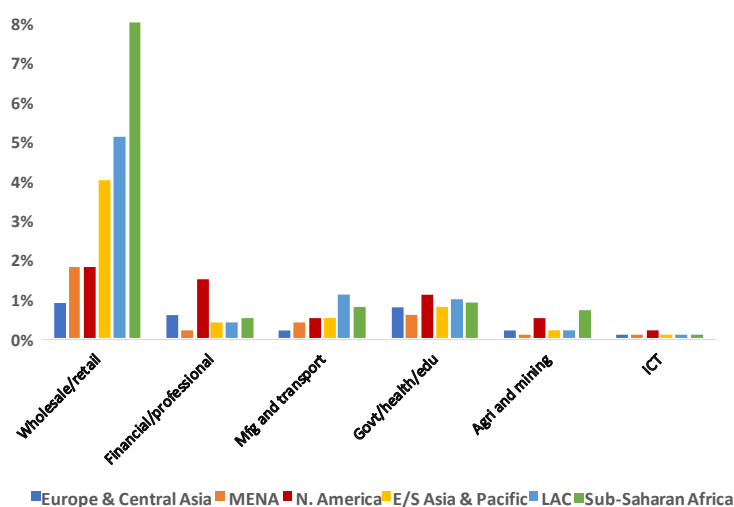
Source: Global Entrepreneurship Monitor Report 2018/19, pp 20

Chart 2: Entrepreneurs with PG or Higher by Gender and National Income Level (%)



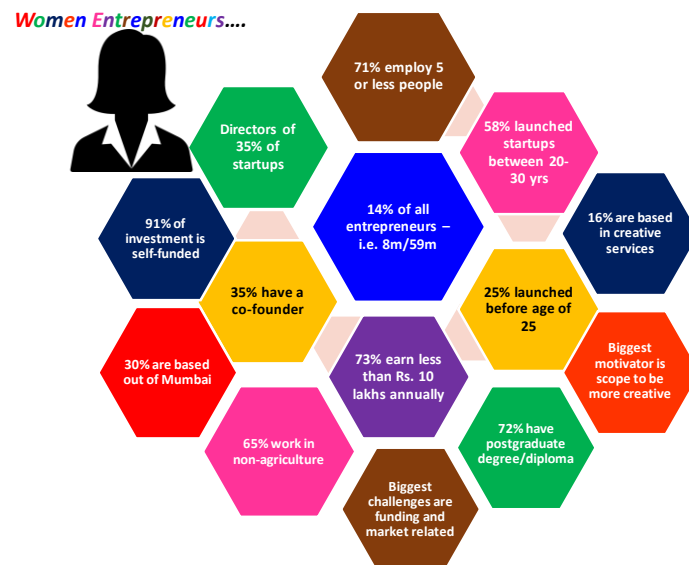
Source: Global Entrepreneurship Monitor Report 2018/19, pp 28

Chart 3: Women's Entrepreneurship by Industry and Region (%)



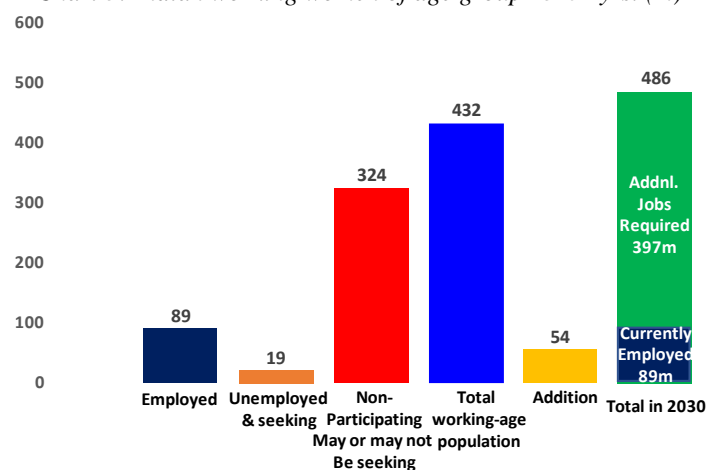
Source: Global Entrepreneurship Monitor Report 2018/19, pp 50

Chart 4: The Indian Women Entrepreneurs Universe



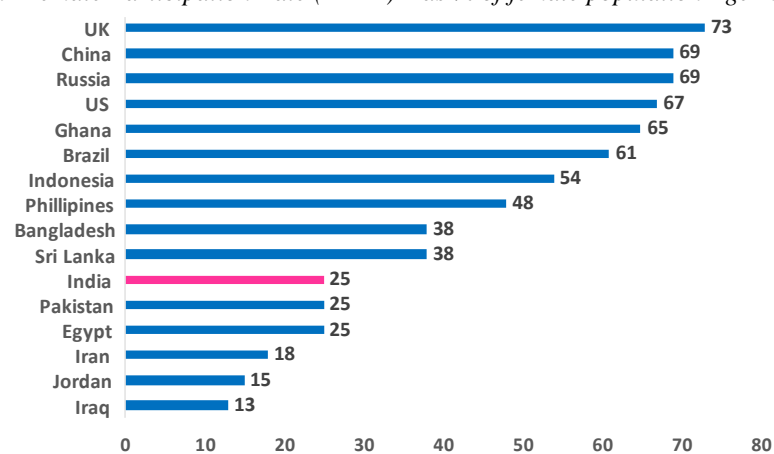
Source: Women's Web Survey, 2019 and Startup India, 2019

Chart 5: Indian working women of age group 15-64 yrs. (m)



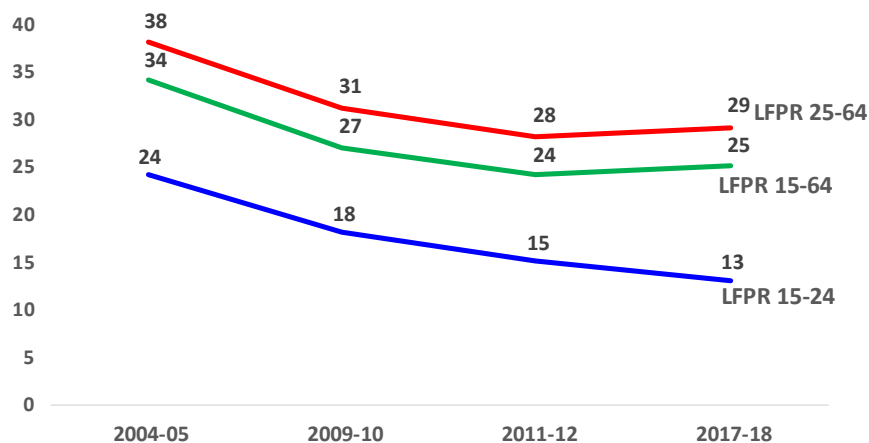
Source: Google, Bain Company, 2019, pp 5

Chart 6: Labour Female Participation Rate (LFPR) – as % of female population Age 15-64 yrs. (2018)



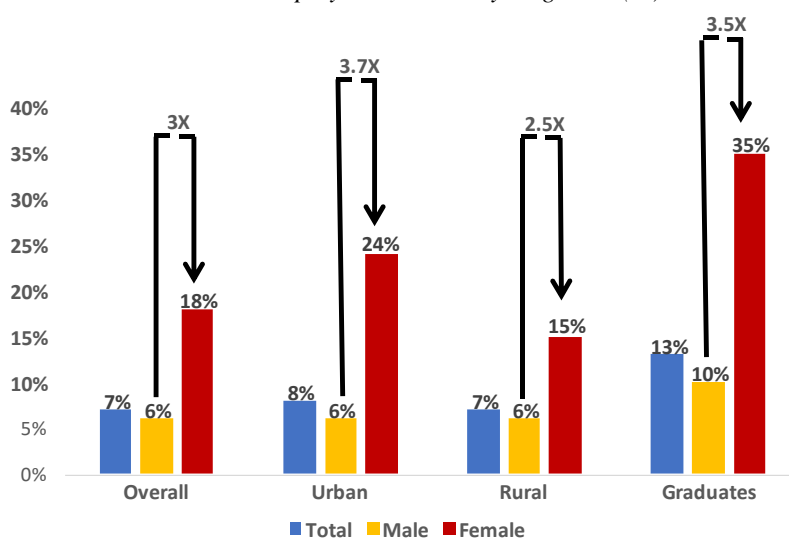
Source: Google, Bain Company, 2019, pp 6

Chart 7: Indian Female LFP (as percent of female population) age 15-64 yrs,



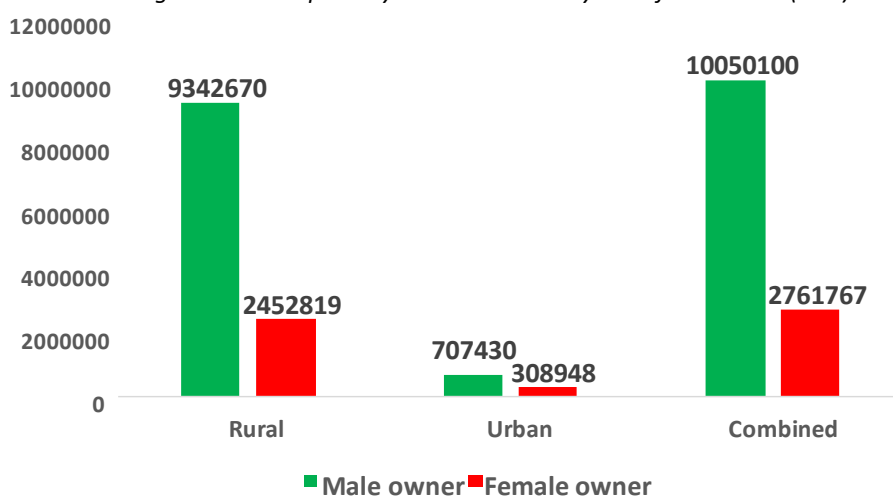
Source: Google, Bain Company, 2019, pp 6

Chart 8: Unemployment Rate May-Aug 2019 (%)



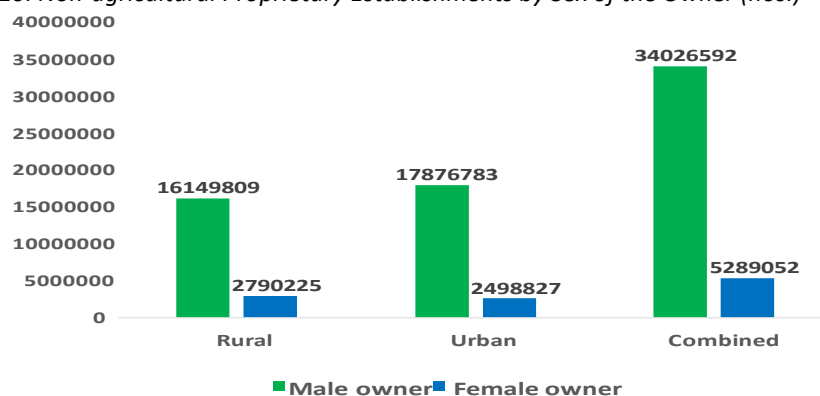
Source: Google, Bain Company, 2019, pp 6

Chart 9: Agricultural Proprietary Establishments by Sex of the Owner (nos.)



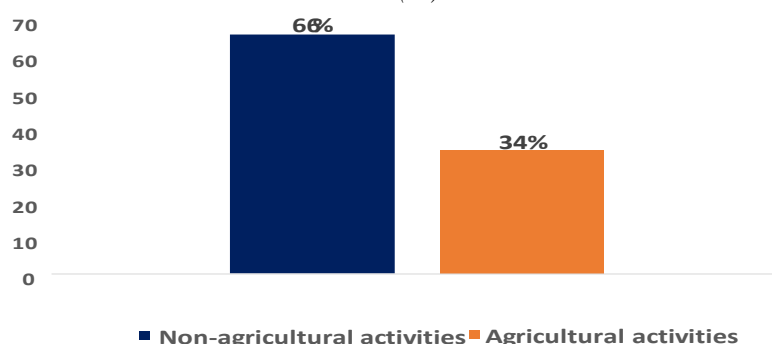
Source: All India Report of Sixth Economic Census, Chapter IV, 2016, pp 37

Chart 10: Non-agricultural Proprietary Establishments by Sex of the Owner (nos.)



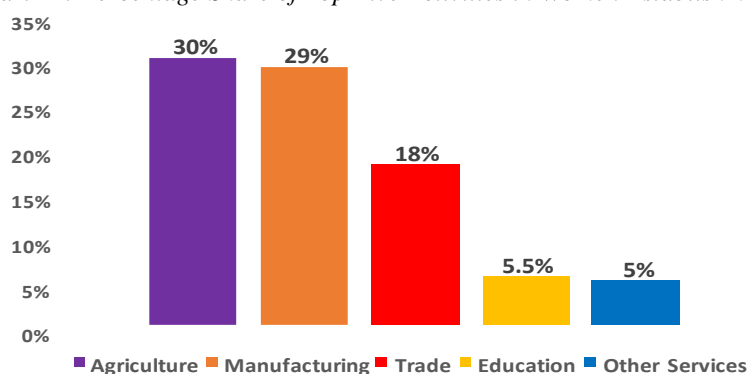
Source: All India Report of Sixth Economic Census, Chapter III, 2016, pp 40

Chart 11: Number of Establishments Under Women Entrepreneurs For Agricultural and Non-agricultural activities (%)



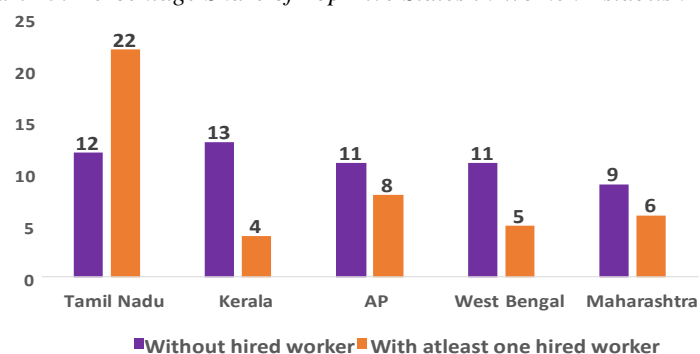
Source: All India Report of Sixth Economic Census, Chapter VI, 2016, pp 108

Chart 12: Percentage Share of Top Five Activities in Women Establishments (%)



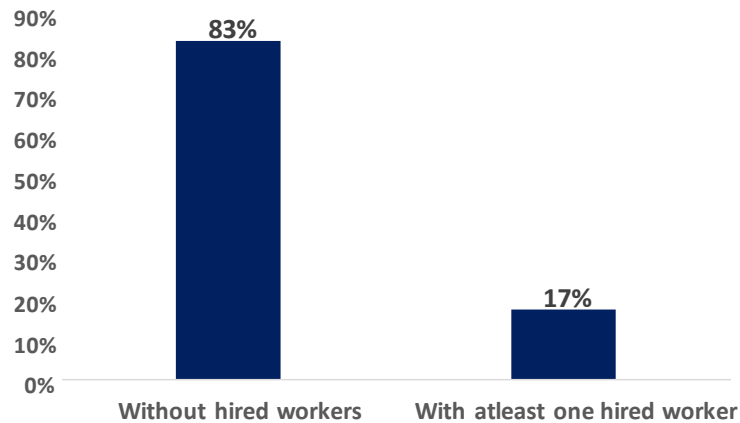
Source: All India Report of Sixth Economic Census, Chapter VI, 2016, pp 108

Chart 13: Percentage Share of Top Five States in Women Establishments (%)



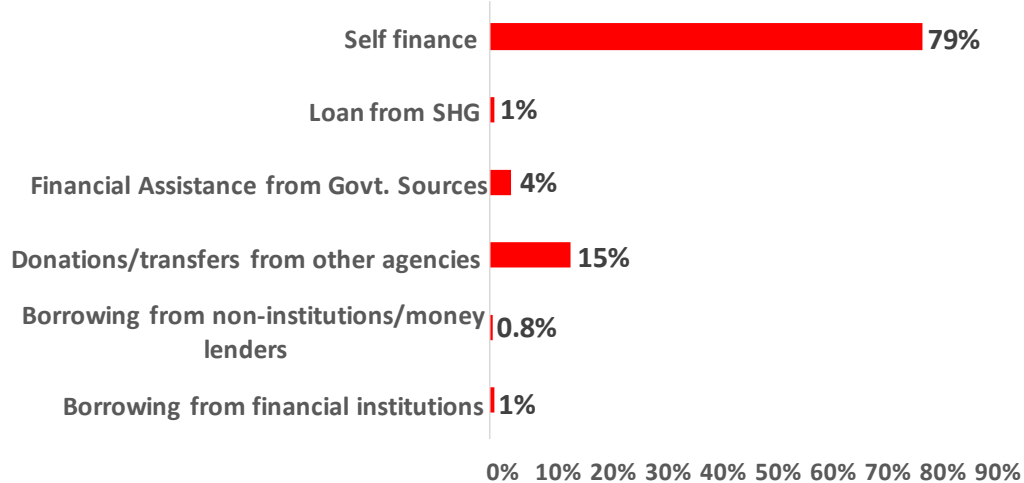
Source: All India Report of Sixth Economic Census, Chapter VI, 2016, pp 107

Chart 14: Percentage of Establishments Under Women Entrepreneurs by Type (%)



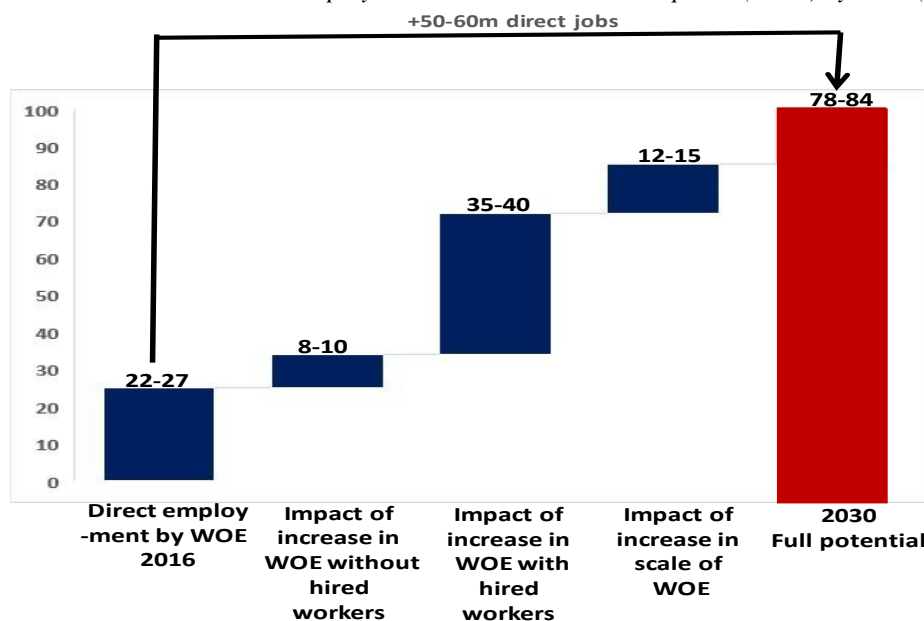
Source: All India Report of Sixth Economic Census, Chapter VI, 2016, pp 107

Chart 15: Sources of Finance in Women Run Establishments (%)



Source: All India Report of Sixth Economic Census, Chapter VI, 2016, pp 114

Chart 16: Estimated direct employment in women owned enterprises (WOE) by 2030 (m)



Source: Google, Bain Company, 2019, pp 13





Table1: Employment creation potential of WOE by 2030 (m)

Sector	Direct jobs in 2030	Indirect jobs created	Induced jobs created	Total jobs in 2030
Agriculture	6-8m	11-13m (1.7-1.9X multiplier)	3-4m (0.5X multiplier)	20-25m
Manufacturing	17-20m	38-40m (2-2.3X multiplier)	9-10m (0.5X multiplier)	65-70m
Retail	13-15m	14-16m (1-1.2X multiplier)	1-2m (0.1-0.2X multiplier)	28-32m
Other services	15-17m	18-20m (1.2-1.3X multiplier)	5-6m (0.3X multiplier)	38-42m
Total	50-60m	80-90m	18-22m	150-170m

Note: Multiplier has been applied on direct jobs created: represents that indirect/induced jobs are X times number of direct jobs created

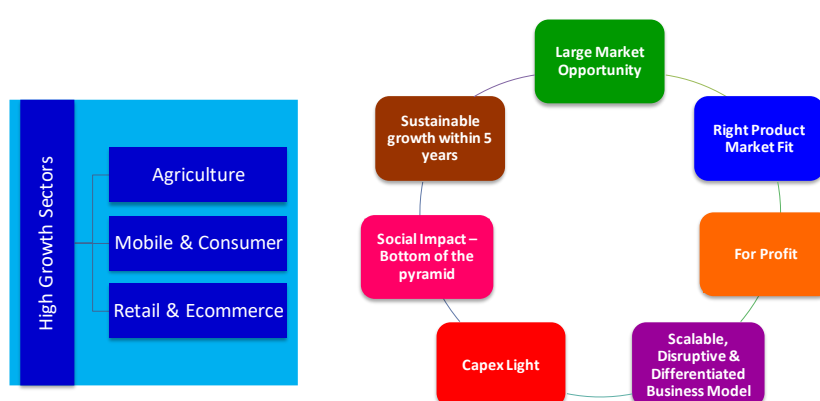
Source: Google, Bain Company, 2019, pp 14

Table2: Empowering women through entrepreneurship will realize its full potential by 2030

	Point of Departures (2016)	Point of arrival (2030 full potential)
 Number of WOE	13.5-15.7m	31.5m
 WOE as % of total enterprises	17-20%	33%
 % of WOE with hired workers	20%	40%
 Employment per WOE with hired workers	3.7	4.5

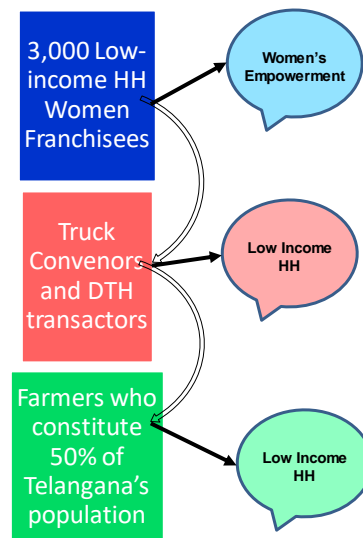
Source: Google, Bain Company, 2019, pp 14

Chart 17: Focus on High Growth Sectors and Attributes



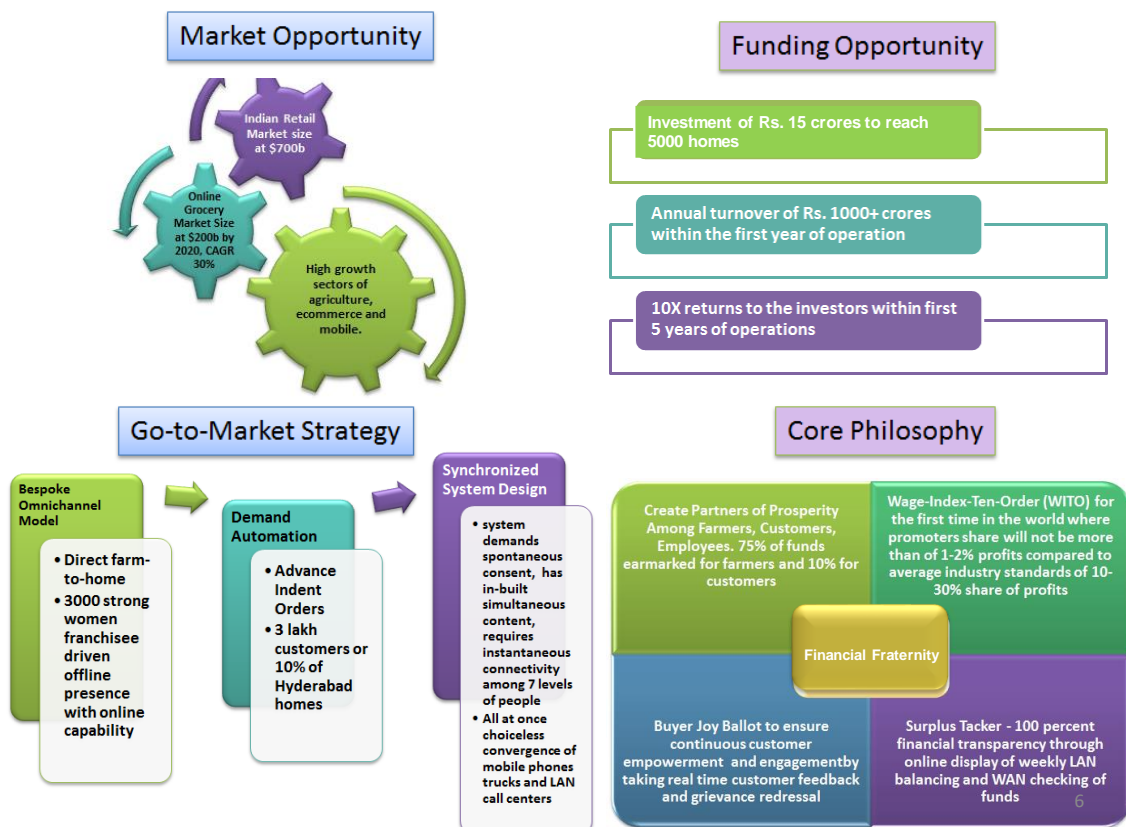
Source: Dr. Sushma Kaza

Chart 18: Bottom of the Pyramid Beneficiaries



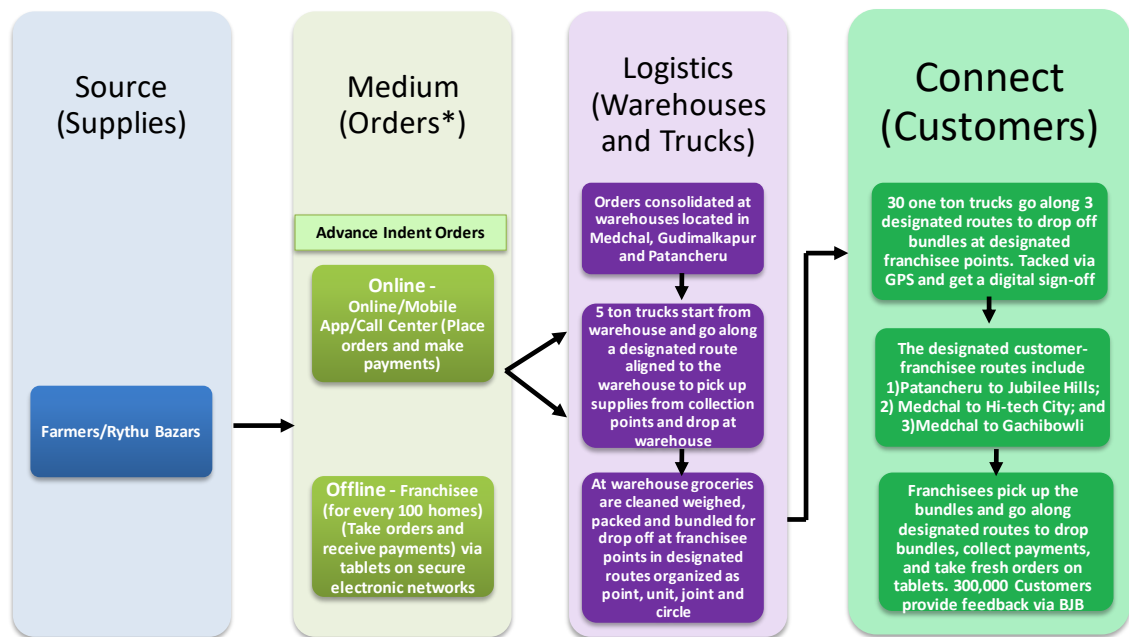
Source: Dr. Sushma Kaza

Chart 19: High social impact, high returns model



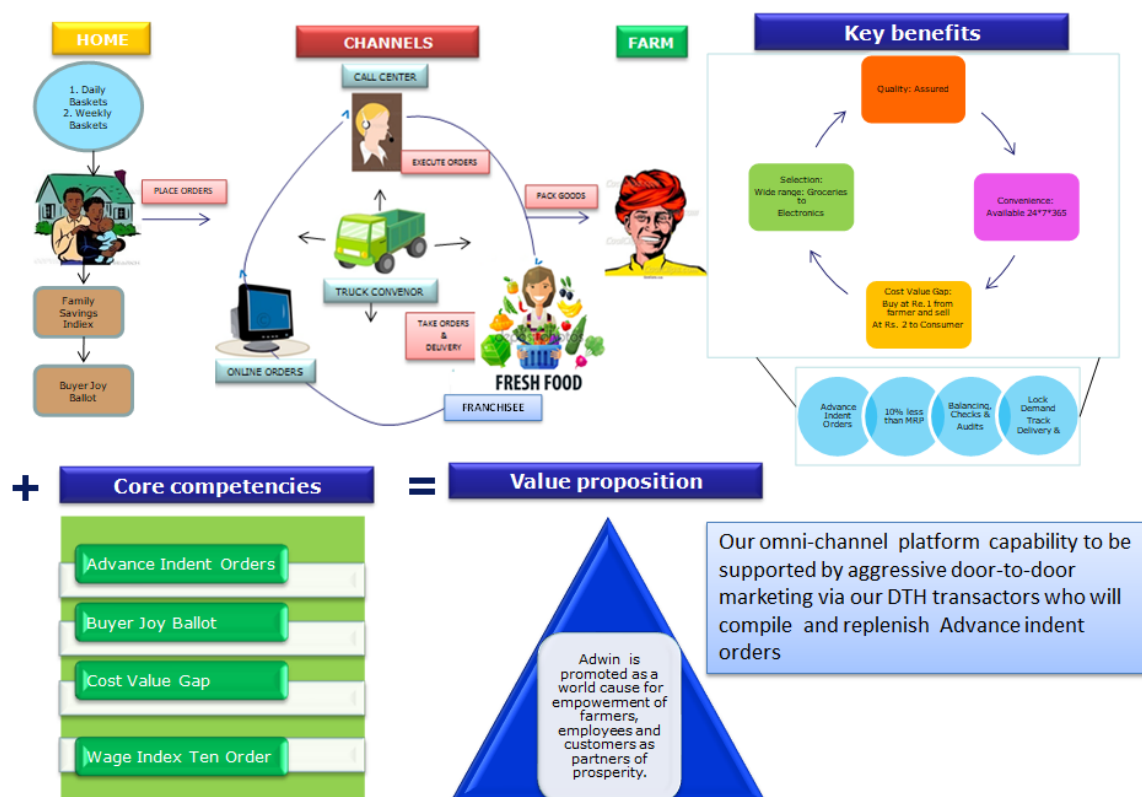
Source: Dr. Sushma Kaza

Chart 20: A Bird's Eye of the Distribution Model



Source: Dr. Sushma Kaza

Chart 21: Direct farm to home business model



Source: Dr. Sushma Kaza

Women Entrepreneurship: India's Performance viz-a-viz its BRICS Counterparts

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Abstract

The global gender gap is receding gradually with the help of various targeted efforts taken up by various countries. Some countries have improved exceptionally well in terms of gender equality on various frontiers. This piece of research seeks to analyse the status that India enjoys in terms of women entrepreneurship among its BRICS counterparts and find out the nexus between the positioning and efforts taken by these BRICS economies to improve their global ranking on the women entrepreneurship platform. It is a fact that none of the BRICS member nations could appear within the list of top 10 economies in terms of women entrepreneurship. An attempt has been made through this research to find out the pain points and highlight the benefits enjoyed by these nations in their respective women entrepreneurship space in order to locate the factors pulling them back in the said area. A specific analysis has been made on the various efforts taken in India to bring gender parity in the nation with respect to female entrepreneurship and increase the participation of women in the said arena. The research seeks to study the extent of headways made by India since 2015 in the area of encouraging women entrepreneurship through various policy measures.

Key Words: women entrepreneurship, female entrepreneurship, female entrepreneurs, women entrepreneurs, gender gap, female participation, entrepreneurship, female participation

INTRODUCTION

Entrepreneurship development is supposed to be the ultimate solution to the widespread problem of unemployment spread across the globe, engulfing not only developing but also developed nations. No country, globally can boast of being able to provide full employment to its entire available labour force. Additionally, there are various patterns of growth-oriented entrepreneurship as well as family business and informal investments. Nowadays various economies are increasingly realizing the potential of entrepreneurial activities towards economic development as well as growth, and progressively devising effective policies to give gainful impetus to the growth of entrepreneurial activities. There is also an increasing realization towards social benefits of development of entrepreneurship among the policy makers. There is an increased realization that entrepreneurs not only offer unique

goods and services, but also help the society to break away from tradition and reduce dependence on outdated technologies and systems.

The study tries to analyse the extent of advancements made by India in terms of women entrepreneurship as compared to its other BRICS counterparts. It also tries to unearth the relevance or effectiveness of the various policy measures taken in India to enhance its position in the global arena with respect to female entrepreneurship. The previous study titled, "Is India Moving in Conjunction with the other BRICS Countries in terms of Women Entrepreneurship?" tried to unearth the fact that majorly all the BRICS countries face gender-based employment segregation. Additionally, none of the BRICS nations have been able to position itself among the list of top ten countries in terms of women entrepreneurship as published by the GEDI report published in 2015. Though, Russia came out to be the

most unbiased and the most highly ranked (among the BRICS nations) in terms of the gender gap between males and females, India emerged out to be the only country among the five BRICS countries to have registered a positive increase in global ranking (Gender-GEDI 2014 compared with FEI 2015) with respect to women entrepreneurship. Female entrepreneurs in India, who are not only sectorally separated but also geographically concentrated, have been provided with significant push from the side of the policy makers in order to empower them with the major armour of availability of finance. In fact, as per the sixth economic census conducted by the Ministry of Statistics and Programme Implementation (MoSPI), women entrepreneurs contribute a share of approx 14% to the total entrepreneurial activity in the country. In other words, women entrepreneurs constitute approximately 8.05 million out of the total 58.5 million entrepreneurs in the country. The Mastercard Index of Women Entrepreneurs (MIWE) has ranked India 52nd out of 57 countries. Indian women are slowly and steadily breaking out of the shell of social and economic suppression and have started venturing into new arenas to satisfy their inner entrepreneurial traits. A major push to the women efforts in the country has been provided by the government which has recognized the hidden potential of the women-led start-ups and has allocated a substantial amount of funds to aid their growth. A number of amendments have been made in the labour laws and rental laws to give support to the start-ups. Specific and focused policies have been designed to augment the growth of such start-up ventures in various segments like e-commerce, food delivery and grocery. Historically, Indian entrepreneurs have been majorly active in creative services (like writing, designing, etc.), health and allied services, and apparel and accessories. Additionally, women

entrepreneurship in the country has been more inclined towards small and medium enterprise segment, possibly due to limited access to financial and marketing resources. Even in the MSME segment the contribution of female entrepreneurs is not very encouraging. As of December 2019, females own a meagre 15% of MSMEs in the country, as against 54% MSMEs owned by their male counterparts.

Time has come for Indian women entrepreneurs to move out of their comfort zone and venture into other majorly male dominated enterprise segments as well, like the one done by Lisa Srao when she decided to create a place for her in the otherwise male dominated liquor business through her venture I Brands Beverages in 2008. For that purpose even Venture Capital funding firms and other investors need to come out of their technology-based mindset for investment. There should be a lot more diversity in funding in the years to come. Funding series is increasingly becoming restricted to funding for tech-enabled companies (Ritu Marya, editor-in-chief of *Entrepreneur Media*, India, as stated in Yes Bank's Annual Startup Conclave, 2018).

Knowing other women entrepreneur can also prove to be a motivating factor for women to muster courage to foray into their new venture. It gives them the inspiration and reassurance to do better and aim higher (Women's web survey, 2019). Some women-centric organization like WeConnect, SHEROES, HerStory are filling the networking gap among the female entrepreneurs in India. According to Sairee Chahal (founder of SHEROES), *"If our economy is to grow by 9 to 10 percent consistently in the next three decades, we have to create ecosystems that support every kind of woman entrepreneur"*. To support this claim, data from a study conducted by IMF

in 2018, titled, 'Closing Gender Gaps in India: Does Increasing Women's Access to Finance Help?', can be cited here. It states, *"Providing equal access to finance while promoting female entrepreneurship would raise GDP and reduce unemployment...The potential benefits would be greatest-amounting to a 6.8% increase in GDP-if India also simplified its notoriously complex labour market regulations and improved women's skills."*

Women definitely need non staggering support from the family, society and policy makers to take the big leap forward. A study published by McKinsey in 2015 highlighted that equal participation of women in the economy can lead to increasing India's GDP by 16-60% by 2025, adding roughly \$2.9 trillion to the economic wealth.

Therefore the study aims to analyse the extent up to which the various measures taken up by the Government, both present as well as the previous few, have been able to create a swirling impact in the women enterprise space in the country.

The 2015 Female Entrepreneurship Index, published by GEDI, was taken as the base for the study as it includes both individual as well as institutional factors that tend to enable or restrict high potential female entrepreneurs. It depicted that a number of individual and institutional factors, like attitudes, norms, values, legal environments- particularly those helping women to make use of resources, acceptance of women in leadership positions, and unbiased operations in all sectors, impact their ability to start and grow as entrepreneurs. The index also emphasized that the countries occupying the top position are not necessarily the one with the highest GDP, but the ones characterized by an enabling environment for female entrepreneurship development.

Unfortunately, GEDI did not come up with any updated version or fresh survey on women entrepreneurship. However, it created a niche for gender based analysis in its original Global Entrepreneurship Index (GEI). Therefore, in this current piece of research we have picked up the threads from the previous published research and tried to develop it further to incorporate the recent developments and facts related to female entrepreneurship in India vis-a-vis its other BRICS counterparts.

AIMS/OBJECTIVES OF THE STUDY

The study aims to

- Make a comparative analysis of India in contrast to its other counterparts of the association of BRICS nations with respect to gender equality in terms of entrepreneurship growth.
- Analyse the extent of advancement made by India in terms of gender equality in entrepreneurship growth in comparison to its other BRICS counterparts.
- Analyze the effectiveness of various employment promotion efforts made by the Government of India for promotion of equitable and unbiased advancement of women entrepreneurship in India

RESEARCH METHODOLOGY

The study entails an analysis of published data from GEDI i.e. The Global Entrepreneurship and Development Institute in its report titled, 'The 2015 Female Entrepreneurship Index' and the Global Entrepreneurship Index 2015 and 2018-19, together with 'The Global Enterprise Monitor 2015-16 and 2019-20' Published by the Global Entrepreneurship Research Association of London Business School, specifically to make a comparative study of BRICS nations with respect to

female entrepreneurship status. The research also involves the study of various published data sources in order to study the current position of female entrepreneurship in the country. It also involves an analysis of various policies adopted by Indian government with respect to female entrepreneurship development.

ANALYSIS AND DISCUSSION

Among the BRICS nations, India registered the highest annual GDP growth of 6.8% in 2018, despite being the only country grouped as lower-income category. All others are among the upper-middle income group. China closely followed it with a growth rate of 6.6%, followed by Russia, Brazil and South Africa. However, if compared on per capita GDP, all the BRICS counterparts of India rank ahead of India (with \$7.86 thousand). In fact Russia is far too ahead with registered GDP per capita of \$28.8 thousand in 2018. One thing worth mentioning here is the advancements made by India in various rankings which tend to indicate towards congenial entrepreneurship environment in the country. In 2019 World Bank's Ease of Doing Business Ratings, India progressed to 63rd rank up from 142th rank in 2015. Similarly, it has also improved in terms of World Bank's starting a business ratings as well as World Economic Forum's Global Competitiveness Ranking, moving up 22 places and 3 places respectively. Russia and China also registered better performance in terms of ease of doing business rating marking an improvement of impressive 34 and 59 places respectively. But, Brazil and South Africa faltered in that space and registered a decline of 4 and 41 places, respectively. However, Brazil improved its position by 29 places when it came to starting a business rating. One thing worth noting here is that China is giving stiff competition to India in terms of visible improvements across the

entrepreneurial activity boosting environment indicators.

Entrepreneurial Advancements made by BRICS Nations

Among the BRICS economies Brazil depicted highest TEA (total entrepreneurial activity) rate measured as a percentage of adults taking up entrepreneurial activities in the age-group of 18-64 years. It is followed by India, South Africa, Russia, and China in the same order. This very fact also highlights that individuals in higher-income economies have greater access to resources necessary for taking up successful entrepreneurial activities. On the contrary, individuals in lower-income economies face the issue of absence of alternative sources of income and thus have greater motivation to start a business. This growing aspiration of the population is streamlined by the presence of less intensive competition as well as increasing demand for new and innovative products and services.

From the above table it is evident that India and China are the only BRICS nations that improved upon their GEI scores and ranking in 2017 over 2016. In fact India has improved its entrepreneurship ranking substantially by 29 places. However, even after such substantial improvement it still lags behind China and interestingly South Africa. An interesting point worth highlighting about India and China is that China's GEI score exceeding that of India by approximately 50% clearly indicating towards the existence of bureaucratic red-tapism constraining Indian entrepreneurial activity. The rest of the BRICS counterparts registered a decline in their GEI ranking in 2017 as compared to 2016.

When compared on 14 pillar performance among BRICS countries,

India's strongest area is product innovation, while weakest being technology absorption. For Russia, Human Capital emerges out to be the strongest with internationalization being the weakest. Similarly, for Brazil internationalization is the weakest while networking is the strongest pillar. South Africa's strongest area is competition and weakest being start-up skills. Strongest for China is risk capital while weakest being opportunity perception.

Compared to its Asian counterpart among the BRICS countries, i.e., China, India has a lesser developed entrepreneurial ecosystem profile. However, certain positive pointers favouring India is Competition wherein it performs doubly better than China. Competition combined with product and process innovations indicate that India can position itself as a regional innovation source provided it is able to improve upon the bottleneck factors like, technology absorption, start-up skills, networking and cultural support, etc. India can progress substantially in terms of entrepreneurship growth by duly improving upon its basic framework conditions like rule of law, human capital and access to markets.

Apart from Competition, South Africa performs well on aspiration variables like product and process innovation and internationalization giving a clear indication to the fact that focus on creating better aspiration conditions.

If we talk of Russia, it should have performed better on a global scale due to higher levels of development trend lines and better availability of entrepreneurial resources. However, its development has been historically biased towards heavy and large-scale industries and therefore lesser inclination towards initiative and assumption of responsibilities. Russian entrepreneurial ecosystem is supposed to

be the one of the top five weakest systems as it makes the country heavily dependent upon oil productivity and international pricing due to its huge resource reservoirs. In fact, this resource abundance has hindered the process of diversified development in the economy leaving very less scope for bringing in political and economic reforms for innovation and diversification. This very bottleneck is supported by few others like, opportunity perception, cultural support and internationalization. This perhaps has doomed the strength of the nation, i.e., human capital.

Brazil, which is the worst performing counterpart in this context, lags heavily in aspirations parameters of innovation, growth-orientation and international outlook.

Gender Economic Inequality – India vis-à-vis Its BRICS Counterparts – A Historical Perspective

Majorly all the BRICS countries face gender-based employment segregation as they clearly depict a visible existence of women workers in the service sector and a very miniscule presence in industry. A majority of these countries register only 40% women employed in the non-agricultural sector. India has a large proportion of women working in agriculture, and other informal sector, in self-employment and in vulnerable employment. The BRICS nations generally register a low proportion of female employers as well as those holding key leadership positions. However, Russia seems to be fairly placed with respect to female participation in firm ownership, but South Africa fails miserably when it comes to both female employment and female youth employment. Among the BRICS nations, Russia is the most unbiased and the most highly ranked, in terms of gender gap between males and females in terms

of economic participation and opportunity (lalthapersad-Pillai, 2014). The group countries have taken a number of efforts over the years, but no drastic improvement was visible in their performance in terms of women entrepreneurship until 2015. This very fact was also unearthed in the previous study wherein none of the BRICS countries were able to make a position among the list (published by GEDI in 2015) of top countries in terms of women entrepreneurship, despite the group comprising of the two-future potential super powers. They lagged far behind the top five performing countries, i.e., the US, Australia, Denmark and Netherlands. Amongst the BRICS nations, South Africa led the way with 36th rank, followed by China at 48th position, Russia at 56th, Brazil at 60th and India at 70th position. However, when compared to the Global Entrepreneurship Index, only China and Brazil depicted better FEI ranking then the GEI ranking. In fact South Africa lagged behind India and Russia.

From the above figure it is clearly depicted that India's GEI ranking was better than its FEI ranking, when compared to its other BRICS counterparts like, South Africa, Brazil and China, which depicted better FEI ranking over their GEI ranking in 2015. This highlighted the existence of gender inequality with respect to female entrepreneurs in the country. However, India was the only country among the BRICS nations to have registered an increase in its 2015 FEI ranking over 2014 ranking moving up to 64th position from 68th. On the other hand, South Africa, Brazil and China have stolen the show when it came to strengthening of women position with respect to gender roles in entrepreneurship. The previous study also revealed that there was no correlation between the levels of GDP and the FEI rankings of these nations. An insignificant correlation of 0.329 was registered

between their GDP levels and FEI scores, while a negative correlation of 0.202 between their GDP levels and FEI ranking in 2015. This very finding added weight to the fact that developed nations need not necessarily perform better in terms of female entrepreneurship development and it takes more efforts on the social and psychological front to create successful female entrepreneurs.

Gender Economic Equality – Advancement made by BRICS Nations

Global Entrepreneurship Monitor (GEM) has been the main source of individual variables used by GEDI. Therefore, an attempt has been made to gauge the levels of gender-based entrepreneurship through the use of GEM's Global Entrepreneurship Monitor of 2019-2020.

Brazil is amongst the seven economies depicting a high ratio, above 0.9, of female to male early –stage entrepreneurial activity. Other six countries in the category are Madagascar, Saudi Arabia, Qatar, Mexico, Spain and the US. This depicts a substantial role being played by women in these countries in the entrepreneurship space as compared to their male counterparts. In other words, female TEA tends to boost the overall TEA in these countries.

Brazil is closely followed by South Africa, China, Russia and India, in the same order, with each of these countries registering a female/male TEA ratio between 0.7-0.9. This indicates that female entrepreneurs of these countries are making substantial contribution in increasing the overall entrepreneurial activities in their respective economies. This means these countries are doing far much better than the countries at the lowest leg depicting a ratio of around 0.3-0.4/0.5, where low women participation is

pulling down the overall entrepreneurial activities in the country.

One major aspect highlighted in the Global Entrepreneurship Monitor 2019-20, as compared to 2015-16, is the additional motivation factor to engage in entrepreneurial activity i.e., the objective of making contribution towards society and transform the world into a better economic force. Traditionally, financial aims and continuing family traditions were the major factors behind the decisions of engaging in entrepreneurial activities across the globe.

If we consider the position of female entrepreneurs in India in the MSME space, the situation has not registered substantial improvement overtime.

As on December 31, 2019, female ownership in Indian MSMEs stood at 15% of total entities registered, while male ownership stood at 54% with the remaining not updating their gender-based status. During 2017-18 to 2019-20 (till December 31, 2019), the share of female owned MSMEs out of total MSMEs stood at meagre 22% as compared to 78% ownership of their male counterparts (Ministry of MSME, GOI, 2020).

Women definitely overpower men in this sphere as female entrepreneurs are supposed to be highly purpose driven as compared to their male counterparts. Males are usually more motivated by financial objectives and as such tend to be more prone towards continuing their family business as compared to their female counterparts. Purpose of life or earning a living is the predominant objective for women entrepreneurs. Interestingly, women are increasingly being motivated in starting a business by the objective of making a difference to the world (GEM 2019). Taking clues from Fig.8, it becomes clear that women entrepreneurs across all other BRICS nations showed more

inclination towards taking up entrepreneurial activity for making difference to the world or contributing constructively towards growing the global economy as compared to men. This specifically holds true that if the UN's Sustainable Development Goals (SDGs) are to be realised through the growth of entrepreneurship then more and more women need to be brought onboard of entrepreneurial activities. Besides, the very fact still hold true that entrepreneurial activities are the major cannon to pull women out of the pothole of poverty against the backdrop of limited employment opportunities.

In contrast, India (often characterized as less wealthy, less innovative and factor-driven economy) is constrained by cultural bias towards women and female entrepreneurs are less accepted as being equal to their male counterparts. They get fewer opportunities to grow themselves as leaders, professionals and managers as compared to males. As per the Mastercard Index for Women Entrepreneurship, published in 2019, Indian females registered a meagre representation of 14.3% in total number of business leaders in the country. At the same time, gender gap with respect to entrepreneurial activity in India (as measured by women entrepreneurial activity rate, i.e. ratio of female to male entrepreneurs) has increased (as represented by a reduction of 21.9% in women entrepreneurial activity rate that reached to 62.1 in 2019 from 79.6 in 2018). Additionally, Indian women still face limited access to financial resources and possess limited abilities to seek funding. As a result their respective entrepreneurial venture is more prone to early closure due to unprofitability and paucity of funds. Besides struggling with social restrictions, Indian prospective entrepreneurs also struggle infrastructural bottlenecks like less

developed financial systems, insufficient and faulty government support programs, as well as less developed higher education structure for females. They face paucity of government programs to support business start-ups as well as inadequate financial backup which prevents them from obtaining credit cards of their own or opening a bank account in their own name. These conditions restrict their abilities of venturing into large scale business arena which requires large scale funding. All these bottlenecks tend to prevent female entrepreneurs in less developed countries like India from growing their business and become international market players.

Low Progress in Women Entrepreneurship despite various Public Initiatives

Realising the role played by women in economic development of the nation, Indian Government has been taken a number of initiatives have for uplifting the entrepreneurial confidence and spirit of women in the country. Such initiatives did provide some incentives for women to be able to enter and sustain in the entrepreneurship arena. However, these initiatives have proved pretty insufficient keeping in mind the share contributed by female entrepreneurs in the country's entrepreneurial space. Out of 100 entrepreneurs only 7 are females. To substantiate this, data from GEM can be cited here that indicates that female entrepreneurial activity rate (F/M) has declined by 21.9% to reach to 62.12% in 2018, as compared to 79.6% in 2017. In fact graveness of these figures further increase when we look at the male entrepreneurial activity rate increasing from 10.3% to 14% during the same period, clearly indicating towards widening of the gender gap in the Indian entrepreneurial space.

India has a long way to go with registered low entrepreneurial intention rate of 21% as of 2018, as compared to 24% and 26% globally and regionally, respectively, and still a longer way with respect to bringing in parity in male and female entrepreneurship activity rates.

However, India's improved performance in Ease of Doing Business Rankings as well as Ease of Starting a Business Rankings provides a silver lining in this context. This clearly indicates that the initiatives taken by the government have started to give results, but, to what extent these initiatives are able to improve the performance of women in the entrepreneurial space is worth pondering upon. The various schemes of the government need to be adequately monitored if their potential benefits have to be availed fully.

The various initiatives taken by the Indian Government overtime are very well provided in the table given in Appendix 1, specifically highlighting the women-orientation or pro-women nature of these initiatives.

Out of the various schemes mentioned in the above mentioned table, we would be specifically focusing on analysing the usefulness and effectiveness of the three recent most discussed and publicised schemes, viz., Stand-Up India Scheme, MUDRA Yojana, and PSB Loans in 59 Minutes Scheme.

Stand-Up India Scheme: *Advancing sufficiently well but need to Gear-up*

The scheme was launched on April 5, 2016 for promoting entrepreneurship among SC/ST categories and women, which have been historically dealing with such hurdles as lack of advice and mentorship, together with inadequate and delayed credit. The scheme was launched

in continuation of the financial inclusion objectives of the government and aims to utilize the institutional credit structure to provide adequate and timely credit facilities to aid in starting their entrepreneurial ventures. The scheme caters to both trainee as well as ready borrowers and ensures provision of bank credit between Rs.10 lakh and Rs.1 crore to at least one Scheduled Caste/ Scheduled Tribe borrower and at least one female borrower per bank branch of Scheduled Commercial Banks for setting up Greenfield enterprises in trading, manufacturing and services sector. The Government through the said scheme claims to have provided handholding support to the borrowers having project plan in mind but have been hesitating to take the plunge due to lack of capability and confidence to start-up. For the purpose, the government has set up the Credit Guarantee Fund for Stand Up India (CGFSI) having a credit guarantee corpus fund of INR5000 crore. The performance of the scheme can be measured through the table and figure given below.

The scheme made a slow progress in the initial years of being rolled-out. As per the data quoted by the Indian Express, as of October 2017, 21 public sector commercial banks, 42 regional rural banks and 9 private sector banks together sanctioned loans to 33,321 general category women, 5,852 SC applicants, 1,761 ST individuals. Alarming, during the period, only INR4,852 crore was disbursed out of the total sanctioned loan amount of INR8,803 crore. Additionally, only 6% of the 1.3 lakh bank branches could provide Stand-Up India loans to SC/ST entrepreneurs and less than 25% of these branches could provide loans to general women category under the Stand-Up India scheme.

However, the scheme later gathered some momentum with wide-

spread promotion and marketing activities. As on March 31, 2019, cumulative support provided by the Stand-Up India scheme to women entrepreneurs (as measured by number of accounts) was 81.4%, followed by 14.3% SC and 4.3% ST entrepreneurs. Similarly, total amount of loans sanctioned to women entrepreneurs was INR13.34 thousand crore, representing about 83% of total sanctioned amount under the Stand-Up India scheme. According to the Finance Ministry, "As on February 17, 2020, more than 81% account holders under Stand Up India Scheme are women. 73,155 accounts have been opened for women. Rs 16,712.72 crore has been sanctioned for women account holders and Rs 9,106.13 crore has been disbursed for women account holders."

These figures though appear to be impressive if seen in relative terms, in absolute terms the total amount sanctioned is far too low as compared to the actual requirement considering the extent of the gender gap in the entrepreneurship arena. Although the share of women entrepreneurs among the three categories of beneficiaries of the scheme has been the highest, yet the total sanctioned amount still lags behind the required and targeted amount.

Pradhan Mantri Mudra Yojana – PMMY (Commonly known as MUDRA Yojana/Scheme): *Well on Target*

In furtherance of its objective of complete financial inclusion in the country, the Government of India in its budget of 2015-2016 announced the setting up of the Micro Units Development finance Agency (MUDRA) Ltd. Subsequently, the Pradhan Mantri Mudra Yojana (PMMY) was launched on April 8, 2015 to provide non-collateralized loans up to INR10 lakh to non-corporate, non-farm small/micro-enterprises. Partner Member Lending Institutions (MLIs), comprising of

Scheduled Commercial Banks, Non-Banking Financial Companies (NBFCs) and Micro-Finance Institutions (MFIs), have been entrusted with the responsibility to extend loans to the targeted lot. These MLIs get refinance facility through MUDRA Ltd. to cover-up loans extended by them. The loans under the scheme are categorized as Shishu (up to INR50,000), Kishore (INR50,000 to INR5 lakh) and Tarun (INR5 lakh to INR10 lakh).

In 2018-19, loan sanctioned under the scheme increased to INR3,21,722 crore from Rs.1,37,449 crore in 2015-16. Out of more than 18 crore borrowers 89% loans are under SHISHU Category, 70% loans to Women entrepreneurs and 52% loans to SC/ST/OBC.

MUDRA Yojana has been well on targets whether in terms of loans sanctioned to the targeted population or in terms of providing financial assistance to female entrepreneurs in the country. Right since its inception, the Yojana has been over-shooting its target loan sanction achievement. At the same time, as per the government data, 70% of the total loan borrowers under the MUDRA scheme are women. As per the Finance Ministry, *"These Mudra loans are given by commercial banks, RRBs, small finance banks, MFIs, and NBFCs. As on January 31, 2020, more than 22.53 crore loans have been sanctioned since launch of the scheme. Out of this, more than 15.75 crore loans extended to women, thereby 70% of the total loan borrowers are women."*

PSB Loans in 59 Minutes Platform: Performing well in terms of overall Entrepreneurship Financing, but need to focus more on Women Entrepreneurship Financing

It is an online marketplace, which enables in-principle approval for MSME loans up to INR1 crore (later extended to

INR5 crore) in 59 minutes from PSBs. The platform does not require the MSME borrower to submit any physical document for in-principle approval, rather, the solution uses algorithms to analyse data points from various sources such as IT returns, GST data, Bank Statements, etc. The beneficiary is then supposed to contact the concerned branch to obtain the in-principle approval and get it converted into regular sanction in order to obtain loan disbursement. Though the introduction of the platform is being portrayed to be a milestone in credit availability to and usage by the MSMEs in the country, the entrepreneurs frequently raise concerns about not so smooth process of obtaining regular sanctions from the banks post in-principle approval involving inordinate delays in sanctions or high rates of loan rejection by banks.

Although the platform started slow initially due to lack of awareness among the MSME entrepreneurs, it has gathered much momentum overtime. In fact the boost in usage of the platform by the targeted lot could be attributable to the increase in loan sanction to loan approval percentage, which increased from 2.74% as of November 2018 to 77.31% as of June 2019. As per the data cited by the Economic Survey for 2019-20, *"1.59 lakh of loans have been sanctioned involving INR49,330 crore under loans within 59 minutes through the online portal. Of this, INR37,106 crore have been disbursed up to October 2019."*

According to Devi Shankar Mishra, chief general manager, MSME, State Bank of India, *"The highlight of operating through platform is, it quickens sanction time and increases transparency. This is a part of our ongoing journey towards uplifting the sunrise sector of the country. With the increase in the loan limit to INR5 crore we*

are sure that this will broaden the playing field for the MSME sector.”

The biggest benefit of the platform is the reduction in turnaround time from 20-25 days to 59 minutes, with final disbursement taking place in 7-8 working days upon approval.

For women borrowers, who need credit either to finance their new venture or refinance their growing venture, this platform has emerged out as a boon. Traditionally, these female borrowers had to face discriminating attitudes of the financial institutions as they still consider them to be risky borrowers and less reliable in terms of business continuity. In fact, a female borrower has to present a male guarantor (may be husband or brother or a male family member) if she has to score high on risk assessment parameters. This holds true specifically in case of legacy lending institutions and increasingly some new-age lenders and NBFCs as well. These bottlenecks are somewhat appear to have vanished with the introduction of a fully digitalized platform involving no human interference. Digital data, combined with GST returns data, has the potential to unlock this under-served MSME segment. The availability of equitable finance to women will improve livelihoods on the ground and build stronger economic structures which will keep India's growth story in good stead (Financial Express, 2019).

Despite the introduction of this platform, women's inclination to borrow for business purposes remaining unchanged at an average of 5.7% during 2016-2018. However, Indian women have shown slightly increased tendency to save to start a business, registering an increase from 4.5% in 2016 to 7.3% in 2018 (Mastercard Index of Women Entrepreneurs 2019).

CONCLUSION AND IMPLICATIONS

India is increasing its position in the Entrepreneurship space when compared to its BRICS counterparts. The improvements shown by India in Ease of Doing Business rankings or Ease of Starting Business Rankings or for that purpose Competitiveness Rankings definitely point towards effective performance of the various governmental schemes and changing societal view of female entrepreneurship. The second worst performer, among the BRICS counterparts, on the Global Entrepreneurship Index 2019-20, i.e Brazil, has far more gender parity in terms of entrepreneurship. When talking about India's closest competitor, China, the country's performance with respect to gender parity in entrepreneurship is in fact in tune with that of India, however, it is improving at a higher rate when it comes to various entrepreneurial environment rankings. India should keep a sharp eye on the various policy measures being adopted in China. Like, China aims to devise policies focused on promoting entrepreneurial education in schools, the commercialization of technology and the development of professional services. For the purpose, China has established Entrepreneurship Research Center (in collaboration with G20 nations), with the aim of promoting decent work and economic growth through entrepreneurship.

The various policy initiatives taken by the Indian government, together with some initiatives taken by banks, are expected to increase female participation in the entrepreneurship space in India. But whether these initiatives are sufficient to solve the problem is the question worth pondering upon. There is an immediate requirement for introduction of more schemes like, MUDRA Yojana and Stand-Up India Scheme if we want to increase the women participation in this crucial arena.

One measure worth mentioning before concluding is the announcement by the Prime Minister, Mr. Narendra Modi on compulsory procurement from MSMEs (to the tune of 25% of their total purchases) by all Central Public Sector Undertakings (CPSUs). Out of it, 3% procurements have to be from women-run MSMEs. Accordingly, during 2019-20, the CPSUs registered procurement of good and services worth INR15,936.39 crore from 59,903 MSMEs, out of which INR242.12 crore worth of procurement has been done from 1,471 women owned MSMEs. Many more such initiatives would prove helpful in bridging the gap between male and female entrepreneurship. There is an increasing need introduction of Entrepreneurship Education at secondary as well as higher secondary levels to make the youth realize the existence of entrepreneurship as a career option. Entrepreneurship courses should be introduced in increasing number of Universities in order to make the budding entrepreneurs better equipped in handling the various aspects of entrepreneurship. These institutions should also have tie-ups with financial institutions and venture funds (VCs) to provide seed capital to the new ventures floated by the passing out batches based upon their usefulness and viability.

It is not the sole responsibility of the government to take initiatives, rather private organizations and individuals should also come up with such measures which would help in providing enough impetus to female entrepreneurship in the country. Already existing women entrepreneurs need to realize their responsibility in this aspect and should take efforts to boost the morale of other women who could not muster enough courage to take a plunge. It has been proved through various studies that knowing and interacting a female entrepreneur tends to boost up the morale of other female and

give them sufficient courage to float up their venture.

We as a country, through the concerted efforts by the government, semi-government agencies, financial institutions, existing entrepreneurs, and individuals will be able to improve India's performance in this arena and would be able to tap the hidden potential to make many-fold improvement to the country's economic performance.

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Appendix 1.**Government Policy Initiatives to Support Female Entrepreneurship in India**

Name of the Policy	Scope	Type
Governmental Policies for Enterprise Development		
Poverty Eradication - National Policy for the Empowerment of Women (2001)	Specific sub-sector laws and rules	Women Specific
Gender Sub-Plan (Gender Budget Initiative)	Specific sub-sector laws and rules	Women Specific
Women Component Plan (Ninth Five Year Plan (1997- 2002)	Specific sub-sector laws and rules	Pro-Women
The National Commission for Women Act,1990	Specific sub-sector laws and rules	Women Specific
Policies for Promotion of Entrepreneurship Development		
Promotion of Entrepreneurship for Small & Tiny enterprises under priority sector (MSME Policy Statement, 6th August 1991 – Priority Sector 7.0)	Specific sub-sector laws and rules	Women Specific
Women and Industry - National Policy for the empowerment of Women (2001)	Specific sub-sector laws and rules	Women Specific
Credit Policies for Entrepreneurship Development		
Micro Credit - National Policy for the Empowerment of Women (2001)	Credit and Financial support	Women Specific
Bhartiya Mahila Bank (2013)	Credit and Financial support	Women Specific
Stand Up India Scheme (2016)	Credit and Financial Support	Pro-Women
Mudra Scheme (2015)	Credit and Financial Support	Pro-Women
PSB Loans in 59 Minutes Scheme (2018)	Credit and Financial Support	Pro-Women
Promotional Schemes for Enterprise Development		
The programmes of intensive development of KVI through area approach with tie-up with DRDA, TRYSEM and ongoing developmental programmes	Self- Employment and Entrepreneurship	Pro-Women
The Micro, Small & Medium Enterprises Development Organization (MSME-DO), the various State Small Industries Development Corporations (SSIDCs), the nationalized banks	Self-Employment and Entrepreneurship	Women Specific & Pro Women

and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs)		
MSME-DO has introduced process/product oriented EDPs in areas like TV repairing, printed circuit boards, leather goods, screen printing etc.	Self-Employment and Entrepreneurship	Women Specific & Pro Women
A special prize to "Outstanding Women Entrepreneur" of the year is being given to recognize achievements made by and to provide incentives to women entrepreneurs	Self-Employment and Entrepreneurship	Women Specific
Training for credit utilization as also credit delivery skills for the executives of voluntary organizations working for women – SIDBI	Self-Employment and Entrepreneurship	Women Specific
Support to Training and Employment Programme (STEP)	Self-Employment and Entrepreneurship	Women Specific
Swawlamban, erstwhile Setting up of Employment and Income Generating Training-cum-Production Units for Women (NORAD)	Self-Employment and Entrepreneurship	Women Specific
National Mission for Empowerment of Women	Self-Employment and Entrepreneurship	Women Specific
Integrated Scheme for Women Empowerment	Self-Employment and Entrepreneurship	Women Specific
Socio-Economic Program	Self-Employment and Entrepreneurship	Women Specific
The Swa-Shakti Project, a scheme for Rural Women's Development and Empowerment	Self-Employment and Entrepreneurship	Women Specific
Priyadarshini, Women's Empowerment and Livelihood Programme in the Mid Gangetic Plains	Self-Employment and Entrepreneurship	Pro-Women
Swarnjayanti Gram Swarozgar Yojana (SGSY)	Self-Employment and Entrepreneurship	Pro-Women
Sampoorna Grameen Rozgar Yojana (SGRY)	Self-Employment and Entrepreneurship	Pro-Women
Assistance for Rural Employment Guarantee Schemes	Self-Employment and Entrepreneurship	Pro-Women

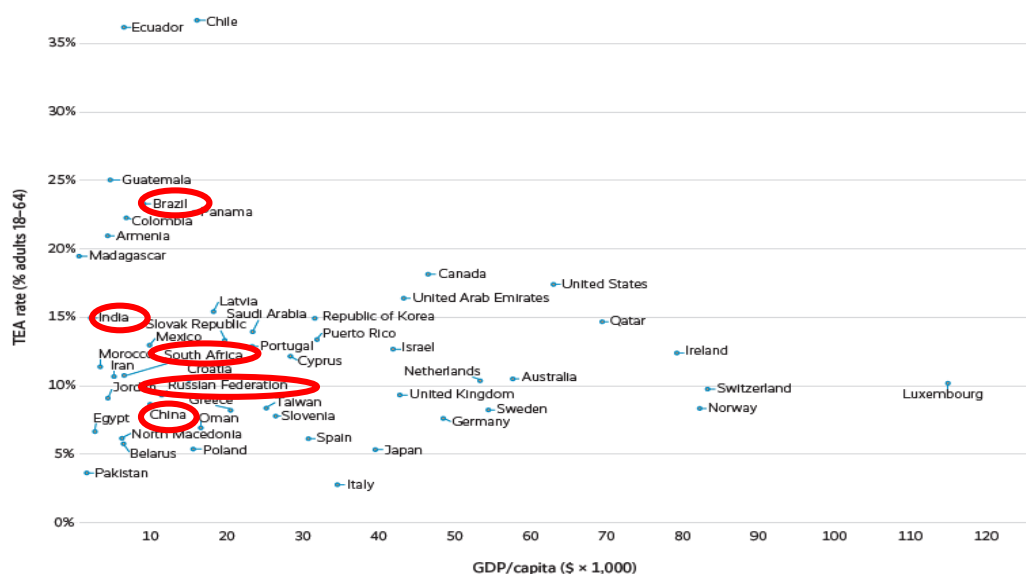
National Common Minimum Programme (NCMP)	Self-Employment and Entrepreneurship	Pro-Women
The Swarna Jayanti Shahari Rozgar Yojana (SJSRY)	Self-Employment and Entrepreneurship	Pro-Women
National Science and Technology Entrepreneurship Development	Self-Employment and Entrepreneurship	Pro-Women
Internship for Women for Self Employment	Self-Employment and Entrepreneurship	Woman Specific
Rashtriya Krishi Vikas Yojana (RKVY)	Specific Subsector	Pro-Women
Vocational Training for Women	Self-Employment and Entrepreneurship	Women Specific
Schemes for Leadership Development of Minority Women	Self-Employment and Entrepreneurship	Women Specific
Workshed Scheme for Khadi Artisans	Specific Subsector	Pro-Women
Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women	Self-Employment and Entrepreneurship	Women Specific
Participation in International Trade Fair	Specific Subsector	Pro-Women
Hire Purchase Scheme, NSIC	Specific Subsector	Pro-Women
Mahila Coir Yojana	Self-Employment and Entrepreneurship	Women Specific

Sourced and updated from “Is India Moving in Conjunction with the Other BRICS Countries in Terms of Women Entrepreneurship?” (2016)

Table 1: Comparative Economic Performance Parameters of BRICS Nations

Parameters		Brazil	Russia	India	China	South Africa
Population in million (2019)		208.3	144	1,334.2	1,395.4	57.7
GDP growth (2018, annual % change)		1.1%	2.3%	6.8%	6.6%	0.8%
GDP per capita (2018; PPP, international \$)		16.15 thousand	28.8 thousand	7.86 thousand	18.12 thousand	13.63 thousand
World Bank Ease of Doing Business Rating (2019)	Score	59.1/100	78.2/100	71.0/100	77.9/100	67.0/100
	Rank	124/190 120 (2015)	28/190 62 (2015)	63/190 142 (2015)	31/190 90 (2015)	84/190 43 (2015)
World Bank Starting a Business Rating (2019)	Score	81.3/100	93.1/100	81.6/100	94.1/100	81.2/100
	Rank	138/190 167 (2015)	40/190 34 (2015)	136/190 158 (2015)	27/190 128 (2015)	139/190 61 (2015)
World Economic Forum Global Competitiveness Rank (2019)		71/141 57 (2015)	43/141 53 (2015)	68/141 71 (2015)	28/141 28 (2015)	60/141 56 (2015)
World Economic Forum Income Group Average (2019)		Upper-middle	Upper-middle	Lower-middle	Upper-middle	Upper-middle

Source: Global Economic Monitor Report 2019; World Bank Ease of Doing Business Ranking 2015, World Economic Forum Global Competitive Ranking 2015

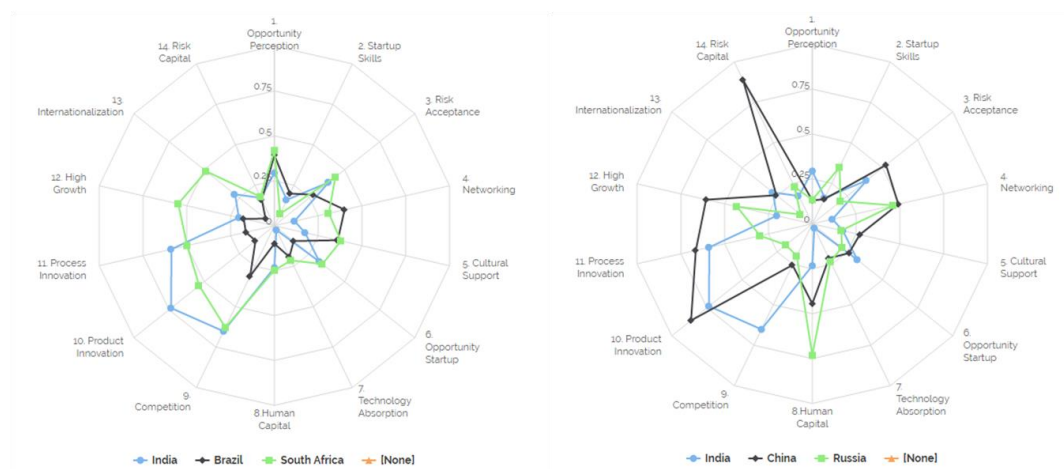
Fig.1: Total Entrepreneurial Activity Rate (% adults between 18-64 years) among BRICS Nations against GDP

Source: Global Entrepreneurship Monitor, 2019

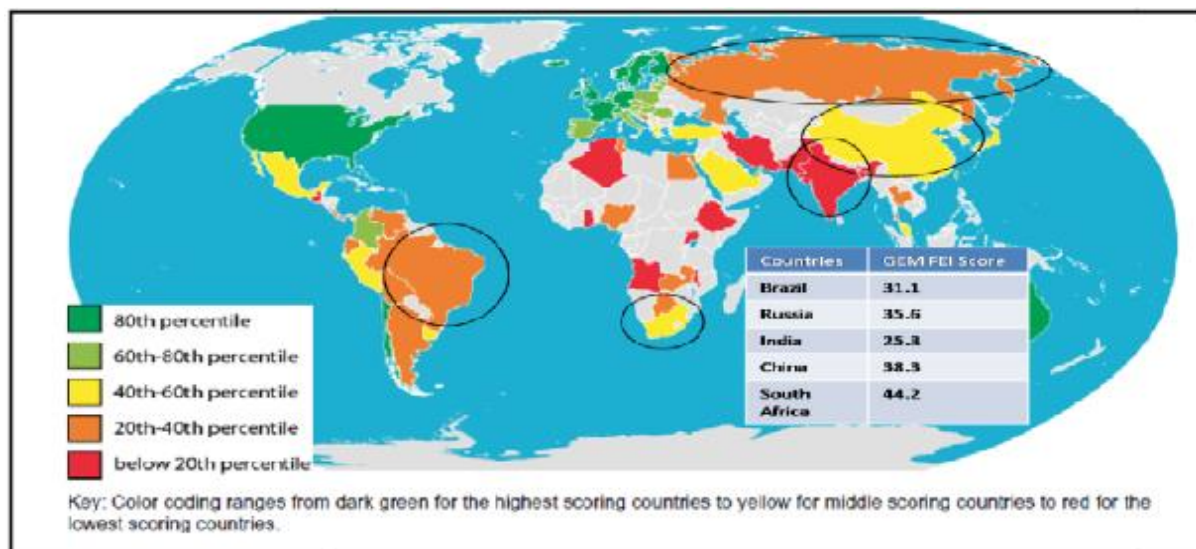
Table 2: Gains/Losses in GEI Scores across BRICS Nations

Country	GEI Score 2017	GEI Score 2016	Difference in Score	GEI Rank 2017	GEI Rank 2016	Difference in Rank
Brazil	20.1	26.1	-6	98	92	-6
Russia	25.4	32.2	-6.8	72	68	-4
India	25.8	24.9	0.9	69	98	29
China	36.3	34.9	1.4	48	60	12
South Africa	32.6	38.5	-5.9	55	52	-3

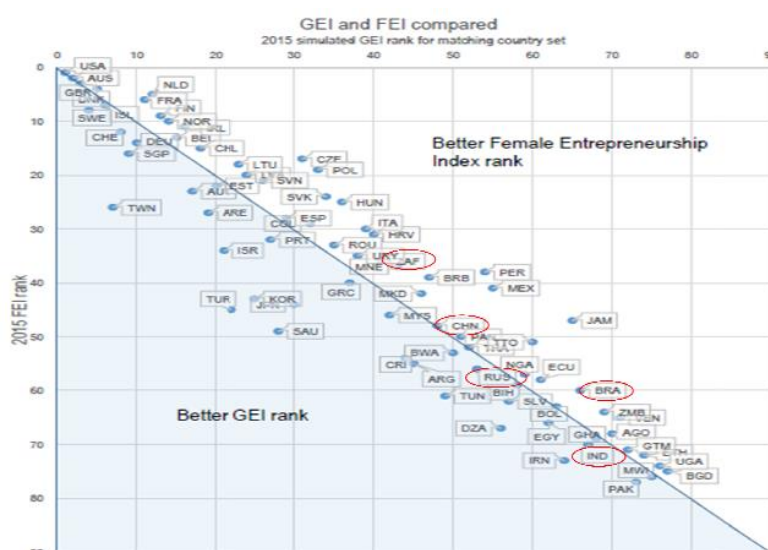
Source: Global Entrepreneurship Index 2017, 2016

Fig.2: 14 Pillar Performance of BRICS countries, 2019

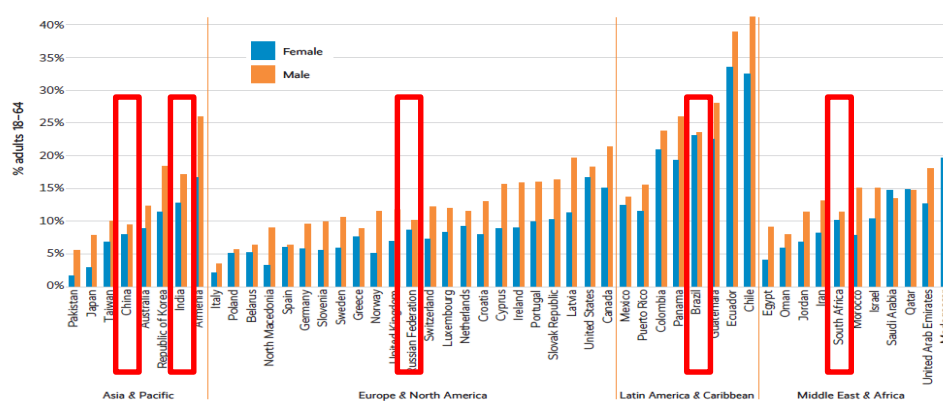
Source: Global Entrepreneurship Index, 2017

Fig: 3: Global Positioning of BRICS Countries in GEM FEI, 2015

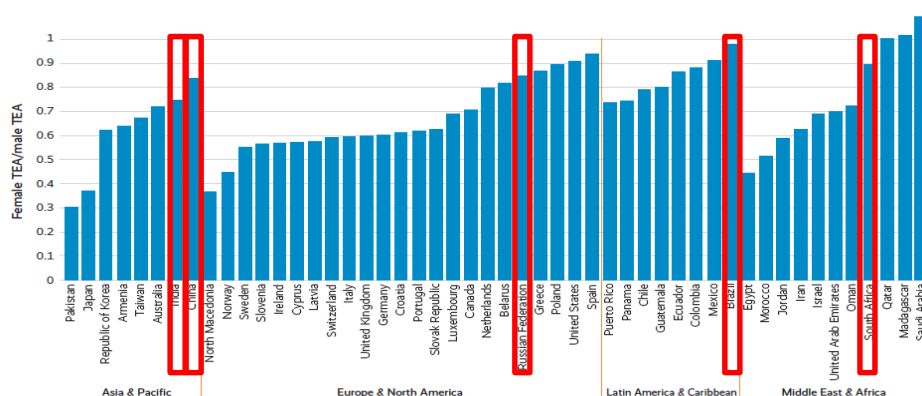
Source: FEI 2015, as presented in research paper titled, "Is India Moving in Conjunction with the Other BRICS Countries in Terms of Women?"

Fig. 4: GEI and FEI Compared for BRICS Countries, 2015

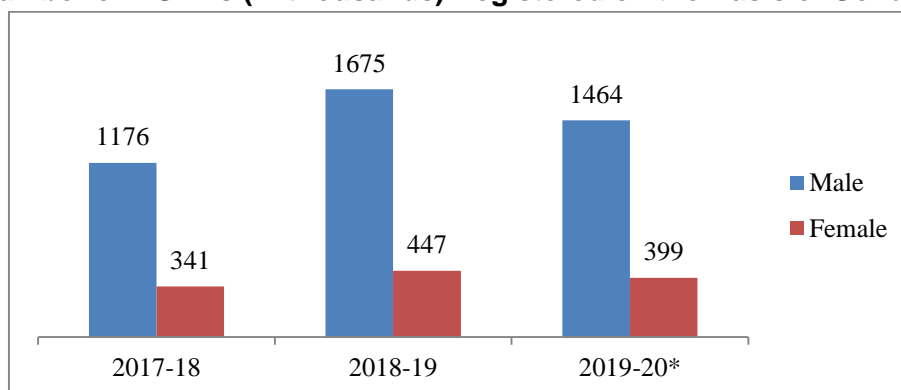
Source: FEI 2015, as presented in research paper titled, "Is India Moving in Conjunction with the Other BRICS Countries in Terms of Women?"

Fig.5: TEA by Gender (% adults aged 18-64 years)

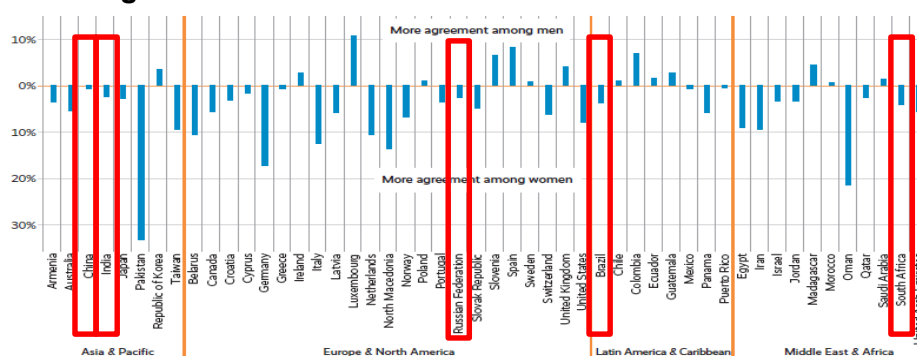
Source: Global Entrepreneurship Monitor, 2019-20

Fig.6: The Relative Gender Gap: Female TEA (% women) divided by Male TEA (% men)

Source: Global Entrepreneurship Monitor, 2019-20

Fig. 7: Number of MSMEs (in thousands) Registered on the Basis of Gender in India

Source: Ministry of MSME, GOI; *From April 1, 2019 to December 31, 2019

Fig.8: The Motive "To make a Difference in the World"

Source: Global Entrepreneurship Monitor, 2019-20

Note: Above the bar means relatively more men agree; below the bar means relatively more women agree.

Table 3: Performance under Stand Up India Scheme*

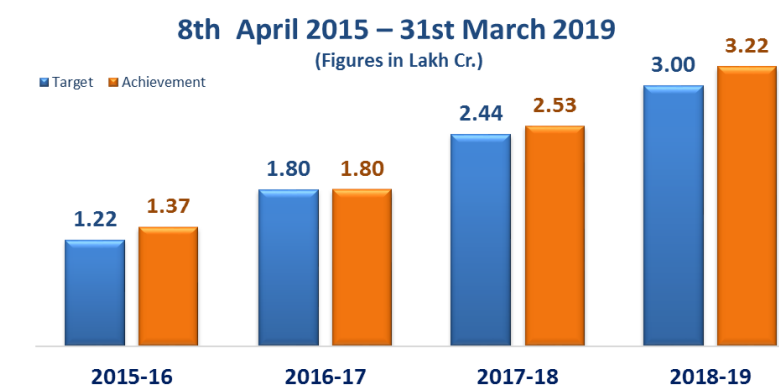
Data as on	SC		ST		Women		Total	
	No. Of A/C	Sanctioned Amount	No of A/C	Sanctioned Amount	No of A/Cs	Sanctioned Amount	No of A/Cs	Sanctioned Amount
Cumulative as on March 31, 2019	10451	2096.25	3103	646.1	59429	13342.72	72983	16085.07

Source: financialservices.gov.in; * Amount in INR crore

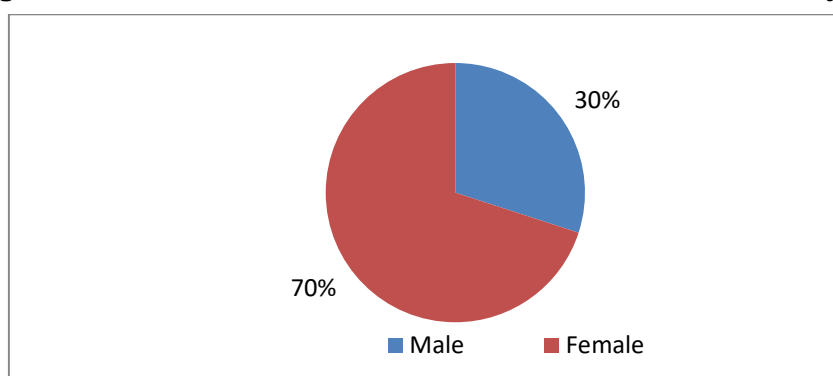
Table 4: Performance under the MUDRA Yojana

	2015-16	2016-17	2017-18	2018-19	Total
No. of Accounts (in crore)	3.49	3.97	4.81	5.99	18.26
Loan Amount Sanctioned (in INR crore)	1,37,449	1,80,528	2,53,677	3,21,722	8,93,376

Source: financialservices.gov.in

Fig.9: Achievements vis-à-vis Targets under MUDRA Yojana

Source: financial services.gov.in

Fig. 10: Gender based Loan Sanctioned under the MUDRA Yojana

Source: financial services.gov.in

Table 5: Performance Data of PSB Loans in 59 Minutes Platform

Particulars	As on November 2, 2018	As on June 7, 2019	% Increase
New Loans			
Preliminary approvals (No.)	4,964	62,680	1163
Final sanctions (No.)	748	45,265	5951
Amount sanctioned (INR crore)	209	12,663	5959
Renewals			
Preliminary approvals (No.)	67,077	1,02,731	53
Final sanctions (No.)	1,239	82,619	6568
Amount sanctioned (INR crore)	428	27,493	6324
Total			
Preliminary approvals (No.)	72,041	1,65,411	130
Final sanctions (No.)	1,987	1,27,884	6336
Amount sanctioned (INR crore)	637	40,156	6204

Source: Reserve Bank of India

Are Women-Owned SMEs Entrepreneurial Oriented? With Special Reference to Sri Lanka

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Abstract

Purpose – Entrepreneurship literature suggests that an entrepreneurial orientation (EO) improves firm performance while being the central theme of firm level entrepreneurship. But studies posturing entrepreneurial orientation of female entrepreneurs is limited in the available literature, particularly in the Sri Lankan context. Moreover, success rate of women-owned SMEs in Sri Lanka is considerably low. Thus, this research aims to examine how entrepreneurial orientation influence on firm performance of women-owned entrepreneurs in Sri Lanka. The proposed conceptual model delineates the direct relationship between innovativeness, proactiveness, risk-taking, autonomy and competitive aggressiveness – the five dimension of entrepreneurial orientation – and firm performance.

Design/methodology/approach – This study was adopted a quantitative research approach and thus, a self-administrated survey questionnaire was applied to a randomly selected sample of 250 women-owned SME firms in Sri Lanka. To test the hypothesized relationships between the constructs, the structural equation modeling was performed using AMOS 23.0 version.

Findings – The findings of this study confirmed that entrepreneurial orientation has a positive effect on firm performance of women-owned SMEs in Sri Lanka. Particularly, findings confirm that all five dimensions of entrepreneurial orientation: innovativeness, proactiveness, risk-taking, autonomy and competitive aggressiveness have a positive impact on firm performance those SMEs. These results revealed that women-owned entrepreneurial oriented SMEs are more willing to take risks, proactive and competitively aggressive over rivals, appear to be more innovative with greater autonomy that leads to enhance their firm performance. Thus, the EO is a mechanism for success and the survival of the women-owned SME firms.

Implications – It is expected that the model can serve as a support for facilitating and promoting firm level women entrepreneurship. The findings of this study, therefore, suggests that the women-owned SMEs firms may be benefited from their efforts to increase their level of entrepreneurial orientation in order to survive and to be success in the dynamic and most complex business environment. Further research may use the same model to investigate whether unsuccessful women-owned SMEs failed due to lack of their entrepreneurial orientation.

Keywords – Women Entrepreneurs, SMEs, Entrepreneurial orientation, Firm performance, Innovativeness, Proactiveness, Risk-taking, Autonomy, Competitive aggressiveness

Disquiet and Challenges of Women in Agribusiness: A Study with Special Reference to Betel Leaf Sellers (STUDY SPONSORED BY ICSSR, NEW DELHI)

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Abstract

Betel leaf is referred to as the green gold of India. It is scientifically known as piper betel and has tremendous potential to prove itself as 'Green Medicine'. From the past betel leaves are woven into our culture both for consumption and rituals. The betel leaf is grown and sold all over India and particularly in Tamil Nadu, Kerala, Madhya Pradesh, Karnataka, West Bengal, Orissa, Maharashtra and Uttar Pradesh. This is one of the prominent cash crops traded in agribusiness.

In Mangalore of Dakshina Kannada district, Karnataka State, India too this crop is cultivated and traded. The areas where in it is cultivated are Bondel, Neermarga, Bantwal, Vogga, Moodbidri, Belthangadi, Uppinagadi etc. This crop is traded prominently near the central market and State bank market in Mangalore city. The paper focuses on the women betel leaf sellers of Mangalore city and discusses the issues and challenges these women face.

Traditionally the trading of betel leaves were done by the Roman Catholic women and to date they are into this business. It is nice to note that the consumption of betel leaves is mostly done by Muslims, traditionally is of use to the Hindus and is traded by Catholics. Thus the leaf acts as a binding agent of religions too. But in recent times the number of catholic ladies in this trade has deteriorated and many men of all religions have taken up this trade along with the other products that they trade.

As of today in the Mangalore city there are only 6 catholic ladies who are in this trade. They are located in the central market (one full time and 3 part time basis) and two ladies working full time are located in the State bank market. They have a place of their own and are the last generations to be in this agribusiness field. The paper tries to highlight the problems faced by these ladies when they are dealing with the green gold of India.

Keywords: Women traders, agribusiness, betel leaves, catholic ladies, Issues and Challenges

INTRODUCTION

Women constitute nearly half of the world's population and they equally contribute to the success of societies and families. They play a vital role in the wellbeing of all and are many a time's breadwinners too. Women from the past have shouldered equal responsibilities and there are many of them who have taken the lead to sustain their families.

Whenever success stories of women are discussed the first names come from the elite, business and political fields but there are women who have done great work even from the other strata's of

society. This paper discusses the contribution of women who have toiled in agribusiness.

Women have equally from the past been active in the area of agriculture and also in agribusiness. They play a vital role as decision makers in the Agribusiness industry. The sector is dominated by family farming enterprises where women play a large role in business management and in organisations that support rural communities. Thus women are not new to this field. They have been contributing tremendously to this area and are an

integral part of it. This paper is a study on women in agribusiness of betel leaves.

Betel leaf is referred to as the green gold of India. Betel leaves are the leaves of the betel plant which is usually heart shaped and varies in colour with shades of green. It is a native of central and eastern Malaysia, which spread at a very early date throughout tropical Asia and later to Madagascar and East Africa. The betel leaf is currently extensively cultivated in India, Bangladesh and Sri Lanka. In India it is grown and sold in Tamil Nadu, Kerala, Madhya Pradesh, Karnataka, West Bengal, Orissa, Maharashtra and Uttar Pradesh.

The botanical name of the betel vine is *piper betel*. Betel vine is a perennial, dioecious, evergreen climber that is grown in tropics and subtropics for its leaves that are valued both as a mild chewing stimulant and for its medicinal properties. In India the leaf of the vine is called as 'paan'. It is consumed as betel quid (paan) with or without tobacco. The paan is made with betel leaf, areca nut, lime and with or without tobacco and the combination when chewed together causes a profuse red coloured salivation. In the early days people consumed leaves after food to clean the mouth, but nowadays they are taken with tobacco and other things as an addiction.

Betel leaf women sellers in Mangalore: Trading of betel leaves in Mangalore was there from many decades. This leaf was and is a part of daily living of the population here. The Roman Catholic ladies ventured into this field from nearly 100 years ago. They started trading with these products. Many agriculturists grew the betel leaves in their houses and farms and they had to be sold in the market. Some ladies from Bantwal, Derebail, Siddakatte, Bondel and Moodabirdi arears started this trade. They were very successful in bringing up their families through the profits they earned through

this trade. The areas where in betel leaves are cultivated are Bondel, Neermarga, Bantwal, Vogga, Moodbidri, Belthangadi, Uppinagadi and few other places in Dakshina Kannada district. This crop is traded prominently near the central market and State bank market in Mangalore city.

Betel leaf varieties in Mangalore: There are mainly two local varieties that are grown and traded in the markets of Mangalore by these local women. They trade with no other varieties. The one which grows in a creeper and which requires support to be grown is called as Vaal paan or Raas paan (Vaal means creeper in Konkanni) and the other is grown in a soft shrub which needs a lighter support is called as Kol paan (Kol means a short stick in konkanni). The Kol paan is also called as Mangalore paan and is more liked than the other because it is comparatively sweeter and less pungent. In Konkanni 'Paan' is called as 'Kasar'. Based on the places where the leaf is grown the variety gets its name. For example the paan of Puttur is called Puttur kasar or Puttur paan, from Vogga is called as Vogga Kasar/ paan, if from Bantwal it is called Bantwal kasar and so on.

The Study: Presently only six Roman Catholic ladies are in this business trading in the two places. i.e central market and State bank market in Mangalore city. They are located in the central market (one full time and three part time bases) and two ladies working full time are located in the State bank market. They have a place of their own and are the last generations to be in this agribusiness field because they too are getting old and no new generation of ladies nor many men are interested to take up this field.

The paper titled '**Disquiet and Challenges of Women in Agribusiness: A Study with Special Reference to Betel Leaf Sellers** (STUDY SPONSORED BY ICSSR, NEW DELHI)'

is an attempt to explain the lives dedicated by these women towards agribusiness and in turn their role in building up their families. These women are in this business for a long tenure and they have faced many challenges to pursue this trade. The paper is an attempt to explain the cases of these women who have revived their families but any more do not find a vision as this trade is dwindling. Many of the older generations have given up this trade due to the age factor and lower demand for the products.

RESEARCH METHODOLOGY

Significance of Research

The present study is an attempt to know the issues and challenges faced by the women traders as they trade in betel leaf and allied products. The main purpose of the study is to explain the role of these women in reviewing their families with the help of betel leaf trading and to predict the role of women in this trade in future.

Scope of research

The study is conducted in the Mangalore city and in the places where trading of betel leaves is done .i.e. Central market and State bank market. As of now only six Roman Catholic ladies are in this business. They are located in the central market (one full time and three part time bases) and two ladies working full time are located in the State bank market.

Objectives

- To understand the challenges faced by women traders
- To know the most prominent worry they have at this age
- To study their pre and post economic conditions
- To find the reasons for the decline of this trade

- To predict the role of women in this trade in future.

Sampling Design

The respondents for the study are all these six ladies who are presently trading in betel leaf business. They purchase the betel leaves from growers either in the wee hours daily and some deliver the leaves at their respective shops and these ladies sell the same in their respective places. Only 3 ladies are in the market from morning 8.00am to evening 8.00pm and the other three ladies function on a part time basis. The researcher has used the direct interview method of field survey.

Research Limitations and Scope for Further Research

The study is restricted to only the city of Mangalore and to only the Roman Catholic ladies who are in the betel leaf trade. The opinion of growers is not included in the study which can be the area of further research. There are men who are in the trade of betel leaf and they are excluded from the study and in further research their opinions can also be examined. Expanding the research to include other regions too would enable one to know more about the households who are influenced by the betel leaf agribusiness.

FINDINGS

Place of Business: Three ladies are in full time business and have their respective shops to trade. The other three ladies who trade part time do it near the central market on the road side.

Pre economic condition: The economic condition of four ladies was worse and the other two ladies stated that they had a satisfactory economic life when they started trading.

Post economic condition: The betel leaf business helped these ladies to raise their economic conditions and also helped to

give good education to their kids. Now their houses are well built and their kids have majorly settled abroad and the kids who are in town are also doing well in life.

Reasons to take up trade: Two ladies took up the trade after they married and other three have taken up the trade from their parents. One lady started business on her own and did not inherit it from the family. All six want to work until their health permits and are happy and contented. Four out of the six of them need not work now as they are well off but want to continue trade to be active in life. They do not want to retire as they are now accustomed to work. They want to work not for money alone but to be active. They feel that they will lose health if they become idle.

Spouse contribution: the ladies opined that their spouses were very supportive and helped them conduct the trade. Two of the ladies husbands were auto drivers. One of the lady's husband was working abroad and other two ladies husband helped them in the trade and were not employed elsewhere.

Children: All the kids of these women have settled in life and only one lady's son is interested to continue this trade. No one else has any interest to pursue the betel trade business as the demand is dwindling. They have settled abroad and are all well-educated and find the betel leaf business non lucrative and do not want to pursue this trade. The reasons given by kids for not venturing into betel business is that it is low dignity of work, unsteady income, seasonally fluctuations, lowering demand, no holidays and no rest, social life is affected, entrant of other merchants into this business.

The most vital worry of these ladies is that there is no business like yester years and there is no supply of good quality leaf too. The introduction of gutka packets and readymade substitutes has still reduced the demand for the betel leaves.

The ladies have dedicated their entire life in this trade and they have not lived an active social life. They have toiled hard and not taken any break as this is round the year employment. They feel isolated as two of them stay alone and they have no one who takes care of them and so they do not want to leave the trading of betel business. Age related diseases and illness is a reason of worry for them. Majority of them are well taken care of but still feel lonely.

Since the COVID impact is seen in India and Mangalore too, there is another major challenge that these women in agribusiness face. Betel leaves being a non-essential product and also a product with a less shelf life, is in very low demand. There is another development in Mangalore of it being in the making of a SMART city. In pursuit of this the central market wherein these ladies traded is being shifted to an outskirt area of Mangalore, called Surathkal nearly 15 kms away. The central market is closed for renovation and during the COVID times, this market is completely locked. This has forced the women traders to shut their businesses forever as they are not keen to travel for long distances in these times of COVID. So as on July 2020 only two ladies near State bank market are continuing with trade on a on and off basis.

CONCLUSION

This study is an interesting one as we find how ladies involved in agribusiness, have run businesses on their own for nearly two centuries. These women took charge of their families and gave economic freedom to themselves and their families. It is sad to learn that the number of ladies in this business is deteriorating and very soon there will be no lady involved in this business. It is hard for the younger generations to venture and stay in this business because economic and social situations are

unfavorable for young ladies to continue in this trade. Thus we can say that women in the past have been very enterprising and they have in their own special way contributed to the success of their families in a very big way. So, when we speak on women leadership and empowerment, women of the yester years took up life as a challenge. With limited resources and options, they have been real enterprising women and empowered themselves. The leadership quality is seen in these catholic women who have done as much for their families by being in the trade of agribusiness. It is for the younger generations to draw inspiration from these women and move in the path of leadership and empowerment.

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TABLE 1: SOCIO DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Demographic Details	Total	
	f	%
AGE IN YEARS		
50-60	1	16.67
60-70	4	66.67
70-80	1	16.67
Total	6	100
MARITAL STATUS		
Unmarried	1	16.67
Married	2	33.33
Widow	3	50
Total	6	100
NUMBER OF CHILDREN		
One	1	20
Two	2	40
Three	2	40
Total	5	100
WORK TENURE		
21-30 years	2	33.33
31-40 years	3	50
41-50 years	1	16.67
Total	6	100
EDUCATION		
Upto SSLC	5	83.33
PUC	1	16.67
Total	6	100

Promoting Women Entrepreneurship Through Accounting Information System in the Omani Context

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Abstract

The ongoing project explores the promotion of sustainable women entrepreneurship through accounting information system (AIS) in the Omani context. Given the development of technological innovations that has immensely influenced the accounting field in recent times, women entrepreneurs leverage new ways of making their ventures processes efficient so as to reduce operation costs, recreate business operations, improve customer services and gain competitive advantage. Illustrating with evidences from a sample survey of the Omani banking sector, the study tries to assess how AIS affects the performance of business operations, including new ventures created by Omani entrepreneurs. Clear-headed business strategy, information technology and database management training for women entrepreneurs are stressed critical pivots for ensuring innovative and inclusive entrepreneurship in furtherance of Oman 2040 sustainable economic diversification vision.

Keywords: Accounting information system, financial inclusion, Oman Vision 20240, sustainable development, women entrepreneurs.

Breaking the Boundaries: Understanding the Innovation and Leadership of Contemporary Indian Women Artists

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Abstract

This paper will try to locate and understand the significance of the unconventional and innovative art practice led by some of the key female artists of Indian Contemporary Art. In terms of both process and material, their works intend to break certain boundaries regarding the usage of methods and materials in mainstream art world. Which has opened newer possibilities in the field of art that has inspired new generations of artists. The paper will also try to understand the social and cultural implications that these artists and their art practices have. I have chosen three women artists to elaborate my discussion- Mrinalini Mukherjee, Jayashree Chakravarty and Priya Ravish Mehra. These three artists have significantly contributed to the development of experimental practice in contemporary Indian Art. Their innovative and individual visual language that involves distinctive materials and methods rooted in their social and cultural context, which is why their work embodies a socially and culturally responsive visual language. It is important to understand their work in a distinctive manner that involves a postcolonial sensibility different from the conventional art practice in the mainstream art context. I will try to locate these distinctive characteristics and perspective by using art historical and critical theoretical ideas. It is also important to understand the practice of these women different from their male counterpart and the identity and position of a woman artist in contemporary Indian art needs to be articulated.

Key Words- *Material, Method, Visual, Language, Contemporary, Art, postcolonial, unconventional, innovative, experimental, women, artist.*

INTRODUCTION

In Indian modern and contemporary art, there is a wide range of art practices that involves different forms of experimental and unconventional materials and media. This significant development of artistic practice that involves material and media consciousness can be seen emerging in the mid nineteen seventies. The idea to go beyond the boundary of conventional material saw some of the key experimentation in the works of women artists beginning in nineteen seventies.

Earlier material exploration was limited to the conventional media institutionalized by art academies for centuries. However, there were some scattered material exploration in sculptural practices but it was limited to the medium of sculpture rather the definition of art practice was more categorical than open ended. By unconventional material I want to locate the material which were never part of art practice, which were never considered to be used for any art work- materials like natural hemp, leaves, plants, organic fiber, cotton, roots, tea/coffee stains, threads etc. The procedural complexity

also becomes an integral part of the work of art. Where the process can also be sited as an important element in the work, which signifies the individual artistic practice.

For example, a medium like embroidery and materials like textile have always been categorised as a craft and kept away from the discourse of mainstream art practice. The association of feminine characteristics in the medium has also played an important role in sidelining the practice as a female oriented craft practice. However, certain women artists like Mrinalini Mukherjee and Priya Ravish Mehra have strongly objected to that notion and have developed a practice that involves textile in form of weaving and embroidery in their work, which challenges the ideas of modern art and its aesthetical conventions. It is important to note that there is a significant material and media based practice that has been developed by women artists in India, which creates a counter current to the existing art scene in modern and contemporary milieu of India. There is a postcolonial consciousness that can also be located in the visual language developed by certain artists who challenges the hierarchies established by colonial institutional practices. However, certain institutions like Kala Bhavan, Santiniketan and Faculty of Fine Arts, Baroda have been able to spearhead a distinctive curriculum, which counters the colonial academic pedagogy, and in fact, many of the artists who have indulged in developing these experimental practices are products of these institutions. Hence, it is also important to understand the artistic intervention and the crucial role that the institution had played directly or indirectly in shaping the visual language that these women artists have developed.

“The problem lies not so much with some feminists' concept of what femininity is, but rather with their misconception--shared with the public at large--of what art is: with the naive idea that art is direct, personal expression of individual emotional experience, a translation of personal life into visual terms. Art is almost never that, great art never is. The making of art involves a self-consistent language of form, more or less dependent upon, or free from, given temporally defined conventions, schemata, or systems of notation, which have to be learned or worked out, through teaching, apprenticeship, or a long period of individual experimentation. The language of art is, more materially, embodied in paint and line on canvas or paper, in stone or clay or plastic or metal-it is neither a sob story nor a confidential whisper.” (Nochlin, 1971)

In the words of the pioneering feminist art historian Linda Nochlin, it is clear that many have often misunderstood art, when actually; art is embedded in the practice and the materiality of the work of art in a great extent. In order to elaborate, the discussion further I would like to delve into discussing the three artists – Mrinalini Mukherjee, Priya Ravish Mehra and Jayashree Chakraborty, individually in order to look at their experimentation and exploration of material and, how it has spearheaded the development of a new visual language, that had significantly inspired new generations of artists.

Mrinalini Mukherjee

One can trace one of the significant and earliest experimentation with an unconventional material like dyed natural hemp in the works of Mrinalini Mukherjee. Who was the daughter of eminent artist Benodebehari Mukherjee and Leela Mansukhani. Her formative

years of life were shaped by her parent's creative life, which had left a significant impact in her art practice as well. However, it was K.G.Subramanyan and Riten Majumder's guidance as a mentor and friend, which had really helped her to develop a language that was driven from tapestry making and involved craft of knotting and dying jute and organic hemp. She began the kind of practice as a way to search new possibilities while she was studying mural in faculty of Fine Art, Baroda, under the tutelage of K.G.Subramanyan. She first started to explore the medium through her work for the institute art fair in late sixties and early seventies. This exploration of a new medium had opened new possibilities for her apart from the conventional practice of canvas and paper based painting. Which is why her shifting to mural in her post-graduation and later persuasion of it when she moved to Delhi after her college, indicated what her practice was going to be like.

She slowly honed the skills to handle a peculiar material like natural hemp which was seldom used in mainstream art practice (by using the term 'mainstream' I intend to distinguish the art and craft as there was a significant hierarchic segregation found in Indian modern art). Her exploration of the material and a break away from the conventional art mediums of painting and mural was encouraged by her mentor Subramanyan, as well as she was able to define a distinctive language that was earlier absent from the art scene, which also challenged the conventional notions of art and craft as an under layered connotation through her work.

Her work initially incorporated the element of tapestry and wall hanging, which can be seen in her early works like *Squirrel* (1972), was one of her first

animal form to be made with jute, carpet brushes and a crocheted head. The zoomorphic figure of squirrel culled out of assemblage of multiple materials represents a development of a distinctive language that will slowly create more such interesting forms and ideas through its distinctive process. The work is different from a typical textile tapestry which though hanged yet has a distinctive character that is not merely design and motif oriented rather incorporates an a different aesthetic sensibility. In west in nineteen sixties and nineteen seventies nonrepresentational fiber art was at vogue through the artists like Magdalena Abakanowicz, Jagoda Buic, Elsi Giauque, Sheila Hicks and many others. However, Mrinalini Mukherjee was able to work as a pioneering figure in fibre art in India.

There can be a gradual transition located in the series of works done from early seventies to late nineties, which organically changes its forms, and visual strategy where it started to evolve more as a sculptural form that deals with shape, weight, volume and space in an interesting manner different from the conventional sculptural practice. This distinctive development of her visual language was well described by Geeta Kapur, "With her cosmopolitan understanding and famous alertness to contemporary art, Mrinalini made intuitive connection with the issue of art's objecthood (including, presumably, the redoubtable minimalists and their feminist counterparts in 1960s-70s, whom she acknowledged by active aggressive rejection). This led to the paradox of maintaining iconicity and autonomy; of sustaining the numen but staying an opaque façade; of coveting iconography but presenting material abstruseness of form. Even as she kept alive her engagement with conventions as understood in craft practice (and thereby

with Subramanyan's pedagogy around the structure of visual language), her sculpted object bore the mark of formal 'integrity' as deemed necessary in modernist aesthetics. In full play was a classical-modern- 'primitivism' (to use a terminological conundrum of art history)" (Kapur, 2017).

Her works come out of her intuitive sensibility where bereft of any preparatory drawings the forms in her work embody a spiritual, 'deconventionalized' and 'personal' myth and imagery that transcends not only any conventional art trajectory but also makes the work intriguing and cerebral. Her evocation of anthropomorphic or traditional iconographic forms were never an imitation of the said forms found in mythological texts. Works like 'Black Devi' (1980) and 'Yakshi' (1984) represent an unconventional mythological female figure which cannot be traced in any textual or mythological sources rather it has certain essences of it yet eschewing any rigid iconographic characteristics. The intricate knotting done in black and dark purple dyed natural hemp incorporates an essence of those numerous female mythological figures found carved in the stone temples of north and south India. Unlike her other works these two works are primarily monotone as the black dominates the entire work it also does not have any facial or anatomical details, rather embodies a dominating presence different from the traditional female figures found in Indian sculpture.

Her later works started to become larger in scale as well as complex in structure. The forms matured with spiritual metaphors and aesthetical concerns, where the colour as well as the free structure embodied organic forms developed out of an intuitive sensibility.

Vriksh Nata (Arboreal Enactment, 1991-92) and Van Raja II, (1991-94) are two examples of her later works where the scale has grown larger as well as the complexity of the formal structure. In Vriksh Nata one can locate the three botanical forms standing next to each other creating an interactive space where the viewer can engage in experiencing the work from different dimensions. Her interest towards theatre can be traced in the work, where the work creates an ambiguous space of theatricality, an act can be assumed but the specificity of the act is absent. Vana Raja II is one of her largest works where the majestic central figure stands with paraphernalia of complex manifold forms that resemble botanical elements. Her works have this curious character of blending natural with imaginative forms where there are motifs coded with traditional as well as personal 'deconventionalized' forms that are individual to the artist. Her experience and love for nature and Indian sculptural tradition are reflected in her work, where the subjectivity of the artist shapes the forms. Another interesting aspect of her work is creating a sculptural form where the monumentality and heaviness of the work is present but at the same time contradicted by the usage of a light material like natural hemp. As G.M. Sheikh has observed in her work that she incorporated different aspects of Indian sculptural traditions, yet retaining her individual expression where she radicalizes the idea of sculpture making by using a material like natural fibre. Which is a flexible and adaptive medium than the conventional medium like stone and wood, which were the primary materials used for traditional Indian sculpture. There is also an interesting metaphorical sensibility invoked by the usage of the material where it forms a monumental sculptural object out of means that are used as a carrier to hold

or bind the primary material in traditional sculpture. The character of resilience and the push and pull creates an intriguing aesthetical sensibility, where she treads upon a terrain where the categorization of sculpture, mural and painting seems to be futile.

Priya Ravish Mehra

The parched, stitched, patched and darned terrains of Priya Ravish Mehra's work explores certain concerns and ideas through multiple possibilities of a distinctive visual language. Priya Ravish Mehra was an important contemporary Indian artist, who worked primarily with textile, passed away in 2018 after fighting more than a decade long battle with cancer. However, Priya Ravish Mehra was such an inspiring figure that she channelized her threat to life into an inspiration for her work, where her body was ailing but her mind at the same time metamorphosing her ailment into the visual topography of her large body of work. She was an acclaimed textile artist, designer, researcher as well as a socially concerned person who was able to bring focus to an important but neglected textile tradition of *rafoogari* or darning. The process of restoring and preserving age-old textiles like Kashmiri pashmina shawl and other precious textiles, became a source of inspiration for Mehra for her own life which she was constantly trying to heal and preserve. Priya Ravish Mehra's practice was distinctive in its own way that did not just focused on the work of art itself but the process involved different levels of interactions with communities as well as different disciplines. Which is why her work cannot be categorised as a textile work or an installation art rather it requires a different level of understanding of interdisciplinary and community based art practice. On one hand, her work is an assimilation of

her interactions, concerns and works with different textile and artistic traditions based in different parts of India and on the other hand, she combines those experiences with the cosmological and philosophical ideas of *Reet*, "Human life is an intimate reflection of the perennial cycles of nature. All existence on earth depends upon the regular arrival, change and departure of the seasons, a manifestation of *reet*, the cosmic order. It is all one process, one energy. Opposites contain each other – expansion and contraction, dispersion and concentration, reduction and augmentation, occlusion and clarification, emanation and dissolution." (Mehra,2018).

Her interaction with the tradition of *rafoogari* held in her childhood in her hometown Najibabad, Uttar Pradesh, India. This childhood familiarity with this painstaking and rare textile tradition had in many ways invoked her in the path of learning the art of textile weaving and designing in Visva Bharati, Santiniketan and later in Royal College of Arts, London and West Dean College, Sussex, UK. Her time in Santiniketan, played an instrumental role in developing her consciousness and understanding of nature and art in a deeper way. Where the ideas of multiplicity of nature and an urge to connect with it was the core of Rabindranath Tagore's philosophy resonated in the pedagogy of Santiniketan. This interaction with nature had subtly invoked Priya to choose the path that she chose where perfection was not the goal rather the imperfection and its organic evolution was the key idea that shaped her practice.

The wide range of material and experimentation with it had gone on to develop an intriguing visual language that

is individual to her sensibilities. Her work talks about a time and process where materials organically metamorphose to embody the artist's constant interaction with the material through multiple process like weaving, stitching, dyeing and darning. Doing so she creates a form that invokes historical, spiritual, philosophical meanings, where time has its own reflection underlying the multi-layered and seasoned surface of her work. Each materials used and processed has its own significance- the whole spectrum of material beginning from thread, paper pulp, organic fibers, fabrics, woven cloth, indigo dye, tree barks and many others play their role in building a surface that projects a distinctive sensibility seasoned with Indian philosophy, history and her own existential struggle.

The Rafoogari had showed her a new possibility amidst the darkness of her life's existence. For her it became a metaphor where she said, "I employ the metaphor of rafoogari or traditional darning to invoke sudden, unexpected and violent rupture in our daily experience. It is a symbolic affirmation of the place, significance and act of existential 'repair'," (Deccan Chronicle, 2019) In one of her work Untitled (2017) she juxtaposed pieces of discarded pashmina shawl where fragments of exquisite designs are visible combined with her own embroidery of different motifs together to capture the essence of time as well as its ephemerality. Where her concern was to unhide the hidden darning and healings of the damaged surfaces of those pashminas. Where in the stream of time nothing is permanent but the act of preserving it is a resistance of the death note, is in itself a remarkable act. Rafoogari symbolises that effort that survival instinct where it tries to revive and restore a piece of fabric even from its

most damaged state and the irony is that the best rafoo work is the one where it is not visible at all. This invisibility of a masterwork became the core interest to Priya Ravish Mehra, who wanted to make the 'invisible visible' through her work and this is where her use of rafoogari becomes so intriguing. Where instead of hiding the mending, her darns become strikingly visible where different elements of the work interact with each other creating a distinctive visual surface. Which creates a contradiction but at the same time is able to transcend beyond the mere material existence and invoke a more cerebral and philosophical sensibility.

Recently a wide range of works of Priya Ravish Mehra was exhibited in Kochi-Muziris Biennale. Amidst the abundance of experimental materials and innovative process, one work Untitled (exhibited, 2018) captures the focus. A long scroll hanging from the ceilings to the ground of Aspinwall House made out of a curious combination of pashmina shawl fragments, paper pulp, wood fibres and threads. The large tapestry creates a distinctive visual surface consisting of fragmented fabrics weaved into parched terrains of paper pulp, organic fibres and fabrics. Where the darning of cloth is made to come out and create a curious tension with her intention to create a different form of aesthetics out of the imperfection of visual topography that reveals a deeper truth about the sudden ruptures and constant confrontations with those rupture in life.

Priya Ravish Mehra's works can be read in multiple layers. The work creates a unique trajectory of ideas and concerns related to one's own time, history, society, culture. Her visual language and its process can be located as a transcultural activity where she

consciously locates different cultural and artistic traditions of textile and other medium to create a cohesive idea of existential quest where diversity is the guiding factor.

Jayashree Chakraborty

“Transformation involves Time” [Brown, (2017), pg 28] nothing is static, we all are in a constant flux, as every second passes earth along with us ages and transform. The distinctive visual topography of Jayashree Chakraborty’s work often embody a fossilized, anthropocene metamorphosis of space that resembles with natural landscape yet goes beyond the idea of physical representation and becomes a more cerebral visual experience. Where the elements of the nature like leaves, roots, flowers, stems et.al are embedded creating a distinctive interactive space for the viewer. This distinctive usage of material in her work is more experiential, where it is like a physical extension of her recurrent practice of landscape painting. As a painter Jayashree Chakraborty has explored the idea of nature and landscape and its connection with the anthropocentric world where the intervention of the human being has precariously disturbed the nature in a great deal.

The visual surface of Chakraborty’s work embeds different aspects of nature, there is a metamorphic process often located in the unfolding of multiple layers of textures and organic elements and forms that resonates natural foliage or botanical forms, but at the same time creates an ambiguity within itself. There is a contradictory assimilation of chaos and calm, which creates a tension within the pictorial surface and dominates it as well. Her work involves a long time span, which is spent on relentless working on

a single work, where she spends sometimes six to twelve months to finish a work, where the procedural complexity creates interesting semiotic layers of meaning, embedded within the work. Beginning from a splash, or drip of colour on the paper or canvas it goes on to embody multiple layers of working where the initial marks and drawing hide and unhide within the pictorial topography creating a chaotic environment. Within such an environment figural representation and botanical forms often arrive punctuating the chaotic vortex created with multiple layers of physical impression of palm, dashes of pigments, fragmented lines and drawing et.al creating a world within vast surface of her works. However, the unrestrained spatial arrangement of her work is often hyphenated by motifs and elements that brings a sense of calmness within the whirlpool of chaotic terrestrial imageries. Her imageries comes out of her personal experiences and memories which is not linear, structured rather fragmented and appears on the surface signifying multiple layers of connotations. In a work like ‘The Evolving Space: Excavation, Archaeology, Habitation, Transformation’(2008-09), the issues of environmental destruction caused due to human intervention. The critical relationship between human and nature, which causes damage upon other species of animals and land itself, can be located through the myriad of imageries like fish and huts and other such forms. Where layers of meanings are coded within the pictorial surface that connotes decaying environmental condition on one hand and how it is impacting the entire human society along with the nature itself. The image can also be read in the context of the mythological personification of Matysa avatar that is attributed to Vishu and his first incarnation as a giant fish, who protected and created a new world after

the great deluge, which indicates towards the constant metamorphosis of the world.

She does not insist upon creating an enclosed subjective plain rather wants to create a visual space that will attract the viewer to engage in an interaction with the work as well. This is where her work extends towards the large-scale installations that involve complex systems of process and material usage, invoking her growing concern about the anthropocentric and terrestrial issues. "As her concern grew more intense, the expression of these multi-layered ideas began to demand a process which was equally multi-layered. In Provence, the artists started to consider the material and process as the most important means to create a depth of overlapping spaces... When any constructed visual reveals the process and methodology of its making, the experience of viewing or reading the work becomes very fulfilling. The process, an end in itself, not only complements the visual, but also reflects on the relevance of its visibility. Moreover the significance of an image lies especially in its capacity to be viewed in relation to the complex mind help responsible for its execution." [Dutta, (2010), pp. 37] However, Dutta talks about her earlier practice involving multi-layered papers, but the observation tends to be relevant in her current practice that involves a much complex procedural structure.

Talking about the process involved in her work it is important to look at one of her seminal work where a phenomenological quest can be sited in the work, "Earth as Haven: Under the Canopy of Love" (2017), an installation by Jayashree Chakravarty. I will try to focus on the particular work that was displayed in a show in Chattrapati Shivaji Vastu Sangrahalay in Mumbai. The display of

the work is very important to note and that is where my journey to understand the work begins. The work hangs from the ceiling with multiple strings attached with, which allows the viewer to have a 360 degree view of work. Where the viewer has to go around the work as well as the arch of the canopy provides an inside view of the work. This is a very pertinent aspect of the work, which allows an intervention into the work and create possible zones of contextualization. When the viewer has to go inside the work it creates an ambivalent experience where the viewer is encouraged to use flashlights of their mobile phone to navigate through the internal space, almost like excavating an unknown site.

There are multiple layers of meaning are at play in the work, the viewing strategy is very important to understand the kind of experience that is discerned from the work. Where it creates a sense of shelter as it spread in an arch like form like an upturned leaf canopied the space, but at the same time one is also confronted with the idea of navigation and exploration of a space, which is unknown. I will come back to this factor later but in the meantime keep this in mind. In a space like a museum, it is in the way the work hangs from the ceiling that there are certain agencies which need to be understood before we proceed further. The whole act of museumization is a colonial phenomenon and that involves the discoveries of the colonial people of not only the past but also other cultures who are different from the colonial people. The act of segregation eventually leads to the hierarchy that will institutionalise the fact that the western countries and its people is superior to the rest of the world.

The kind of display strategy is taken for the work *Canopy* connotes colonial notions of display. Where the way the canopy hangs is resonated the idea of displaying specimen of extinct species found by the archaeologist in different parts of the world and was taken and kept in the museums around the world. Hence, the display of the canopy recall the colonial past as well as similar acts of isolation. On the other hand, if we really go deep into articulating the display we can locate another colonial phenomenon that is the exploration and discovery of the other world, culture and people. Which also involves navigation and exploration of the unknown. These two aspects of the display can be deconstructed, to understand the work from a postcolonial perspective. However, it is not only the colonial factor, which are at play, but there are postcolonial trajectories, which can be located through the materiality of the work.

Jayashree Chakravarty uses a very interesting set of material for her work, which are both organic and synthetic. Organic materials like dries leaves, medicinal plants, twigs, cotton, threads, tea stains and Nepali paper and all these are bound together by synthetic glue. The transformation of time is at play from the origin of the plants to being in the hands of the artist and then to the work leading to the space in the museum, there is constant process of displacement taking place through the work. The layers that are formed in the works through the usage of materials brings a very interesting aspect of land itself. A landscape that is condescend in the layered surfaces of the work that went on to become a canopy, which hangs like a carcass of a landscape in the museum space. The deep metaphor that can be deconstructed from the work is very important to understand. On the other

hand, a layered context is created where multiple agencies like time, history, geography, memory and social agency are at play.

It also gives an idea of being a postcolonial woman artist Jayashree Chakravarty is able to go beyond the colonial definition of art and material, which primarily offered materials like oil, watercolour, acrylic, stone, wood, metal and so and so forth. Her musing with nature has enabled her to work with such a medium that not only condenses the idea of land poignantly but also delves into the postcolonial idea of land being transformed in time from its colonial past. This is where a paradox also takes place in Jayashree Chakravarty's work where the display recalls an inability to go beyond the colonial norms but at the same time the materiality of the work projects a postcolonial identity of an artist.

CONCLUSION

It is imperative to notice that there is a consistent development of an innovative and experimental visual practice individually established by the aforementioned three women artists. Through their practice a distinctive language have been developed which have influenced the next generations of contemporary woman artist who have been able to break away from the restraints of using mundane, unconventional, localised material and medium as well as break away from the age-old hierarchy of craft and art practice. The three woman artists have been instrumental in engaging with a practice that not only questions the usage of material but also creates new possibilities in the field of art. Where they directly or indirectly involved in creating an awareness towards art that is beyond the boundaries of institutional aesthetics and ideas about art. Their works create

multiple contexts that challenged not only the aesthetic judgement of a work of art but also the articulation and interpretation of a work of art. Where the process as well as the formal elements plays a pivotal role in understanding the concept behind the work of art. They have been able to integrate multiple layers of different context that address history, time, society, life and the practice of art itself.

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Squirrel- 1972



Yakhsi -1984



Black Devi- 1980

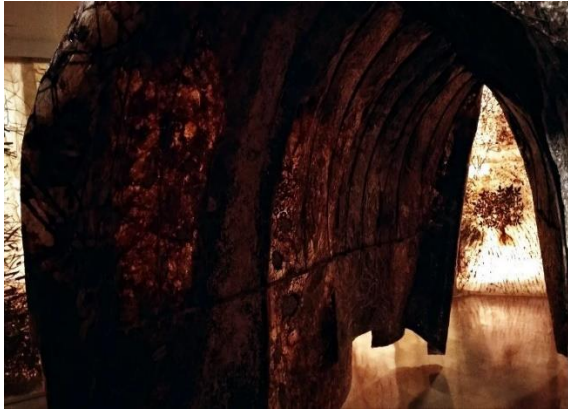


Untitled- 2017



Untitled- Exhibited 2018, KMB





Earth as Haven: Under the Canopy of Love- (2017)

Materials used for the work- cotton fabric, Nepali paper, tissue paper, jute, dry leaves, tea stains, clay, acrylic colours, synthetic glue, sequins, glass and wooden beads, steel rods.



Van Raja II – 1991-94



Vriksh Nata (Arboreal Enactment)- 1991-92

Elderly Women and Empowerment: A Special Reference to Slum Areas of Aligarh City

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Abstract

Nowadays, both in developed as well as in developing countries the topic of "ageing" demands special attention because the population of elderly people and the dependency ratio among them is high and continuously on the rise. This paper deals with the current condition of elderly women in the slum areas of Aligarh city in terms of economic participation as these areas are the poorest and the most neglected segment of the society. Elderly women of these areas are engaged in different kind of economic activities and fulfill their fundamental needs by themselves. On the contrast, it is assumed that elderly women have to depend on others in this age. There is a huge data that supports this claim that in old age, elderly people especially elderly women are economically dependent on others. Investigator has used face to face interview schedule from elderly women of these areas to know their participation in the economic activities and their empowerment. In this study, it is concluded that the elderly women are engaged in different kind of economic activities and they are totally empowered.

Keywords: - Economic activities, Elderly women, Empowerment and Slums.

INTRODUCTION

It is known that population of elderly is increasing rapidly. With this graying population, dependency ratio among the elderly is growing. There are various reasons of it such as- lack of social security in old age, average life expectancy and many more things. In many countries, like India, majority of elderly people suffer from fiscal adversities in old age because many of them are not capable of doing any type of productive labour for their livelihood. Even if the elderly people have some savings, they do not serve for their daily fundamental needs especially for medical treatment in old age. Due to poverty, it is very difficult for them to meet their financial needs in old age especially for those who have no social security in this age.

There are two important factors which may change the social as well as

economic status of any individual. These factors include education and employment. Women empowerment is placing a focal point in this era. It is the greatest required tool for inclusive growth and development of a nation. When the attention is given on labour class persons, those who belong to lower social strata and marginalized section of the society i.e. slums, it is found that the level of illiteracy is very high. So, resident of these areas are mostly found working in unorganized sectors.

Contribution of elderly women in economic activities plays a vital role for the socio-economic welfare of their families, communities and states. In old age, elderly women have lesser opportunities towards productive work. That is why they face gender inequalities in workplaces. After the onset of globalization and privatization, elderly persons of rural areas have been systematically marginalized¹ due to the

lack of modern skills. It is being analyzed that elderly people have limited knowledge about new technology so they are not suitable for various type of jobs.

Many a times, transport facilities are one of the hindrances for elderly people. It is often observed that elderly people are engaged in agricultural activities. Both elderly women and men are found to be involved in this occupation. But within this occupation we find the participation of elderly females is lesser against elderly males². Because, the works done by elderly females are invisible such as transplanting, weeding, sowing, etc. It is seen that most of the elderly people are self-employed in old age³. They are not economically dependent on others even at this stage of life which demands care and attention. They earn by themselves and fulfill their daily needs by their own earnings. On the other side it is also being observed that their participation in economic activities is unaccountable.

REVIEW OF LITERATURE

Singh, (2013) analyzed in the article "Ageing Population in India: Select Economic Issues" that it is considered that older people are less productive as against younger generation. In this age older people are dependent on others. Workforce participation rate is very low among oldest old people but it relatively high among older males as against older females while the dependency ratio among elderly female is higher than the elderly males. Even in this age people engage in some type of productive work in order to fulfill their basic needs, not by their own choice.

Gopal (2006) discussed in the article "Ageing and Social Security" that in Indian society the work of domestic labour and family tasks are always associated with unpaid work that is why majority of

women in productive labour in unorganized sector, get hardly any protection. Author said that elderly people continue to work till they are totally unable to do so. Their work, usually lasting from morning to till evening is not considered worth a paid.

Dhar (2014) focused in the article "*Workforce Participation among the Elderly in India*" that the increasing number of elderly population enacts the load on social security, housing planning, health services etc. The ratio of dependency is directly proportional to the greying population. Workforce participation rate among elderly people is declining from 1983 to 2004-05. The reason is that elderly people are increasing in higher age-cohort and this age group is less capable to participate in productive labour. Education affects elderly people for getting any employment. That is why they are mostly found in informal sector.

Selvaraj and others (2014) mentioned in their Article '*Elderly Workforce Participation Wage, Differentials and Contribution to Household Income*' that less earning in the young age and limited savings in old age compel elderly people to engage in productive activity. After globalization and liberation jobs require skill persons. They prefer young generation so old age people have to engage in self-employment after retirement while they have no social security. Authors also mentioned that rural elderly female are found more in casual labour while in urban areas elderly female are engaged in informal sectors. Elderly people suffer wage differences as against their young generations. Still they have to opt such kind of works due to lack of money, limited job opportunities, distance problems etc. It was observed that these elderly people earn limited amount of

money still they contribute in household income.

SIGNIFICANCE OF THE STUDY

The population of elderly people in India is increasing very fast and has reached approx. 104 million of which around 53 million are females and 51 million are males in 2016. Elderly females are always marginalized and isolated in all spheres of their lives as compared to their male counterparts. Most of the time they have to work all the day but it is not considered as productive work, and their work is always neglected. The situation of elderly females residing in slums is getting worst day by day but still they earn by themselves and accomplish their daily livelihood. The present study tries to analyze the empowerment of elderly women by engaging in different kind productive works and also know the economic participation of elderly women of slum areas of Aligarh City. This study will be helpful to know about the empowerment of elderly women residing in neglected areas of the society i.e. slums.

OBJECTIVES OF THE STUDY

- To know the economic participation of elderly women of slum areas of Aligarh City.
- To analyze the role of elderly women in different kinds of productive works leading towards empowerment.

RESEARCH METHODOLOGY

Universe and Sample

All the elderly women residing in slum areas of Aligarh City constituted in the universe of study. All the respondents for this study were selected by multistage sampling.

RESEARCH DESIGN

The research design was descriptive as well as explanatory.

TOOLS FOR DATA COLLECTION

Face to face interview schedule was used for the data collection.

SAMPLING

In this study researcher used multistage sampling. At the first stage, Stratified Sampling has been used for collecting the slums while at the second stage, researcher had to use snowball sampling for the selection of samples because without any reference the results were nil or zero. So, researcher had to find certain references to approach her respondents so that the researcher may get the appropriate information needed for this study.

SOURCES OF DATA

Both primary as well as secondary data were used for data collection. Primary data was collected through face to face interview schedule and case study while secondary data was collected from articles, journals, books, census handbook, newspapers and magazines.

DELIMITATIONS OF THE STUDY

- The study was limited to only 50 elderly women in slums areas of Aligarh city.
- The study was limited only on one aspect i.e. elderly women's empowerment through employment.
- The research had to limit the data collection period to only 3 months due to shortage of time.

RESULTS AND DISCUSSION

This paper primarily deals with the issues related to the elderly women who

are residing in slum areas of Aligarh city and as this part is considered as marginalized section of the society. Elderly women have to live in these areas as they have no other option of residence. They find themselves in rough situations, where they maintain certain quality of lives. The condition of the elderly women is miserable beyond imagination in these corner cases (slums) of our society. They do not have access to the most fundamental requirements like food, shelter, clothing and even basic demands like sanitation, hygiene, access to potable water, etc.⁷. Elderly women of these areas depend on others for their above mentioned needs as slums are deprived of them. Even their children do not take care of them and treat them as an extra member or as a burden on the family. That is why they have to do some types of productive work for their daily requirements while they are not physically and mentally capable of performing it.

On the contrary, this result gives an interesting outside about elderly women of slum areas of Aligarh City. All these elderly women of this study are self-employed. They fulfill their daily needs by them. They are not economically dependent on others for their daily livelihoods. They feel empowered in their own way.

This table and figure show that all these women are self-employed and earning for spending their lives without being economically dependent on other at this stage of life when they need support of their children and others. The perception of these elderly women who reside in slum areas is that to be economically dependent on those persons who already suffer financial problems is not easy for them. So, these women started to earn money by engaging in different kind of productive work. Out of

this sample size, 62 percent respondents run their own shops. They sell cheap edible items such as “gutka”, “supari”, “namkeen”, biscuits, baked corn etc. 28 percent elderly women rear the domestic animals. They take care of their animals all the day and spend all their energy in hope of earning something. Domestic animals are one and only source of income for them. All these respondents remarked that in this way they utilize their time and earn money to fulfill their daily livelihoods. While remaining of the respondents of this study i.e. 10 percent respondents make “papad” at home on order. In this way they run their own business and accomplish their livelihood. To start their own business in this male dominated society is too much problematic for these elderly women. Still they started and now they are enjoying their lives involving in this activity. All these elderly women of this sample not only fulfill their own needs but also some of them are participating to rise their family earning by which their family members may fulfill their desires easily. These women mentioned that they are illiterate that is the reason why they are unable to search other kind of productive work.

One respondent who has her own shop explained her story i.e. X is a 69 years old woman. She lives separately. She has 3 daughter and 2 sons out of which 2 daughters and 1 son are married. She basically belongs to Mugalsarai, a district of Uttar Pradesh. She moved here approx. 25 years ago when her husband abandoned her and her children refused to take care of her. So, she has to move here in search of livelihood. At her native place, it was very difficult for her to engage in any kind of productive work because of societal taboos. She mentioned that her husband used to assault her physically, without any reason.

Her husband was drunkard. She suffered from a lot of domestic violence by her husband's hands. Her husband did not take any responsibility of his wife and his children. X suffered lots of difficulties to fulfill her children's fundamental needs. It became worse when her health started to decline and her children refused to take her responsibility. To overcome these difficulties, she migrated and started begging to arrange for herself. She felt ashamed of herself for doing so. At that point of time she lived at a bus station because she had no space for living. After sometimes, she started to run her own small shop in the form of "khokha". Now she carries push-cart as a kind of "khokha" containing "gutka", "supari", "cigarette", etc. This push-cart carries all in it. She has one gas burner chulha in which she cooks food for herself. This pushcart is the only property that she owns. Now X is spending her life happily. We can say that this is a real example of empowerment. You can do anything which you want without any fear of societal taboos and anything else.

CONCLUSION

The study shows that the occupation of the elderly women, residing in slum areas, are based on their educational level, family background, employment facilities in their vicinity and skills. The reality is that these elderly women are not a burden on their family even though they also participate in family earnings by engaging in productive work. These elderly women had to face a lot of difficulties in search of employment due to less knowledge and less skills. The income of every elderly woman of these areas varies on the basis of their choice of occupation. Despite significant problems in this male-dominated society, these elderly women of this marginalized section of the society found their way out

for growth and empowerment without anyone's help.

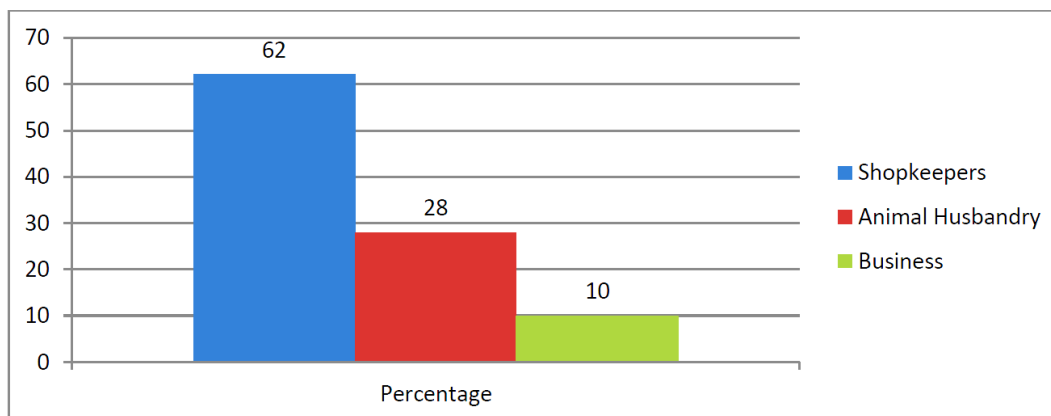
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TABLE

Occupation	No of respondents	% of respondents
Shopkeepers	31	62
Animal Husbandry	14	28
Business	05	10
Total	50	100

FIGURE

Toward Cultural Sustainability: Architectural Design Practice by Revathi S. Kamath.

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Abstract

In the twenty-first century, the most coveted discussion without any doubt will encompass the significance of sustainable living to counter the devastating consequences of climate change, global warming, depletion of the ozone layer, and loss of our culture and tradition. The idea of the collective western society, modernization, and globalization is dictating the socio-economic market in a developing country like India. It brings homogenization in every aspect of its system. Nevertheless, India is a country with diversity. Revathi S. Kamath is one of the rare Indian women architects who pioneers by helping us introduce this ethos with a concept of re-development with her innovative architectural practice and process that has made the world aware of the indigenous practices, its diversity, and its durability. She has been involved in a wide variety of architectural projects, starting with slum resettlement projects and then towards public and private space developments like museums, community centres, resorts, and homes. In all the projects, she designed structures that essentially involve and integrate indigenous architectural methods and skills and incorporated them into a contemporary context and let them evolve within. As working with a community in collaboration rather than working for the community is part of her design process, beyond constructing green buildings, she creates spaces that are conscious of their surroundings and their history.

With a focus on a particular project, her architectural response to fit into a habitat human space, this paper will attempt to generate an answer to the central problematic – How a woman architects' innovative ideas as a historical, cultural, and ecological continuum can contribute to sustainable development?

Keywords- Revathi S. Kamath, Architecture, community, visual culture, material, indigenous, culture, sustainable development, and Museum.

INTRODUCTION

Architecture in any society, constitutes one of the most important and often one of the most enduring cultural artefacts. It is an important form of visual culture. Architect and designers always has freedom to choose between different technical solutions and architectural forms. So there are very different and varied approaches toward building and architecture are seen on a total global urban fabric. It is a very distinct cultural category and a major consumer of our energy and resources. As the idea of collective western society and modernisation brings homogenization in every aspect of its system and so in the domain of architecture. Today every mall, supermarket, corporate office, even a city

looks almost same everywhere. It is because architecture is deeply involved in the contemporary processes of globalization. The collective western notion has become a general global notion. And architecture is also involved in the process of localization by making it in an indigenous way. So by doing it, it is getting restricted it to a particular place. It give a local identity of a space.

Architecture is also a major contributor to current environmental, social, economic and cultural problems like climate change, global warming, depletion of the ozone layer and loss of our culture and tradition through changes in our way of living. Our traditional method, material, skills and the values oriented with these are in great loss in this

fast changing industrial and technological era. In response to these many challenges, there is a growing interest among architects, artists and designers in the development of architecture that can address environmental, economic and social, cultural problems in a sustainable as well as modern way. These interest are manifested in attempt to design environmentally responsive or 'green' buildings. This article focuses on how architecture constitutes a cultural artefact that embodies local needs, values, culture and capabilities. With a particular focus on the architectural project of museum of tribal heritage, Bhopal, Madhya Pradesh done by the eminent architect Revathi S. Kamath. The discussion will lead to how buildings are made, as in the motivation and philosophy behind their construction. In the age of mass market production, how environmental consciousness, cultural consciousness and concerns about the sustainably gives a different dimension different from the typical 20th century suburban and urban buildings.

Sustainable Architecture

There are many research on anthropology of architecture and vernacular studies. There are documentation on traditional communities and their architectural practices. In the introductory texts written by Bill and Athena Steen It is especially evident that there is a tendency to idealize the vernacular and contrast it with modern building practices. In the article "Anthropology and the Challenges of Sustainable Architecture " Marcel Vellinga has discussed, now it is popularly assumed that the vernacular buildings are sophisticated works of art that are fully in touch with their environment, while in contrast, the architecture of modern societies is unimaginative, made of inflexible and toxic materials. Many a time

modern day buildings has been criticised of looking different and artificial in nature which has been believed as are leading to social isolation. He clearly mentioned, the term 'vernacular' conveys a personal and human beauty and the 'modern' does not. He has made a distinction between traditional community as true communities and our modern society as fragmented and dynamic societies, and so he differentiated and called vernacular traditions as static and modern as the dynamic ones.

In a sense this focus is understandable. Vernacular building in the world essentially follows indigenous way of building. It focuses on architecture made with materials that welcome, encourage, and amplify use of the human hand. The emphasis is thus on buildings made of natural materials like earth, grass or wood, buildings that are almost made without modern machinery but with simple tools and materials, and techniques.

But even vernacular traditions have some adaptive nature. It grows with response to its surroundings and in a certain kind of living. But today a dominating stereotypical image of vernacular architecture has marginalized its adaptive nature. It has now propagated through different writing and discussion in this domain that vernacular architecture comprises traditions of the past that are no longer relevant to the future. According to Oliver (1999), the vernacular becomes synonymous with thatched cottages and mud huts which is only good for holidays and fun for tourists. These type of vernacular building looks artistic, modest and sensible but leaves many questions about their function, use and meaning in its context of being. Like there is no relation and coherence between who built them and when, who uses or lives in them now, and why and how did the buildings were built? What are the cultural

mechanisms through which a practice evolve, how the required skills needed to build them are transmitted, and how do the buildings relate to processes of social identification?

A woman architect, Revathi S. Kamath

Revathi Kamath, is an Indian architect who has dedicated her whole life to design and experiment with mud architecture in the era of technology. She has made the world aware about the large diversity, durability and beauty of indigenous architecture. But she do not presents a selective and idealized picture of vernacular traditions that are often much more varied. But she improvise and fuse many modern element and make it a unique modern piece. She make buildings which are self-built, often by hand, using renewable and organically sustainable material like, Mud, mud plaster, stones, cow dung, wood, bamboo and sometime steel and iron as a supporting material if required. Her buildings that do not reflect a particular tradition but they are more individual and unique in their design, expressing the cultural need, skills and aspiration of their patrons.

She puts such active anthropological engagement to develop a culturally appropriate and sustainable built environment because it is essential to understand the meaning of the buildings to the people who build, use and inhabit them. A welling is more than just the structure. It is both process and an artefact. So an anthropological approach to architecture that goes beyond the mere appreciation of its 'organic' forms. It makes one to look at the dynamic processes of living in a place. It leads to a better understanding of building traditions.

According to Paul Oliver in contemporary situation vernacular traditions are neither static in their temporal domain nor it is the mere

survivals of a vanishing world. But they are in fact important for today and to the future provision of culturally appropriate and sustainable architecture. It brings a responsible and sensitive balance between wisdom of the past and sustainability.

All the projects by Revathi Kamath has been done so efficiently, ecologically and artistically. It includes projects of contemporary dwellings for example her own house, 'The Kamath House' at Anangpur village, 'Desert Resort' at Mandawa in Rajasthan, 'Akshay Pratishtan School' for physically challenged children in Vasantkunj, Delhi, 'Community Centre' at Maheshwar, 'Nalin Tomar House at Hauz Khas, Delhi, 'The Museum of Tribal Heritage' at Bhopal, Weavers' housing project, Maheshwar, Madhya Pradesh and many more. All these Buildings were built with their specific need and wishes with environmentally sustainable material and technology. She is a native architects with a strong interest in the integration of modern building practices into their own cultural tradition.

Through her architectural project, this article intend to show how an architectural practice is involved in the constitution of cultural identities.

She did about 20 project in Hauzkhas Village in Delhi. She has refurbished and reused old buildings, made new furniture with used furniture and recycled steel. Some of the buildings are restaurants, on the wall of which there are traditional looking painting. She made use lots of craftwork with cane and many other things so that a craft person keep alive and going. So that every object in that space can sustain human wisdom and skill.

In the conference at Indian institute of architecture in Chhattisgarh in

2012 she mentioned the term 'ecologically moulded architecture' in reference to her architecture design. For example, the house she lives is an ecologically moulded architecture. In the manifesto about her design she mentioned, "The architectural construct in my universe is the expression of an event, in an ecological continuum. ... it continuously seeks equilibrium and sustains life purposefully... We need equitable balance of resources." She first thinks about the ecological way of being which is first understanding and then addressing the relationship between architecture and ecology.

She has a very unique way of looking at architecture. It is very different from the normal architecture and the architect we see around. She plan for every individual according to the resident's need and wish at the Sadhipur depot slum resettlement project.

Her own house demonstrates a very important aspects that she essentially believes. There is a need of ecological regeneration. 80% of the resource for her house come from land itself. The waste can be treated, water can be drawn and vegetables are grown in the house. She don't prefer to use brick. She prefers to save the energy used for baking of the brick. She believes that architecture is not ego building but to build a total urban fabric. although she had been trying to build some of the dwellings for public, but in public place each time one experiments in a situation like this which is so far away, these projects often fails because people doesn't want these anymore. They want brick houses for them because they can't effort to think about sustainability in an urban situation. Concern of the community the designer get engage with sometime are very different and conflicting. Their concern may not be directly environmental, but are more concerned about unemployment or

crime and security related issue or it can be simply towards general popular notion of building making is their surrounding situation.

Natural materials as building material works as insulators. And ensure that there is least carbon footprint leaving on earth. Her own home is a zero carbon producing building as her 'kacchi kothi' has a green roof, which produces oxygen. Only in the DPC (damp proof course) as a foundation and one inch of cement over the bamboo roof are the two places where she has used cement. The whole system generated by her process is very labour intensive system, which is what this economy needs. To keep a huge no. of people employed 90% of the expenses for building the house are on them, the labour. And only 10% is on the materials. She incorporate the extensive craft skills among Indian craftsman into the architectural expression of her buildings. She intentionally keeps her work labour intensive, and dynamic.

Museum of tribal heritage, Bhopal, Madhya Pradesh

Museum of tribal heritage in Bhopal is dedicated to the original inhabitant of our nation living in Madhya Pradesh and Chhattisgarh, who were labelled 'tribal' by colonial settlers. Over thousand years these communities have evolved a way of life from a belief of oneness of the land and the direct experience from the real living world. That gives rise to a collective consciousness that is manifest in their daily rituals, social customs and their material culture with object and patters that we today call 'tribal art'. Tribal art objects are not created in isolation or by an individual but it is a collective process. These are only the material culture of the way of their life. As John Burger in his 'ways of seeing' described that such specific object which

evolves within a context are lost by distortion of context. In museums it happens many a time when only few sensory objects are kept as relics. The museum building and the display space dominate the objects displayed. Thus the culture are being alienated, eroticised and objectified through their representation in fragments. This is a challenge any museum dedicated to anthropological studies should require to engage with. As museum architecture is a container of the museum display, so it is also a challenge for the architectural design too.

The new museum building dedicated to living heritage in Bhopal, Madhya Pradesh seeks to engage with this challenge. And Revathi Kamath unlike the lifeless white cube of museum galleries comes up with very innovative, engaging and artistic idea of architectural design and display. The museum looks full messy, very living, and delightful and through its ever transformative nature, it can be seen as an ideal representative of a living heritage.

With the space and its display, the curatorial team hopes to embody of spontaneous energy and innate wisdom of these communities. Unlike the usual museums they are not treated as a past subject but a living subject which is very alive today even in their representation. Each and every element displayed and the whole interior and exterior space, architecture, outdoor sculpture, plants and pond are the part of museum experience. It took quite a long time to construct the museum and its surrounding space. From 2004 to 2013 the space was under continuous workshop with craftsmen and different kind of craftsmanship, workshop with many anthropologist, ethnographer, artists, designers. And in 2013 the museum was ready to open for public. She believes that a building need to be participatory. It adds value to the work. Here the design got infiltrated by the

consciousness of all the participant of the process. In this architecture the engagement and the life experience of the participatory community people has been transmitted through the design. The thatched roof, hut like structure and some basic forms seems typical architectural form though she has explored much and experimented a modern design with play of their proportion, area, and spaces and integrated other forms.

The building is made in such a manner, on a huge area and an adaptive environment that it can accommodate and facilitate different kind of changes within the space. In that manner one can consider the museum building to be a work in progress. One can often experience the life workshop within the museum premise where many craft person and artist works.

The building features an ambitious environmental programme. As an architect and designer Revathi Kamath feel responsible towards society and her disciplinary practice, and take many possible initiatives to make her projects result towards a sustainable architecture. The roofs of the museum building are meant to be grassed over. And they are tilted to 30 degree downward, which is the optimum angle to prevent from run off and hold the soil until grasses has densely grown. The roof and the interior wall is made from earth which offers insulation from very extreme climate condition of that region.

In her architectural practice she do not believe in image driven visual culture that invading our cities today. A primary purpose of the museum is to provide a workplace and employ the community people in their self-inhabited and self-represented space. so this project is less about building but what it enable and represent in the difficult Indian context of building, of architecture, of art, of museum, of society, of representation etc.

And this project celebrated the spirit of its purpose.

Although there is a debate of whether the museum becoming a cultural Disneyland with visual cacophony and crowd of craft from every corner of the space inside as well as outside the galleries. It can probably happened that slowly the interaction and engagement with the community has been reduced to mere representation of their skills and production of beautiful objects.

The building thus manage to raise some significant question about our building culture and the mainstream architecture.

CONCLUSION

Kamath designs are like cultural expression in their own right that have so far has received a little scholarly attention. Her projects are milestone that shows that, buildings can be culturally responsive and environmentally sustainable, if creative use is made of resources and vernacular methods are used in combination with modern technologies in an innovative way. It show that the use of organic materials need not necessarily be a thing of the past, but may be effective in new building forms. Most importantly, they demonstrate a space of their own built environment, a space that are intimately related to their own sense of identity. Architecture and a designer has a lot to contribute in the current discourse on architectural sustainability. An understanding and awareness towards an existing architectural and visual practices, its local economics, value and the effect these have on the issues like resources management, technology transfer, conservation, planning regulations process, and building standard helps to generate a whole different cultural embodiment of the architecture they are or will be designing for a society. In the process of change, anthropology may also help to challenge the exaggerated

distinction between static vernacular and dynamic modern building tradition that continues to characterize in many writings on vernacular architecture studies.

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Fig 1- Museum of tribal heritage in Bhopal



Fig 2- Museum of tribal heritage in Bhopal



Fig 3- Display inside a gallery in museum of tribal heritage in Bhopal

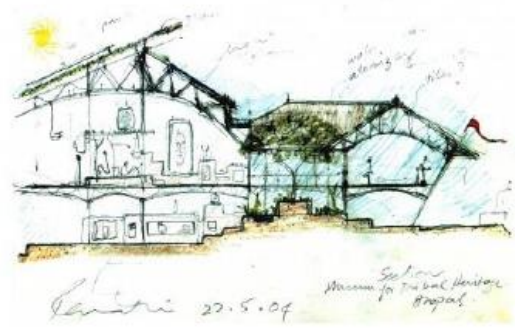


Fig 4- The layout sketch for the museum of tribal heritage in Bhopal



Fig 5- A pond for water storage in Museum of tribal heritage in Bhopal



Fig 6- Decorated iron armature and beam in Museum of tribal heritage in Bhopal

Financial Literacy Among Women as an Antecedent of Women's Economic Empowerment: A Way For Achieving UN's Sustainable Development Goal of Gender Equality

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Abstract

Financial literacy is especially important in times where increasingly complex financial products are easily available to a wide range of the population. An essential indicator of people's ability to make financial decisions is their level of financial literacy. A lack of financial literacy is not a problem only in emerging or developing economies. Not only is financial illiteracy widespread, but there are big variations among countries and groups. Women, the poor, and lower educated respondents are more likely to suffer from gaps in financial knowledge. This is true not only in developing economies but also in countries with well-developed financial markets. In this article, we theoretically explore the relationship between financial literacy and gender equality through women empowerment in a distinct dimension. The outcome of this research is a conceptualization of predictors of financial literacy among women supported by research propositions based on the existing literature. The article contributes to the existing literature a conceptualized model that exhibits the factors of financial literacy—awareness of investment avenues, preference of appropriate investment avenues, adopting risk tolerant investment avenues—as an antecedent of UN's sustainable development goal of gender equality and women's economic empowerment as a mediating construct. Exploring these processes through empirical studies in future will provide new insights, which will help women to gain a financial identity and through it attain economic empowerment and eliminate gender inequalities that exist in the financial sector.

Keywords: Financial literacy, investment avenues, risk aversion, women economic empowerment and gender equality

INTRODUCTION

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful and sustainable world. The exclusion of women places half of the world's population outside the realm of opportunity to partner in building prosperous societies and economies. Equal access to education, decent work, and representation in political and economic decision-making processes are not only rights women should have, they benefit humanity at large. By investing in the empowerment of women, we not

only make progress on Goal 5 of the Sustainable Development Goals, we also make gains on the alleviation of poverty and fuel sustainable economic growth. (<https://in.one.un.org/page/sustainable-development-goals/sdg-5/>, n.d.). One of the biggest challenges for our nation is women empowerment which can only be attainable when they will be educated and financially literate and independent. A financially independent individual is able to make intellectual judgments and take effective choices regarding the usage and management of money (Noctor et al.,

1992). It is very encouraging to see that today women are at par with men in all fields but when it comes to financial decision-making, they are still dependent on the male members of their family. Since ages, this world has been a male dominated world, where men run the society and women follow him. Women are the important constituent of our society; rather they are the basis of human kind. It is rightly said that if we made a women literate whole family becomes literate. Men are more likely than women to be investors. One study found that women hold 71% of all their assets in cash, whereas men hold 60%. Cash can feel more secure, but it also decreases in value over time due to inflation and has limited growth potential (SoFi Learn, n.d.). Many women take a back seat when it comes to taking larger financial decisions. They leave it to their spouses, fathers, brothers, etc, believing them to be financial experts. Men take the lead for making investments, buying insurance, borrowing a home loan, etc. Attribute it to the social fabric in our country or plain lack of interest on part of women to learn about finances. We always lay emphasis on involvement of both spouses in the entire financial planning process as it is done for families, not individuals. Women need financial planning as much as men do and there are certain situations which typically apply to women. (Sabnis, 2015)

Financial literacy has in recent years gained the interest of various groups including governments, bankers, employers, community interest groups, financial markets, and other organizations, especially in developed countries. The importance of improving financial literacy has increased due to factors including the development of new financial products, the complexity of financial markets, and the changes in

political, demographic, and economic factors (Hassan Al-Tamimi & Anood Bin Kalli, 2009). The National Foundation for Educational Resources (NFER) in the United Kingdom defines financial literacy as 'the ability to make informed judgments and to take effective decisions regarding the use and management of money' (NFER, 1992). Financial literacy assumes importance in this changed financial environment arising out of the synthesis of the processes of liberalisation, globalisation and reforms leading to increased competition. In considering means to improve the financial status of families, financial literacy can play a critical role by equipping consumers with the knowledge required to choose from a myriad of financial products and providers. In addition, financial literacy can help provide individuals with the knowledge necessary to create household budgets, initiate savings plans, manage debt, and make strategic investment decisions for their retirement or for their children's education (Bihari, 2012).

Researchers across the world have reported the inadequate financial literacy level among the individuals which raises serious concerns about the ability of individuals to secure their financial well-being (Kumar & Anees, 2013). There are several factors that actually influence the financial literacy among the individuals and one such prominent factor is 'Gender'. More specifically, a relatively broad range of empirical literature documents the existence of gender differences in financial literacy in various countries and along several dimensions. It is generally observed that on an average, women perform worse than men in the tests of financial knowledge and have less confidence in their financial skills ("Women and financial literacy," 2013). It has been

observed that women have inherently been better money managers on a small scale as far as their household expenses and savings are concerned, yet many women, including working women, seem to be comfortable in leaving their long-term finances and retirement planning to their fathers or husbands. In other words, the efficiency they exhibit in managing home finances is not getting extended to their personal financial front (T.S & S, 2015).

The primary aim of this research is to conceptually extend previous research about the relationship between financial literacy and gender equality through women empowerment in a distinct dimension. To be more precise, the objective of this article is to integrate all the strings of research conducted so far on financial literacy, investment avenues, factors affecting the preference of investment avenues, women empowerment and gender equality to develop a conceptual model that can explain the interrelationships among these constructs. Thus, the article is intended to fill the conceptual gap in the existing literature pertaining to the domain of financial literacy and the UN sustainable development goal of gender equality.

LITERATURE REVIEW AND MODEL DEVELOPMENT FINANCIAL LITERACY

Financial literacy helps individuals make more assertive and efficient decisions in the monetary context of their lives (Potrich, Vieira, & Kirch, 2015). The Organisation for Economic Co-Operation and Development (OECD, 2013) conceptualizes financial literacy as a combination of awareness, knowledge, skill, attitude, and behavior required to make financial decisions and ultimately achieve individual financial well-being. In the view of Criddle (2006), being financially literate includes learning about

the choice of many alternatives for establishing financial goals. Lusardi and Mitchell (2011) state that, although it is worth assessing how people are financially literate, in practice, it is hard to explore the way how people process financial information and make decisions based on this knowledge. This is so because financial literacy covers a number of concepts, including financial awareness and knowledge, financial skills, and financial capability, and it is hard to capture all this information in a reasonable length of time to research.

Financial ignorance carries significant costs. Consumers who fail to understand the concept of interest compounding spend more on transaction fees, run up bigger debts, and incur higher interest rates on loans (Lusardi and Tufano, 2015; Lusardi and de Bassa Scheresberg, 2013). They also end up borrowing more and saving less money (Stango and Zinman, 2009). Meanwhile, the potential benefits of financial literacy are manifold. People with strong financial skills do a better job planning and saving for retirement (Behrman et al., 2012; Lusardi and Mitchell, 2014). Financially savvy investors are more likely to diversify risk by spreading funds across several ventures (Abreu and Mendes, 2010).

Given the many ways financial literacy affects financial behavior (Lusardi and Mitchell, 2014), it is important to understand the extent of people's understanding of basic financial concepts as well as the degree to which financial skills fall short among groups like women and the poor.

Investment Avenues

Financial markets help in accelerating investment activities in the country. Investments can have a major impact on an investor's well-being. There

are a large number of women investors who have the ability to make investments in insurance, gold, real estate, bank deposits, share market, provident funds, chit funds and post office (Sah, 2017). The various investment avenues consist of secure and unsecured forms of investment. Secured forms of investments are – corporate bonds and debentures, public sector bonds, provident funds, national savings certificates, life insurance policies, post office saving bank account and others deposits. Various unsecure forms of investment are various types of preference shares, equity shares, Stock futures and options, commodities, Penny stock and High yield NCDs, etc. (Lohana & Khandare, 2018).

Many individuals find investments to be fascinating because they can participate in the decision-making process and see the results of their choices. Not all investments will be profitable, as investor will not always make the correct investment decisions over the period of years. Investment is not a game but a serious subject that can have a major impact on investor's future wellbeing. Virtually everyone makes investments. Even if the individual does not select specific assets such as stock, investments are still made through participation in pension plan, and employee savings programme or through purchase of life insurance, home, gold, silver, bonds, post office savings or real estate. Each of the investment has common characteristics such as potential return and the risk. The future is uncertain, and one must determine how much risk you are willing to bear since higher return is associated with accepting more risk (Pandian & Thangadurai, 2013).

Financial investment is the purchase of a financial security such as

stock, bond or mortgage. As a woman & an investor, shaping of financial future is as the many other roles they play in life. Women today, have more earning potential & more influence over financial decisions than ever before. Women represent almost half of the workforce & many businesses are owned or managed by women. It becomes important for women to focus on finances now more than ever. General profile of women investors is changing in tune with time. But they lag in various spheres of investment such as awareness and preference of investment. (Shukla, 2016).

Relationship Between Financial Literacy and Awareness of Investment Avenues

Many researchers across the globe have studied the level of financial literacy. Beal and Delpachitra (2003) examined financial literacy of Australian students at the University of Southern Queensland (USQ) in Toowoomba, Queensland. The results of the study suggest that financial literacy was not high among students and the main reason for this was the lack of financial education at the school level. The ANZ study (2003) carried on behalf of ANZ Bank found that Australians overall were financially literate, there were certain groups with particular challenges. Those groups were identified as those with a lower level of education, not working or in unskilled work, with lower incomes, with lower savings levels, single people and people at both extremes of the age profile. Lusardi and Mitchell (2007) conducted a study for the National Council on Economic Education and found that high school students and working age adults failed to understand basic economics. Respondents faced difficulty in answering questions related to interest rates, inflation and personal finance.

Al-Tamimi and Kalli (2009) assessed the financial literacy of the UAE individual investors who invest in the financial markets of UAE. They found that financial literacy of UAE investors is much less from what is actually needed. Their results also suggest that there exists a significant relationship between financial literacy and investment decisions. Nga et al. (2010) through their study investigated the level of general financial and product awareness among young adults studying in a private higher educational institute in Malaysia. They tried to find out that how demographic factors influence financial awareness of the youth and whether studying a course in business affects financial and product awareness amongst the youth or not. Their findings suggest that males have higher level of financial awareness as compared to females. They also found that education level as well as course taken in business has an influence on general and financial product awareness. Bhushan and Medury (2013) assessed the financial literacy level of salaried individuals in India. They found that financial literacy level gets affected by gender, education, income, nature.

Financial literacy rates differ in important ways when it comes to characteristics such as gender, education level, income, and age. Worldwide, 35 percent of men are financially literate, compared with 30 percent of women (Klapper, Lusardi, & Oudheusden, 2015). While women are less likely to provide correct answers to the financial literacy questions, they are also more likely to indicate that they "don't know" the answer, a finding consistently observed in other studies as well (Lusardi and Mitchell, 2014). This gender gap is found in both advanced economies and emerging economies. Women have weaker financial skills than men even

considering variations in age, country, education, and income. The average gender gap in financial literacy in emerging economies is 5 percentage points, not different from the worldwide gap, though it is absent in China and South Africa (where financial literacy is equally low for women and men). There is also a gap in financial literacy when looking at relative income in the BRICS economies. Thirty-one percent of the rich in these economies are financially literate, compared to only 23 percent of the poor.

Preference in Investment Avenues Among Women

Women investors should take active participation in the investing in different securities rather than considering the securities which are all more secure. The women should take some risk in the investment, which give them a more knowledge in making out the correct and perfect judgment for their future investment. The women investors also need to mobilize them with regards to the men investors in the stock market investment (V. Ramanujam & G.Ramkumar, 2012).

Dr. R. Sellappan, Ms. S. Jamuna& Ms. Tnr. Kavitha (2013) found out that married women are more curious in making investment than the unmarried. As well as the younger are mostly like to invest in shares mutual funds, insurance and fixed deposits than the older women. The middle age persons prefer to invest in real estate source of investment. So, the government, Bankers and Financial institutions can introduce lot of schemes of investment based on segmentation of the age and marital status factors to acquire more funds. Rajeshwari Jain (2014) finds that women prefer fixed deposit in bank a safe investment option & for tax saving purpose. Majority of the women,

irrespective of their qualification, have desire to invest in gold whereas the employed women desire to invest in real estate. The educational qualification of employed women bears a relationship with investment in corporate bonds and the self-employed women or who have professional degrees are interested to invest in corporate bonds (Mishra, 2007).

Kaur and Vohra (2012) identified the various reasons that stop the women from investing in the stock market. The findings revealed that the participation of women in stock market is limited due to lack of knowledge and education about the stock market. The authors concluded that specific and relevant information should be provided to women to ensure their proper dealings in stock market. The various steps like conducting educational workshop to make them aware about the various investment avenues should be undertaken. Bhatt (2013) made an attempt to measure the perception of working women for making investment in stock market. The findings indicated that working women make their investment in various avenues. It was observed that there is no significant relationship between the education level and investment decision and there was found significant relationship between the age of the women and income level.

Durga rao et.al (2013) analyzed the various investment areas available for investment. The stock market enhances the funds raising capacity of firms and channelizes the household savings to profitable avenues. The authors opined that stock market dealings are easy and simple if the investors have proper knowledge about the all aspects of the stock market. The investment patterns of investors depend on their risk level and attitude of investors and it is important in understanding the stock trading. The

investors mainly invest in mutual funds, insurance and shares. The authors concluded that awareness programs and seminars for investors are still needed.

According to the study of Sylvia Ann Hewlett and Turner Moffitt at the Center for Talent Innovation, confidence as investors is exactly what women lack than men. Until recent times, the reason why women seemed to shy away from complex investments was a lack of confidence which lead to inaction. However, this also has faced changes in the recent times. Historically, men have been more risk tolerant than women (Bhushan & Medury, 2013). Some of the self-doubt is internal, some from cultural factors, and experts argue that some comes from the mind-set of the financial services industry, which has been slow to adapt to the rise of women as an economic force. Among women, younger women are found to be more risk tolerant than older women (Paramashivaiah, Puttaswamy, & Ramya, 2014). Financial education is "the process by which financial consumers/investors improve their understanding of financial products and concepts and, through information, instruction and/or objective advice, develop the skills and confidence to become more aware of financial risks and opportunities, to make informed choices, to know where to go for help, and to take other effective actions to improve their financial well-being." The financial literacy level majorly depends upon the education and income of the individuals; the social factors such like family size, family background, age, regions nature of employment have a little impact on this. (Anees & Kumar, 2013).

Relationship between Risk Aversion and the Preference in Investment Avenue Among Women

Risk Aversion

A widespread view concerning financial decision-making is that women are more risk averse than men. A consequence of this stereotype is statistical discrimination which diminishes the success of women in financial and labour markets. The perception that female managers are less risk-prone than men has been put forward as a major cause of "glass ceilings" in corporate promotion ladders (Johnson & Powell, 1994). Women are less trusted than men to make the risky decisions that may be necessary for a firm's success. Anecdotal evidence from financial markets suggests that similar stereotyping by investment brokers is possibly to the disadvantage of female clients. Women are expected to be more conservative investors than men and are consequently offered investments with lower risks and therefore lower expected returns (Penelope Wang, 1994).

Recent survey data suggest that wealth holdings of single women are less risky than those of single men of equal economic status (Nancy Ammon Jianakoplos and Alexandra Bernasek, 1998; Annika E. Sunden and Brian J. Surette, 1998). Also, when asked about their attitudes toward financial risks, women seem to report a lower risk propensity than men (Robert B. Barsky et al., 1997). Finally, experimental evidence suggests that women may be more risk-averse than men toward gambles (Irwin P. Levin et al., 1988). Under controlled economic conditions, female subjects do not generally make less risky financial choices than male subjects. The data reported here show that the comparative risk propensity of male and female subjects in financial choices strongly

depends on the decision frame (Schubert, Brown, Gysler & Brachinger, 1999).

From character traits perspective, men are more competitive, optimistic, adventurous and overconfident than women. Those typical character traits that men have would inspire them to take more risk. Second, women have more pessimistic attitudes than men toward ambiguity and pressure in financial markets. Additionally, women have a more pessimistic way in measuring probability. Therefore, they would probably incline to tolerate less risk than men (Chen, 2005).

Relationship between Financial Literacy and Women's Economic Empowerment

Financial inclusion and gender equality have been important subjects of discussion in most developing economies. In a UN report, "gender equality and empowerment of women and girls" has been touted as one of the Sustainable Development Goals (SDG), integral for inclusive and holistic development. However, the gender disparity remains at large and calls for a global effort towards bridging the gap (Malhotra, 2019). Financial literacy is key to financial inclusion (Qazi, 2018). Financial literacy and proper financial attitude are essential for financial wellbeing and economic empowerment of individual. Money and effective management of money is crucial for better livelihood and wellbeing (Haque, Abdul; Zulfikar, 2016). Financial literacy is positively correlated with the financial situation and leads towards the financial wellbeing of women (CFPB). The eventual consequence of financial literacy is the financial wellbeing of the individuals (OECD and INFE). Literate women better able to manage home and workplace, in this way they contribute in their financial wellbeing. Financial literacy positively contributes in wellbeing,

strengths the economy and promotes growth (Worthington, 2006). Financial literacy leads toward women's empowerment and wellbeing, and ultimately, economic empowerment (Judy L. et. Al., 2012). Financial literacy has positive relationship with the wealth accumulation and economic growth (Bhushan & Medury, 2013; Arrondel et.al. 2013 and Beckmann, 2013). Economic empowerment is significantly and positively related with financial literacy, positive financial attitude and financial wellbeing (Judy L. et. Al., 2012). Financial wellbeing is the outcome of financial literacy and positive financial attitude whereas level of financial wellbeing determines the economic empowerment of individuals. Women's economic empowerment is vital to recognize women's right and to accomplish the greater developmental goals such as, poverty reduction, education, economic growth, health and welfare. As women constitute 53.53 percent of the entire population in Pakistan so, their contribution in work force is really crucial for the economic success of the country (The World Fact book). Economically empowered women are able to enjoy wellbeing and also help in increasing productivity, economic growth, reducing poverty and enhancing efficiency. Economic empowerment of women drives from their financial wellbeing and financial literacy.

Investing in women's economic empowerment sets a direct path towards gender equality, poverty eradication and inclusive economic growth. Women make enormous contributions to economies, whether in businesses, on farms, as entrepreneurs or employees, or by doing unpaid care work at home (<https://www.unwomen.org/en/what-we-do/economic-empowerment>, n.d.)

CONCEPTUAL MODEL

Based on the discussion made in this article and the stated objectives, a conceptual model (as shown in Figure 1) is proposed to exhibit the factors of financial literacy—awareness of investment avenues, preference of appropriate investment avenues, adopting risk tolerant investment avenues—as an antecedent of UN's sustainable development goal of gender equality and women's economic empowerment as a mediating construct.

IMPLICATIONS AND CONCLUSIONS

Women as being the major part of economy need to be financially empowered in order to manage home and playing their part in society and economy. Women, as being the larger part of the society, have demanded a larger part of the workforce and their involvement in financial matters has also increased (Haque, Abdul; Zulfikar, 2016). Women participation in labor force is growing more fast as compare to men and almost 47 percent of labor force consists of female (US Bureau of Labor Statistics, 2013). Moreover, women have high levels of education and experience lower level of unemployment than men (Department of Labor, 2012). Women are majorly working in health and education services, hospitality and leisure businesses, and professional services. Women are also playing an important role in contributing towards economic growth by working at work place and through unpaid household working (Elborgh-Woytek, et. al., 2013). Therefore, women's role towards their economic empowerment and prosperity of the world will become more crucial in the near future. Hence, there is a greater need of economic empowerment through financial literacy, positive financial attitude and enhanced financial wellbeing of women.

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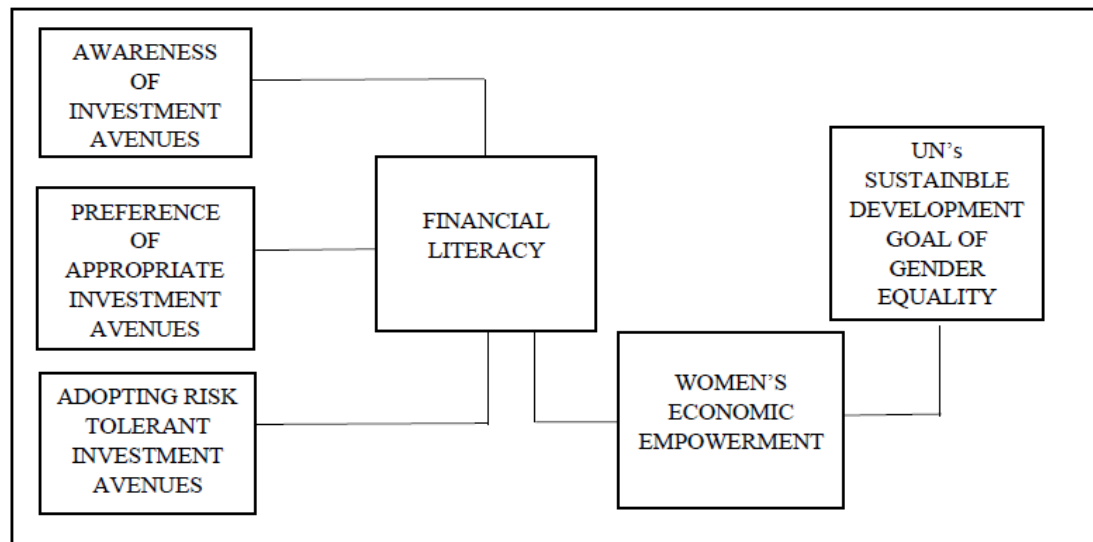


Figure 1. Conceptual Model to Achieve UN's Sustainable Goal of Gender Equality Through Economic Empowerment of Women

Source: The authors.

Discovering Womanhood in Art and Society: A Study of Women Painters in West-Bengal

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Abstract

In the post-independence India, the patriarchal structure and unnoticed male domination in the socio-cultural milieu have persistently raised question among scholars about the concern of women's issues in society. While imbibed theoretical practices have failed to suit itself in socio-cultural context and diverse concerns of the intellectuals have made the cultural imperatives mucky. In this context, the question of women identity in the socio-cultural field and their underestimated values and knowledge, especially in the field of art practice, is not a distinct issue, and is yet to explore from an emic perspective. In this regard, this study will focus on three Indian women painters, along with their artwork, in regard to women art education and try to understand how does their identity as a woman contributes to their art practice? Also, how do they maintain their identity as a woman in the male-controlled society as well as in their respective field?

Key words: Women painters in Bengal, Contemporary art practice in Bengal, Art market, Indian Culture and Women Education, Women values and knowledge.

INTRODUCTION

While discussing about the artworks of women artists in the field of art practice, Linda Nochlin in her 1971 essay “Why have there been no great women artists?” has argued that there aren't any common qualities of femininity likewise there are stylistic or expressive similarities in the artworks of painters associated with Danube School, Blue Rider or Cubism. However, there may be certain resemblances in regard to the subjects of women painters, yet these subjective restrictions cannot be considered as style. Neither it is rational to compare the artworks of women artists with that of the men, since the experiences and situation of women in the society is quite and far different from men. Quite similar consciousness along with the marginal position of women in society encouraged the women painters in India to raise their concern through the medium of painting.

Although there weren't any presence of specific classification such as Indian women artists or painters in the mainstream Indian art world, some of the women painters are actively working and exhibiting their artworks since the decade of nineteen sixties. In this instance they had their forerunners like Sunayani Devi (born 1875), Amrita Sher-Gil (born 1913), Atasi Barua (born 1921), and Y. G. Srimati (born 1926). However, the only difference they had with the aforementioned artists is in their organized movement where they put emphasis on their individual approaches in respect to creative aspects. In an effort to address the marginal condition of the women in Indian society as well as in the art world, they took up painting materials and gender related subjects in a metaphoric way that put forward the questions of ‘Women Education’, ‘Women values and

knowledge' in Indian society, which is the prime concern of this article.

Among the many phases of women's movements happened in India, the movements of mid-nineteen seventies raised their concern about missing girl children, violence against women, dowry deaths, rape and women's health through a sustained campaign in the national level. The campaign succeeded in portraying Indian women as a systemic victim of violence both in their home and outside owing to the media coverage that focused on the women's rights and their representations along with growing fundamentalism (Pande 2018). Instantaneously, such initiatives in the social sphere shook the cultural domain. Some of the practicing woman painters took their initiative in addressing these issues with their individual approach.

WOMEN EDUCATION IN INDIA

The Twelfth Five Year Plan (2007-2012) in India had put much emphasis on women education and incorporation of Gender Studies into the academic curriculum, along with other key aspects regarding health, education, urbanization and governance. However, issues related to women in the socio-cultural and political fabric of India is not a new one. Although, Women's Studies as a subject in the field of academia (Social Sciences to be exact) was included during the decades of nineteen eighties, after the First National Conference on Women's Studies and the UNESCO workshop in 1981 and 1982 respectively, the issue predates to the pre-independence era. Bengal, being the cultural hub of India during the early and mid-nineteenth century, took women's education as one of the controversial debates in regard to social reform or 'cultural defence' (Panikkar 1975, Chatterjee 1993). The initiatives of visionaries like Iswar Chandra Vidyasagar,

Raja Ram Mohan Roy, Keshav Chandra Sen and Rabindranath Tagore in this regard is well known. While earlier educational institutions founded by the missionaries wished to convert the women, many of the *Bengali Voddolok* did not wish to send their girls to these institutions. The first seminal institution with a strong mandate for secularism was founded by a lawyer John Drinkwater Bethune in 1849. Soon enough other institutions were founded by native patrons in spreading formal education among the middle-class women, being Chandramukhi Bose (1860-1944) and Kadambini Ganguli (1861-1923) as the celebrated examples. However, much of these concerns were more of a sympathetic one as none of them radically challenged the existing patriarchal structure (Chatterjee 1993, Pande 2018). One of the fundamental concerns of women's education during this period focused on inculcating certain '*bourgeois virtues*' that would enable them to meet the requirements of the new physical and economic conditions set by the modernised social sphere – a lady who could run the household more systematically than the women of her previous generation and the lower class (Chatterjee 1993). After this it took more than a century when "*A Blue Print of Action Points and National plan of Action for Women 1976*" emphasized on the area of women's education, health, family planning and nutrition (Pande 2018). In the following decades the Indian Parliament adopted several national policies on women's education and their equality and the University Grants Commission incorporated women's studies in the higher education. As a discipline it focuses on the feminist and interdisciplinary methods in order to place women's lives and experiences at the core of the study, while it simultaneously examines the social and cultural

constructs of gender in relation to power, identities, socio-economic class and disability (Shaw & Lee 2015).

However, in spite of incorporating and implementing several initiatives there are anomalies still persistent in the socio-cultural fabric. According to the Census of 2001, there were 48.7% male of the total population who were literate in the rural and urban areas against the 34.7% literate female. Scholars differ in respect to source of such records. Some of them argue that it is due to the victim centred agenda of women's movement and the post-structural notion of enquiries into the language, in the sphere of women studies that barred the policy makers to focus on the new idea of womanhood in the changing scenario (Pagila 2008). Others propagate the failure of the Indian government to modify the textbooks in favour of obliterating the gender stereotypes. There are mentions of male characters still persistent in the majority of lessons who possess prestigious occupations with strong, adventurous and intelligent attitude, in comparison to their female counterpart who are portrayed as weak, helpless and often as the victim of abuse and physical torture (Velkoff 1998). These examples can be stretched to mythological accounts, folk lore, popular oral stories and the audio visual medium of Indian films, for the sake of argument. However the cultural responses were varied across India, especially in Bengal, regarding all these disputes. This article will try to accumulate three of such instances.

Arpita Singh (born 1937)

Arpita Singh, born in 1937 in undivided Bengal, she received her diploma in Fine Arts from Delhi Polytechnic in 1959 before taking up her job in Weaver's Service Centre in New Delhi and Kolkata. Before having her first

solo exhibition in 1972 in Kunika Chemould Art Centre in New Delhi, she had her group exhibitions 'The Unknown' in 1960, 1961 and 1962. During the decades of nineteen seventies and eighties, when there was a raising concern about the dowry deaths, physical assaults and violence against women campaigned relentlessly in the national level by the media, gender issues became a pivotal theme in the artworks of some of the women artists including Anupam Sud, Arnawar Vasudevan, Navjot Altaf, Rekha Rodwittiya and N. Pushpamala. Art theoreticians like Geeta Kapur and Gayatri Sinha contributed to the historical and critical frameworks of art by mentioning lost women artists, re-valuation of marginalised women artists, re-examination of the canons of artworks, along with legitimization and problematization of gendered themes in their literary works (Achar 2013). All of these came and crowded in her paintings.

On the first instance, she took her painting medium as a metaphor in this regard. In oppose to conventional oil paint applied on canvas, widespread as a prevalent painting medium among their male fellow painters, she deliberately opt for water based paints applied on paper. The century long legacy of Victorian Academic practice in the field of art has borne out a hierarchy in respect to media. Oil painting being the superior among them, while in a descending order techniques of mechanical reproductions posits at the bottom of this hierarchy after tempera and watercolour (Uberoi 1990). The hierarchy was further well-explained by John Berger in his 1972 publication '*Ways of Seeing*', where in respect to the *magnetism* of oil painting he emphasizes on the highly tactile appeal of the medium that it plays upon the spectator's sense of obtaining real thing which the image demonstrates. It leads to the feeling that

the owner of the painting can almost touch what is there in the image reminding him how he might or does possess the real thing (Berger 1972: 140-141). Apart from this hierarchical issue, there were the conveniences of transporting the artworks from one place to another. That leads to the second instance, which is selecting small cities and art galleries for exhibiting artworks in oppose to the major national art centres of big cities like Delhi and Mumbai. Her aim was to function collaboratively with her fellow women painters, however keeping their individual oeuvres and to refer to their artworks in such a way that the question of gendered art practice might be foregrounded (Achar 2013).

On an instance Gayatri Sinha, renowned art critic and curator based in New Delhi, wrote about Singh's artwork that,

"Arpita Singh has pushed the visual lexicon of the middle-aged woman further than almost any other woman artist. The anomaly between the aging body and the residue of desire, between the ordinary and the divine and the threat of the violent fluxes of the impinging external world gives her work its piquancy and edge. At the same time she critiques the miasma of urban Indian life with suggestive symbols of violence that impinge on the sphere of the private, creating an edgy uncertainty." In spite of being a modernist most of her paintings delineates domestic women surrounded by minutely portrayed the teeming life forms, objects and motifs from her daily life including teapots, pillows, flowers, tables, chairs, flags, festoons, birds, animals, trees, bushes, cars, aeroplanes, and whatever comes across and finds suitable for her paintings, as she believes it is the women who notice every single detail of her surroundings. Her women-

centric thoughts get extended further when she builds up her pictorial surface with layers of pigments and tones and later weaves her paintings like the '*Nakshi Kantha*' (Illuminated Quilt) of rural Bengal. Aged women in rural areas sew quilts by accumulating several layers of cotton saris, and make designs and motifs of various things starting from birds, fish, flowers, trees, hut, transports, aeroplanes, etc. that culminates in a panoptic narrative (a predominant narrative mode in the tradition of Indian painting). Only difference they have with conventional painting is that there is nothing like upside or downside or linear perspectives in an illuminated quilt. It can be embraced from any direction of the quadrilateral. Singh's paintings recur to these compositional strategies.

Aggrieved by the problems faced by women day after day in the country as well as all over the world, Singh paints the range of emotions, from sorrow to joy to pain and sufferings, that she exchanges with her subjects providing a view of the on-going communication. Women in her painting do not have sexual overtones; instead they reflect their vulnerability in our society and how they posit in the receiving end of the social brutality. The motifs of guns, knives, soldiers, killers, and corpses permeate in her pictorial space as a symbol of violence, hostility, aggression and death. These concerns were reflected in her paintings like the *White Chair* (1983), the series on *Ayesha Kidwai*, *Durga* (1993), *My Mother* (1993) and *A Dead Man on the Street: is It You, Krishna* (1994). Although she had shifted to the medium of oil paint in the later phase of her life to outstretch her pictorial space from small scale watercolour paintings, the concerns for women never got away from her artworks. She has received the '*Padma Bhushan*' award from Government of India in 2011 for her

outstanding contribution to Indian art. Comparatively younger to Singh, Suktisubhra Pradhan (born 1947) took a different approach to address the conditions of women in the society.

Suktisubhra Pradhan (born 1947)

Pradhan, a resident of Bengal since her birth in the district of Howrah in the partitioned West Bengal, is ten years younger than Singh. BY the time she completed her studies in Govt. College of Art and Craft, Calcutta from the discipline of Painting (Indian Style) in 1969, a new generation of women emerged across India with the claim of their recognition and realization of their rights.

However, the organizational power of the women was not something new in Indian social fabric, since they had actively participated in Mahatma Gandhi's nonviolence movement in the first quarter of twentieth century, alongside their male participants. When the conflict with the colonial power thickens and the participant men end up in prison, women set an example in defiance of colonial oppression that had startled everyone including the British government and their male participants. Their endeavours in the freedom movement earned them the right to vote and complete equality in the constitution of India. However, with the economical downpour and stagnation faced immediately after the independence along with the changes in the production field women became marginal in the family as well as in society. With the Fifth, Sixth and Seventh Five Year Plan (1975-90), several multidisciplinary approaches were adopted to raise the economic and social status of women and bring them to the mainstream of national development (Pande 2018). Civil Rights leaders set up self-employment and self-help foundations to provide employment and self-reliance to the women. Notable, all these

amendments were provided to the betterment of the situation of women in our society and not for the female emancipation.

Pradhan venerated this emancipation through her paintings. Women being the central character in her paintings roam and glide around an unperceived realm adorned with flowers, trees, birds, mountains, clouds and forests. An avid admirer of the Bengal School movement and the artworks of Abanindranath Tagore, Nandalal Bose and Kshitindranath Majumder, she prefers to paint in the medium tempera and opaque watercolour – two of the age old painting medium of Indian painting practice since the time of Buddhist and Jain illuminated manuscripts. More than the issue of marginalization, like that of Arpita Singh, Pradhan is inclined to the nationalist approach of these painting media.

In the latter half the nineteenth century, the European colonialists established art institutions in the form of industrial draughtsmanship schools in the subcontinent, as an extension of conducting their survey of the natural resources of the country. In doing so they were need of good draughtsmen who can replicate the specimens in economical rate, since borrowing artists from Britain would be expensive. During this period Queen Victoria took her keen interest in dispersing the knowledge of fine art and practical science among the artisan in India, and the responsibility was eventually fallen upon the English rulers. It led to the formation of a uniform art policy in accord to the syllabus of South Kensington School that was preoccupied with scientific drawing. The British colonial power desired to impose '*good taste*' among its subjects in India by inculcating European academic naturalism and

classical standards of taste through the pedagogy in these newly established institutions (Mitter 1994). Eventually, the European masters incorporated the method and techniques of oil painting and transparent watercolour into the syllabus, giving away the age old Indian practice of opaque watercolour and tempera painting (Mathur 2001). Within half a century, disapprovals began to germinate among the students, owing to the nationalist movement. Due to its cultural defensive position (Panikker 1975), cultural reformists in the field of art practice started rejecting everything that were imported or influenced from the foreign ethos, including Gandhara art and the rich tradition of Islamic miniature paintings. However, soon enough the issue was resolved with the intervention of stalwarts like Ananda Coomaraswamy (born 1877). Conversely, Abanindranath Tagore, a major exponent of *Swadeshi* (Nationalist) values in Indian art, worked with then principal of Government School of Art to redefine and revitalise the art teaching in the institution. Together they founded the influential Bengal School movement and the discipline of Painting (Indian Style) that started functioning alongside the discipline of Painting, which focuses majorly on the Western means of practice. Soon enough Abanindranath's disciples in the discipline of Painting (Indian Style) started formulating a painting practice where they modified the linear perspective in favour of Mughal aerial perspective along with the Far Eastern atmospheric one (Mitter 1994). Oil and transparent watercolour paints were given away in favour of watercolour wash technique, opaque watercolour and tempera medium.

This nationalist approach of the painting medium was favoured by Suktisubhra Pradhan in an early stage of her life when she was encountered with the reproductions of Bengal School

artworks. Choosing to study in the discipline of Painting (Indian Style), over Western means of painting, was something of her deliberate decision. Later in her career when she was recruited as the lecturer of her alma mater, Govt. College of Art and Craft, Calcutta, she had to face several allegations in regard to favouritism that she might have received, as her male colleagues used to whisper among themselves. In a personal interview she exclaims "*they think we [women] are incapable*", as she recalls these fabricated accusations. She never hesitated to accept these challenges and prove her efficiency constantly in executing large scale linoleum prints and paintings in tempera, gouache and opaque watercolour. Imageries of mythological characters like goddess Durga and Kali, Chitrangada, along with married women often reappears in her paintings. Although she used to prepare her paints in a painstaking process out of locally available pigments, widely used by the folk painters, potters and clay idol maker of Bengal, nowadays she prefers to duel upon imported pigments due to her age. Pradhan lives and works in Kolkata along with her imaginary realm of emancipated women.

Women emancipation is an issue rigorously addressed in the voice of liberal females during the decade of nineteen eighties. It was the period of Sixth Five Year Plan (1980-85) that took significant steps to identify and promote beneficiary-oriented programs in extending its direct benefits to women. Jaya Ganguly (born 1958) is one of the major Bengali women painters of this period.

Jaya Ganguly (1958)

Born in a conservative Brahmin family with her five elder siblings and a younger one, Ganguly had to face lots of

restrictions. Notable that it was the period of Second Five Year Plan (1956-61) when women's issues were at the stage of mere welfare and the idea of women empowerment was waiting to be implemented after three decades. By the time Ganguly completed her studies from Indian College of Arts, Kolkata in 1982, there wasn't any scope for women artists in Bengal to continue her practice smoothly. A breakthrough came when she shifted to New Delhi and exhibited her works in 1992 in the Art Heritage Gallery founded by Ebrahim Alkazi. She got famous overnight. Till date she never has to look back again.

Although voluptuous and fleshy women figures often reappear in her works, she is not inclined to call herself as an acclaimed feminist. However, she is a fervent admirer of woman emancipation and looks at the world with a woman's perspective. Furthermore, in an exclusive interview with author she exclaimed that, it is due to the immense contribution of the women in the society that the men have achieved their success, while conversely the women are left behind. She emphasizes on the difference perspectives and experiences shared by men and women that cannot be valued on the same parameter (something that Linda Nochlin had mentioned in her 1971 essay, *"Why have there been no great women artists?"*, mentioned earlier in this article). Yet, they are valued in that way, which brings pain to women psyche. Hence, the female bodies in Ganguly's paintings are not mere forms, but the bearer of pain and conflict. They emerge out of their relationship with her body, symbolizing an enquiry into the unfathomable depths that engulfs a woman's life. Coming from an orthodox family no one can better understand these issues than her. As a result, her works portrays these 'painless pain' through her imageries of vulnerable

and tilted bodies constructed of flesh and fat – deformed, yet gawking with an astonishing gaze. These conflicting emotion and expressions, the hypocrisy of the society imposed particularly on the women, become the central theme of Ganguly's paintings. However, she believes it is the sufferings of the mass, more than the females of the society, which left its impact on her. Apart from the women it is also the men living around her, suppressed with their obsolete middle class rituals and values, which became a potential subject for her works.

The contemporaneous wave of individual voices and women empowerment gave her a ground to confront the struggles of life as well as the plethora of her male fellow painters in the art world with individuality and daring. Although she might not have achieved the commercial success likewise her fellow male painters, she never considered this as her obstacles. Her paintings bring into view her own styles with her own imperatives. They embody broad brush strokes loaded with spectrum of paints and textures. The compositions structure a pictorial space with its depths and intensity are full of tension and force, and filled with an enigmatic air.

She has received several national level awards and participated in international and national platforms that include Kolkata, New Delhi, Mumbai, Sweden, Amsterdam, Netherland and Germany. She works and resides in Kolkata.

CONCLUSION

Indian women live within a geographical sphere, where they have to confront conflicting attitudes towards them. On the one side women are worshipped as goddesses and mother cult, while on the other side their voices

are suppressed, they are dishonoured, tortured, abused, and victimized relentlessly. Several resolutions were made and initiatives have been taken in regard to provide them security and benefits since the time of independence. Yet, there are disagreements among scholars regarding the elements of critique embedded within these resolutions that have led them persistently to raise question about the women's issues in society. While some of them address that the nationalist issues of the state doesn't allow the women's question to emerge as a political negotiation (Chatterjee 1993), others claims that the battle for the new idea of womanhood were never formulated likewise it did in Europe or America (Pagila 2008). Most of the recent upsurges in the women's movement and emancipation have chiefly been emotional (both personal and psychological) and subjective (Nochlin 1971). Some others have outstretched the issue to the theoretical practices, borrowed from the West, which has failed itself to suite the contexts of our society (Pande 2018). Furthermore there are disparities among the intellectuals regarding the concerns of Women's Studies that critically engage itself with the notion of power. Conversely, the cultural kaleidoscope of India bars the constitution and law in effecting the issue of women emancipation and empowerment. People, belonged to various caste, creed, religion and gender are guided by their own set of philosophies. Although the criminal code of the constitution are applicable equally to them, issues related to divorce and succession are subjected to their personal inclinations. This works as a key aspect behind the subjugation of dowry deaths, domestic violence and sexual abuses of married women in India. The issue of women education is not a distinct one from these inclinations. In such a milieu the only alternative left is the welfare

approach, where the women are beneficiaries and recipients other than the participants. However, the secured rights and social freedom along with several provisions have given the women voice against discrimination on basis of sex. Yet, it is to mention over here that in most of the cases these voices, against the discriminations or oppressions, were raised chiefly by the women belonged to urban areas or by those who are literate enough or belong to well off society.

In a situation like this, it is quite imaginable, what would be the status of women artists and women art education in the country. Yet, even after dealing with several issues and obstacles India have produced women artists like Padma Bhushan Arpita Singh, Jaya Ganguly, and Suktisuvra Pradhan. The list doesn't end with these names only. There are others like Nilima Sheikh, Paula Sengupta, Nalini Malani, Chitra Ganesh, Rekha Rodwittiya, Gogi Saroj Pal, , Jayashree Chakraborty, Jayashree Burman, Rashmi Bagchi Sarkar, Meera Mukherjee, Sreyashi Mukherjee, Sohini Dhar, and so on, who are revered all over the world. In this regard it is time to take initiatives and make them fruitful in formulating a curriculum for Women Art Education from the emic perspective women only.

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Is Equity Market Dancing to the Tune of Foreign Institutional Investors? - An Indian Approach

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Abstract

India has opened its market to the players from abroad in early 1990's to protect from the major foreign exchange crisis and since then experiencing heavy fund flows from abroad in various forms, and a sizeable amount has been pumped into Indian equity market too. Since the amount invested by FIIs in equity market has been showing a steady increase in the trend and significantly large in size, it has infused doubt in minds of people that whether, now a day, the Indian equity market is dancing to the tune of players from abroad? To find out an answer, we have undertaken this study with an objective, to find the dynamic relationship between investments by foreign institutional investors and the selected sectoral indices of NSE and NIFTY by using the Granger Causality test in the VAR framework. For this purpose, data relating to the daily net investments by FIIs and the Nifty and its sectoral index movements for the period from January 2008 to March 2020 were taken into account. We noticed that the money driven in by the investing institutions from abroad has a significant influence on the movements of the Indian equity market and hence, we confirm that Nifty and other selected indices are dancing to the tune sung by the institutional investors from abroad.

JEL Classification: F21, F31, G11

Key Words: Nifty, Sectoral indices of NSE, Granger causality Test, Foreign Institutional Investors.

BACKGROUND OF THE STUDY

A fact observed in the Indian Equity Market is that, FIIs have created a larger impact from the year 1992 when India opened up its liberalization process in the early 1990s, subsequently infusing radical changes in the Indian economy. Followed by Foreign Portfolio Investments (FPIs), Foreign Direct Investments (FDIs), Globalisation, Deregulation etc. the pumping in of the Foreign Institutional Investments (FIIs) in the Indian equity market, has played a predominant role till today. India's FDI has increased from US\$0.08 billion in 1991 to US\$16.88 billion in 2006 to US\$ 36.79 billion during April-December 2019*. The corresponding figures for FII inflows are US\$ 6 million and US\$ 94.1 billion in 2006. The year 2019 has certainly seen a sharp turnaround in FII flows with over

Rs117,000 cr being infused into India in the full calendar year. The remarkable increase in the FDI's and FII's in India till the year 2019 is due to the friendly enabling political environment, significant improvement in terms of the efficiency of the capital markets and the policies for protection of the investors. Post LPG, the Foreign Institutional Investors (FIIs) Investments, has created massive impact on the Indian Equity market and the Indian economy as well, due to several financial reforms of the Indian Government, RBI and SEBI as also owing to the reasons like mass consumption, liberal policy, high potential for growth and so on, India has been a preferred destination for the Foreign Institutional investors, to pump in their funds in various sectors inducing the economy growth, a visible evidence in several instances, has encouraged FDI

and FII inflows in a tremendous manner and over last two decades has augmented the magnitude of the FII inflows in India.

Until the recent Covid '19 pandemic triggered fears of global recession due to which, the foreign investors started rowing back to pull out from the Indian equity markets, a total net outflow of Rs. 1,12,188 crore (Rs.59,377 cr. pulled out from equities and Rs.52,811 cr. from the debt segment) the highest withdrawal ever, in March 2020 by the FPIs. India's overseas direct investment (ODI) in April dipped 62 per cent to US\$ 976.14 million. The Foreign exchange reserves at the end of March 2010, a total net cumulative investment by FII amounted to Rs.388310.31 crores as against Rs. 35840.82 as on March 2020, had a worst impact on the Indian Equity Market to the extent of a huge drop of 1203 points of BSE sensex and the broader NSE Nifty Index has tanked 344 points in March 2020. This negative economic effect has prompted to analyse the impact of the FIIs Investments not only on the India's major Index Nifty, but also on its selected sectoral indices. The study has been taken to analyse the FII influence in the Indian equity market for a period from Jan2008 to March 2020 embracing the selected sectoral indices along with the Nifty Index, to find out the impact of FIIs in the Indian Equity market and also to find the causal effect of FIIs in the Indian economy applying the Granger causality model with the suitable VAR framework. Hence the study on the FII inflows impact through the causal effect and relationship on Nifty and its sectoral indices, analysed for the period from the global crisis in 2008, till the recent COVID '19 pandemic effect.

LITERATURE REVIEW

The advent of FIIs has benefitted all investors by offering them a wider range of instruments with varying degrees of risk, return and liquidity and hence the SEBI policy measures also been targeted towards promoting more FII investments. In the Indian context, The FIIs are said to have seen instrumental in promoting market efficiency and transparency (Chopra,1995). Increase in the foreign shareholding increases the firm performance and found that there is alignment effect between the promoter shareholding and the asset turnover ratio (Sarkar and Sarkar, 2002). Rangrajan (2000) suggested that foreign portfolio investments would help the stock markets directly through widening investors' base and indirectly by compelling local authorities to improve the trading system. Stanley Morgan (2002) has found that FIIs have played a very important role in building up India's forex reserves, which have enabled a host of economic reforms. Secondly, FIIs are the important investors in the country's economic growth despite sluggish domestic sentiment and has shown that the correlation between foreign inflows and impact of FIIs on Indian stock market returns is high during bullish period and weakens with strengthening equity prices due to increased participation by other players. Gordon and Gupta, (2003) observed the causal relationship between FII net inflows and stock market capitalization and returns of BSE/ NSE. Bandopadhyay (2005) has found that the portfolio capital helps many developing economies in mitigating their balance of payments deficit as well as maintaining liquidity in the financial markets. Battacharya and Rao, (2005) conducted a study to find the effect of the contemporary changes in corporate governance structures on the agency costs of publicly traded companies in India

and FII shareholding effect on the agency cost. Their result has shown that FIIs have been effective monitors in reducing the agency costs. Chakrabarti (2006), however, argues that the FII flows should be viewed not in isolation but as a part of an integrated policy package for all capital receipts keeping in mind their role in the overall macroeconomic structure. The two way causality between FIIs behaviour and performance of the Indian stock Market from Jan 2007 to June 2007 concludes that the financial liberalisation has increased efficiency in the Indian Equity market. But Anand Bansal and J.S.Pasricha (2009) have delivered findings contrary to the findings of Chakrabarti (2006). They have analysed the market return and volatility changes due to the market opening to foreign institutional investors, using the market data related to Bombay stock exchange. They found that there are no significant changes in the stock market average returns and the volatility significantly reduced after the Indian market is unlocked to the investors from abroad. But Ritika Sinha (2011) observed that investment by overseas firms in India is showing an increasing trend and FIIs are the key drivers of the Indian equity market. At the same time there is unease over the volatility in foreign institutional investment flows and its impact on the different segments of the economy. The increase in the volume of foreign institutional investment (FII) inflows has led to concerns regarding the volatility in the equity market. The increase in money flows led to concerns regarding the threat of capital flight and its impact on the stock markets and influence of changes in regulatory regimes.

Garg and Bodla (2011) made an attempt to determine the impact of foreign institutional investments on Indian stock market by using the daily data of SENSEX

for the period from 1986 to 2007. GARCH models and Regression time series model were used as a combination to understand impact of FIIs on the volatility and stock market return and they found that the volatility in Indian stock market and the market return has declined after opening the market to foreign institutional investors. Pramod Kumar Naik & Puja Padhi (2015) study delivered the contradictory view to the results given by Anand Bansal and J.S.Pasricha (2009) and Garg and Bodla (2011). Pramod Kumar Naik & Puja Padhi has examined the relationship between institutional investment inflow and stock returns using daily data over the period of January 1, 2002 to July 31, 2012. They conducted the data analysis using two and three factor vector auto regression (VAR) frameworks, in which the investment flow of two sets of institutional investors, that is, foreign institutional investors (FIIs) and domestic institutional investors (DIIs) proxies by mutual funds, separately as well as jointly, to form the endogenous part in VAR. The analysis for each institutional investor group revealed that FIIs flow did not have any significant impact on market returns, but the DIIs investment flow did have a significant impact, they also found that the fund flow from both the investor groups has been significantly affected by their own lags and lagged stock returns, implying that they followed their own past strategy as well as the recent market behaviour, albeit their trading strategy differed, but the net flow of FIIs and DIIs significantly influenced the Indian stock market. Mukherjee and Roy (2016) have conducted study to examine the role of institutional investors both domestic and abroad in driving the return of the Indian equity market. They found that the investments from foreign institutional investors is driving the market more specifically investments made after the global economic meltdown i.e investments

made after 2008. Vaibhav Bhansali (2016) analysed the impact of FIIs and concludes that the portfolio flows by FIIs bring with them a great advantage, as engines of growth while lowering the cost of capital in the emerging market. Lakshmi & Thenmozhi, (2018) have attested the findings of Chakrabarti (2006), Pramod Kumar Naik & Puja Padhi (2015) and Vaibhav Bhansali (2016). They have examined impact of foreign institutional investor trades in Indian equity market and debt market using three –dimensional wavelet analysis, considered the time, frequency and persistence of the co-movements between FII trading activity and India's NIFTY index returns as the three factors for the analysis, taking the period from 2000 to 2015. They found that interdependence in volatility exists between purchase or sale transactions of FIIs and NIFTY returns at varying frequencies. They concluded that the Indian equity markets are vulnerable to portfolio flows from FIIs and more attention required from the policy makers to address this issue.

This proposed study improves upon the previous studies conducted by studies like Gordon and Gupta, (2003), Ritika Sinha (2011), Pramod Kumar Naik & Puja Padhi (2015), Mukherjee and Roy (2016), Vaibhav Bhansali (2016), Lakshmi & Thenmozhi, (2018) and so on in few aspects. Unlike them, we examine the dynamic relationship between not only the broader index of Indian equity market like either Nifty or Sensex alone with the equity investments of the foreign institutional investors but also the indices with respect to its specific sectors. This would help to understand the choice of various sectors in India while making their investments. Secondly, the study period selection does not possess any randomness. We have selected our study period, with a logical background, that the

period should represent at least two or more number of bull and bear phases. Hence, the data collected will deliver the pattern of the investments by foreign institutional investors more accurately based on each sectors of NSE Nifty.

DATA FRAMEWORK AND DESIGN

The primary objective of our study is to understand the causal relationship between investments by the foreign institutional investors in Indian equity market and the index movements with special reference to Nifty and other selected sectoral indices of National stock exchange (NSE). To achieve this objective, we have used the data relating to the daily index movements and daily net investments by foreign institutional investors in Indian equity market for the period from January 2008 to March 2020. The reason behind the period selection is that during this period, the Indian equity market has experienced three bull and four bear phases and the market has experienced the historical events like Sub-prime crisis triggered economic meltdown, Demonetization, introduction of GST and the Pandemic event – COVID '19. In order to maintain the accuracy and reliability, the data are collected from the official websites of NSE, RBI and SEBI. In order to achieve the objectives of our study, the Granger causality test has been employed in the VAR framework. Since this test is a lag sensitivity one, exertions to identify the right lag length be applied while executing the GC test. To select the correct Lag length, it is important to use the perfect VAR specification i.e whether to use Unrestricted VAR model or Vector Error Correction Model. The unrestricted VAR model may be used when the selected variables do not possess the long run association between them and on contrary to this, if the selected variables are having long run association among them, then it is prudent to use Vector Error Correction

Model while choosing the right Lag length. Finding out the long run association between the selected variables becomes necessary to select the precise VAR, we have conducted Johansen's Co-integration test to understand the long run association between the investments of the foreign institutional investors in Indian equity market related to the index movements viz. Nifty and its other selected sectoral indices of NSE. For the effective application of Johansen's Co-integration test, we understand that it requires the data in such a manner that it should be non stationary in nature as it is i.e in 'At Level' and should possess the quality of the data to be stationary 'at First difference'. Hence, to validate this we have applied the Augmented Dickey Fuller Test (ADF Test) by using the data of daily index movements and daily net investments of the foreign institutional investors in the Indian equity market for the period selected for the study. Thus, our analytical work was constructed in a four stage process, first, applying the Augmented Dickey Fuller Test to confirm the non stationary in the nature of data selected 'at level' and subsequently stationary 'at first difference' required to execute the co-integration test followed by the Johansen's Co-integration test to verify the long run association between the selected variables in order to choose the VAR specifications prudently. Then testing for lag length done using the VAR specification to identify the correct lag length and finally, have applied the Granger Causality Test to examine the dynamic relationship between the investments of the foreign institutional investors in the Indian equity market congruent to the Nifty index and its other selected sectoral indices of NSE movements .

ANALYTICAL DISCUSSIONS

As mentioned in the frame work for analysis, Augmented Dickey Fuller Test was conducted to understand the stationary status of the data selected for the study - At Level and the First difference for all the three test equations (Intercept, Trend & Intercept and None) and the results obtained displayed in Table 1. The condition to reject the null hypothesis framed as "Data selected are non-stationary in nature" is that the absolute values of calculated T statistic value should be greater than the corresponding test critical value and the probability values should be less than 0.05. It is found that the calculated absolute T statistic values for all the selected series during all the test equations at 'At Level' is less than the corresponding calculated absolute test critical values and the p values are greater than 0.05. Hence, the null hypothesis is accepted concluding the selected series are non stationary in nature in 'at level'. But on contrary to this situation, the calculated absolute T statistic values for all the selected series during all the test equations 'at first difference' is greater than the corresponding calculated absolute test critical values and the p values are less than 0.05, and hence the null hypothesis is rejected and proved that the selected series are stationary in nature 'at first difference'. Since the selected data are non - stationary 'at level' and stationary 'at first difference', as required, we have proceeded to test - Johansen's Co-integration for checking the long run association between the investments of the foreign institutional investors in Indian equity market and the index movements of Nifty and other selected sectoral indices of NSE and the results arrived are exhibited in Table 2. The existence of long run association between the variables will be accepted only when the calculated Trace

and Max-Eigen values are greater than the corresponding calculated critical values provided the p values are less than 0.05. It is found that the said conditions are fulfilled for the series between investments of FIIs and Nifty index, between FIIs and Bank index, between FIIs and PSU Bank Index, between FIIs and Private Bank index and also between the FIIs and Realty index and hence confirmed that the selected series are having long run association among each of them during the study period. So it is judicious to apply vector error correction model to find out the lag length. But, on contrary to the mentioned condition, it is found that the calculated Trace and Max-Eigen values are less than the corresponding calculated critical values and the p values are greater than 0.05 in the case of series between FIIs and Auto index, between FIIs and Financial service index, between FIIs and FMCG index, between FIIs and IT index and also between FIIs and Pharma index, confirming that there is no long run association between these series and hence the unrestricted VAR model should be used for the lag selection process. Since the Lag selection requires the correct VAR specification, whether to use Unrestricted VAR model or Vector Error Correction Model, the findings of the Johansen's Co-integration test are used to differentiate the series which requires using Unrestricted VAR model and the series which demands the usage of Vector Error Correction Model.

Hence, in order to find out the correct Lag order, VAR specification basic model is used by selecting the perfect VAR type. The findings of the Johansen's Co-integration test are used to choose the perfect VAR type and by applying the various Lag orders, we have chosen the correct Lag length to be used in Granger causality test to know the dynamic

relationship between the variables selected for the study. In order to choose the correct Lag order, the Akaike Information Criterion (AIC) and Schwarz Information Criterion (SIC) would be helpful. By using the perfect VAR specification and using the Lag order ranging from 1 to 6, the AIC and SIC values are calculated for all the selected series and shown in Table 3. The basic rule to choose the correct Lag length is that the Lag order having lowest AIC and SIC values are the best fit one to apply as Lag strength in the Granger causality test. Chosen the correct Lag length for all the selected series, proceeded to apply the Granger causality test for the series selected for the study. The results arrived using the Granger causality test are shown in Table 4. The decision rule to reject the null hypothesis is that the calculated F statistic value should be significant at 5 per cent. The calculated probability value should be less than 0.05. It is found that both the null hypotheses - "Nifty does not granger cause FII" and "FII does not granger cause Nifty" are rejected while finding the dynamic relationship between investments by FII and Nifty. We noted a bi-directional relationship between the investments by FII and Nifty. The same scenario is prevailing in the case of relationship between FII and Auto index, between FII and Bank index, between FII and Financial service index and also between FII and Private Bank index. But the situation is different when the remaining indices are concerned. Only a Uni - directional relationship is found between the investments by FII and the indices such as FMCG, IT, Pharma, PSU bank and Realty indices are concerned. The accepted null hypotheses are a) FMCG index does not Granger cause FII, b) IT index does not Granger cause FII, c) Pharma index does not Granger cause FII, d) FII does not Granger cause PSU Bank index and e) Realty index does

not Granger cause FII. This indicates that except in the case of PSU bank index, in all other indices the uni-directional relationships exist and confirmed that granger caused or influenced by the FIIs investments.

CONCLUDING REMARKS AND SCOPE FOR FURTHER RESEARCH

This paper addresses the question of whether money inflows by the investing institutions from abroad towards the Indian equity market has any influence on the index movements or not. Using the Granger causality test in the VAR framework, efforts infused to find the effective results. The findings of our study revealed that the bi-directional relationship exists between the investments of foreign institutional investors and the Nifty Index as also with the sectoral indices such as Auto index, Bank index, Financial service index, Private Bank index. But among, the other sectoral indices, usually termed as defensive sectors in the Indian equity market such as FMCG index, IT index, Pharma index, PSU bank index and Realty index have shown only the uni-directional relationship with the selected variable. But it is interesting to note that invariably all the sectoral indices and Nifty are influenced by the investments by the foreign institutional investments except PSU bank index. We found that the investments by FIIs granger cause the respective indices and Nifty except PSU bank index. All these indices have been dancing to the tune of the institutional investors investments from abroad. Therefore, we conclude that the money infused by the investing institutions from abroad has a significant influence on the movements of Indian equity market and we suggest to the retail investors to consider the investment pattern of the foreign institutional investors before making any significant investments in

Indian equity market as against the flow of foreign institutional investors. We also feel that the study of this kind with a shorter study duration particularly with respect to any particular event like COVID 19, Demonetization and so on will deliver much more exactness in the findings and we place our request to the financial practitioners and the researchers to pursue their forthcoming researches in this unexplored area of study.

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Table 1
Test for stationary – ADF test on Nifty & specific selected sectoral indices with FII inflows

Particulars		Intercept			Trend and Intercept			None		
		T statistic value	Test critical value	P value	T statistic value	Test critical value	P value	T statistic value	Test critical value	P value
Nifty	At Level	-1.493266	-2.862302	0.5371	-2.168414	-3.411301	0.5065	-0.049003	-1.940929	0.6665
	I st difference	-13.15554	-2.862302	0.0000	-13.13161	-3.411301	0.0000	-13.15312	-1.940929	0.0000
FII	At Level	-0.752141	-2.862301	0.8315	0.279852	-3.411299	0.9985	-0.282848	-1.940929	0.5843
	I st difference	-12.81311	-2.862301	0.0000	-12.86816	-3.411299	0.0000	-12.81639	-1.940929	0.0000
Auto	At Level	-1.194639	-2.862300	0.6790	1.191203	-3.411297	1.0000	-0.131134	-1.940929	0.6385
	I st difference	-50.45763	-2.862300	0.0001	-50.51236	-3.411297	0.0000	-50.46243	-1.940929	0.0001
Bank	At Level	-1.567622	-2.862302	0.4991	-2.285808	-3.411301	0.4411	-0.473944	-1.940929	0.5105
	I st difference	-11.10098	-2.862302	0.0000	-11.08028	-3.411301	0.0000	-11.10786	-1.940929	0.0000
Financial Services	At Level	-1.583309	-2.862302	0.4910	-2.724588	-3.411301	0.2265	-0.425924	-1.940929	0.5298
	I st difference	-10.34796	-2.862302	0.0000	-10.29777	-3.411301	0.0000	-10.35342	-1.940929	0.0000
FMCG	At Level	1.045884	-2.862299	0.7387	-2.575165	-3.411296	0.2919	0.836845	-1.940929	0.8916
	I st difference	-53.65716	-2.862300	0.0001	-53.65399	-3.411297	0.0000	-53.62796	-1.940929	0.0001
IT	At Level	-1.182046	-2.862299	0.6844	-2.036533	-3.411296	0.5804	0.436288	-1.940929	0.8080
	I st difference	-56.26471	-2.862300	0.0001	-54.26088	-3.411297	0.0000	-54.25655	-1.940929	0.0001
Pharma	At Level	-1.381608	-2.862300	0.5929	-0.269272	-3.411297	0.9915	-0.007417	-1.940929	0.6802
	I st difference	-51.35826	-2.862300	0.0001	-51.39175	-3.411297	0.0000	-51.36059	-1.940929	0.0001
PSU Bank	At Level	-2.192573	-2.862300	0.2092	-2.178341	-3.411297	0.5010	-1.016059	-1.940929	0.2788
	I st difference	-50.57594	-2.862300	0.0001	-50.57596	-3.411297	0.0000	-50.57876	-1.940929	0.0001
PVT Bank	At Level	-1.494501	-2.862302	0.5365	-1.793830	-3.411301	0.7078	-0.557734	-1.940929	0.4758
	I st difference	-9.943487	-2.862302	0.0000	-9.927145	-3.411301	0.0000	-9.954331	-1.940929	0.0000
Realty	At Level	-5.828407	-2.862302	0.4329	-5.570428	-3.411301	0.7286	-4.331565	-1.940929	0.4991
	I st difference	-17.76623	-2.862302	0.0000	-17.84947	-3.411301	0.0000	-17.70688	-1.940929	0.0000

Table 2
Co-integration Test between FII and the selected indices

Indices	Test	Trace statistics	Critical Value	Probability	Max- Eigen Statistics	Critical Value	Probability
FII &Nifty	None	16.305071	15.49471	0.6595	15.614572	14.26460	0.0030
	Atmost1	4.690499	3.841466	0.4060	4.690499	3.841466	0.0040
FII & Auto	None	6.983981	15.49471	0.5797	6.585983	14.26460	0.5392
	Atmost1	0.397998	3.841466	0.5281	0.397998	3.841466	0.5281
FII & Bank	None	16.466031	15.49471	0.0404	15.725704	14.26460	0.0486
	Atmost1	4.740327	3.841466	0.0389	4.740327	3.841466	0.0389
FII & Financial Services	None	7.595116	15.49471	0.5097	6.656265	14.26460	0.5306
	Atmost1	0.938851	3.841466	0.3326	0.938851	3.841466	0.3326
FII & FMCG	None	3.751562	15.49471	0.9218	3.515238	14.26460	0.9066
	Atmost1	0.246324	3.841466	0.6197	0.246324	3.841466	0.6197
FII & IT	None	4.005476	15.49471	0.9031	3.757127	14.26460	0.8840
	Atmost1	0.248348	3.841466	0.6182	0.248348	3.841466	0.6182
FII & Pharma	None	13.28202	15.49471	0.1049	12.92830	14.26460	0.0804
	Atmost1	0.353719	3.841466	0.5520	0.353719	3.841466	0.5520
FII & PSU Bank	None	27.07843	15.49471	0.0006	26.44380	14.26460	0.0004
	Atmost1	4.634628	3.841466	0.0042	4.634628	3.841466	0.0042
FII & PVT Bank	None	17.58357	15.49471	0.0409	16.552052	14.26460	0.0434
	Atmost1	4.031520	3.841466	0.0098	4.031520	3.841466	0.0098
FII & Realty	None	18.16820	15.49471	0.0009	17.24586	14.26460	0.0008
	Atmost1	3.922338	3.841466	0.0033	3.922338	3.841466	0.0033

Table 3 : Test for Lag Selection

Indices	Lag 1		Lag2		Lag 3		Lag 4		Lag 5		Lag 6	
	AIC	SC	AIC	SC	AIC	SC	AIC	SC	AIC	SC	AIC	SC
Nifty	28.30745	28.32738	28.26028	28.28819	28.23491	28.27981	28.22718	28.27507	28.22245	28.27433	28.21503	28.27491
Auto	28.45900	28.47095	28.27374	28.29367	28.22800	28.25592	28.20197	28.23786	28.19380	28.23768	28.19527	28.24316
Bank	30.38170	30.40164	30.33703	30.36494	30.31002	30.34591	30.30203	30.33592	30.29880	30.31068	30.29471	30.30459
Fin Service	28.81538	28.82733	28.63107	28.65101	28.58567	28.61358	28.55943	28.59533	28.53132	28.59520	28.54569	28.59757
FMCG	30.27770	30.28965	30.09864	30.11857	30.05423	30.08214	30.02109	30.06399	30.02293	30.06682	30.02762	30.06950
IT	29.25001	29.26197	29.06994	29.08988	29.02211	29.05003	28.99738	29.03928	28.99273	29.03662	28.98633	29.03421
Pharma	28.75973	28.77169	28.57597	28.59591	28.53022	28.55814	28.50451	28.54040	28.49996	28.53385	28.49749	28.54937
PSU Bank	27.75274	27.77267	27.71100	27.73891	27.68092	27.72282	27.68191	27.72580	27.68226	27.73315	27.69853	27.73841
Pvt Bank	29.08967	29.10960	29.04447	29.07239	29.01546	29.05136	29.00665	29.05054	29.00721	29.05709	29.00863	29.06151
Realty	24.54391	24.56384	24.49661	24.52453	24.46591	24.50181	24.44263	24.48951	24.43571	24.48760	24.42596	24.48584

Table 4 : Granger Causality Relationship between FII and specific selected sectoral indices

Index	Null Hypothesis	No.of Lag	F -Statistic	Probability	Result
Nifty	Nifty index does not Granger cause FII	5	6.60183	4.E-06	Rejected
	FII does not Granger cause Nifty index	5	3.11979	0.0082	Rejected
Auto	Auto index does not Granger cause FII	5	4.80721	0.0002	Rejected
	FII does not Granger cause Auto index	5	4.25726	0.0007	Rejected
Bank	Auto index does not Granger cause FII	6	5.81216	5.E-06	Rejected
	FII does not Granger cause Auto index	6	3.38715	0.0025	Rejected
Financial Service	Financial Service index does not Granger cause FII	5	5.33164	7.E-05	Rejected
	FII does not Granger cause Financial Service index	5	6.98382	2.E-06	Rejected
FMCG	FMCG index does not Granger cause FII	4	1.33237	0.2554	Accepted
	FII does not Granger cause FMCG index	4	4.20136	0.0021	Rejected
IT	IT index does not Granger cause FII	6	1.40338	0.2093	Accepted
	FII does not Granger cause IT index	6	3.44033	0.0022	Rejected
Pharma	Pharma index does not Granger cause FII	5	1.37539	0.2303	Accepted
	FII does not Granger cause Pharma index	5	3.99209	0.0013	Rejected
PSU Bank	PSU Bank index does not Granger cause FII	3	6.71614	0.0002	Rejected
	FII does not Granger cause PSU Bank index	3	2.02956	0.1076	Accepted
PVT Bank	PVT Bank index does not Granger cause FII	4	8.23460	1.E-06	Rejected
	FII does not Granger cause PVT Bank index	4	6.86333	2.E-05	Rejected
Realty	Realty index does not Granger cause FII	6	1.43429	0.1974	Accepted
	FII does not Granger cause Realty index	6	2.34541	0.0291	Rejected

The Woman's Concern in the Postwar Society: Visual Expression of Anupam Sud and Kathe Kollwitz as a 20th-Century Graphic Artist

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Abstract

Printmaking is expanding to a border range of disciplines in humanities that includes history, culture, technology, and visual arts. It is not only an artistic medium but can also express the historical evolution of technology, socio-political scenario, and mass production (ref). Besides, it is a media to communicate with mass people. In the world of art, it not considered as art medium until the 17th century. Before that, printmaking considered as a technique which creates affordable copies of other arts to experience the audience about art. Now, the term printmaking refers to creating artwork by various printing methods like woodcut, intaglio, lithography, even with modern printing technology, such as inject printing, 3D printing, laser printing.

Printmaking technology predominantly dominated by male artist because it considered a field that demanding muscularity, physical strength, technical mastery and stamina. Throughout the world art history, only renowned established artists (primarily painter) were experimenting with printmaking technique like Albrecht Durer, Rembrandt, Francisco Gaya, Pablo Picasso and many others.

However, it is hard to find women printmakers name in the history of art. There are very few women who managed to produce print, and their artworks rarely discussed in academia. In the 20th century, women printmakers challenged the masculine myth of printmaking. Not only to break the gender bias but also achieve printmaking as a form of art into a higher level. Indian printmaker Anupam Sud and German printmaker Kathe Kollwitz, both artists worked on the socio-political issue, social problem and they raised their visual protest and awareness into society.

This study is discussing two renowned women, printmaker, who belongs to the oriental and western society. Besides, the study shows the changes and development of printmaking with time transition.

INTRODUCTION

Printmaking is expanding to a border range of disciplines in humanities that includes history, culture, technology, and visual arts. It is not only an artistic medium but can also express the historical evolution of technology, socio-political scenario, and mass production (ref). Besides, it is a media to communicate with mass people. In the world of art, it not considered as art medium until the 17th century. Before that, printmaking considered as a technique which creates affordable copies of other arts to

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This study is discussing two renowned women, printmaker, who belongs to the oriental and western society. Besides, the study shows the changes and development of printmaking with time transition.

A view of orientalist printmaker: Anupam Sud

Anupam Sud recognized as one of the foremost printmakers of India. She did not aspire to make highly decorative work as other woman printmakers of her generation. Instead, her works convey a dramatic dynamism of postwar modern culture. Her works encompass elusive reality, duplicity, the fantasy of human relationship to the modern industrial society have been portrayed with definite preciseness avoiding the pitfalls of abstraction.

Perhaps, she is the only woman artist of India practising etching for the last four decades. In terms of research perspective, we can divide her printmaking career in a particular phase was started around 1968. In her earlier works; schematized human figures like the cell of

amoebae in fluid, and others curled up foetal position. At that time, she works to generalized humanity with no specific cultural identity. Some works depict women forlorn and distressed. We can also observe that some of the print in her first phase draws symbolizing fertility with imaginary human forms like an inner organic world. Her work '*Earth Mother*' (1967) embryonic forms struggle to appear from womb cave. Her '*Composition*' (1968), '*Human Frieze*' (1969) collagraph work, can see many schematized human from with different posture suffering in a tiny place.

1971 she went Slade school of art, London to study printmaking. There she was able to experiment with various printing materials and technique. We can follow a noticeable change in her composition like clothed unclothed male and female figure and sexuality. Between 1972 to 1973 she inscribes series of the works title '*Window*', man and woman nude figure situated inside the window frame. In '*Window II*' composition, a mysterious person hand surreptitiously goes towards the window to hold another person's finger. Two headless seated nude inside the window, are fully formed, sculpted with muscles. 1979 Anupam Sud says that she rejects all decoration and that is why she also rejects clothing on figures and decorative elements in her work of art. She started her work as an irrepressible truth.

By the time 1980, she enters another work phase of greater realism. She acquired her unique compositional identity and the excellent amalgamation between her idea and technique. '*Darling, Get me a Baby Made*' 1979, this poster-like etching was related to a current social issue at that time. In this work consist of two doctor images who were responsible for daring experiments to manufacture test tube baby and some man wore surgical mask and

grown. Below women are eager for the experience that might change their life and value. Her other work *'Of Walls'* 1982, it depicts the reality of hopeless, oppressed poor Indian woman setting beside the wall—one human body lying on the foreground. Women and man identity are not clear, which portray that society peoples situation, not an individual.

Dialogue series are other powerful works of her. *'Dialogue I'* 1984 depicts a couple seated in front of a window and background portrait ramshackle building, thorny wire. There are no sense of intimacy, lack of communication between the man and woman. Her work portrays gap in actual human relationship. Once Anupam Sud said, 'I focus on the nude for the sheer beauty of the body—that's all. For me, it is much more vulgar to highlight or expose a certain area of the body. I remove the long hair on the female torso because it should be no destruction'. In her other work of dialogue series, is a concern of human relationship even she portrays shaved-headed women. In that following years she executes her great prints like *'Persona'*, *'For an apple only'* and so on.

Mask is the crucial object for her some work. Mask can hide the actual character of any person and its possible change. In her etching *'Persona'* 1988, a naked woman standing before a mirror but facing towards the viewers with holding up a mask. The woman did not look herself in the mirror, and her gaze is out of the picture. The spectator whose countenance can see in the mirror, seeing her naked figure not face. The woman is going to mask her face or unmasked. Like, other prints are *'Ceremony of unmasking'*. She reveals a sensitivity that allows for going beyond the skin to show the personalities and characters of her subjects.

Her one of the powerful and striking print *'Laundry'* 1994 is a symbolic and

metaphoric approach to show the problematic human situation of the past. Our outer skin has washed up and hung up for dry.

Later on, her artworks going towards more realistic and naturalistic from which is conflicting from other artists. *'A journey'* 1987, *'Dining with ego'* 1999 *'Over a cup of tea'* 2006, *'the couch potato'* 2007, *'Value-added test'* 2007 are naturalistic works. Her idea, visual elements and Title of her works give an ambiguous meaning.

As a printmaker the role in German pacifism : Kathe Kollwitz

The German artist Kathe Kollwitz (8th July 1867- 22nd April 1945) is widely known for her prints and political posters. 20th C, the era of abstraction, she was doing figurative works. Her works evoke socially engaged subject matter and portray proletariat people, working-class women with expressionist style. Kollwitz's work talks about the fixation of hardship and sorrow of the postwar condition of Society in Germany that includes starving, death, distraction, grief, and suffering from the deficiency of every essential need. Her works also show interpersonal relationships between mother and children, insecurity, and fear of loss. Throughout her work consistently reflected her experience about society and real problems of the proletariat.

Kollwitz had intended to create some visual narrative with print media from Emile Zola's naturalist mining novel, *Germinal*. 1891 she finished her preliminary drawings and ready to convert into print media. In the same year, she moved to Berlin with her Doctor husband and begun to acquaint her husband's patients, most of whom industrial workers. In this way, she became more closer to the industrial proletariat and their family, who were the subject of her most works.

Her most significant experimentation can be traced in her five graphic cycle's works. During the time, she was busy with Germinal scene works and pursuing an idea of a cycle, Kathe Kollwitz attended a performance of *Gerhart Hauptmann's* drama play '*The Weavers*' 26th February 1893 in Berlin. It is based on the ungraceful situation of Silesian weavers during 1840, due to the industrial revolution. Kollwitz was so impressed by the Hauptmann's play that she abandoned germinal scene as a graphic series and started work on Hauptmann's play. She produced a cycle of six graphic works about Weaver theme within four long years. She created many drawings and experimented with lithography and etching technique to develop the image ideas, which confronted weavers poverty, grief, death, violent rebellion. The composition '*Poverty*', over three years she created for separate version in two compositions. Her monochromatic composition and chiaroscuro effect made her subject matter more realistic. In a weavers room, a woman bent with despair over the bed of her seek dying infant. The abandoned weavers tools, skeleton-like infant, sorrow, and frighten expression showing extreme poverty. In this series, her other work '*Death*'. A skeleton figure symbolizes death, and compositional elements indicate the Weavers destitution. This weaver graphic series is portraying the cause and consequences of insurgency. '*Poverty*', '*Death*', '*Conspiracy*' brake the endurance of poor weaver and began '*March of the weaver*', '*Riot*' which '*End*' with life sacrifice of the proletariat. Kollwitz adds one more work '*From many wounds you bleed, o people*' which intended as a conclusion. She symbolically represents the conclusion which organized in three-part. In the middle, a man with a sword banding over a death nude male figure which resembles Christian lamentation. On both sides, two allegorical nude female figure depicts

poverty, suicide, prostitution, epitomized the imperfect situation.

Her second series of the cycle was '*Peasant war*' is based on the historical event, the peasant revolt of 1522 c to 1525. This series also derived from a literary source. However, the visual representation was her own. She wrote to Arthur Bonus, husband of her friend Jeep, that 'the motifs of the sheets from Peasants' War are not taken from some or other literary source'. '*Uprising*', 1899 was the first image created based on the peasant war theme, an allegorical woman nude figure, flies above the crowd, inflaming the rebellion. This figure like a symbolic approach of revolution and the touch is the beginning of the battle.

After that, she concentrates in this theme and creates many drawing, etching, litho during 1902 to 1908. This cycle consists of seven etching; each is like a one-one episode. The episodes were: '*Plowing*'; human ploughing field like an animal, '*Raped*'; sexual abuse of the peasant woman, '*Sharpening the scythe*' and '*Arming in the vault*'; Peasant preparing the war, '*Outbreak*'; charging the battle, '*Battlefield*'; their defeat, '*Prisoners*'; the taking of prisoner. '*Plowing*' and '*Raped*' this two-episode manifested brutal condition that precipitated the peasant revolt.

In the time of World War I, she lost her son Peter on the Belgium front, 1914. This incident took her in great grief. She started to express her inner filling with her drawing and litho on the subject of grieving parents, which leads her to her next print cycle '*War*'. Initially, she was struggling to find out the right technique for this series. However, she experimented with etching, lithography, but she was not satisfied. 1920, she saw *Ernst Barlach's* woodcut print exhibition '*Freire Secession*' and was so amazed that she decided to execute

'War' as woodcuts. 1923, she finished this series which consists of seven woodcut prints, entitled: 'The sacrifice', 'The Volunteers', 'The Parents', 'The Widow I and II', 'The Mothers', 'The People'. She was not wanted to portray any combat scene or destruction. Instead, she composes the phenomenon of war in the perspective home front, relation between mother and child, sacrifice of war.

Her fourth and smallest graphic cycle is 'Proletariat' (1924-25) which consist of three works: 'Unemployed', 'Hunger', 'Children's death'. She preferred woodcut for this series too. She was working from dark to light where the unprinted bare paper is white, and the other part is black. Her minimize essential wood carving discovered bleak portraiture of the proletariat from dominant black ground.

'..... I must make some sheets on the theme of death. Must, must, must'

Kathe Kollwitz, Diary, 1927

She had seen death very closely in her whole life. Her siblings died in infancy, cousin suicide, she lost her youngest son Peter. Last few years of her life, she loses very close people to her friends, artist, colleague, family member above all her husband. The grief, pain echoed in her many works. She completed her last work of a series of 'Death' between 1934 to 1937 in eight lithograph print. It was not a narrative like other graphic cycles, rather than variation in the presentation on the same theme where death comes to people in different appearance. In the last sheet 'Call of Death' artist portray her face where the hand of death calling her and her body gesture giving the filling of expectation.

CONCLUSION

20th c, the socio-politically significant change happened

worldwide. World War I, great depression, the rise of Adolf Hitler, World War II made an economically, politically, socially drastic change in Germany. Kathe Kollwitz had been percipience all of the matter in her life. She expressed her experience through artwork. Kathe Kollwitz began to explore dramatic subject matter and dealt with human emotions, evoked through gesture and facial expression. Initially, she influenced by a different literary source, but she created her dramatic sequences to bring out the present scenario of society rather than a historical event. It is interesting to observe that woman was the central figure in her works, a woman as a mother; eternal mother. She depicted Mother and child in her many works in a different time. Mother and death child, Poverty, Death many other compositions are showing the real scenario of motherhood for the working class. In her work, she expressed feminine quality—the love, grief, sorrow of a mother another side giving masculine features protesting for social right. *Black Anna*, the allegorical figure can be seen her many works which represent a female leader who spurred the insurgence. There are many reflections of the feverish and tragic postwar years of Germany in her work. At the outbreak of World War I, nationalistic sprit was rise among the German people. Political leaders encourage native proletariat to give their son and husband for the noble sacrifice. As the war progressed, many people died on the battlefield, and people faced economic hardship—many women rejecting the patriotic duty of sacrifice and move towards pacifism. Kathe Kollwitz also lost her son and expressed the pain of a mother through wood carving. Her artwork emphasized the negative impact of war and acting as a summons for pacifism. She wrote in her diary, 'Finally, I asked myself: what has happened? After the sacrifice of the boys themselves and our own sacrifice

- will not everything be the same? All is turbulence.'

Kollwitz experience the reality of sexism and gender discrimination. In that time, the German education sector was segregated into gender-wise. Female was not getting an equal opportunity, like a male. Her many works got massive appreciation from the art world, but the government did not welcome her. Not because of political discrimination, it is for gender issue. Even, she disqualifies for a Gold medal of Große Berliner Kunstausstellung (Great Berlin Art Exhibition). Kathe Kollwitz portrays the role of a mother in social discourse as a means women power can save the country people from the drastic situation. Artist creates arguments about private topics like birth control, sexuality, abortion reform through her works which led towards social reforms. Kollwitz's '*Down with Abortion Clause*' (1924) poster commissioned by the German communist party (KPD) for a campaign. In her diary, she highlights the problem of unwanted pregnancy among the working class. 'She had eleven children, five are alive. The big ones die, and the small ones keep coming', *Kathe Kollwitz, Diaries*, 30th August 1909. She depicted a poor working-class mother caring a baby in her lap, holding a hand of her another son and become pregnant again. A researcher can identify the hardship poverty of those people. However, they were not allowed for abortion like upper-class society. Kollwitz brings to light social discrimination and poverty. She nicely merged traditional imagery of her study and the radical message of social reform.

The rise of Hitler's Nazis party censured her artwork and labelled as '*Degenerate Art*'. This term defines the artwork seen as an un-German: the art '*Nazis*' perceived as communist, elitist,

Jewish appearance. Although she was not associated with a communist or socialist party, her artworks depict strong left wings leaning. On the other side, Nazis use her work for their propagandistic uses. Her work '*Hunger*' reprinted again to claiming the images showed victims of communism.

Though India did not participate directly into World Wars, the impact was very devastated, and many Indian native soldiers lost their lives, economic collapse, massive taxes food crisis, agrarian crisis brought the country into famine situation. This was one circumstance led native Indian to make a massive protest against *British Raj*. 15th august, 1947 India got independence and established a democratic country. Anupam Sud born in the years of the following independence. She takes inspiration from day to day life, experiencing the nature-society, and that experience came out on her works. Though she never keeps herself in feminism, she talked about the feminist problem, and her work has a feminist approach. In an interview of Panjab Lalit Kala Academy, she told that "Long time ago a group of people said you are a feminist. I do not want to carry their flags". She experiences this world through a woman body and interprets all elements through a woman perspective. Her works have an ambiguous, humorous and cynicism quality. In the '70s of India, a female artist working in the theme of male-female sexuality and feminist narrative, which considered a radical subject matter. Her work '*Pick up Girls*', in street pavements naked girls are busy with collecting the marbles which symbolized as money. Her artworks represent the mirror of Society – male and female relation, homosexuality, human ego, a silent conversation, social norms and its pressure. Her dialogue series represent the silent conversation which is more profound then verbal communication. '*Dialogue-I*' man and

woman are sitting together, but they are looking in a different direction. They are not aloof, communication going on silently. Teersfigurety of society and people can be seen in her 'Mask- Unmask' series, 'Laundry' works.

In a generic view of her work 'Between Vow', people can criticize differently. A nude man stands behind a saree worn woman and their interlocked the fingers which suggest intimacy and love. Across the image, many words are inscribed, which demonstrate the emotion and compromises innate within the relationship. It portrays not only a strong relationship but also gender discrimination in society. Anupam Sud said 'society always expects a woman to be a virgin and pure. Nobody ask man he is virgin or not' (from a small documentary made by Kathryn Myers). In her work 'Rear Window', she brings out socio-political issues in large cities where increased migrated people and shrinking infrastructure. 'Draupadi vow', 'Feminine Lore', 'Goddess in Making' works are nicely melding of historical, mythological and religious reference with her memories and represent the female issue in contemporary society. Anupam Sud addresses her perspective on the society that surrounds her.

Kathe Kollwitz and Anupam Sud, both women printmaker, working post-war effects of society. They both are work on untold reality, emotional aspects of the relationship, latent desire and expectation. Although they are from a different country and not a very similar period, there is a similar line between both of their work is to reflect reality, showing emotional connectivity, which is not possible to count in any parameter. However, this research study will discuss these women printmaker and their vision towards experiment and create prints, how relevant their medium with their subject matter as a metaphor.

Besides, the researcher keeps an eye on a significant point is the value of printmaking and its process as a medium of fine art.

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Employability Skills: An Empirical Study among Female Graduate Students

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Abstract

One of the main reasons that people pursue higher education is to grab better, decent and well paid career to take care their life ahead. But majority of graduates in our country are dejectedly failed to obtain and maintain a career in their respective areas due to several reasons. One of the main reasons for this issue is the low employability skills of graduates. University Curriculum has vital role to build and mould students' knowledge, skills and attitude. These three aspects are the rudiment composition of employability skills. A person with poor employability skills has abridged employment opportunities. Employers may not ready to take him/her as part of their workforce. The fact is that the curriculum followed by our Universities is not framed in such a way to nurture and develop employability skills among students. This is one of the reasons for abridged employability skills of graduate students in Kerala. This study is focused to assess the employability skills of graduate students in Kerala especially the female students. The depended variable of the study is the Employability Skills and the independent variables are Knowledge Skills, Application Skills and the Personal Skills. Multi-stage stratified random sampling technique is used for determining the sample size of 541 female graduate students.

Keywords: Employability, Employability Skills, Employment, Graduate Students, Skills

INTRODUCTION

India produces more than five million graduates every year irrespective of their gender. The continued expansion of higher education sector including the number of Higher Education Institutions and Universities resulted in massive increase in the supply of graduates to the employment market. The Kerala scenario is not an exception. This leads to the higher competition in labour market. Besides, the workplace is becoming more complex and rapidly changing with innovative technology, intensified competition and increased pressure for better performance where employers prefer highly employable individuals with suitable qualifications. The 21st century graduates especially female required to guarantee to the employers that they can successfully respond to the requirements of diverse and dynamic workplace. In this situation holding a degree qualification alone is no longer sufficient to remain competitive in the present workplace

scenario, it is essential to be employable. Peter Hawkins, in his book 'The Art of Building Windmills' (1999) stated that "to be employed is to be at risk, to be employable is to be at secure". To become employable, one must possess employability skills. It will give the academic, professional and personal development of a person to meet the changing needs of employers, the economy and the society at large.

SIGNIFICANCE OF THE STUDY

India has the second largest pool of human resources in the world with the youngest educated population including a remarkable number of women. This is one of the strong competitive advantages Indian economy has over other economies. On one hand, by 2021, the world is expected to encounter a shortage of 47 million working people, however on the other hand India will have a surplus of 56 million working people (Chawla, 2014). This has been one of the primary factors for the projection of great economic

growth for India. But one of the major challenges affecting the growth is the abridged employability skills of the young educated population in our country. According to the survey jointly conducted by McKinsey & Co, NASSCOM and Economist Intelligence in 2017 reported that only 30 percent of the Indian IT graduates, 25 percent of engineering graduates, 15 percent of Finance and Accounting Professionals and 10 percent of professionals with any kind of degree are suitable to be employed in multinational companies in India. These statistical figures proclaim that the employability of Indian graduates is in peril. The above survey reveals that even 1/3rd of the graduates are not capable to be employed. National Employability Report for Graduates 2016 says that 47 percent of graduates are not employable in any sector of the knowledge economy in terms of their English language and cognitive skills. Also the ratio of female graduates in Kerala is very high when compared with their counter part male graduates (Economic Review, 2018). But it is learnt that the ratio of female graduates engaged with a career is relatively less. In this context, this study on employability skills of female graduate students is very relevant.

STATEMENT OF THE PROBLEM

Financial independence is the base of women empowerment. A well paid decent job/career offer not only financial independence but also provides family and societal acceptability as well as socio-economic empowerment. Employability skill is considered as the determinant factor to win, sustain and progress in an employment or career in today's competitive labour market and workplace environment. The present business or industrial scenario shows better career opportunities are available for women graduates but employers find it very difficult to get right person for the right job. Confederation of British Industry and the

Chartered Institute of Personnel and Development (1999) mentioned the difficulty that employers face in recruiting 'work-ready' individuals. It is because of the gap between the expectation of employers and the actual skills possessed by the individuals. This gap is more evidently seen in the graduate students of Kerala especially among female students. It is also learnt that no such scientific and detailed studies have been undertaken in the area of Employability skills of female students in graduation level in Kerala. Therefore there exists a research gap. Thus it is imperative to conduct a systematic study on this topic.

SCOPE OF THE STUDY

The scope of this study is limited to the Employability Skills of final year Arts, Science and Commerce female graduate students of Government and Aided colleges in Kerala.

OBJECTIVES OF THE STUDY

1. To assess the employability skills of female graduate students in Kerala.
2. To study the significant difference in the employability skills of female graduate students of Government and Aided college.
3. To examine the significant difference in the employability skills of female graduate students based on their stream of study.

RESEARCH METHODOLOGY

The study is descriptive cum analytical in nature with empirical support. Both primary and secondary data are used for the study. Secondary data are assembled through wide and concentrated literature survey. The primary data are amassed directly from the final year degree female students of Arts, Science and Commerce using a structured questionnaire.

Unit of the study is final year female graduate students of Government and Aided Arts and Science Colleges

under the four affiliating Universities in Kerala viz, University of Kerala, Mahatma Gandhi University, University of Calicut and Kannur University. The population for the study is 48,783 Female students (Economic Review, March 2019). 700 questionnaires were distributed among the students across Kerala. And 541 completed and properly filled in questionnaires were received with 77.29 response rate. Thus the sample size is 541. The reliability (0.079) and validity of the instrument are also ensured with Cronbach Alpha test and experts' opinion.

Multi-stage stratified random sampling technique is used for determining the sample size. In the first stage the four general Universities in Kerala have been selected. In the second stage Government and Aided Arts and Science colleges affiliated to the general Universities in Kerala have selected randomly based on lottery method. In the third stage, the final year degree students of Arts, Science and Commerce have been selected from the selected colleges proportionately. The tools used for analysis include Chi-square test for goodness of fit, Mann-whitney U test and Kruskal Wallis test because the data is not normally distributed (Kolmogorov – Smirnov Normality test Sig.value $0.023 < 0.05$).

The Concept of Employability Skills

The present study is focused to discuss the employability skills of Graduate students. So it is necessary to discuss its meaning and concept to have an in-depth understanding on the theme.

Employability - Meaning

A decade ago employability is relatively a vague concept, now necessitate a central place in the labour market requirements of all economies. The promotion of employability among young people is an important goal as an employment strategy of our state.

The concept of employability is continues to be applied in different

contexts and to both those in work and those seeking work. In simple terms employability is the character or quality of being employable. The most commonly accepted definition of Employability is (Yorke, M., 2006) "a set of achievements such as skills, understandings and personal attributes that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, workforce, the community and the economy. Blancke *et al.* (2000) defines individual employability as 'A person's capacity to offer labour on the basis of his/her subject-specific competence, the competence to act, his/her productivity and capacity to perform in order to keep employment and, if necessary, seek new employment'. Therefore it can be said that when an individual is able to demonstrate a set of skills and capabilities relevant to a particular job, he become employable.

As per the definition of Hillage and Pollard (1998) Employability is about three abilities:

1. Gaining initial employment
2. Maintaining employment
3. Obtaining new employment if required.

The ability to gain initial employment focuses on ensuring the key skills and subject specific knowledge as well as an understanding about the world of work which are implanted in the education system. The ability to maintain employment is the ability to move between jobs and responsibilities within the same organization to meet new job requirements. The ability to obtain new employment means to be independent in the labour market with willingness and ability to manage their own employment transitions between and within organisations. In short Hillage and Pollard (1998) briefed that employability is the capability to move self-sufficiently within the labour market to realize potential through sustainable employment.

Employability is the possession by an individual of the qualities and competencies required to meet the changing needs of employers and customers and thereby help to realize his or her aspirations and potential in work (CBI, 1999).

Harvey, L (2003) defines employability as the ability of a graduate to get a satisfying job, stating that job acquisition should not be prioritized over preparedness for employment to avoid pseudo measure of individual employability. Harvey argues that employability is not a set of skills but a range of experiences and attributes developed through higher-level learning, thus employability is not a product but a process of learning. Employability requires continuous learning and upgradation because it doesn't end with once employed. The changing and transient workplace insists continuous learning. Thus based on this definition employability is about constant and lifelong learning. The learning must empower the learner with critical, reflective abilities.

In short, Employability is the outcome of numerous factors such as access to education, availability of training opportunities, ability and support to take advantage of opportunities for continuous learning, motivation, and recognition of acquired skills. It is critical for enabling job seekers to attain decent job and manage changes. Similarly for employers, it enables to adopt new technologies, enter new markets and make sure the growth of their organisations.

Employability Skills

In today's more challenging and complex workplace environment, skills are very vital. The Oxford Dictionary describes skill as the "ability to do something well". The ability to perform a particular activity with most sophistication is possible through expertise on the concerned skills. Skills are broadly classified into Hard Skills and Soft Skills. The knowledge

needed to perform a task is called hard skill (Downing, 2005). It is a teachable ability and can be measured. Soft Skill is an intangible and somewhat nebulous concept. It is the composition of several elements like attitude, abilities, habits and practices to maximize one's work effectiveness. It is much more than just a set of good habits or key abilities. Soft skills are about integrating the right proportion of these elements and in due course transforming those skills into competencies. Hard Skills and Soft Skills are interrelated and interconnected. Both are equally important for the growth of employee, employer and other stakeholders. An employee requires subject knowledge and technical expertise of his/her job coupled with the ability to convey or communicate appropriately to the client or customer. Missing any one of them would have an adverse impact on his/her performance. Information Technology (IT) sector is a fine example. NASSCOM (NASSCOM, 2017) says that only 15 to 20% of fresh graduates get jobs every year in IT. 75% of fresh IT graduates are unsuitable because they lack soft skills, especially communication skills, which are essential for IT and Information Technology- Enabled Services (ITES) sector. Certain key competencies which enhance employability have been identified by employers, namely cognitive skills, generic competencies, personal capabilities, technical ability and organisation awareness (Kubler & Forbes, 2006; Persico, Pozzi, 2011).

Employability Skills can be defined as the skills needed by individuals to make them employable. Along with good technical understanding and subject knowledge, employers are very often ask for a set of skills that they want from an employee. These skills are what the employers believe will equip the employee to carry out their role to the best of their ability. Employability skills depends on one's knowledge, skills and personality or attitude. Employers and experts usually

describe these aspects of employability skills as the assets of the person. The employability skill largely depends on how you use those assets and how you present them to employers.

After conducting research with employers across Canada, the Conference Board of Canada released Employability Skills 2000+, which defines employability as “the skills you need to enter, stay in, and progress in the world of work”.

The ILO defines employability skills as the skills, knowledge and competencies that enhance a worker's ability to secure and retain a job, progress at work and cope with change, secure another job if he/she so wishes or has been laid off and enter more easily into the labour market at different periods of the life cycle. Individuals are most employable when they have broad-based education and training, basic and portable high-level skills, including teamwork, problem solving, information and communications technology (ICT) and communication and language skills. This combination of skills enables them to adapt to changes in the world of work. Berntson (2008) argues that employability refers to an individual's perception of his or her possibilities of getting new, equal, or better employment.

Constructs of Employability Skills

Employability skills are inevitable in today's workplace because they are viewed as an essential indicators to be successful in the workplace. The world of work is in the state of frequent changes. A graduate's career is featured by many job moves both between employers and roles which will change and develop as he progress. Employers therefore call for evidence that graduates have required skills and must be able to show to be successful in the recruitment process.

Employability Skill is the combination of three different skills – (1) Knowledge

Skill, (2) Application Skill and (3) Personal Skill.

Knowledge Skill: The subject specific theoretical knowledge of the area of study of a person is considered as his knowledge skill. It consists theoretical knowledge, knowledge to practice theory, job related knowledge, external environment knowledge and Internet and Communication Technology (ICT) knowledge.

Application Skill: Application is defined as the act of determining how to use something to achieve a desired objective. The ability of a person to put into practice the theoretical knowledge is his/her application skill. It composed of the skills on information management, decision making, problem solving and ICT application skill.

Personal Skill: To create and nurture successful professionals it is imperative to instill a strong base of soft Skills. To succeed in today's and tomorrow's competitive environment the acquisition, cultivation and fine tuning of soft skills is highly essential. Soft Skill is an abstract or somewhat nebulous concept, which is a composition of several components like communication skill, leadership skill, interactive skill, intellectual skill and Behavioural skill. Soft skills are about integrating the right proportion of these components into formidable skills and eventually transforming those skills into competencies.

The extent of the presence of these three skills such as Knowledge Skill, Application Skill and Personal Skill defines the level of a person's employability skills.

ANALYSIS AND DISCUSSION

This part of the study is purported to assess the level of employability skills among the female graduate students in Kerala. The result of the analysis is discussed in the following paragraphs.

Analysis on the assessment of Employability Skills of Female Graduate students

The result of the mean score analysis shows that all the mean values are above the statistical mean value of '3' including the mean value of the variable Employability Skill which is 3.59. So from the result it can be reached to a conclusion that Employability Skills of the female Graduate Students in Kerala are at a moderate or average level.

Testing of Hypothesis (H1)

Ha 1: The female graduate students in Kerala possess satisfactory level of employability skills

As per table 5 the result of Chi-Square test for goodness of fit shows the P value is 0.01 ($p < 0.05$) which is significant. Therefore it can be come to a conclusion that the Employability Skills of female Graduate Students in Kerala is at a satisfactory level. Also the result of frequency and percentage analysis exhibits that the majority of female graduates with 51.75 per cent responded that they possess moderate level of Employability Skills.

Comparison of Employability skills of female graduate students in Government and Aided Colleges

Ha 2: There is significant difference in the Employability Skills of female graduate students in Government and Aided Colleges

Table 3 displays that the Mann-Whitney U test shows P value is 0.869 ($p > 0.05$) which is not significant. Hence it can be concluded that the employability skills of female graduate students in both Government and Aided colleges are similar.

Stream wise Comparison of Employability skills of female graduate students

Ha 3: There exists a significant difference in the Employability skills of female

graduate students based on the steam of study.

Table 4 portrays that based on Kruskal Wallis test, P value is 0.028 ($p < 0.05$) which is significant. Therefore it is concluded that there exists a significant difference in the employability skills of female graduate students in both Government and Aided colleges. The mean rank values show that female graduate students in Science stream possess relatively high level of employability skills followed by Commerce & Management stream and Arts stream.

CONCLUSION

Employers are looking for candidates with more flexible and adaptable to changing market needs (Bennett, 2002). Cox and King (2006) pointed that the employer expectation does not mean that graduates should be able to do the work immediately without further training but rather, as rightly argued by several authors, they need to possess a capability to acquire the skills that facilitate and enhance employment opportunities. Kerala is a state with highest number of female graduates but the findings of the study shows that their employability skill is at merely moderate level. The feedback of employers indicates that there exist dissatisfaction with the skills and capability of female graduates entering to the labour market (Kagaari, 2007). The major criticisms are the failure of the education programs as well as the rigid attitude of society towards women to adapt to the changing realities and practices of workplace (Jamali, 2005). This has to be addressed by the competent authorities as a preliminary step to make the women excel in their field which in turn increase their financial freedom as well as acceptability in the society.

Acquisition of knowledge, skills and capabilities will make female graduates more likely to be successful in their chosen career (Harvey, 2004).

Therefore in this realm it is essential that female students must be engaged with employability skills to foster and develop a culture of progression and life-long learning. Long-term success will depend on students' ability to recognise their own personal, academic and career development achievements and needs throughout their lives. Higher Education Institutions, Universities, Educators and Government need to give prime focus to set them on the right path to begin this journey.

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Table 1. Mean score analysis of Employability Skill

SI.No	Constructs of Employability Skill	Mean Score	Standard Deviation
1	Knowledge Skill	3.40	0.6540
2	Application Skill	3.53	0.6840
3	Personal Skill	3.85	0.6197
	Employability Skill	3.59	0.6526

Source: Personal Investigation

Table 2 Chi-Square test for goodness of fit for the level of Employability Skills of Female Graduate Students

Level of Employability Skills of Female Graduate students	Frequency	Percent	Chi-Square Value	P Value
Low	191	23.93	117.46	0.01
Moderate	413	51.75		
High	194	24.31		
Total	798	100		

Source: Primary Data

Table 3: Mann – Whitney U Test for Significant Difference in the Employability Skills of female graduate students in Government and Aided Colleges

Factors of Employability Skills	College Category wise Mean Rank		Chi-square Value	P Value
	Govt.	Aided		
Employability Skill	414.26	411.51	83920.50	.869

Source: Primary Data

Table 4: Kruskal Wallis Test for the stream wise comparison of Employability skills of female graduate students

Factors of Employability Skills	College Category wise Mean Rank			Chi-square Value	P Value
	Arts	Commerce & Management	Science		
Employability Skill	402.22	460.27	491.92	7.165	.028

Source: Primary Data

Work-Life Happiness and Employee Well-being: A Demographic Study of Employees from Select Institutions of Higher Learning in NCT of Delhi

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Abstract

Happiness plays an important role in human life and career. Continuous engagement, happiness and satisfaction at the workplace have a positive impact on health that enhances productivity and performance of an employee in a firm. It is believed in society at large that happiness is a state of mind and the people who are happy can achieve success in their career through positivity. The purpose of this study is to investigate the quality of work happiness of non-academic staff and to find the relationship between Quality of Workplace Happiness and demographic characteristics among them. The research was conducted among the managerial and supervisory staff working in three select Public Institutions of Higher Learning at Delhi with a sample size of 309. The results of the study revealed that the level of work-life happiness is moderate among the respondents. There is a significant influence of demographic factors such as gender and level of hierarchy on work-life happiness. Women managers and supervisors are more satisfied on the workplace.

Key Words: Employee Burnout, Employee Retention, Employee Performance, Employee Well-being, Work-Life Happiness.

INTRODUCTION

Work plays a significant role in the life of employees as they spend nearly half of life at their workplace. It is no wonder that employment plays a vital role in determining one's quality of work and work-life happiness (WLH). Although most of the companies usually claim that they care about their employee well-being but in reality productivity of the business organizations are compromised due to unhappiness at the workplace faced by its employees. Work-life balance helps an organization to retain the talent pool for futuristic roles. Employee engagement is also one of the key outcomes of WLH. A happy employee makes a customer happy or delighted. A business firm grows with happy customers who indicate the success of the firm and at the same time personal success to the employee of such firm.

It is not an easy task to achieve work-life balance at the workplace in a digital era. The line between the workplace and personal life is blurred especially during the 'COVID 19' pandemic locked down situation across the globe in 2020. Work from home (WFH) concept is gaining momentum now which brings a new challenge to the employers to ensure work-life balance and happiness at work. The ever-changing external work environment brought constant changes in the technology at the workplace and the man-machine conflict is growing every passing day. Job loss in the corporate world in the technology sector is looming high due to digital technology through Artificial Intelligence. Traditional jobs are being replaced with part-time or freelancing through digital platform companies under sharing economy. Many companies in IT or ITeS sector introduced Flexi working hours. Even the

Government companies and department also follow suit. The world of work is changing very fast than it was expected about one decade ago. All such changes brought considerable anxiety on the minds of traditional employees in the formal sectors.

The higher education sector in India is not immune to the technological changes in the environment and the need of the students and researchers are also changing according to the global context and digital transformation. This has put enormous pressure on the Government Institutions to make more relevant to the society during the digital era. The higher education sector is constantly facing challenges due to the entry of private players in the university system. Digital Education is making a considerable impact on the universities and institutions of higher learning in India recently. The new-age technologies in higher education enlarged the roles and responsibilities of the non-teaching staff employed in the centrally funded institutions of higher learning and central universities and become critical now. Therefore, it becomes essential to study the WLH in the context of such institutions to ensure productivity and growth. The present study probes the level of happiness among the supervisory and managerial staff in selected higher educational institutions and to find out whether or not the demographic factors influence WLH.

Work-Life Happiness

"Happiness is typically defined by how people experience and evaluate their lives as a whole" (OECD, 2013). "People who are happy generally exhibit their attitudes in the form of ethical, more knowledgeable, impartial, bright and intelligent, healthy and wealthy and help to others who are in distress" (Taylor and Brown, 1988, Janoff & Bullman, 1989).

Happy employees are self-confident, organized, self-control, supportive and effectively cope up the stress at the workplace (Lyubomirsky, 2005). "Happiness is a mindset which allows the person to maximize performance and achieve his/her potential" (Pryce-Jones, 2011). Many research studies find that individuals while happy at the workplace feel more active, get companionship and social or moral support, high efficiency, high job quality, healthy long life (Ihtiyaroglu, 2018). Past research studies show that "work and employment are not only drives of happiness, but also happiness can also itself to shape job market outcomes, productivity and even the firm's performance" (De Neve and Oswald, 2012; Oswald et.al., 2015). Attitude towards work-life balance is not constant and is evolving continuously with the change in cultural, generational and economic changes (Kehll, A., 2018). "The importance of having a secured job extends far beyond the perks attached to it" (De Nerve and Ward, 2017). Policymakers, managers, social scientists have expressed their interest in living conditions, traits and attitudes that define the quality of life (Myers and Diener, 1995).

Work-Life Balance

"Work-Life Balance is a state of equilibrium in which the demands of both a person's job and personal life are equal" (The Word Spy, 2002). The term 'Work-Life Balance' was popularized in 1986 in America by Lockwood. According to a survey conducted in 2002 by True Careers, 70% of respondents admitted that they were not having a healthy work-life balance (Lockwood, 2003). Before Lockwood's research paper, the book "The Overworked American: The Unexpected Decline of Leisure" authored by Juliet Schor's explained the plight of overworked employees due to changing pattern of employment at the United

States and they had little time at their disposal for personal pursuits (Schor, 1991). Work-life balance is one of the strong predictors of employee happiness. Researchers in the past had used happiness and well-being interchangeably. Workers perceive a job as social status or social relations. Due to work pressure, the real connection with their family members is missing. Employees are finding jobs where they get higher prospects but generally do not find joy, enthusiasm and happiness. As per the World Happiness Index, India has been placed at the bottom of the pyramid in comparison to its neighboring countries.

Employee Burnout and Demographic Characteristics

Workplace burnouts are very common nowadays in a digital business environment. Employee burnout happens when he or she is unable to meet the constant work pressure and this affects the employee negatively at the workplace. Burnout is described as a psychological syndrome that is characterized by a negative emotional reaction to one's job as a consequence of extended exposure to a stressed work environment. The types of employee burnouts include exhaustion, cynicism and ineffectiveness. "Stress and burnout exert significant effects on the employee's performance; and thus, for those employees with the same job environment, different levels of stress and burnout may be observed depending on the moderators applied to the stressors. Role ambiguity, conflicting values, uncertainty, rapid changes, threats and frustration are sources of stress at the workplace. The impact of burnout and stress either on the employee or employer cannot be positive" (Aswathappa, 2009).

Past research suggests that the age of an employee is one of the most important demographic characterizes of

burnout. The level of burnout among younger employees has been reported higher. Similarly unmarried and single employee may be prone to burnout easily. Some study suggests that those employees with a higher level of education may report a higher level of burnout perhaps they may be facing tougher challenges as compared to less-educated peers (Maslach et. al., 2001). Employee burnout, chronic stress at work is now a concern for HR Department of many firms. If it is allowed unchecked may lead to hypertension and heart ailments and may incur avoidable expenses on medical reimbursement benefits by the employers. Creating a happy workplace environment is posing a tough challenge to HR people in the corporate world now.

Employee Engagement and Retention

Employee engagement refers to the emotional commitment of the employee towards his organization and in achieving its goal. Engaged employees often care about their work and their organization. They are not only working for perks or next level of promotion but trying to contribute to the organizational objectives and goals. Engaged employees lead to better business results or outcome. Past research indicates that "engaged workers have six per cent higher net profit margins and engaged companies get five times higher returns to the shareholders in five years" (Kruse, K, 2012). WLH is the quality inherited from the relationship between the working environment provided by the organization and the passion towards employees' life. It impacts the quality of individual career, success and organizational competitiveness. Maintaining a healthy work-life balance creates a favourable environment in the employee as he/she is more focused on the task or work assigned. WLH not only helps the organizations to improve productivity but

also increases profits and also gives a good employee experience. French labour laws are very stringent in maintaining work-life balance of the workers. It gives the right to disconnect to an employee and demarcates the boundaries between the workplace and leisure or private life. Maintaining a good work-life balance produces work-life happiness and reduces stress.

Employee Performance and Productivity

A Warwick University study provided evidence of a direct “link between human happiness and human productivity. A cared employee has 12% greater productivity as compared to an unhappy individual. Lower happiness systematically associated with lower productivity” (Oswals et. al, 2015). “Happy and life satisfaction are similarly attainable to the men and women, old and young, whites and blacks, salaried class and richer are the notions of well being and it is the frame to know about personality’s traits, human relations, working experience, work culture and religious works through appraisal based approach of happiness. Happiness brings a life of creative ideas (Myers and Diener, 1995). Quality management is “driven by constant attainment of customer satisfaction” which improves happiness at work as a result the institutions acquire “constant improvement of organizational processes” (Robbins et.al, 2013). Studies conducted by a few researchers on happiness revealed that generally those feel happy are said to be high performers while those are unhappy or unsatisfied are called as low performers with low quality of life in their workplaces.

OBJECTIVES OF THE STUDY

There are 22 Institutions of Higher Learning (IHLs) located in the city of Delhi which are mostly funded by the Central

and State Government. Out of which only two Universities namely University of Delhi (A Central University) and GGS Indraprastha University (established by the State Government) have affiliating powers under their Acts. Most of the historical institutions and funded by Central Government in Delhi are affiliated to the University of Delhi. GGS Indraprastha University is primarily catering the privately funded institutions or colleges which are being run on self-financing mode. There is a huge demand for higher education in the city of Delhi as the existing universities and colleges are hard-pressed to fulfill the aspiration of the student population in Delhi as well as from other States in search of quality education. While the number of students was gone up now and then in the Universities, the number of the administrative and support staff of the Universities remained constant. The new private funded universities are technology savvy and adaptive to new digital technologies very fast.

The present empirical study is an attempt to investigate the novel phenomenon of Happiness in the working life of non-teaching and support staff in select Institutions of Higher Learning (IHLs) based at National Capital Territory of Delhi (NCTD) Educational Institutions. This study on employees’ satisfaction towards WLH will add value in the field of organizational behavior from the perspective of managers facing challenges and opportunities in the workplace. The objectives of the study are:-

- (i) To assess the quality of Work-Life Happiness (WLH) of managerial and supervisory staff in select Institutions of Higher Learning (IHLs) located in Delhi.

- (ii) To study the influence of Work-life Happiness (WLH) concerning demographic factors such as gender, age, work experience, position/hierarchy and educational attainment among managerial and supervisory staff of select IHLs located in Delhi.

HYPOTHESIS

- H₀₁: There is no significant difference in WLH with respect to gender of target respondents.
- H₀₂: There is no significant difference in WLH with respect to level of educational attainment of target respondents.
- H₀₃: There is no significant difference in WLH with respect to age of target respondents.
- H₀₄: There is no significant difference in WLH with respect to three levels of hierarchy of the targeted respondents.
- H₀₅: There is no significant difference in WLH with respect to work experience of targeted respondents.

RESEARCH METHODOLOGY

For administering the study, managerial and supervisory staff working in three top ranking, centrally funded Institutions namely University of Delhi, Jawaharlal Nehru University and Jamia Millia Islamia has been chosen. Based on the literature on the subject (Hills & Argyle, 2002; Jocelyn, 2015; Huang, 2016), the determinants of WLH were developed by the researchers. Three-Point Likert scale (2-satisfied, 1- partially satisfied and 0-dissatisfied) was used to assess the perception of employees towards work-life happiness. The questionnaire contained five statements related to intrinsic motivators – feeling refreshed and relaxed on the job, work-life

balance, adequate infrastructure and manpower support, safe work environment and cooperation and support from the peers and subordinates. Besides the demographic questions about gender, age, educational attainment, job level, length of experience etc.

Data Collection

The total number of available employees for the study in the select three IHLs was 890. Out of which 178 were managerial staff and 712 were at the level of supervisory positions. The sampling unit is consisting of three levels of managerial and supervisory staff viz. senior, middle and supervisory level. The researchers approached the administrative heads of these IHLs for seeking their cooperation for conducting the study and distribution of the questionnaire. The distribution of the questionnaire was done by after visiting the workplaces of respective IHLs. After a continuous persuasion and follow up of over three months, the researchers were able to get 309 responses from the executives and supervisory staff through convenience and judgmental sampling techniques to have gender balance. The collected samples represent one-third of the total available population.

Data Analysis

On the collection of samples, the raw data was entered in MS Excel and data analysis was done through excel and SPSS IBM version 20. In this study, the reliability shows the Chronbach alpha = .840, hence the items of the questionnaire was found valid and reliable (Nunnally, 1978) to predict the happiness among the respondents of the target population. After testing the reliability and the validity of the questionnaire, the descriptive analyses were carried out to get the information about the level of happiness and demographic factors of the participants.

For testing the hypothesis about the influence of demographic factors on WLH, the data was analyzed through t-Test for gender. One way variance analysis (ANOVA) was used to test the significance of group differences between more than two groups for analyzing other demographic factors such as age, educational attainment, work experience and job level. Fisher's F- test and t-test were used to test the significance of the correlation between different groups of job levels. The t – value between different pairs were calculated where F – value was found significant to see which group is different.

RESULTS AND DISCUSSIONS

Data collected through survey method, revealed that questionnaire was found reliable (with Cronbach alpha .848) and valid to find out the level of WLH of target respondents working in the select IHLs for the study. The descriptive analysis on Mean (1.61) and Std Deviation (.417) of WLH indicates that target respondents working in the select IHLs are enjoying a moderate level of WLH. The analysis of the study is summarised below:

As regards to H_{01} related to gender the results as shown in the Table 5.1 indicates that the t – value is found significant at .01 level which shows that there is a significant difference between male and female employees on WLH in the select institutions. The results confirmed that the H_{01} is not found valid. The mean score of 1.57 of male participants and 1.72 of female participants indicates that the level of WLH of both male and female employees is found satisfactory in their respective Institutions. However, on comparison of Mean scores, the level of WLH among female respondents is high as compared to their male counterparts. The significant

difference on the perception of WLH between male and female is primarily arising out of the fact that the all the three selected IHLs are funded by the Government of India. Being a Government funded Institution; these IHLs are required to adopt the pay structure as applicable to comparable positions under the Central Government departments. The employees irrespective of their gender are availing equal benefits and treatment in their as far as service benefits are concerned.

As regards to H_{02} related to educational attainment, the results as shown in the Table 5.2 indicates that the F – value is not found significant between the three categories of respondents (Undergraduate, postgraduate and Research Degrees). The results show that educational attainment of the employees does not influence the WLH. In this case, the H_{02} is found accepted. As the select IHLs being government funded are having Career Advancement Scheme or Assured Career Progression Scheme which provide adequate financial up gradations to its employees after putting a minimum number of years of service after undergoing some MDPs or Training programmes. Even for promotions, these IHLs are not insisting any higher qualification barring some exceptions. Hence, the career progressions of the respondents are not much affected because of their educational attainments. However, some of the young employees pursue higher studies to avail career opportunities through vertical mobilization in other Government funded IHLs.

As regards to H_{03} related to age group of respondents, the results as shown in the Table 5.3 reveals that the F – value is not found significant between the three different age brackets of the respondents (young, middle and old) . The results indicate that the age factor of the

employees do not influence the WLH. However, on comparison of Mean scores among the three age groups of respondents' show that young and older group of employees are happier than the middle aged. The H_{03} is also found accepted. This may be reason that the middle aged employees may be undergoing mid-career crisis in their life.

As regards to H_{04} related to influence of WLH on job level of respondents, the results as shown in the Table 5.4 reveals that F – value is found significant at .01 level which highlights the existence of significant difference among the job level hierarchy. The low Mean value of JL-1 (senior managerial staff) indicates that they are less happy in comparison to JL-2 & JL-3. The t – value is found significant between JL-1 and JL-2 as well as JL-1 and JL-3. Therefore, H_{04} is found not accepted. The middle level staffs were found happier than the senior managerial staff. This may be due to stagnation being faced by the senior management staff as there is no further career progression available to them. Moreover, many of such appointments were on fixed tenure basis for as per the Government Regulations and there is a job hopping before the end of the fixed tenure. Besides, there is a constant work pressure on them. At the same time, the middle level staffs are in their comfort zone and many of them do not wish to take up such tenure appointment and climb the job ladder.

As regards to H_{05} related to influence of work experience on WLH, the results as shown in the Table 5.5 indicates that the F – value is not found significant between the three categories of employees based on their length of experience. The results show there the length of service or experience does not affect the WLH. Hence the H_{05} is found valid. The Mean scores of three

categories of staff indicate that they are happy at their work place.

The results of the study revealed that an overall level of happiness is found satisfactory in the select three Government funded Institutions of Higher Learning. These institutions being social organizations have been commanding respect in the society as compared to a privately funded institution which functions on self financing basis. The Government funding to these IHLs ensures adequate job security, attractive pay structure and service conditions with a favourable work environment. Being an academic institution, the work climate is conducive to WLH on its employees as these institutions are generally governed by senior academicians. The foundation on which such IHLs exist is for public good and they are trying to be a model employer. There is a need for further improvement of the existing level of WLH among the non teaching managerial and supervisory staff in the IHLs to retain the talents. The top management has to groom talented women mid-level managerial staff for induction into senior management level as there is no adequate representation of women in senior positions now.

CONCLUSION

The results of the present study revealed that the respondents working at managerial and supervisory positions are by and large perceived the existence of a moderate level of happiness at their workplace. The factors taken for the present study such as relaxed work environment, work-life balance, quality of infrastructure, safe work environment, cooperation and support from the peers and subordinates play a key role to determine the level of WLH of employees in an organization. The demographic factors such as gender and hierarchy do

not influence the WLH of the employees in a Government-funded Institution of Higher Learning. Happiness at the workplace adds value and gives a distinct identity to the organization and contributes to high morale, employee retention and continuous employee engagement in the institutions. Employees are also equally recognizing that their jobs are squeezing their work life and personal life which lead to a sedentary lifestyle. Irrespective of the hierarchy, most of them now want flexibility in their jobs so that they could be able to maintain balance in their career and personal lives and manage to get time for taking care of their family members and children education. This is especially true after COVID 19 global pandemic which changed the way people work and spend time with their families. There is a sudden shift on the attitude of the Government Institutions from rigid work schedule to flexi work or work from home (WHF). Largely such shift in attitude is expected to benefit a large number of women employees and may improve their participation at the workplace. Organizations which do not provide a conducive work environment including flexi work schedule may face challenges to attract and retain the capable and motivated employees in the future.

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Table 5.1. t- test for testing Hypothesis 1 - Gender and Work-life happiness

Group Statistics					
	Sex	N	Mean	Std. Deviation	t-value
Total Mean Score of Work-Life Happiness (1.61)	Male	234	1.57	.429	2.751**
	Female	75	1.72	.357	

** Significant at .01 level

Table 5.2. One way ANOVA for testing Hypothesis 2 – Educational Attainment and Work-life happiness

Group Statistics					
	Educational Attainment	N	Mean	Std. Deviation	F- value
Work-Life Happiness	EA -1 (Undergraduate)	84	1.61	.415	0.17 ^{NS}
	EA-2 (Postgraduate)	190	1.60	.421	
	EA-3 (Research Degree)	35	1.62	.415	

EA (Educational Attainment)

N.S. – Not Significant

Table 5.3. One way ANOVA for testing Hypothesis 3 – Age and Work-life happiness

Group Statistics					
	Age	N	Mean	Std. Deviation	f - value
Work-Life Happiness	Age Group-1 (29-44 years)	104	1.63	.426	1.316 ^{NS}
	Age Group (45 to 54 years)	141	1.56	.437	
	Age Group-3 (55 to 62 years)	64	1.65	.350	

N.S. – Not Significant

Table 5.4. One way ANOVA and t – test for testing Hypothesis 4 – Job Level and Work-life happiness

Group Statistics						t - value		
	Job Level	N	Mean	Std. Deviation	f - value	JL-1 Vs JL-2	JL-1 Vs JL-3	JL-2 Vs JL-3
Work-Life Happiness	Job Level-1 (Senior Level)	164	1.42	.392	8.719**	4.675**	2.785**	1.930 ^{NS}
	Job Level-2 (Middle Level)	90	1.71	.345				
	Job Level-3 (Supervisory)	55	1.61	.442				

JL (Job Level) ** Significant at .01 level N.S. – Not Significant

Table 5.5. One way ANOVA for testing Hypothesis 5 – Work experience and Work life happiness

Group Statistics					
	Work Experience	N	Mean	Std. Deviation	f - value
Work Life Happiness	WE Category-1 (1-19 years)	105	1.60	.441	.351 ^{NS}
	WE Category-2 (20-29 years)	121	1.58	.422	
	WE Category-3 (30+ years)	83	1.63	.361	

WE – Work Experience

N.S. – Not Significant

A Study of Social Innovation with Special Reference to Women Entrepreneur in India

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Abstract

Entrepreneurship has been an attractive topic for scholars over several decades. However, social entrepreneurship has remained relatively understudied in scale and scope. More specifically, the aspect of women in entrepreneurship is mostly untouched. Therefore, this research aims to examine the role of women in social entrepreneurship in an emerging economy such as India. This research provides literature on definitions of social entrepreneurship and the difference between social entrepreneurship and business entrepreneurship by taking the historical development of entrepreneurship into account. Secondary data of four difference-maker women entrepreneurs are demonstrated through analyzing videos, newspapers, websites, and interviews of the entrepreneurs. Four different life stories of social entrepreneurs suggest that Indian women social entrepreneurs face many challenges from their environment. The life stories indicate that they touched many lives by improving their social status as well as economic conditions.

INTRODUCTION

Social innovation takes birth in complex systems and these systems have complex or “wicked” problems, similar to the sorts of issues the world is attempting to handle right now, for example, environmental change, HIV Aids and other pandemics, poverty and inequality. A complex system has many variables or elements such as different types of individuals, material and rules and those elements of the system are interacting with one other so much, resultant the complexity increases exponentially. So the basic task of complexity is about bringing yourself into the system, engaging with it, dwelling with it and innovating in yourself as you innovate that system that you are operating in. You cannot check out the entire system but you may observe more than one piece of it. The more you begin to usher in different parts of the systems, the more you are likely to connect the dots which were not connected before.

One of the characteristics of very innovative organizations and people is that they have the ability to see the potential resources where other people do not, and they can bring those resources to create new innovative solutions. There is transformative power in shifting from watching needs, gaps, and what’s wrong, to appreciating strengths, resources and what’s best possible. A strength-based mindset and an appreciative approach can discover hidden or underused resources. These resources could be people, knowledge and expertise, time, and physical spaces. As soon as you begin seeing resources all around you, not only are you able to move forward but you become energized and hopeful, and imaginative things start to happen. You’ll find that you simply could be a lot richer than you think that in terms of what you have got to start building your own social innovation with.

Getting out of comfort zone helps you see the resources which other people are unable to see. Basic composition of the world of social innovation is made up

of crossing boundaries, bringing together different people, resources, spaces, and intellect. Social innovation is the product of discomfort which can only be achieved if we work out of our comfort zone. The challenge involved in the journey is to learn how to become comfortable with discomfort and in the space of social innovation surround yourself with people that you normally do not engage with or involve with the strangers in need. For deep understanding of differences we must consider many lenses cultural, sociological, psychological and spiritual, the more we understand these differences the more it will help us to develop tools for getting out of comfort zone. When you become uncomfortable, you reflect your potential and that's how you construct the competencies which make differences in the communities.

The World Economic Forum states "as the application of innovative, practical, sustainable, business-like approaches that achieve positive social and/or environmental change." Some see social innovation as developing products to serve society better. As we have discussed earlier that social innovation is the product of complex systems and it takes place in the discomfort environment. Now we will see how a women entrepreneur resolved particular issues and contributed to the society.

Various researches have shown there is a small gender difference in **Social Entrepreneurship**; Men are generally known for commercial entrepreneurship due to practical approach and motive for earning profit. Women, on the other hand, are generally more philanthropic and socially minded than men, they are self-programmed to manage a social enterprise whether it's for profit or not for profit, basically caring is a prime character of a woman, so they

better understand social issues involved in the complex system. It doesn't mean that Men are not good at managing social enterprise, but women are more efficiently performing this task.

Overall, it is evident from various researches that women giving away more than men. There is also quite a lot of field evidence consistent with a higher level of altruism and stronger preference for redistribution among women. Here in this research paper we are going discuss about four women entrepreneur who worked on taboo issues and proved their mettle to the society.

REVIEW OF LITERATURE

The origin of the word 'entrepreneur' is from the French word 'entreprendre' which means 'to try' and 'to undertake'; simply we can state it as 'to take responsibility of important task'. The definition of entrepreneur was first used in 1723 by Richard Cantillon an Irish-French economist; he described it as a person who has the capability to make decision in a complex environment. Almost every definition on entrepreneur includes product innovation in the terminology.

According to Drucker (1985) an entrepreneur is a person who produces a relatively new product to fulfill the shortage in the market. Hebert and Link (1988) state that entrepreneur works individually, rather than collectively besides having good social network. In the words of Pickle and Abrahamson (1990), an entrepreneur is a person who undertakes and operates a new enterprise or startup, and accountable for the inherent risks to achieve profit.

Researchers have provided many definitions of entrepreneurs in the literature. Entrepreneurs are risk takers who make quick decisions in solving

urgent problem (Pickle and Abrahamson, 1990). Entrepreneurs are a person who develops new product to supply the need of society (Leibenstein, 1968 and Drucker, 1985). They start business from scratch in order to earn profit. (Advani, 2013)

Government of India states that a Women entrepreneur is an owner 51% share of the company and 51% employees are women (Goswami et al., 2008). Women entrepreneur is someone who starts her new business with her expertise and resources, however her business always set up informally without company registration and a premises (Anwar and Rashid, 2011; Chee *et al.*, 2012; Mutalib *et al.*, 2015).

Traditionally, women were considered to be homemakers where men being the major breadwinners. In the modern world, women have ventured into entrepreneurial area and started to compete alongside with men. Several researches on motivation were based on what drives a person to become an entrepreneur. However, there is only few researches focus on examining women entrepreneurs' motivation (Spiling and Berg, 2000).

It has been highlighted in various research papers that women entrepreneurs face challenges in their entrepreneurial journey. Ahmad (2001) describes challenges as hardships and limitations including socio-economic factors which are experienced by women entrepreneurs. Winn (2004) explains two major obstacles for women entrepreneurs when starting up business ventures that are financial and family support. Lack of funding in term of start-up capital and sufficient cash flows during the business operation are the primary barriers for women entrepreneurs (Helms, 1997; Gundry *et al.*, 2002).

Van der Merwe (2003) elaborates and states that women entrepreneurs experience; lack of financial support, lack of family support, negative socio-cultural attitudes, and lack of self-confidence. Generally, the challenges experienced by women entrepreneurs are lack of financial support, gender perspective, family issues and lack of confident and fear of failure. However, till date not many researches focus on highlighting these issues in the existing literature.

If a woman belongs to a business minded family then she get full support in many cases, but exceptions exist. In recent economic condition, more women entrepreneurs are emerging and doing very well, setting example for the younger generations (Lee, 1997). Successful Women Entrepreneur encourages other women to create history.

There are several motivations for women to start business or entrepreneurship. Owning business gives them greater financial freedom and flexibility in managing family matters. They can control the amount of time spent on working and family, in short they can control their work life balance by doing business (Clark, 2000). In this way they achieve better quality of living without neglecting their family responsibility. Earning more means they can have a better life not only for herself but also for her family (Motokuri, 2010).

Self-satisfaction is also an important element for women entrepreneurs to kick-start their own business which are mainly dominated by men (Ewere *et al.*, 2015). Women have their own thoughts or innovation ideas; therefore, they are willing to take risks in their business. Women want to be respected like men in the society (Laeticia, 2015). Therefore, if the business is a success, they are more likely to be

respected by the society which resulted into higher satisfaction.

RESEARCH METHODOLOGY

Design: The study is carried out through Qualitative Analysis Method. In order to understand Social Innovation by Women Entrepreneur, the researcher has incorporated four live examples of successful women entrepreneur. Secondary data of four change maker women entrepreneurs are demonstrated through analyzing videos, newspapers, websites, and interviews of the entrepreneurs.

Sampling & frame: Sample of Four Women Entrepreneur is analyzed those who contributed through their Social Innovation

Data collection: Research Journal, Articles, Newspapers, Websites, and Video Interviews of Entrepreneur

CHANGE MAKER WOMEN ENTREPRENEUR

1. **Founder:** Aditi Gupta

Social Innovation:

Menstrupedia.com

Formation Year: 2012

Idea: India's first website aims to disseminate all knowledge related to menstruation

Menstruation is considered to be a taboo subject in India, but Aditi Gupta is not bothered by it. She was driven by the will to teach young girls and women on this "outlawed" subject, hoping to facilitate them separate fact from fiction and have healthy periods. Co-founded together with her husband Tuhin Paul in 2012, Menstrupedia.com is India's first website which aims to disseminate all knowledge concerning menstruation. Menstrupedia is a supportive guide to

periods which educate girls and women to stay healthy and safe during their periods.

Menstrupedia aims at delivering informative and engaging content through different media platforms. It has a team of self-motivated and passionate people with complementary skills. Menstrupedia is a small but great step to smash the misconception of menstruation for ages. Menstrupedia is the brilliant idea of Aditi. She always ensures that the information provided through her website should be easy to understand due to the taboo nature of the subject.

Menstrupedia is covering million people through different formats including a website and blog, printed and digital comic books as well as face to face workshops. The dishonor associated with this natural biological process that takes place inside a woman's body is so huge in India that one rarely even hears this word spoken out loud. Due to the lack of discussion and shame surrounding menstruation leads to unawareness on a far larger scale. Menstrupedia is one of the social initiatives which are trying to change the bigger picture; it is not only modernizing the thoughts, but also educating people on the same.

Aditi graduated from National Institute of Design (NID), born and brought up in a small town of Gujarat, she witnessed numerous taboos and misconceptions about menstruation in her home as well as in the society, she herself faced many problems as a young girl. She gradually realized that this unmentionable topic was ubiquitous, no matter where she went and whom she addressed. She decided to change sick mentality of the community and society at the large. She developed a Hindi comic book along with her husband to educate girls about menstruation cycle as her final project at NID. They decided to take the project

forward and today, the Menstrupedia website has over one million visitors every month. The comic designed by Aditi has been adopted by more than 75 schools and 25 NGOs across the country. The comic has now touched over 70,000 girls around India. It has also been converted into various languages.

Aditi decided to address various social challenges- the lack of education about periods, use of sanitary napkins, hypocritical advertisements on sanitary napkins, women hygiene, mentality of society both in rural and urban area, involving boys in menstruation dialogue, and so on. She has planning to translate books in many more languages and she aims to cover many countries in her future plans. Story of Aditi inspires many girls and we need super hero like her in the society. Her aim is to develop thinking among young girls that menstruation is not impure. This women entrepreneur proved that how she converted complex problem into simple one through her continuous dedication for this noble work.

2. Founder: Meena Ganesh

Social Innovation: Portea Medical

Formation Year: 2013

Idea: World Class Medical Care Services into Patients' Homes

A Women Entrepreneur with entrepreneurial mindset Meena Ganesh established Portea Medical together with her husband back in 2013. She was an alumni of IIM-Calcutta, was facing many troubles related to her elderly parents care. Her father was a cancer patient and regularly going through treatments. There were no options available to help her father manage his condition, providing him with enough physical and mental support at home. Later on, Meena's father passed away. It was a real eye-opener for Meena on the gaps that existed in the Indian healthcare system.

She identified the gap in healthcare sector and researched continuously for three years for making best possible disruption in the healthcare system. Although healthcare sector was not her interest area, but she was personally and emotionally associated with it, for all the challenges faced by her elderly parents. Portea was founded in 2013 with all healthcare services under one roof. At present, Portea helps in providing hospital-quality healthcare services to people in the comfort of their own homes. It is primarily beneficial to the elderly people who do not always have the strength and energy to roam around hospital corridors in search of doctors and nurses.

So far, Portea has covered more than 3.5 million patient visits in 16 cities across the country. The company manages more than 120 thousands patient visits each month, partnering with more than 70 hospitals, 15 pharma majors, and insurance companies. The venture is expansively working on diabetes management. This disruption based model is bringing technology in healthcare in a manner that it becomes helpful to patients and their families.

It has been revealed in various research studies that a woman utilizes her high potential when she is emotionally attached with the problem, it holds true for Meena Ganesh too. The way she identified the complex issues and offered solutions is beyond the capacity of a normal human being. The concept of established, professionally-run home healthcare services was unheard of, Meena surely created best disruptive business model in healthcare sector. Unquestionably social innovation takes birth at the place where people come out of their comfort zone.

3. **Founder:** Priya Naik

Social Innovation: Samhita Social Ventures

Formation Year: 2009

Idea: Helping individuals, corporations, NGOs, donor agencies, and others create a social impact on a big scale (Better CSR Together)

Samhita stands for “collective good”. The venture founded by Priya Naik provides a platform where people and organizations connect with each other. It helps corporations, donor agencies, NGOs, individuals and others to create a big social impact on large scale. This exclusive ‘CSR Marketplace’ was set up with the aim to provide equal opportunities to maximum people. Priya, a modest young woman with a dream has always believed in the concept of ‘giving back’.

Many philanthropists in India are striving to bring a positive change in the lives of people across the country. But these people are scattered and, therefore, do not have the opportunity to make a big social impact. This is where Samhita Social Ventures is trying to support. Samhita collaborates with companies to develop CSR initiatives and act as CSR consulting firm. They co-create a CSR ecosystem of multi-stakeholder partnerships and help them in various dimensions like research and knowledge, strategic consulting, program design and management, impact assessment and capacity building. The venture embeds technology in their initiatives to track and maximize real time impact.

Priya Naik has an amazing story to tell that how she started this social venture. Principle value of her family is not to take any privilege for granted. Her grandfather was an orphan who came to Mumbai with nothing in hand. Her father studied under streetlights, he was a self

made person. Priya always wanted to create better world for the less fortunate people and believed in the principle of giving back to the society. She found inspiration around her, because there is no shortage of challenges or opportunities in this world.

India is a very diverse and complex place filled with complex problems which needs to be addressed. Any social problem that you strive to solve has numerous aspects and she believed that a person needs to work on collaborative platform to create a significant impact. And this how the journey of Samhita Social Venture started to bring societal change with the aim of empowering every single individual and organization to learn about and create change. Priya wants to provide equal opportunities to everyone regardless of caste, religion, country of birth, or their family's income levels.

Entrepreneurs and businessman are busy in building their own enterprise and the reality is that they do not have sufficient time to devote in CSR activities. Samhita is helping such entrepreneurs to perform their CSR task efficiently; it provides them with a clear road map and a value proposition to engage with society. In the future plan, the venture wants to create collaboration at a larger scale. According to Priya, women have natural empathy and orientation towards this sector. She advices female entrepreneur to identify the right opportunity, find an issue, try to resolve it and extend helping hands to millions who are waiting for you.

4. **Founder:** Naiyya Saggi

Social Innovation: Baby Chakra

Formation Year: 2015

Idea: Parenting platform

Parenting guide is very essential especially when you are new parents, for

solving this specific problem Babychakra came into existence. It is the fastest growing platform for parents to discover care for their newborn. It helps you discover anything you need as a parent: doctors, playschools, events, daycares and many more. Connect with experts and other parents to make better choices and decisions. Founded by Naiyya Saggi in 2015, Baby Chakra has now become an ideal destination for the new mothers for anything related to parenting and baby care.

Baby Chakra is India's first and largest platform catering to 2.5 million mothers and comprising over 2,000 experts from various fields. Naiyya identified the huge latent demand which was hidden inside the Indian society and not recognized by anyone. She observed various Q & A threads and social media groups brimming with questions about parenting and other relevant aspects. Then she decided to start Baby Chakra a platform that helps parents' access services related to parenting, maternity, and childcare. Parenting is a rough journey, but Baby Chakra is helping new parents breathe a little easier.

The entrepreneurial journey was not easy for Naiyya, she handled the company when she was expecting her first child. It's her life journey which made her strong to take decision effectively. She herself faced the situation what new mothers' encounter. She learnt many things in her pregnancy phase; self-confidence, commitment, security, work life balance and most important family support in this critical situation. Her level of ambition is higher than before; she is ready to face challenges with new strengths and ability. She is also an end user of Baby Chakra which helps her to improve product regularly and with this aim she is helping millions of mothers.

She is such an inspiration to women entrepreneur. Baby Chakra is part of the NITI Aayog's Committee on Maternal and Child Health and this business model proved its mettle.

CONCLUSION

Social innovation is all about discovering hidden resources and impact. Usually, we are asked to innovate around authority, power, and belief systems and resource flows. We all are trying to bring positive change in the environment, a meaningful positive outcome that might uplift the society. It used to be easy to label organizations according to non-profit and for profit, and government institutions based on their purpose, its organizational structure and the way it measured what it achieved. That is all changing. There are different ways to disseminate and scale the work that we are doing to achieve impact. The world is changing at a faster pace, so is the community. The number of women entrepreneur is increasing day by day; somewhere women have proved that they have capabilities to perform any role efficiently. Successful women entrepreneurs are encouraging other women to step into the world of entrepreneurship. Besides gaining respect from the society, another possible reason for women stepping into entrepreneurship is due to their family influence. The real life stories discussed in this research study reveals that a woman needs family support and motivation more than financial support. A woman has every basic quality to start an entrepreneurial journey; all she need is the support of the surroundings, like family, friends, and community.

Social innovation can only be achieved when we come out of comfort zone which help us to see the resources which other people are unable to see. Basic composition of the world of social innovation is made up of crossing

boundaries, bringing together different people, resources, spaces, and intellect. When you become uncomfortable, you reflect your potential and that's how you construct the competencies which make differences in the communities. Women have their own thoughts or innovative ideas; therefore, they are willing to take risks in their business. Women want to be respected like men in the society. Therefore, if the business is a success, they are more likely to be respected by the society which resulted into higher satisfaction.

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Factors Influencing the Satisfaction of Millennial Women on Online Shopping

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Abstract

Online shopping in India is under transition today with a lot of changes in the format of shopping. It is essential for e-commerce players and women entrepreneurs to comprehend the buying behaviour and gain more insights for making business decisions. This paper attempts to identify the most influencing factors in buying products online by millennial women. The study investigates the relationship between the factors and the decisional aids that satisfies the millennial women during online shopping. The study also examines how the factors differ on demographics like age, income and education. A survey method was adopted to collect primary data by sending a structured questionnaire to millennial women between age group 24 and 39 using empirical study to ascertain the findings.

Key words: Millennial women, Online shopping, Influencing factors, Decisional aids

Challenges Faced by Educators in Adopting Online Technology

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Abstract

Teaching can turn into transformative when teachers and students are generating information clearly. In an effective teaching the educators grasp all the significant things in an effective manner. Educators can create such potential way of critical learning to their children, in which students were motivated and engaged their abilities to analyze such critical situation. This article explains about the challenges faced by educators while adopting online technology such as knowledge to use the technology, attitude, time taken, mental stress, family hindrances etc. The study found that online teaching method is the effective one even though it has some difficulties also. The study also reveals that, Professors are faced some difficulties in handling online classes such as headache/migraine, family hindrances etc, how to handle the online tools etc. They feel that these are the problems they met while entering into digitalized teaching. They people also feel conventional teaching method is useful and effective while compared to online teaching.

Keywords: Challenges, Technology, Educators.

Moral Hazard, Risk Aversion and Employee Performance: Empirical Analysis of Contract Theory

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Abstract

Incentive schemes in organizations are generally based on the self-interest and willingness of the employees rather than coercion. But in most of the organizations compensation system is designed by the organization as per their interests to motivate and induce an extra level effort from the agent side. But this may create certain problems in employer-employee trust which should be taken care of. The Nobel Prize won theory in Economics named 'Contract theory' describes about the problems and issues that arise and exist in incomplete incentive contracts and thereby suggests the possible solutions too. This research article attempts to assess impact of the two associated paradigms, 'moral hazard' and 'risk aversion' existing in the relationship between the principal and agent on their employment contracts that leads to the effectiveness of the employee's performance based on their incentive schemes.

Key words: Risk Aversion, Moral Hazard, Employee Performance, Contract theory, Incentive schemes

INTRODUCTION

In economics, contract theory was introduced by Adam Smith who, in his monumental 'Wealth of Nations' (1776, book III, Ch. 2), considered the relationship between peasants and farmers through this lens. Kenneth Arrow conducted the first formal research on principal - agent theory in the field of economics in the 1960s. Since contract theory assimilates both behavioral incentives of a principal and an agent, it falls under a field of law and economics. In 2016, economists Oliver Hart and Bengt Holmstrom won the Nobel Memorial Prize in Economic Sciences for their contributions to contract theory. The two were admired for discovering "many of its applications" and launching "contract theory as a fertile field of basic research."

In the real world, it is often difficult to write complete conditional contracts because the actions of some parties are not observable (moral hazard) or because the actions or the different states of the world cannot be described and verified to a third party, such as the courts (incomplete

contracts). In these situations, it is still possible to write contracts, but these contracts cannot impose the desired behavior directly; rather, they have to offer incentives that prompt the parties indirectly to behave more efficiently in their outcome of performance. This could be financial incentives, career concerns, or incentives that are provided by the allocation of control and property rights and other. Hart and Holmstrom developed established models for the analysis of the optimal design of incentive mechanisms that results in the much better understanding of the incentive effects of contracts and of how optimal incentive mechanisms should be designed. Some of the possible applications of these models include the optimal design of incentive schemes for managers and workers, the optimal financial structure of a firm, the optimal design of hierarchies and decision structures in organizations, and the optimal allocation of property rights. Contract theory investigates how parties with conflicting interests build formal and informal contracts and examines the

formation of contracts in the existence of asymmetric information. One of the most important applications of contract theory is the ways and means to design employee benefits optimally. This paper empirically looks into the problem of moral hazard and risk aversion for their existence in automobile dealer industry, where the salesperson compensation is majorly contributed from the incentives. It also attempts to analyse the relation between moral hazard, risk aversion and employee Performance.

Moral Hazard and Risk Aversion

The term Moral hazard has been used in the Insurance Industry for more than a century (Holmstrom 1979). The classical model of moral hazard between a principal and an agent as developed by Mirlees (1975), Holmstrom (1979), and Grossman and Hart (1983) assumes that the agent takes observable action for which a properly designed contract provides the right incentives. A body of literature in the insurance and labour market developed dealing with the inefficiencies that may arise if the company cannot observe the effort put by a worker (Arrow (1963, 1968) and Pauly (1968)). Moral hazard occurs when the agent's actions are not observed by the principal. More specifically, moral hazard is present when the subject's actions are: (a) influenced by the terms of the contract, and (b) in a way that is not fully specified in the contract.

The moral hazard methodology has been used to justify the optimality of linear incentive schemes in a well-structured environment (Holmstrom and Milgrom, 1987). Fama (1980) claimed that reputation in the labour market employs enough discipline on managers to aggravate moral hazard even in the absence of explicit contracts. A moral hazard model portrays a principal who has an incentive to engage in risky behaviors because the associated costs are absorbed by the other contracting party.

For moral hazard to be present, the agent's effort is observable neither by the principal nor by a court of law. This is a moral hazard setting in the automobile industry. Moral hazard exists when future returns of an agent are dependent on the actions of the other agent (Ahmed Usman et al, (2013).

Salesperson compensation characterizes another area which is often common with moral hazard. When a business owner pays a salesperson a fixed salary not based on his performance or on the sales numbers, the salesperson has an incentive to put out with least effort and generally have less motivation to be a sales super performer than if the compensation is directly tied to his performance. In this situation, the salesperson may not be doing the job they were hired to do to the best of their ability. Though, the salesperson knows the consequences of this decision, lower returns, are shouldered by the company, while the salesperson's compensation remains the same. For this reason, most companies prefer to pay only a small base salary to salespeople, with the majority of their compensation coming from commissions and bonuses tied to sales performance. This compensation style provides salespeople with incentives to work hard because they bear the burden of slacking in the form of lower paychecks.

Risk aversion is the tendency of anybody to stay away from the risk. Risk aversion is the behavior of humans who, when exposed to uncertainty, attempt to lower that uncertainty. In this context Risk aversion is one of the problems mentioned in the incentive contracts. The employees may not be ready to take any risks if they are uncertain about the output of their efforts. Risk is an inevitable feature of life, but its extensiveness and the means which exist to manage it differ across the industries. People in developing countries face high levels of risk: that is widespread, the climate is punishing, and occupations are hazardous (Dercon (2005), Fafchamps (2008)). Instead of stable salaries, incomes

are usually highly variable and depend on factors beyond individual control. Stiglitz (1974) suggested that the share contract emerged because employment relationships also provided protection from risk, in the absence of formal insurance; while a fixed rent contract would induce the right incentives. Xiao Yu Wang (2012) builds a model of endogenous one-to-one matching between heterogeneously risk-averse principals and agents who face a classic moral hazard problem. Serfes (2008) studies a setting where risk-neutral principals owning exogenously-assigned projects match with risk-averse agents, where the projects of principals vary in riskiness (riskier projects have higher mean and higher variance), and the risk aversion of agents also varies.

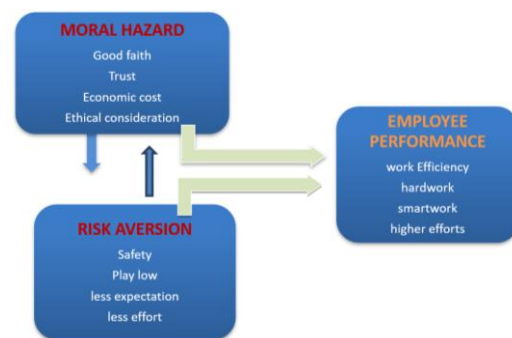
Employee Performance

The term “employee performance” signifies individual’s work achievement after exerting required effort on the job which is associated through getting a meaningful work, engaged profile, and compassionate colleagues/employers around (Hellriegel, Jackson, & Slocum, 1999; Karakas, 2010). In order to utilize HR fully and augment organizational success, effective employee performance management system is imperative for a business organization. The performance driven objective is expected to be aligned with the organizational policies so that the entire process moves away from being event-driven to become more strategic and a people-centric perspective (Jena, & Pradhan, 2014; London, 2003; Mone, & London, 2009).

Organisational performance is a sign of the capacity of a company to efficiently achieve independent goals (Venkatraman & Ramanujam, 1986). One of the elements that can assess the employees’ performance is through the level of their productivity. Several researches have been introducing various methods to evaluate organisational

performance (Wong & Wong, 2007; Prajogo, 2007). This includes the quality, quantity, knowledge or creativity of individual towards the accomplished works that are in accordance with the responsibility during a specified period, in other words, the assessment systems must have some standard parameters that can be relied upon. The performance of an employee can be measured using various key performance indicators which is defined by that particular industry.

CONCEPTUAL FRAMEWORK



[created by Self]

OBJECTIVES OF THE STUDY

- To check for the existence of moral hazard and risk aversion in the automobile dealer industry
- To differentiate the effect of moral hazard and risk aversion among age and gender
- To analyse the relationship between moral hazard, risk aversion and employee performance.

HYPOTHESIS DEVELOPED

H₁ There is no moral hazard existing in automobile dealer industry

H₂ There is no difference in moral hazard among age group

H₃ There is no difference on moral hazard among gender

H₄ There is no risk aversion existing in automobile dealer industry.

H₅ There is no difference in the risk aversion among gender

H₆ There is no difference in the risk aversion among age group

H₇ There is no significant relationship between moral hazard and Employee performance

H₈ There is no significant relationship between Risk Aversion and Employee Performance

RESEARCH METHODOLOGY

The empirical data was collected from 117 sales personnel across Kerala who works in the automobile dealer industry with the help of a structured questionnaire. Convenience sampling method was used to select the participants. The research instrument had two parts which asks about the general information about the participants in the first part and the items describing the variables in the second part. There are 6 items each regarding the two independent constructs Absence of moral hazard and Risk aversion in a 5 point likert scale varying from strongly disagree to strongly agree. The dependent variable Employee performance is measured through eight key performance indicators in a five point likert scale, accepted in the automobile dealer industry. The analysis of the data was done through statistical tools like t test, Anova and regression analysis. One sample t test is used to check whether the moral hazard and risk aversion exists in the automobile dealer industry. Independent sample t test has been done to check the difference of risk aversion and moral hazard among gender. One way Anova has been applied to check the difference of moral hazard and risk aversion among age. Regression analysis has been done to analyse the relationship between moral hazard, risk aversion and its effect on the employee performance.

RESULTS AND DISCUSSIONS

The effective association among the three variables Moral Hazard (MH), Risk Aversion (RA) and Employee Performance has been analyzed applying the appropriate analytical tools to deduce the results of the study.

Since all the variables have a Cronbachs alpha value greater than 0.7, the instrument tested on the sample data is considered as reliable.

In the table 2 given above, the values of kurtosis and skewness are displayed. When the values of skewness and kurtosis are in the range of -2 to +2, demonstrate degrees of normality in the data set (George & Mallery, 2003). Here the three constructs Moral hazard, Risk Aversion and Employee Performance using Key performance Indicators were measured using six, six and seven items respectively. Most of the values for skewness and kurtosis lie between -2 and +2. Hence it could be inferred that the data is almost normally distributed.

The moral hazard is the inability of the employer to observe the effort of the employee closely. Risk Aversion is the tendency of an employee to stay away from risks. One sample t test has been done to check if the moral hazard and risk aversion exists in the automobile dealer industry. Here the p value is significant (<.05) i.e., less than the threshold value, so it is deduced that moral hazard and risk aversion exists among the employees in the automobile dealer industry that affects the employee performance significantly. If the employees are aware that the employer cannot observe the exertions put forward by an employee directly, there is a tendency to reduce their effort. Similarly if the returns earned after taking risks are not valued high by an employee, there is always a tendency to avoid risks. These results show that the moral hazard and risk

aversion do exist in the industry where employee performance gets affected.

From the above table 4 the t value of Risk aversion is significant ($p < .05$) whereas the t value of moral hazard is not significant ($p > .05$) which implies that the moral hazard is same among male and female but the risk aversion is having significant difference among gender. From the table 5 it can be shown that the mean value of risk aversion on females (3.43) is more than males. Hence it can be understood that the females are more risk averse than males. Majority of the respondents prefer to stay away from risks.

In the table 6, it looked into moral hazard and risk aversion among age group. Considering the age, risk aversion got a significant value ($p < .05$) but moral hazard does not have any difference. From the table 7 given, the age group of 35-40 shows a greater risk aversion than other age groups since the mean value is highest in that age group. But there is no significant difference for moral hazard among age group.

The test results in Table 8 exhibit, $p < 0.05$, with an R^2 of .09. It has already been seen that Moral hazard and Risk Aversion exists in the sales personnel of automobile dealer industry. It has also shown that there is difference in risk aversion among gender which means it varies among male and female workers. But there is no difference in moral hazard gender wise. The table 8 shows that there is a significant positive relationship between absence of moral hazard and employee Performance ie. 0.572 ($p < .05$). Risk aversion and employee performance show a significant negative relationship ie. -0.434 ($p < .05$), which implies the risk averse agents will impede the employee performance. Overall the results indicate that both Moral hazard and Risk Aversion has an impact on the Employee Performance. The absence of

moral hazard will improve the effort of the employees and eventually their productivity as their performance are tied up to certain observable factors. The employees will be contributing their maximum to achieve the measurable and observable outputs. In the case of risk aversion, if the employees are risk averse, they might not be ready to accept the challenging tasks in their job which affect the final output and performance of the employees.

CONCLUSION

This study aims to check for the existence and effect of two of the problems mentioned in contract theory namely moral hazard and risk aversion in the automobile dealer industry and confirms the existence of moral hazard and risk aversion among employees. The employees may put less effort as the company may not observe it directly. The results also showed that there is a significant difference in the risk aversion among age and gender. So the organization needs to design optimal incentive systems to alleviate the moral hazard and risk aversion which impede the performance of the employees focusing independently on age wise but not gender wise as gender wise discrimination may generally evolve performance issues. The idea in contracting theory with moral hazard is that an outcome is observable and is somewhat dependent upon employee's efforts. To counter moral hazards the companies may create employee performance based contracts, which depend on observable and confirmable actions to serve as incentives for parties to act according to the principal's interests. The two constructs which are mentioned in this paper namely moral hazard and risk aversion requires utmost importance as both affects the productivity and performance of the employees.

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Table 1: Reliability statistics

SL NO	NAME OF THE VARIABLES	NO OF ITEMS	CRONBACH'S ALPHA
1	Moral Hazard (MH)	6	0.737
2	Risk Aversion (RA)	6	0.738
3	Key Performance Indicator (KPI)	8	0.918

Table 2: Normality Test

Construct	Item	Skewness	Kurtosis
Moral Hazard (MH)	MH1	-0.418	-1.390
	MH2	-0.298	-.700
	MH3	-1.101	1.798
	MH4	-0.643	-1.120
	MH5	-0.723	-.995
	MH6	-0.486	.699
Risk Aversion (RA)	RA1	.371	-1.164
	RA2	.242	-1.102
	RA3	-.883	-.069
	RA4	-1.022	.942
	RA5	-1.143	1.057
	RA6	.911	-.521
Key Performance Indicator (KPI)	KPI1	-.706	-.172
	KPI2	-.481	-.549
	KPI3	-.748	-.066
	KPI4	-.640	-.283
	KPI5	-1.114	1.320
	KPI6	-.919	1.196
	KPI7	-1.400	2.339

Table 3: Existence of Moral hazard and Risk Aversion

Variables	T Value	P value	Significant or Not
Moral Hazard (MH)	39.607	0.000	Significant
Risk Aversion (RA)	-2.071	0.003	Significant

Table 4: Difference of Moral hazard and Risk Aversion among gender

Variables	T Value	P value	Significant or Not
Moral Hazard (MH)	1.811	0.073	NS
Risk Aversion (RA)	-2.071	0.041	Significant

Table 5: Mean value of Risk Aversion among Gender

Variable	Gender	Mean value
Risk Aversion	Male	3.0391
	Female	3.4298

Table 6: Difference of Moral hazard and Risk Aversion age wise

Variables	F Value	P value	Significant or Not
Moral Hazard (MH)	.981	.421	NS
Risk Aversion (RA)	2.457	.044	Significant

Table 7: Mean value of Risk Aversion among age groups

Variable	Age group	Mean Value
Risk Aversion	<25	2.9259
	25-30	2.9388
	30-35	3.2281
	35-40	3.3377
	>40	2.2500

Table 8: Relationship between Moral hazard, Risk Aversion and Employee performance.

Independent Variable	Dependent Variable	β (standardized coefficient)	R ²	B (unstandardized coefficient)	SEB (standard error)	T	p
Absence of Moral Hazard	Employee Performance	0.572	.09	2.797	.334	4.583	.000
Risk Aversion	Employee Performance	-0.434	.09	-0.325	0.064	3.008	.003

Challenges Faced by The Learners in Adopting Online Technology

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Abstract

The Covid-19 pandemic seems to have heralded a new change in education systems across the world. Digital learning has been the modus operandi of professionals looking to up skill in an increasingly automated world, e-learning found a place in the curricula of schools and universities amid the lockdown to ensure academic continuity. Accessing on line learning depends lot on the subject and the tools familiar with the students. This research paper envisages various aspects of challenges faced by students in using the online education paltforme. Some of the key aspects are infrastructure availability at the learners end, students awareness on this technology, their aptitude, the strain and stress of the learners while pursuing online study. The study reveals that most of the younger generation are highly knowledgeable in using Online platforms, but while using that as a part of their day to day academic activity, they face a lot of attitudinal issues which makes them to behave differently which can be elaborated more in the findings of this study.

Keywords: Online-learning, challenges, learners, technology

Glass Ceiling Effect Caused by Human Resource on Women Entrepreneurs; A Study with Special Reference to Pathanamthitta District

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Abstract

Glass ceiling is that invisible obstacle which holds back the talented woman employee from reaching the heights in career which she has ever dreamt of. It is a kind of strategy which says, you can't grow because you are female. This same glass ceiling episode appears even in the case of female entrepreneurs though it is disguised in different forms like insufficient financial support, issues with human resource, little networking, unavailability of agents and lack of training and expertise. A main concern for the female risk takers is handling the thinking resource – men and women. Gender bias play a pivotal role in creating undesirable issues from the part of the workers in the form of absenteeism, turnover, negligence of duties, strikes and trust issues. Here, the problems caused by human resource inside and outside the organizations are being analyzed to find out remedial measures to accelerate the growth of women- led firms.

Key words: Gender bias, Glass ceiling, Human resource, Women entrepreneurs

INTRODUCTION

A glass ceiling is a metaphor used to represent an invisible barrier that keeps a given demographic (typically applied to minorities) from rising beyond a certain level in a hierarchy (Federal Glass Ceiling Commission). The United States Federal Glass Ceiling Commission defines the glass ceiling as "the unseen, yet unbreakable barrier that keeps minorities and women from rising to the upper rungs of the corporate ladder, regardless of their qualifications or achievements.[1]

Though various researchers have pointed out (e.g., Eikhof, Carter, & Summers, 2013; Gill & Scharff, 2011) [2], [3], entrepreneurship is often regarded as a space in which meritocracy and egalitarianism triumph. (Jones, Karen & Clifton, Jonathen, 2017) [4] the fact remains unaltered that women are still under dominance and are viewed as undeserving to reach higher realms. Most of women-led organizations are looked down with discrimination by people.

The business woman is not free from the glass ceiling effect, where her whole establishment loses its pace to boom by its impediments. The human resource is a crucial concern which backlashes the dreams of a women entrepreneur. Though capital formation is considered as the decisive challenge faced by women entrepreneurs, handling the human resource is of equal significance. Further, from acquiring the talented people, to the final 'golden handshake' (Frederick Ellis, 1960) [5] it will be a hassle for the entrepreneur to handle such paradigm.

Here, a study is conducted to throw lights on the factors contributing challenges for women entrepreneurs from the organization within, that is, both men and women.

STATEMENT OF THE PROBLEM

The glass ceiling from the part of the human resource, the unseen hindrance, affects the women entrepreneurs in such a way that it shackles the whole performance of the

entire system .The study ,here, tries to analyze the various forms of glass ceiling and its effects on the lady entrepreneur and whether it has a direct impact on the withering of women led firms

RESEARCH GAP

Though tremendous studies have been done about the constraints faced by business women, ample light is not thrown on the human resource-connected matters inside the firm. Problem within the organization equally accounts for women entrepreneurs quitting the industry every other day ,very much as because of the financial constraints.

OBJECTIVES OF THE STUDY

To analyze the domineering constraints from within the organization, which the women entrepreneur faces. To examine whether the human resource issues that the woman entrepreneur faces is at par with that of their counterparts, in their view. To check whether the 'glass ceiling ' or 'gender-bias' is a reality in actual practice. To find out whether the bias can be used in a productive way for empowering the entrepreneur. To identify whether the gender-bias is fading out by passage of time. To suggest remedies to overcome biased behaviour.

RESEARCH METHODOLOGY

Here both primary and secondary data are used for the study. The primary data is collected from female entrepreneurs of Pathanamthitta district to find out the constraints they face from within the organization. Secondary data is collected from books, journals, publications and websites.

Sample frame is women entrepreneurs in Pathanamthitta and the sample is collected using convenient sampling method. Data is collected using questionnaire, interview method and through discussion.

The following factors affecting women entrepreneur-human resource issues are identified.

Majority (47%) of the women entrepreneurs said there is high attrition rate in their organization. Majority (40%) of them said there is huge absenteeism. Majority (83%) said there is always some gossips. Majority (50%) said they always see negligence of duties from the part of the employees. Majority (60%) said male members show ego towards them. Majority (50%) always face some union related issues. Majority (33.3%) always face some indiscipline from the part of the employees. Most of them (76.7%) do not have proper grievance handling system. Majority (33.3%) feel, there is always communication gap between the employees. Majority (73.3%) say the constrains decreases by passage of time. Majority (73.3%) agree that they have low self confidence. Majority (83.3 %) strongly feel that they lack professional training.

HYPOTHESIS

Null Hypothesis: There is no significant relationship between Glass Ceiling effects by human resource and growth of women-led firms

Inference

Calculated value is greater than table value. Alternate hypothesis is accepted. Therefore, it is clear that glass ceiling effect by human resource affects the women led firms

SUGGESTION

The following impediments from the human resource affect the female entrepreneurs substantially, according to the study.

- One main concern regarding the women entrepreneurs is that they lack confidence and are convinced that they need training to succeed.
- Women have taken significant steps to increase their human capital

through higher education in recent years (Bosse, Douglas & Taylor, Porcher. (2012) [6]

- Women by nature are emotional and empathetic. They can create emotional bonds with employees and furnish the feeling of 'own organization' in the employee's mind. This can reduce absenteeism and turn over.
- Decentralization will also play the trick.
- Much care should be given in maintaining proper grievance handling system.
- Open door policy may also work.
- Monthly meetings should also be conducted.
- The entrepreneur should undergo human resource training to boost up her confidence
- Frequent meetings for open discussion should be planned
- They can also take the help of Government interventions
- Proper organizational development process can be implemented
- Classes can be conducted for employees regarding ethics, morale and job stress
- They can arrange for counseling sessions
- Performance appraisal and employee recognition should be practiced
- But still the question remains; 'Why the name entrepreneur, why not entrepreneuse'
- (A female gender) (Bosse, Douglas & Taylor, Porcher. (2012)) [6]

CONCLUSION

Though we can blind ourselves from the gender based problems within

the organizations, it is obvious that they are the root-cause of almost all other problems faced by women entrepreneurs. The behaviour and attitude of the working pool within any organization determines its destiny. If the employees are of indiscipline, neglect their duties and go around doing gossip, no intellectual giant can make her firm stupendous. When attrition rate is high and absenteeism is huge, it is paradoxical to save the sinking ship.

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Table

Constraint	Response	Number of Respondents	Percentage
Turn over	Always	14	46.7
	Some times	8	26.7
	Rarely	4	13.3
	Never	4	13.3
Absenteeism	Often	12	40
	Some times	8	26.7
	Rarely	7	23.3
	Never	3	10
Grape wine	Often	25	83.3
	Some times	4	13.3
	Rarely	1	3.3
	Never	0	0
Negligence of Duties	Often	15	50
	Some times	12	40
	Rarely	3	10
	Never	0	0
Male ego	Often	18	60
	Some times	8	26.7
	Rarely	3	10
	Never	1	3.3
Union issues	Often	15	50
	Some times	10	33.3
	Rarely	3	10
	Never	2	6.7
Indiscipline	Often	10	33.3
	Some times	10	33.3
	Rarely	6	20
	Never	4	13.3
Grievance handling system	Yes	7	23.3
	No	23	76.7
Communication Gap	Often	10	33.3
	Some times	7	23.3
	Rarely	6	20
	Never	7	23.3
Change in constraints by passage of time	Increase	1	3.3
	Neutral	7	23.3
	Decrease	22	73.3
Low self confidence (Of entrepreneur)	Yes	22	73.3
	No	8	26.7
Lack of training	High	25	83.3
	Medium	4	13.3
	Low	1	3.3

Source: Primary Data

ALTERNATE HYPOTHESIS: There is significance relationship between glass ceiling by human resource and growth of women led firms

	Dissatisfaction	Financial loss	Low productivity	Negative motivation	Total
Absenteeism	10	6	49	0	65
Turn over	10	3	9	3	25
Male ego	3	0	1	1	5
Indiscipline	2	1	1	1	5
Total	25	10	60	5	100

O	E	O-E	(O-E) ²	(O-E) ² /E
2	1.25	0.75	0.56	0.448
1	0.5	0.5	0.25	0.5
1	3	-2	4	1.33
1	0.25	0.75	0.56	2.24
3	1.25	1.75	3.06	2.448
0	0.5	-0.5	0.25	0.5
1	3	-2	4	1.33
1	0.25	0.75	0.56	2.24
10	16.25	-6.25	39.06	2.40
6	6.5	-0.5	0.25	0.038
49	39	10	100	2.56
0	3.25	-3.25	10.56	3.24
10	6.25	3.75	14.06	2.249
3	2.5	0.5	0.25	0.1
9	15	-6	36	2.4
3	1.25	1.75	3.06	2.448
TOTAL				26.471

TEST	LEVEL OF SIGNIFICANCE	DEGREE OF FREEDOM	COMPUTED VALUE	TABLE VALUE	H0
CHI SQUARE	5%	9	26.471	16.919	REJECTED

Green Entrepreneurship in India

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Abstract

Technological advancement and changes in social and economic conditions has led a major shift in consumer's tastes and preferences. Various studies carried over on consumer's preferences have eminently shown that individuals are now health and environment conscious. It may be a key object that every company is trying to fill up the vacuum by offering eco-friendly products and tend to adhere to green marketing practices. This impression has ultimately developed a new breed-'Green entrepreneurs' who aim to hit this untapped desire of consumers by offering green products and by adopting green strategy to attract them. Since last decade the concept Green entrepreneurship is gradually escalating and has caught world's attention in a big way. In fact adapting eco-friendly business practices can open up new array of opportunities for beginners, to outshine in entrepreneurship world. To strengthen Indian economy, Green entrepreneurship is coming up as a driving power by providing innovate green products to society at large. This paper tries to study and understand the potential opportunities and challenges faced by green entrepreneurs in India. It attempts to provide directions and viable solutions to prevent further ecological degradation through green entrepreneurship.

Key Words: Green market, Environment, Green entrepreneurs, Sustainable Development, Global Warming, Green Business

INTRODUCTION

In recent times the businesses around the world are witnessing things that are varying like never before due to technological advancement, change in economy and political influences. Because of advancement in technology and changes in standards of living conditions of consumers there has been a major shift tastes and preferences also. Various studies carried over on consumer's preferences have eminently shown that individuals are now health and environment conscious. It may be a key object that every company is trying to fill up the vacuum by offering eco-friendly products and tend to adhere to green marketing practices. This impression has ultimately developed a new breed- 'Green entrepreneurs' who aim to hit this untapped desire of consumers by offering eco-friendly products and by adopting green strategy to attract them. Since last decade the concept Green entrepreneurship is

gradually escalating and has caught world's attention in a big way. The concept of green entrepreneurs is not only helping consumer in getting their green products and services but also make people learn towards greening ecosystem. But green entrepreneurs also face challenges such as lack of substitution of the conventional products, cost controlling, redesigning, raw material and lack of R&D infrastructure etc. These challenges can be reduced in further development. On the other hand it is also true that successful green entrepreneurs create changes in the society in form of providing a good natural environment. The paper is trying to focus on how emerging green markets is an opportunity for green entrepreneur and sustainable development in India. Green Entrepreneurship in India is an emerging practice which is gaining more prominence from all avenues with each passing day. Our Future generation must realize that this is the need of time and one must not solely question the Administration on solution to such matters but as being a

responsible part of society each of us must fulfill or serve our environmental obligations and responsibilities so as to create a smarter and more sustainable planet.

OBJECTIVES

- To examine the relevance of Green Entrepreneurship in encouraging business growth and economic prosperity.
- Critical examination of motivational factors for Green Entrepreneurship.
- To examine the challenges faced in Green Entrepreneurship.
- Role of education, government support and environment for conducive growth of entrepreneurship.

RESEARCH METHODOLOGY

Research Design: The study has adopted a descriptive, analytical and exploratory Research Design so as to gather relevant knowledge on Green Entrepreneurship.

Data Collection: The secondary data was collected from journals, magazines, publications, reports, books, dailies, periodicals, articles, research papers, website, manuals and booklets.

Green Entrepreneurship

The concept for the “green entrepreneurship” springs from the blend of the key appearances of the term ‘entrepreneurship’ and ‘green’. Entrepreneurship: Passion, Motivation, Risk, Innovation and competitive advantage. Green: Sustainable, Ecological and Social “Green Entrepreneurship” is one of the three most important components of the sustainable development and an intersection of traditional, social and sustainable entrepreneurship. Thus, the “green

entrepreneurship” is a cost-effective activity whose products, services, methods of production or organization have positive upshot on the environment. This upshot could be a result of the following:-

- Offering products or services the consumption of which leads to a change in the consumer’s behavior, reducing the negative effect on the environment;
- Balancing the ecological and the economic goals of the company;
- Acquaint innovative ecological solutions to problems connected with production and consumption of products and services;
- Emerging business models which, when applied to use, might lead to a sustainable economic development;
- Discovering new possibilities on the market which are in connection with the demand and new way of living of the society.

Entrepreneurship is considered to be the moving force of the economy, assuring economic growth, technological and organizational innovations, and new workplaces. Training staff to work in the field of “eco-entrepreneurship”, as well as finding ecologically engaged people who have developed a plan for solving an environmental issue, is the key strategy for the success of the “green” idea. All types of eco-friendly business are many and thus, it could reflect on people’s lives in different ways in order to encourage them to think “green”.

The Engine for Job-Rich Growth and Youth Employment Entrepreneurship is indispensable for the country’s socioeconomic development. Green entrepreneurship can form an integral part in the fight against youth unemployment due to the low entry-level requirements for young people in many sectors and their generally strong interest in innovative

business solutions and sustainability considerations. In addition, the creation of new firms allows equal access in terms of gender and is not limited to urban areas where traditionally larger employment opportunities exist. Green entrepreneurship can also provide new employment opportunities to workers who are set free during the restructuring towards a greener economic model.

Green Entrepreneurs

An entrepreneur is one who reforms and transforms the pattern of production by developing innovation or, more generally, an untested technological process of producing a new commodity or producing the one in a new way, originating a new source of supply of materials or new outlet for products, by establishing a new industry. The inclination of the customers' buying behaviour towards eco-friendly product or services creates a space for the green entrepreneur. The term "Green entrepreneur" is the combination of entrepreneurship and the environment. The green entrepreneur is the one, who cultivates green business with the help of green practices. A green entrepreneur consciously addresses an environmental or social problem/need through the understanding of entrepreneurial ideas. They penetrate the market by swapping conventional or traditional products. The objective of the green entrepreneur is not only serving the customer with their green products or services but also makes people aware of the green ecosystem. So the thought for the "green entrepreneurship" originates from the combination of the main features of the entrepreneurship itself – innovation, risk, a brand new business idea, and the social and ecological engagement of those who do business.

In recent days, green entrepreneurs play a very important role in the economic development of the country

and also treated as the driving force towards the change of consumer behaviour and also esteemed for launching, innovating, implementing and emerging new thoughts and for their rapid response to these changes. Indeed, there is a crucial variance between the way of looking at green entrepreneurship in developed countries and developing countries. Developed countries and international organizations like the World Bank, UNCTAD, OECD, UNIDO, WTO and FAO – incline to put maximum prominence on market opportunities and on the term 'green', while developing countries tend to emphasis more on market needs and on the term 'entrepreneurship'.

Green Entrepreneurs are Drivers of Change

Initiating mainly from a level of technical innovation such as pollution reduction, clean production processes and resource efficiency, green entrepreneurship goes beyond the narrow technology-based aspects of doing business. It can nurture a culture of lifecycle-based thinking and stimulate green innovation at the societal level. In doing so, green entrepreneurs create a shift in peoples' mindsets towards greener thinking and increased demand for green products and services, boosting the dual effect of employment and environmental gains.

Green Entrepreneurship Possible Openings

i) Food

While most people living in the world do not give it much thought, food security and sources are a major concern for rest of the world. World's leading organizations have started recognizing the rapidly growing importance of food security. In the business context, it is

possible to invest in the food market in order to resolve the situation. In fact, growing food is one trend that's only going to get bigger. Worm farming and organic compost sales are other green gardening business ideas that might work for you. One solution would be to invest in garden-parks. What is this? Create small tray potted plants to fit within a balcony, in order to enable people to grow their own food. If we think on a larger scale, Entrepreneurs can create true eco-friendly gardens on rooftops to supply entire communities. This is a marketable and scalable idea with a good application. Entrepreneur could also develop a green business focusing on products that will help people grow plants, such as greenhouses suitable for residential homes or ecological pest controls.

ii) Heating

The costs of some of the more traditional energy sources are increasing, as is the case of coal, oil and gas. So why can't entrepreneur invest in the energy saving market? It is valuable suggestion that entrepreneur should participate in solar water heating systems. This system can be installed in any building in order to provide up to 70% of a family's hot water when properly installed. When integrated with the building, solar water heating systems can also be used to heat the house and keep it warm, especially during those cold winter nights.

iii) Cleaning

Detergents used to clean clothes, dishes and even our cars are extremely polluting. At a time when environmental issues are catching the world's attention, people are growing more reluctant to use these types of products and are becoming extremely environmentally conscious. So it's a great idea to invest in Eco-friendly cleaning goods. Using only eco-friendly

cleaning products in cleaning business could give entrepreneur a competitive edge. If entrepreneur want to take this idea in another perspective, he can also produce and sell eco-friendly cleaning products.

iv) Consulting

Being green is becoming very popular. From all around the world rapidly increasing number of individuals and businesses want to become greener but don't know what the best course of action is. So, an excellent idea would be to advise those businesses with services of green consulting. What can a green consultant do? This kind of work involves putting together a strategy by examining their client's energy needs and analysing their strengths and weaknesses. For example, is a home or business using the correct amount of energy? If they are not, entrepreneur could adjust their energy needs or find a way for them to generate their own power at cheaper rates than what they get from their electrical utility, and help them becoming greener.

v) Transportation

Replacing ones car for a more eco-friendly solution is a great way to go green and for reducing their carbon-footprint. If not being able to replace the car then one can try to use it fewer times. A great solution is to buy a scooter or a bike. Riding this vehicle helps saves money, become environmentally friendly and improve one's health. In the coming years, electric and gas scooters and electric bikes are going to increase in popularity. Entrepreneur can come up with good range of green vehicles, including mopeds, scooters and electric bikes, and they offer franchises.

vi) Building

Construction companies, architects, designers and contractors can –

and should – specialize in green building. This way they can build homes that are eco-friendly. Even if entrepreneur are not in the construction market, you can participate in this business with green products like water-saving toilets, rooftop solar panels, or even after-installation servicing.

vii) Fashion

People don't live without a little bit of fashion, do they? Well, who said that fashion and environment don't match with each other? Entrepreneur can use organic cotton, reused fabric scraps and even plastic bottles to start a green fashion line. Further, can create silk screen artwork for eco-friendly T-shirts, or designer handbags and accessories made of recycled materials. Be creative and design specific line of ecofriendly clothes.

GREEN INDUSTRIES IN INDIA

I. V-GUARD INDUSTRIES

Solar Power systems i.e. setups made up of photovoltaic or PV modules, an inverter unit and battery, do the job of directly converting sunlight into electricity. The V-Guard Synergy 500 is the next generation solar charger, a machine that is naturally going to impress you with its lesser space consumption based design. V-Guard Solar Panels generate energy from the moment the sun rises up. The company soon extended their range of products to Voltage Stabilizer, Digital UPS, Inverter and Inverter Batteries, Electric Water Heaters, Solar Water Heaters, Domestic Pumps, Agricultural Pumps, Industrial Motors, Domestic Switch Gears, Distribution Boards, Wiring Cables, Industrial Cables, Induction Cooktops, Mixer Grinders, Fans, Rice Cooker, Gas Stoves & Solar Power Systems.

II. SECUSIZ GREEN SOLUTIONS

Secusiz Green Solutions offers Simple Green® Non Toxic Biodegradable Non Hazardous and Environment Friendly Food Grade Cleaning Products and disinfectants with no harsh chemicals for all your cleaning (For Household, Business and Automotive) with healthy environment.

Advantages

- a) NSF approved for food industries (NSF A1, A4, A8 and C1)
- b) USDA certified bio based product
- c) Meets US EPA safer product standards.
- d) Green seal certified (GS-37)
- e) Meets a Verity of aircraft testing specifications and Carpet & Rug institute certified.

III. MAX CARE INDIA

Max Care India is producing various eco-friendly products such as solid waste incinerator, compost bin, ethical paper, sanitary napkin destroyer and sanitary napkin vending machine. 100% Recycled and Unbleached paper's which is made without cutting a tree and polluting nature. By using a 1 ton of ordinary paper we are killing 17 Trees, polluting 4000 Lts of water, producing waste of 2500 Kgs, & 2300 Kgs of air pollutants, Our mission is to create and distribute wealth to all the stakeholders of the company; shareholders, employees, government, environment and the society in general through sustainable and ethical business practices. By 2020, our vision is to develop and sustain 5 business units which support our mission.

IV. AYUR FROM KERALA

Ayur From Kerala offers online all kinds of Pure Natural Organic Products like

Organic Spices, Health Care Products, Masala Powder, Tea, Coffee, Oil and Essence in India. Organic Spices add a whole new flavor to your dishes. Fresh grains perfectly grounded masalas, Terra Greens' collection of Indian spices speaks it all. Allspice known by the Latin botanical name of *Pimenta dioica*, comes from the Pimenta tree and is the unripe fruit that are dried and crafted into different forms. Allspice is used primarily as a cooking spice. Most notably, it has earned its reputation as one of the most important ingredients of Caribbean cuisine. It is commonly used in jerk seasoning, pickling spices, curry powders, and can be found in desserts and cakes.

V. BOS Organics Pvt Ltd

BOS organics Pvt Ltd are leading spices exporter offering the best quality whole spices and organic spices all over the world. We assure that the products we provide are 100% hygienic and healthy. We make sure that our products are not only produced with extreme care but are also properly packed. The professional training makes the farmers capable of maintaining the natural quality of the soil and protecting the environment while raising good quality spices.

BOS organics is located in Kerala, the leading spices exporting state in India that offers the best quality authentic spices. Our approach to agriculture is revolutionary. We believe the farmers, who spend most of their time and energy to produce and cultivate the agricultural products should have the maximum gain from agriculture. But most of the time, due to the lack of knowledge in advanced agricultural methods farmers end up with a thin profit margin or even suffer loss at times.

VI. MUNROE ISLAND LAKE RESORT

Munroe Island Lake Resort offers Kerala houseboat tours with a modernized interior that has become one of the favorites with a ride in Kerala backwaters. We offer a wide variety of eco-tourism packages for Kollam with all the facilities and Services. Come to the most ideal location for your dream vacation. Munroe Island Lake Resort is a natural abode for leisure activities available round the clock. "Get ready for a journey far away from the hustle-bustle of civilization". This island is a beautiful blend of modern amenities with simple life of the village. Day to day activities like: Walking along the village track, Fishing, Bird watching or Simply lazing around delights the soul to the brim and guides it to fulfilment. Kindling a mood of romance is the constant drizzle and the cool breeze. The purple hue of the water hyacinth against the emerald mass of floating foliage is a feast to the eyes & a perfect Kerala Backwaters Island Honeymoon Destination.

Brief Profile of Green Entrepreneurs in India

i. Priyanka Sharma, Founder of Grow Green Happiness

Priyanka Sharma co-founded "**Grow Green Happiness**" with her husband as a platform to share their passion for plants with like-minded people. The couple is striving to help people rekindle their love for nature by creating a small corner in their house that's filled with happy plants.

ii. Priyanka Amar Shah, Founder of iKheti

Mumbaikar **Priyanka Amar Shah**, an avid nature lover, started **iKheti** in 2011 to empower people to practise sustainable urban farming. It a full-

fledged eco-friendly enterprise that promotes farming among city dwellers and offers workshops, consultancy and gardening resources.

iii. **Preeti Narula, Founder of Living Balconies**

Started in 2013, Living Balconies is a one-stop showroom for all your gardening needs. From garden makeovers, gardening tools and products to gardening tips to making your home green and lush, Living Balconies has it all. Brainchild of Preeti Narula, Living Balconies is an online venture committed to creating beautiful green spaces and refreshing customers by bringing nature into your homes and offices.

iv. **Dipti Jhingiani, Founder of Let's Be Outdoorsy**

Founded by Dipti Jhingiani, *Let's Be Outdoorsy* conducts film festivals about India's outdoors, conducts green workshops and hosts talk shows with celebrated athletes like open water swimmers, triathletes, mountaineers and nature lovers. All of these are aimed at inspiring the outdoor spirit that is latent in us all — adult and child alike.

v. **Mansi Shah, Founder of GiftGreen**

Mansi Shah was perturbed seeing the hundreds of national flags thrown to the ground after the Independence Day celebration. To solve the problem, she initiated an effort to recycle flags with her venture Gift Green. A nature lover with a Masters in Forensic Biotechnology, she decided to introduce seeds into the disposable flags. The objective was also to emphasize the need to protect the environment as well as the dignity of the national flag. Her venture, GiftGreen, seeds the handheld flags they create and encourages planting them after

the celebrations and see it grow into a plant.

INDIAN MARKET SCENERIO FOR ENTREPRENEURS

With a country that is marred by unemployment since independence, the Start-up culture has been welcomed with open arms by the Indian Government. Individuals who take up to Entrepreneurship generate manifold employment opportunities for others, are able to convince foreign VCs to invest in their idea and create ripples of success through their disruptive products and services boosting economic growth. To support and strengthen the Start-up culture in India, the Government has launched various schemes in the past few years. The government schemes for start-ups that every young entrepreneur must be aware of, to take advantage and plunge into the entrepreneurship pool are as follows:

1. Modified Special Incentive Package Scheme (M-SIPS)

The M-SIPS scheme provides capital subsidy of 20% in SEZ and 25% subsidy in non-SEZ for business units engaged in manufacturing of electronics in the fields of the Internet of Things, aeronautics/aerospace & defence, automotive, renewable energy, non-renewable energy, technology, green technology and nanotechnology.

2. New Gen Innovation and Entrepreneurship Development Centre (NewGen IEDC)

New Gen IEDC provides a limited one-time, non-recurring financial assistance to entrepreneurs up to ₹25 Lakhs in the fields of chemicals, technology hardware, healthcare & life sciences, aeronautics/aerospace & defense, agriculture, AI (artificial intelligence),

AR/VR (augmented + virtual reality), automotive, telecommunication & networking, computer vision, construction, design, non-renewable energy, renewable energy, green technology, fin-tech, Internet of Things, nanotechnology, social impact, food & Beverages, pets & animals, textiles & apparel.

3. Dairy Entrepreneurship Development Scheme

Dairy Entrepreneurship Development Scheme aims at helping entrepreneurs in the field of Agriculture, pets & animals, and social impact to set up small dairy farms and incentives are provided to cover the cost of the required equipment or establishment of the facility.

4. Single Point Registration Scheme (SPRS)

A great scheme for Micro and Small Enterprises, that provides an exemption from payment of Earnest Money Deposit (EMD). Under this scheme, the tenders are issued free of cost.

5. Atal Incubation Centres (AIC)

AIC is a scheme for entities like higher educational institutions, R&D institutes, corporate sector, alternative investment funds registered with SEBI, business accelerators, group of individuals, and individuals who can apply to establish an AIC and get grant-in-aid of ₹10 Cr for a maximum of five years.

Recommendations or Green Business Ideas for Entrepreneurs

- i. **Green Food:** Growing food by creating small tray potted plants to fit within a balcony, in order to enable people to grow their own food or creating true eco-friendly gardens on rooftops to supply entire communities is a marketable and

scalable idea with a good application. Worm farming and organic compost sales are other green gardening business ideas

- ii. **Green Heating:** Solar water heating systems can be installed in any building in order to provide up to 70% hot water when properly installed to a family. When integrated with the building, solar water heating systems can also be used to heat the house and keep it warm, especially during those cold winter nights
- iii. **Green Cleaning:** Using eco-friendly detergents can yet be another good idea to safeguard environment.
- iv. **Green Building:** Even if you are not in the construction market, you can participate in this business with green products like water-saving toilets, rooftop solar panels, or even after-installation servicing.
- v. **Green Fashion:** You can use organic cotton, reused fabric scraps and even plastic bottles to start a green fashion line. You can create silk screen artwork for ecofriendly T-shirts, or designer handbags and accessories made of recycled materials. Be creative and design your own line of eco-friendly clothes.

Challenges for Green Entrepreneurs

A business can endure if it has support from all stakeholders such as government giving tax benefits, suppliers focusing on supplying environmental friendly materials and customers buying green products. The biggest challenge for green entrepreneurs is customer value creation through innovative products and

cost control. Along with this customer education on environment cleanliness is another task. Nevertheless green entrepreneurs face challenges like lack of substitution of the traditional merchandise, cost control, redesigning, stuff and lack of R&D infrastructure etc. These challenges can be reduced if proper support is received from all stakeholders affecting business decision of any concern.

LIMITATIONS & FURTHER RESEARCH

Every study has their own limitations same as in this study. There is lack of good studies which is relevant to this paper especially in context to consumer behavior, green marketing and the enviropreneurs. This paper can be a base for further research and one can make an empirical research paper by using the concept and various identified parameters of this study. Although the concept is not very new but needs proper attention by researcher as the issue is very important for our economy and environment both. There are still many things may be left in this paper which can be added in the further research work.

CONCLUSION

In order to increase the awareness of society that is related to green entrepreneurship, social responsibility projects can be prepared together with role models. Owing to collaboration between universities and industry, environmental technology should be improved and in addition green entrepreneur must gain this technology with low cost. Regional development agencies and incubators play vital role for Green Entrepreneurship. This

supports can be opportunity for green businesses and local entrepreneurs. However green entrepreneurship could not be brought to desired level in country because of causes such as created enough information about green entrepreneurship, reached the desire levels of regulation.

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The Power of Self-Restraint and Penance as a Source of Wealth: Combating Covid 19: Lessons from Thirukural

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Abstract

Covid-19 is considered to be a world disaster in this year of 2020. In this context the entire world and our nation India is also struggling to control and combat this disease and economic crises associated with it. Since vaccine for this disease is yet to be innovated the major protection and guarding of this pandemic lies with each and every individual living in this world. Social distancing and isolation has becoming the key words today and is completely new to our people in practice. This pandemic has caused much health, psychological and economical instability to many millions of people. In this situation apart from quantitative measures such as medical assistance and economic support, psychological support is need of the hour. There are many eminent psychologist, social workers, government organisation assist in providing this mental related assistance and strength to both covid negative and positive patients also general public. In this paper we are trying to explore how people can guard from covid 19 and if got affected what is the mental strength they want to exhibit. An exploration is made in this article to connect two poems from thirukural (one of the ancient tamil language text) to the existing crises what world is facing and want to provide a psychological support from this sacred kural/couplets. The focus is given on prevention and protection of Covid disease in the first part and facing the disease if any one got affected.

Key words: Covid19 Self-Restraint Austerity Penance Virtue

INTRODUCTION

The **Tirukkural** (திருக்குறள், literally Sacred Verses), or shortly **the Kural**, is a classic Tamil language text consisting of 1,330 couplets or Kurals. The text is divided into three parts, each with aphoristic teachings on virtue (aram, dharma), wealth (porul, artha) and love (inbam, kama).

The Tirukkural text is considered to be a greatest administrative and personal life management book. Look at the order in which it was framed by the poet thiruvalluvar. The first part which talks about Aram (Virtue), here the poet describes about doing good deeds in life. Every persons thought, words and actions should be oriented towards performing good deeds only. The day to day

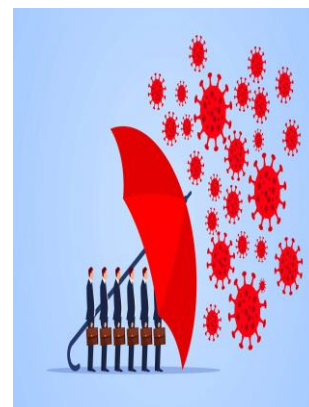
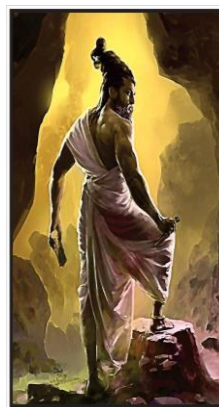
performance of one's own virtue will be later converted in to one's life style which is thiruvalluvar himself call it as FATE.

Therefore actually the order should be called as Aram which is converted in to one's fate and due to which the possession of wealth (Porul in tamil) is obtained. Here thiruvalluvar speaks about wealth creation based on one's virtue only. The last part is termed as Kamam (Love) which speaks about the love and marriage life of a couple.

Considered one of the greatest works on ethics and morality, it is known for its universality and secular nature. Its authorship is traditionally attributed to Valluvar, also known in full as Thiruvalluvar. The text has been dated variously from 300 BCE to 5th century CE.

This article want to explain the possession of self-restraint (controlling oneself) and Pennence as a source of greatest wealth a person can practice in this time of covid 19 crises. As per the WHO Definition Coronaviruses are a large family of viruses which may cause illness in animals or humans. In humans, several coronaviruses are known to cause respiratory infections ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The most recently discovered coronavirus causes coronavirus disease COVID-19. The most common symptoms of COVID-19 are fever, dry cough, and tiredness. Other symptoms that are less common and may affect some patients include aches and pains, nasal congestion, headache, conjunctivitis, sore throat, diarrhea, loss of taste or smell or a rash on skin or discoloration of fingers or toes.

These symptoms are usually mild and begin gradually. Some people become infected but only have very mild symptoms. Most people (about 80%) recover from the disease without needing hospital treatment. Around 1 out of every 5 people who gets COVID-19 becomes seriously ill and develops difficulty breathing. Older people, and those with underlying medical problems like high blood pressure, heart and lung problems, diabetes, or cancer, are at higher risk of developing serious illness. However, anyone can catch COVID-19 and become seriously ill. People of all ages who experience fever and/or cough associated with difficulty breathing/shortness of breath, chest pain/pressure, or loss of speech or movement should seek medical attention immediately. If possible, it is recommended to call the health care provider or facility first, so the patient can be directed to the right clinic.



Part 1

SELF RESTRAINT

The Self restraint is one of the couplets which comes in the 121st serial order and has the title named as The possession of self restraint. In tamil it is called as Adakam Udaimai. (Adakam means control and Udaimai means possessing that as wealth). Let us explore the glory of each couplets from serial order 121 to 130.

121. Control of self does man conduct to bliss th' immortals share; Indulgence leads to deepest night, and leaves him there.

Self-control will place (a man) among the Gods; the want of it will drive (him) into the thickest darkness (of hell). The first couplets speak about one's self control in thoughts, words and action. Any behaviour and action out of

control will lead to disaster. Here the poet mentions about the benefit arising out of self-control and he says people possess this control will be placed among gods. But in a contemporary world we want to look this in a different approach. Placed among gods should be presumed as people of honesty, truthfulness, integrity, discipline and also with high intellectual knowledge, wealth and power. So a man of high self-control will be naturally moved up in life and be placed in great heights. Now this control in our lifestyle is the need of the hour.

You may witness a sudden lockdown announced by the government and our people who had a habit of moving around the place for job and other needs are now forced to contain themselves in their homes itself. It is named as Quarantine by which people will isolate themselves without interaction with outside world. The main problem of spreading is due to water droplets from a affected person. If self-restraint is practiced as a new norm of lifestyle many of us can prevent and protect our self with all these kind of invisible disease and also with these worldly problems.

122. Guard thou as wealth the power of self-control; than this no greater gain to living soul!

Let self-control be guarded as a treasure; there is no greater source of good for man than that. Every one of us will be willing to possess wealth in the form of treasure. Material wealth is considered to be majority people's happiness. But all physical material wealth will be vanished or perished one day. At the same time a man possessing self

control should guard that quality as a greatest treasure in life. The poet even says the practice of self control is a biggest asset to the human body and soul. This statement is proven in this context of 2020. All status, power and wealth has been defeated by Covid 19. The only rule of self isolation and social distancing has guarded many. There is a question of Self isolation and Self restraint is not same. But if you want to self isolate yourself you must first have the habit and practice of self restraint. All material pleasure is for the human body and all of us give importance to protect and give pleasure to human body only. Apart from our five senses, human body but for soul which is permanent the only way human beings to give it pleasure are self control.

123.If versed in wisdom's lore by virtue's law you self restrain. Your self-repression known will yield you glory's gain.

Knowing that self-control is knowledge, if a man should control himself, in the prescribed course, such self-control will bring him distinction among the wise. The highest knowledge in this world knowing oneself. That will be acquired by self control only. Those who have the quality of self control will move him to the place where wise people reside. In a management perspective a self controlled person will be automatically elevated to the corporate ladder and find a place in the board room. You may aware of the medical facility provided by the Tamil Nadu government and also private hospitals. Even is treatment is given for free, one has to incur the pain of psychological and physical illness. In private hospitals you are required to pay high fees as well. In order to prevent these struggles one must possess the knowledge of isolation and social distancing and this will be achieved by

self restraint.

124. In his station, all unswerving, if man
self subdue Greater him then mountain
proudly rising to the view.

Loftier than a mountain will be the greatness of that man who without swerving from his domestic state, controls himself. As mountain in its image is very big, similarly is the image of a person who possesses self control. In management it is termed as Ascribed status. A status which is obtained by the birth and people who possess the quality of self control will be naturally acquiring the image of self respect which is greater than the mountain. By protecting yourself and staying safe you pay way for those people who really need medical help due to the effect of covid 19 crises. We must understand that helping others can also be achieved by keeping quite with self control. Imagine if all the people are affected by covid 19 then the situation will be very worse.

125. To all humility is goodly grace; but
chief to them with fortune blessed, 'tis
fortune's diadem.

Humility is good in all; but
especially in the rich it is (the excellence
of) higher riches.

Generally people who are very rich are highly respected in the society. In this world few people are rich and many people are moderate. The richness of people will be respected by their wealth but there is a perception that wealth brings ego in a person's mind.

Therefore a person with wealth and having the quality of self respect will be highly respected in this society. We all have learned Covid 19 doesn't have any religion or status of money and power. So staying calm will be extra crown which will be added to those people who stays home

with self control.

126. Like tortoise, who the five restrains

In one, through seven worlds bliss
obtains.

Should one throughout a single birth, like a tortoise keep in his five senses, the fruit of it will prove an safeguard to him throughout the seven-fold births. Here the five senses of man (i.e) Eyes, nose, ears, tongue and mouth should be regulated through self control.

A tortoise will keep its five senses inside the shell when problem occurs, similarly we should completely control our five senses. This control will be done by practice and mind determination. Now the benefit of this mind control and sense control will be helpful in protecting a person from all external perils not only in this birth, but from future births also. For few days it is highly efficient to have a control of our five senses not to wonder externally but it can be directed towards internal movement of silence, meditation and prayer. Lockdown is an effective tool not only for the external world to cleanse itself but also our internal mind and body also.

127. Whatever they fail to guard, o'er
lips men guard should keep; If not,
through fault of tongue, they bitter
tears shall weep.

Whatever besides you leave unguarded, guard your tongue; otherwise errors of speech and the consequent misery will ensue. In the last couplet we spoke about sense control. The poet says if you don't able to control all the senses, then at least try to control your tongue. It means one should speak what is needed from him to others and what other people asks him only. This control of tongue will make

sure that he will not get in to giving false hope to others. This Couplet is a diamond for this article because the main transmission of virus in to human body is through droplets of affected person entering in to our mouth.

That's why the importance of wearing mask has been stressed. Total control of mouth externally by physical mask and internally by tongue control is very important.

128. Though some small gain of good it seem to bring, The evil word is parent still of evil thing.

If a man's speech be productive of a single evil, all the good by him will be turned into evil.

We should notice that all our five senses will not do the evil. It depends on the mind our five senses are regulated. Now among all the senses the mind which is the top most source of one's knowledge will should not be carried away by any one evil thought and deeds. So the poet warns the any one evil word originated from mind will spoil the entire goodwill earned by a man by other deeds he performed by the same mind.

Similarly the precautions followed for Covid19 protection should be practiced continuously. All the safety protocols should not be deviated at any cost. Hence if you just lose control on following any one measure such as not wearing mask when going out, Not washing hands, Moving freely outside and not taking preventive medicines then your entire efforts for covid 19 protection will go in vein.

129. In flesh by fire inflamed, nature may thoroughly heal the sore; In soul by tongue inflamed, the ulcer health never more.

The wound which has been burnt

in by fire may heal, but a wound burnt in by the tongue will never heal. Here again and again thiruvalluvar warns about the role of words emitted by one's tongue. In business context we make commitments and contracts in dealings. For all of these the verbal commitments to the customers and client will be more important and if your words hurt another person it will definitely permanently be in the thoughts of the other people. In Covid context the protection of mouth and nose.

130. Who learns restraint, and guards his soul from wrath, Virtue, a timely aid, attends his path.

Virtue, seeking for an opportunity, will come into the path of that man who, possessed of learning and self-control, guards himself against anger. Here people who can practice self control in young age will gain the special power of virtue and this will protect them in the latter part of their life. It's like what you practice before as an investment will be coming back to them as a reward in latter part of their life. Covid is a pandemic and new to this world. If we strictly adhere to the protocols and follow the rules of self control then this practice will become a virtue will guard and save you in later part of life from any disease.

In management we have studied various control techniques. But among the quantitative control techniques self control is the biggest wealth which will help people for both spiritual and professional development. The Vaccine for Covid is yet to be innovated and for all of us the only self defense is self control by way of self restraint only. When we go through all these control techniques as said by the poet, it will be a biggest wealth one can achieve in life

on this highly crucial period what country is facing. The simple fact is if you possess self control all other wealth will be naturally gained by man.

Part – 2

PENANCE

What if someone got affected by this disease and apart from medical assistance what kind of psychological practice will make a person to win this problem. For this thiruvalluvar speaks upon a separate technique called penance. The Analysis of couplets 261 to 270 from thirukural gives a clear picture of how to face the pain and win over it. The act of penance is that a person imposes punishment to his human body (or) not allowing himself to physical pleasures, especially for religious reasons. It is also called in a name of Ascetic. The first and foremost part of the practice of penance is one must accept the pain which is coming to him and abstain from giving the same pain to others. Penance is a form of voluntarily accepting physical pain in the form performing fasting for work related jobs, accepting body pain during performance of a work task, accepting co-employees behaviour on us and even ready to work on a minimum salary in the initial stage of your career. Accepting the pain should be taken in the right sense. It is not actually accepting the pain or suffering but reducing the comfort one enjoys in life. You don't need to sacrifice your physical pleasure totally but reducing the pleasure in order to work extra which will help you to achieve the extra mile. In this process an individual may incur pain but penance is glorified when he accepts the pain and does not give the pain he suffered to others. (Person suffered hard in his profession and reached higher position in his career, after that he should not expect

his juniors to accept the same pain. This is basically a quality of penance.

There are cases where Covid positive patients don't stay at home isolation and in some cases they escape from the isolation ward. This activity is very dangerous because they are the carriers of the disease to the non affected people. If a person is affected by covid he should accept the fact, seek medical assistance and should be completely isolated in order to save others. This itself is a greatest act of penance.

The next point thiruvalluvar says is if the ascetic desire the destruction of this enemies or the aggrandizement of his friends. It will be effected by the power of his austerities. Thiruvalluvar makes this point as a unique of uniqueness. The men who practice penance will not have any enemies because the effect of his austerity behaviour will make him to defeat his enemies by his thought itself. Then he can also make good to his friends by his thought itself. Now the point which is said here is achieved not by the individual himself. Thiruvallur says it is the power of penance which makes this miracle possible. The above statement is worth noting because if a covid 19 positive patient accepts the fact that he is infected and follow strict medicated treatments and isolation with positive will power and thought, he can definitely win the disease. Same is the case of people and the government. They should go hand in hand in the covid preventive measures by which they can win the disease. This was again as thiruvalluvar said the power of penance followed by these people will make the miracle possible. There are cases where a hospitalised person went in to critical stage and then recovered and also 90 years old people survived. Hence penance makes the miracle.

Because there are few who practice austerity and many who do not, there are many destitute and few rich in this world. This word comes in the last couplet of the kural penance. As rightly said those people who strictly obeyed the government rules and WHO guidelines, those people who kept them self clean and accepted the responsibility of staying home to fight this Covid 19 are those who escaped and still surviving. Hence as a conclusion lets all take up the moral meaning behind the self-restraint and penance by which we fight and win this pandemic with a positive future.

A Study on The Effectiveness of Sukanya Samriddhi Yojana as an Innovative Women Empowerment and Social Protection Scheme - With Special Reference to Kottayam District

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Abstract

Sukanya Samriddhi Scheme is an initiative by Indian government. It is a small saving scheme launched on 22nd January 2015 in Panipat, Haryana by honorable Prime Minister Narendra Modi. This is a girl child prosperity scheme under Beti Bachao Beti Padhao program of PM Narendra Modi. The idea behind the scheme is to ensure a bright future to girl child in India by providing financial support for their education and marriage. This scheme also supports the economic development of the country by supporting the girl education. It also increases the literacy rate of females, which helps in increase of the incomes and standard of living of people. This scheme leads to overall development of country, as the girls education also helps in decreasing the population. The objective of the paper is to study the concept and benefits of SUKANYA SAMRIDDHI SCHEME.

Key Words: Sukanya Samriddhi Scheme, Women Empowerment, Social Protection.

INTRODUCTION

A welfare state is a political system wherein the State assumes responsibility for the health, education, and welfare of society. The system of social security in a welfare state provides social services, such as universal medical care, unemployment insurance for workers, financial aid, free post-secondary education for students, subsidized public housing, and pensions. Social welfare activities provide a venue for growth, innovation and continue to be the epicenter for economic developments for any nation. The welfare and development of the backward areas is and should always be the prime objective of any government in any nation.

If there is a hero to a movie there is also a villain and here that role is played by major social evils such as female feticide and female infanticide. Women

had reached till moon but still people think that they are useless. There is this permanent image of females in people's mind that girl can't take place of a male. Lower class people also think that having a girl is pointless because she won't stay with them for whole life because she has to leave them after getting married. The girl won't be able to keep the name of her family. She has to change her last name after getting married. In India, females are born to kill. They are not given chance to study.

In a survey conducted in 2011, the sex ratio in India still holds at 943 women to 1000 males. Major credit goes to developing technologies like sonography which has given people the tendency to know the sex of their unborn child. Changing the mindset of the people and instilling hopes in them, that a girl child is equally as good as a boy child and that

she is an asset to the family, will hopefully take decades.

Here one of the schemes launched by the recent government of India is being analysed and its acceptance and satisfaction among the society is being evaluated. This study attempts to throw light on the achievements and failures of the scheme Sukanya Samriddhi Yojana in general and the public response to the scheme in particular.

STATEMENT OF THE PROBLEM

Education of the girl child and women empowerment has an affirmative relationship. The upliftment of women faces various issues such as illiteracy, child marriage, gender discrimination as well as female feticide. Female feticide is a grim matter which needs to be solved with human effort. Sex selective abortion has led to a sharp fall in the ratio of girls born in contrast to boy infants in some states in India. Concern over India's imbalanced sex ratio is not new; it has caused a heightened awareness of the ways in which low female status and discrimination are directly linked to this disproportion of females to males. Discrimination against girl infants, for many reasons, has combined with technology result is rise in abortion of fetuses identified as female during ultrasound testing. The reduction in female population in certain states in India continues to worsen as the results of the census has revealed.

In an attempt to strengthen the life and opportunities of a girl child, the present government, led by prime minister, Narendra Modi, launched a special scheme aimed at girl child's prosperity on 22nd January 2015. This programme is Sukanya Samriddhi Yojana, which was introduced as an important component of 'Beti Bachao, Beti Padhao'

(which literally means save girl child and educate girl child) campaign.

The study on the analysis of account holder acceptability and satisfaction towards Sukanya Samriddhi Yojana focuses on the families with a girl child and thus helps us identify the benefits of the account on the girl's education and marriage expenses.

OBJECTIVES OF THE STUDY

- To analyse the account holder's awareness about Sukanya Samriddhi Yojana.
- To identify the factors influencing the selection of Sukanya Samriddhi Yojana.
- To measure the role of the scheme in changing the attitude of the public towards girl child.
- To identify the major problems faced while investing in Sukanya Samriddhi Yojana.
- To highlight the features of Sukanya Samriddhi Yojana.

RESEARCH METHODOLOGY

Research Design

The present project is a sample study and is descriptive and analytical in nature.

Sample Design

The population of the study consists of Account holders of Sukanya Samriddhi Yojana in Kottayam District.

Sample Technique

The technique used here is simple random sampling method.

Data Collection

Both primary and secondary data have been collected for the purpose of the

study. The primary data has been collected for the purpose of the study. It has been collected from the sample respondents selected by using structured questionnaires. The secondary data has been collected from various publications including newspaper reports, magazine and journals.

Tools of Analysis

The tools used in this project are mathematical and statistical such as percentages, mean scores were used for analysis and interpretation.

REVIEW OF LITERATURE

Chandra (1991) in her study on "Development of Women Entrepreneurship in India: A Study of Public Policies and Programmes" has mainly described the institutional services available for the women entrepreneur and the role of such organizations in the development of entrepreneurship. The study also presents a socio- economic profile of women entrepreneurs, the nature of their enterprises, motivation, factors crucial for success and the assistance from Government and Non-Governmental agencies.

Dreze & Sen (1995) have described women empowerment as ability to define self-interest and choice, and consider woman as not only able but also entitled to make choices. In order to improve the level of women's empowerment they have proposed to reduce gender biasness in mortality rate and natality rates, in access to education and professional training, in employment, in the ownership of property and in household work and decision making. Analyzing the data from India they have illustrated that female literacy reduces child mortality rate while both female labor force participation as well as female literacy reduced female child

mortality rate. They have interpreted these results as evidence of the fact that women's access to education and employment had enhanced their ability to exercise agency, i.e., the process of empowerment.

Kishor (1997) has conceptualized empowerment in terms of 'control' by which women would be able to access information, take decision and act in their own interest or for their dependents. She has considered three categories of composite indicators to measure women's empowerment. These are 'direct evidence of empowerment', 'source of empowerment' and 'the settings for empowerment'. She has grouped the indicators of behavioral and attitudinal factors into ten dimensions. We have listed these indicators including the variables.

Agarawalyash (1998) studied about the empowerment status of women. The term empowerment status is used first as an access to resources such as education, gainful employment and health services and second; the position that a woman has in various situation.

Varadarajan (2002) has stated in his paper that women empowerment is not a question of giving or providing some provisions, but it is a question of all women being able to use those provisions without hesitation. Women's empowerment includes two components, namely, attitudinal empowerment and material advancement. The key area in the empowerment of women is the economic area. They suggested that the development of micro enterprises in general and particularly by the women would be appropriate approach to fight against poverty at the grassroots level and generate income at the household level. They have explained that self-employment and entrepreneurship create economic

independence and better social status and sometimes it is necessary for improving their position not only in their family but also in the society where people treat them with respect. In fact the best non-controversial way to empower women is the spirit of entrepreneurship.

Agarwal (2003) has thrown light on a technological model for empowering rural women. Women's employments through technological improvement and participatory approach are needed to improve their lives. This would ensure a sustainable future for rural India. Technology model described how scientific and technical interventions could improve the quality of life of women in rural areas.

Lillykutty (2003) has explained through her study the relation of education and empowerment of women with the quality of life. She states that empowerment of women is developing them as more aware individuals who are politically active, economically productive and independent and are able to make intelligent decision in matters that affect them and their nations. A woman is said to be empowered if she has command over wealth, education, social status, skill etc. and has access to formal financial services. This can be done by creating an environment in which the distribution of power and resources, the opportunity to engage in productive work, opportunities to access education, medical care, and health services can move in favour of women population. If we look into the definitions of women's empowerment, we find that empowerment is a concept of human agency- self-efficacy on the one hand and on the other hand it is a process. It indicates that women's empowerment has at least three dimensions. She has attempted to establish a strong positive relation

between education and empowerment of women. Education enhances women's status in the society and leads to greater input into family and community decision-making. It provides girls with a basic knowledge of their rights as individuals and citizens. Knowledge and decision-making power can place the women on a more equal footing with male. Education also provides knowledge and skill especially in the areas of health nutrition, sanitation and the environment. Education not only emancipates women from ignorance, ill treatment and dependence etc., but also empowers them to claim their right to quality of life. Finally, education can serve as a powerful instrument for individuals to achieve power and status in the society. It is a source of mobility, equality, and empowerment both at the individual and social level.

ANALYSIS AND INTERPRETATION

The Sukanya Samriddhi Yojana (SSY) of the Indian government, initiated by Prime Minister Narendra Modi on 22 January 2015, is best characterized as a part of the integrated system of innovative initiatives to enhance women empowerment and broaden and deepen social protection in India. The Sukanya Samriddhi Yojana is one of the integral components of the Beti Padhao Beti Bachao (BPBB) initiative launched in 2015. In March 2018, the Beti Padhao Beti Bachao was extended from 161 districts to 640 districts of the country, transforming it into a Pan-India initiative. is designed to improve the gender ratio, and empower women through education.

This chapter deals with the analysis and interpretation of data that have been collected on the basis of questionnaire provided at the end of the project. The primary data was collected from a sample size of 50 respondents.

The data has been represented in the form of tables and respective interpretations of each are given below. The technique used here is simple random sampling method. The tools used in this chapter are mathematical and statistical such as percentages, mean scores were used for analysis and interpretation.

AWARENESS ABOUT SUKANYA SAMRIDDHI YOJANA

The below table shows the awareness level of respondents about the scheme.

With regard to know the awareness about the Sukanya Samriddhi Yojana, 80% (40) of respondents are aware about Sukanya Samriddhi Yojana. 20% (10) of respondents are aware about Sukanya Samriddhi Yojana

This shows that most of the respondents (80%) were well aware of Sukanya Samriddhi Yojana and further 20% of them were unaware of the scheme.

AWARENESS ABOUT THE FEATURES OF SUKANYA SAMRIDDHI YOJANA

The below table shows the awareness level of respondents about the scheme

Awareness of account holders are analyzed by classification the factor. For this purpose, scaling is used. Analysis was done on the basis of mean value.

Awareness level

Value between 2-3 implies awareness

Value between 1-2 implies partial awareness

Value less than 0-1 implies unawareness.

It is clear from the above table that account holders are aware about the Sukanya Samriddhi Yojana. among them, the account holders are partially aware about the features of Sukanya scheme such as Sukanya Samriddhi Yojana can be open any time after the birth of girl child, Sukanya Samriddhi Yojana account can be open on the behalf of the girl child by her parent as well as legal guardian, when the girl cross the age of 10 she can operate the account by her own, Sukanya Samriddhi account can be closed after 21 years from the date of opening. no one account holders are unaware about the Sukanya scheme.

• INSTITUTIONS THROUGH WHICH ACCOUNT IS OPENED

The table below shows the classification of institutions through which accounts can be opened. Of the total 50 respondents, 74% (37) of respondents has stated that the account is opened through post office. Only 26% (13) of respondent has stated that the account is opened through commercial banks.

Under Sukanya Samriddhi Yojana scheme, accounts can be opened through either post offices or commercial banks. The present study reveals that majority of the account holders find it suitable to open accounts with post offices.

• SOURCE OF INFORMATION

The table below shows that the classification of medium of information of the Sukanya scheme. Of the total 50 respondents, 32% (16) of respondents has stated that the word of mouth is the most important source of information about the scheme. 26% (13) of respondent has stated that internet is the another medium of information. 22% (11) of respondent has stated that the magazines is the another medium of information. 10%

(5) of respondent has stated the TV is the another medium of information. And the remaining 10 % (5) of respondent has stated the newspaper is the medium of information.

The present study reveals that word of mouth was playing more important role in creating awareness about the scheme than any other medium

REASONS FOR INVESTMENT IN THE SCHEME

The table below depicts the reason for investment in the Sukanya Samriddhi Yojana With regards to the reasons of opening the account, 30% (15) of the respondents has stated that they have opened the account for higher returns. 24% (12) of the respondents has stated that they have opened the account for interest paid even after maturity. 16% (8) of the respondents has stated that they were concerned with flexibility to operate the account. 10% (5) of the respondents has stated that they were concerned with tax deductions, lock in period. Despite being a small investment scheme, Sukanya Samriddhi Yojana offers highest interest rates among all small savings schemes offered by Government of India. The present study reveals that higher returns is the major motivating factor for the investors to invest in the scheme.

FACTORS INFLUENCING INVESTMENT IN SUKANYA SAMRIDDHI YOJANA

The table below depicts the reason for investment in the Sukanya Samriddhi Yojana With regards to the social reason for investment, 30% (15) of the respondents has stated that they opened because they encourage the girl child to obtain employment after education. 10% (5) of the respondents has stated that they opened the account because it increases the literacy rate in INDIA, increases the

girl child property and welfare, and encourages the parent to build a fund for the future of the girl child. 20% (10) of the respondents has stated that they were concerned about increasing the standard of living, overcoming the financial burden.

Account balance of Sukanya Samriddhi Yojana along with their accrued interest will be paid to the beneficiaries thereby giving financial independence to the girl child. The present study reveals that the majority of the account holders are concerned with encouraging the girl child to get employment after education.

MAJOR PROBLEMS FACED WHILE INVESTING

The table below shows that classification on the basis of major problems faced while investing.

With regards to the problems faced while investing, 24% (12) of the respondents has stated that they faced problem because of non-availability of loans. 20% (10) of the respondents has stated that they faced problem because of delay in processing. 14% (7) of the respondents has stated that they were concerned about the long lock in period, variable rate of interest, no online transfer facility, non-allowance of premature withdrawal. While investing an investor would also be interested in using the deposit to avail a loan for further investment purposes or personal use. The present study reveals that amongst all the respondent's majority of them are concerned with the unavailability of loan facility under the scheme.

• CHANGES TO BE IMPLEMENTED TO IMPROVE THE SCHEME

Sukanya Samriddhi Yojana can be made more effective by bringing certain changes the table shows below the

changes to be implemented to improve the scheme.

With regards to the improvements to the scheme, 42% (21) of the respondents are would prefer extra incentives. 28% (14) of the respondents would prefer additional bonus to the scheme. 16% (8) of the respondents would prefer lower rate of interest. 14% (7) of the respondents would prefer lesser lock in period.

The present study reveals that in order to make Sukanya Samriddhi Yojana more effective certain changes must be incorporated most importantly there should be online facility to transfer money in future along with reduction in the period of lock-in.

FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

- Majority of the respondents who invest in the scheme are of the age 30 to 40 years as they are more cautious about their as well as their child's future.
- The present study reveals that females are more interested in the scheme than male as the Sukanya Samriddhi Yojana is a social scheme targeted towards the welfare of girl child.
- The average monthly income of the respondents was ranging in between 20,000 per month to 30,000 per month. This income group people are more optly defined as middle class and more worried about their future prospectus
- Many of the respondents were working in private companies. Most of the private companies follows hire and fire policy and do not offer job securities. Probably this also could

be the prime reason for opting such social welfare schemes.

- Most of the respondents (80%) were well aware of Sukanya Samriddhi Yojana and further 20% of them were unaware of the scheme.
- Account holders are aware about the Sukanya Samriddhi Yojana. among them, the account holders are partially aware about the features of Sukanya scheme such as Sukanya Samriddhi Yojana can be open any time after the birth of girl child ,Sukanya Samriddhi Yojana account can be open on the behalf of the girl child by her parent as well as legal guardian, when the girl cross the age of 10 she can operate the account by her own, Sukanya Samriddhi account can be closed after 21 years from the date of opening.no one account holders are unaware about the Sukanya scheme.
- Majority of the respondents have opened Sukanya Samriddhi account for their girl child between the ages 6-8 years. Payment to girl child on maturity will make her financially strong.
- Majority of the Sukanya Samriddhi accounts are opened and operated by the parents itself on behalf of their girl child.
- The study reveals that majority of the respondent's deposits an amount of Rs. 10,000-20,000 per annum. With such a minimal amount of deposit parents can assure financial independence of the girl child
- Sukanya Samriddhi Yojana has the potential to have a phenomenal impact on the lives and self-esteem of young girls in the country.
- The present study reveals that Sukanya Samriddhi Yojana is an effective program to address the

problems and discriminations against girl child.

- Under Sukanya Samriddhi Yojana scheme, accounts can be opened through either post offices or commercial banks. The present study reveals that majority of the account holders find it suitable to open accounts with post offices.
- The present study reveals that majority of the respondents prefer mode of cash.
- The present study reveals that Sukanya Samriddhi Yojana can be opted as an effective investment avenue as it ensures financial independence among the girl child.
- The present study reveals that word of mouth was playing more important role in creating awareness about the programme than any other medium
- Despite being a small investment scheme, Sukanya Samriddhi Yojana offers highest interest rates among all small savings schemes offered by Government of India. The present study reveals that higher returns is the major motivating factor for the investors to invest in the scheme.
- The present study reveals that majority of account holders prefer tax benefits in their investment schemes.
- The present study reveals that the majority of the account holders are concerned with encouraging the girl child to get employment after education.
- The present study reveals that amongst all the respondent's majority of them are concerned with the unavailability of loan facility under the scheme.
- The present study reveals that in order to make Sukanya Samriddhi Yojana more effective certain changes must be incorporated most

importantly there should be online facility to transfer money in future along with reduction in the period of lock-in.

Suggestions

A few measures have been suggested to improve investor's / account holders awareness about Sukanya Samriddhi Yojana. And also provide suggestions to the government regulatory authorities to improve the Sukanya Samriddhi Yojana scheme for account holder's conveniences.

Hence, the following suggestions are made to the account holders / investors.

➤ **To the account holders / investors**

- Reading investment related news in newspapers, reports, circulars will helps the investors to know the beneficial part of the scheme.
- The account holders can enquire more about Sukanya scheme to the nearby authorized banks.
- Account holders should deposit some extra investments so that they may be qualified to get extra incentives in the form of additional bonuses.
- Potential investors should reach out to their bank branches and seek investment options regarding the Sukanya Samriddhi yojana.

➤ **To the authorities**

1. Loan facility:

Most investors prefer the availability of loan facility while investing in any investment options. Sukanya Samriddhi Yojana cannot be used a collateral for the purpose of availing loans.

2. Revision of interest rates:

The interest rates in Sukanya Samriddhi Yojana vary from year to year and as such create a confusion in the mind of the investors about such rates. Therefore the concerned authorities should revise the interest rates in such a manner that there does not occur a large variation in interest rates of every year.

3. Enable wider reach for Sukanya Samriddhi Yojana:

Sukanya Samriddhi Yojana is available only for resident Indian girl children. The girl child must be residing in India at the time of account opening and should continue to be an Indian resident until maturity or closure of the account.

4. Change in maximum investment term:

Investors mainly adopt long term investments scheme and therefore there should be an increase in the investment term in order to ensure satisfaction among the potential investors.

5. The introduction of e-transfer option:

It would be inconvenient for the customers to wait in a long queue in the banks and post offices to invest their deposits into the account. The banks and post office should induce an option of e-

transfer or an online facility to deposit their investments.

6. Penalty for failure to pay the deposit:

There exists a penalty for failure to invest annually in the scheme. As most of the investors are from middle income group the penalty on non-payment of the deposit should be avoided.

CONCLUSION

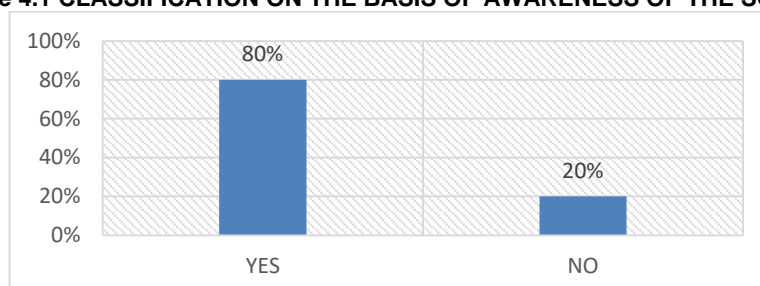
Sukanya Samriddhi Yojana is an attempt to strengthen the life and opportunities of a girl child. Sukanya Samriddhi Yojana encourages parents to build fund for future education and marriage expenses for their female child. It assures economic future of the female child and supports her dreams of acquiring higher education or marriage needs. Respondents were satisfied with the features and offerings of the programme. The acceptance of the scheme in such large scale that too in short span of time clearly depicts that Sukanya Samriddhi Yojana is well received by people and respondents were satisfied with it.

Table 4.1
CLASSIFICATION ON THE BASIS OF AWARENESS OF THE SCHEME

AWARENESS	NO: OF RESPONDENTS	PERCENTAGE (%)
Yes	40	80
No	10	20
Total	50	100

Source: Primary Data

Figure 4.1 CLASSIFICATION ON THE BASIS OF AWARENESS OF THE SCHEME



Source: Table 4.1

Table 4.2
AWARNESS ABOUT SUKANYA SAMRIDDHI YOJANA

RESPONSES TO AWARENESS ABOUT	MEAN
Sukanya Samriddhi Yojana was launched as a part of beta bachao beti padao scheme on January 22, 2015 by PM Narendra Modi:	2.3
Sukanya Samriddhi Yojana account can be opened any time after the birth of girl child:	1.57
Should be resident citizen of India:	2.56
Sukanya Samriddhi Yojana provides tax benefits:	2.4
Objective of Sukanya Samriddhi Yojana is to encourage the family to invest in the education of the girl child:	2.85
Deposit can be made through cash, cheque, and demand draft:	2.67
Interest rate differ from year to year:	2.11
Sukanya Samriddhi yojana account can be opened on the behalf of the girl child by her parents or her legal guardian:	1.5
The request for the first premature closure of a Sukanya Samriddhi Yojana account can be done only after the completion of 5 years of the account opening:	2.1
Irrespective of the age the Sukanya Samriddhi yojana account will close after 21 years from the date of opening:	1.5
Sukanya Samriddhi yojana carries the highest tax-free return with sovereign guarantee and comes with the exempt status:	2.3
When the beneficiary that is the girl could cross the age of 10, she can operate the account on her own:	1.7

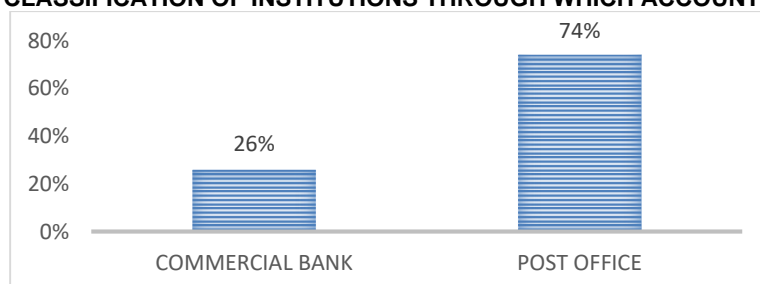
Source: Primary Data

Table 4.3
CLASSIFICATION OF INSTITUTIONS THROUGH WHICH ACCOUNT IS OPENED

Particular	No: Of Respondents	Percentage (%)
Commercial Bank	13	26
Post Office	37	74
Total	50	100

Source: Primary Data

Figure 4.2 CLASSIFICATION OF INSTITUTIONS THROUGH WHICH ACCOUNT IS OPENED



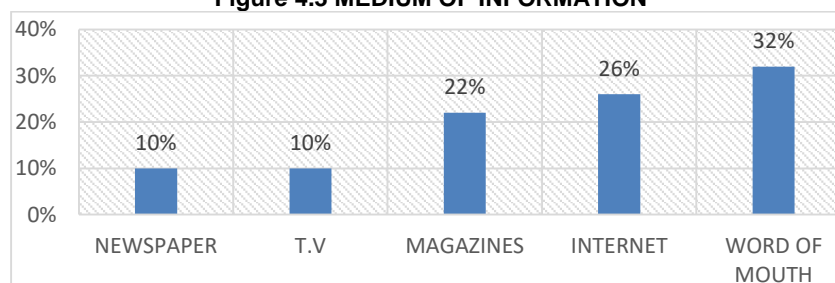
Source: Table 4.3

Table 4.3
SOURCE OF INFORMATION

PARTICULAR	NO: OF RESPONDENTS	PERCENTAGE (%)
Newspapers	5	10
Television	5	10
Magazines	11	22
Internet	13	26
Word of mouth	16	32
Total	50	100

Source: Primary Data

Figure 4.3 MEDIUM OF INFORMATION



Source: Table 4.3

Table 4.4
REASONS FOR INVESTMENT

PARTICULAR	NO: OF RESPONDENTS	PERCENTAGE (%)
High Returns	15	30
Tax Deductions	5	10
Lock in Period	5	10
Flexibility to operate the Account	8	16
Interest is paid even after maturity	12	24
Other	5	10
Total	50	100

Source: Primary Data

Figure 4.16 REASONS FOR INVESTMENT

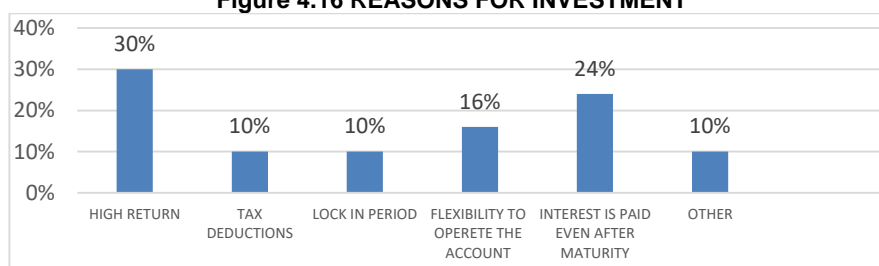


Table 4.5
SOCIAL REASONS TO INVEST IN SUKANYA SAMRIDDHI YOJANA

PARTICULAR	NO:OF RESPONDENTS	PERCENTAGE (%)
Encourage the girl child to obtain the employment after their education.	15	30
It increases the literacy rate in India	5	10
Increases the standard of living of the people	10	20
Overcome financial burden	10	20
Increases the girl child prosperity and their welfare.	5	10
It encourages the parent to build a fund for the future education and marriage expenses for their female child	5	10
Total	50	100

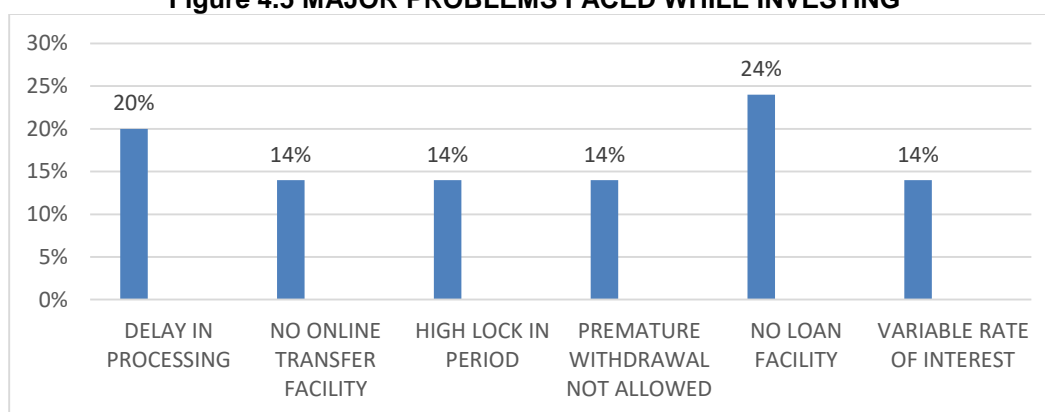
Source: Primary Data

Table 4.5
MAJOR PROBLEMS FACED WHILE INVESTING

PARTICULAR	NO: OF RESPONDENTS	PERCENTAGE (%)
Delay in processing	10	20
Variable rate of interest	7	14
No online transfer facility	7	14
High lock in period	7	14
Premature withdrawal not allowed	7	14
No loan facility	12	24
Total	50	100

Source: Primary Data

Figure 4.5 MAJOR PROBLEMS FACED WHILE INVESTING



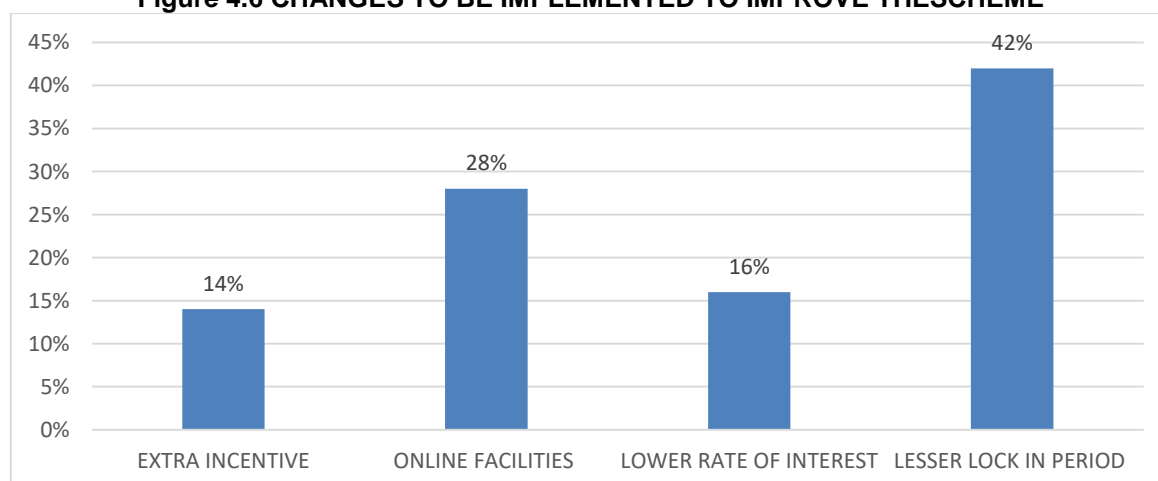
Source: Table 4.5

Table 4.6
CHANGES TO BE IMPLEMENTED TO IMPROVE THE SCHEME

PARTICULAR	NO:OF RESPONDENTS	PERCENTAGE (%)
Extra incentive	7	14
Online facilities	14	28
Lower rate of interest	8	16
Lesser lock in period	21	42
Total	50	100

Source: Primary Data

Figure 4.6 CHANGES TO BE IMPLEMENTED TO IMPROVE THE SCHEME



Source: Table 4.6

COVID 19 – Future of Globalisation

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Abstract

One of the severe economic crisis that has besieged the world is COVID 19 pandemic situation. Now, many people raise the question about the future of globalization in the present scenario. The "Great Recession" of 2008 brought fresh doubts about it with some narrowing the problem down to financial globalization. The World Trade Organization had predicted that global trade volumes could decline by 13-32% in 2020. The WTO's worst case scenario of trade volume decline is significantly worse than the impact of the "Great Depression" on trade; between 1929 and 1932, trade volumes declined by almost 25%. This paper focuses on the impact of COVID19 on globalization

Key Words: COVID 19, Globalization, International Trade, Economic Growth

INTRODUCTION

Globalization visualises a boundless world or seeks world as a global village. It can be attributed to accelerated flow of goods, people, capital, information, and energy across boundaries, often enabled by technological progress. Throughout the past three decades (from 1990-2020), globalization has over powered the world's economic order. Trade sans tariffs, international journey without visas, capital flows without any hindrance, cross-country pipelines and energy grids, and frictionless global communication in real-time seemed to be the goals towards which the world has been moving. Nevertheless, on the negative side, globalization has often been blamed mainly because of exacerbating global disparities, abundance of international terrorism international crimes including smuggling, piracy...etc and allow for the quick spread of contagions. These trends lead to an anti-globalization or protectionism sentiment, which may further intensify because of the spread of the Covid-19 pandemic.

RESEARCH METHODOLOGY

Research Design: The study has adopted a descriptive, analytical and exploratory Research Design so as to gather relevant knowledge on impact of COVID 19 on Globalisation.

Data Collection: The secondary data was collected from journals, magazines, publications, reports, books, dailies, periodicals, articles, research papers, website, manuals and booklets.

Anti-Globalization Tendency

Antiglobalization, is a social trend which came up at the outset of the 21st century against neoliberal globalization, a model of globalization founded on the promotion of free markets and liberal trade. In a way, it is a return of the former extreme nationalism. The globalisation had already started with plateau or stagnate since the 2008-09 global financial crisis (GFC). This can be viewed in several dimensions:

i. Decreasing Globalization of Trade

Trade as a percentage of global GDP emerged from 39% in 1991 to 61% in

2008 but has **stagnated over the past decade**.

Likewise, personal remittance flows, previously on the rise, came down to around **0.75% of global GDP**.

There are many causes for the **considerable stagnation in the globalisation of goods and capital**.

It became very evident that not all countries, societies, and people were getting equally from globalisation, and that soon began to be reflected in national and international politics.

This can be seen in **Brexit** and **USA's America First Policy**.

Moreover, **trade wars** and the **cessation of WTO talks** is another recognition of the backward move of globalisation.

ii. **Fading Globalization of Information**

- The globalisation of information may face an irony.
- On the one hand, information is more easily available, significant, and shareable than ever before. On the other hand, there is greater involvement of individual information.
- The SARS epidemic of 2003 was a warning for the need of mass surveillance and the gathering of essential data by governments in the interest of public health.
- The akin sentiments in a post-Covid-19 world may contribute further to the **nationalisation of data**.

iii. **The decline of the popularity of Globalisation**

- The globalisation of people accelerated, in a manner that was

partial and subordinate to national interests.

- The stock of global migrants increased steadily from 190 million in 2005 to 243 million a decade later. The number of international tourism grew up from 900 million in 2009 to 1.4 billion in 2018.

iv. **The decline in the Globalisation of Energy**

- The total international energy trade, which stood at 1.5 billion tonnes of oil equivalent in 1990, swelled to 2.5 billion by 2008 but then grew only moderately to 2.8 billion by 2018.

Owing to these factors, international media are referring to the process of globalisation by the term 'slowbalisation'.

Snowbalisation

The term 'slowbalisation' can be interpreted as a steadily decreasing popularity of globalization. The globalization has suffered a downward index with a snail like speed. There is a remarkable prediction among the thinkers and philosophers in recent future Slowbalisation will be the new globalization. A distinct feature of the global economy since at least the 1970's has been globalization - the bringing together of economies predominantly through more liberal trade flows. The global volume of merchandise traded slowed down dramatically and even moved in reverse in 2019 in contrast to a 21st century average growth rate of about 3.4% per annum*. Moreover, in December 2019 the World Trade Organization's ("WTO") dispute settlement mechanism was clearly failed. It was expected that this trend would continue in 2020 and for trade tensions in the global goods market to persist. This means that people believe that

globalisation is likely to give way to 'slowbalisation'. Big businesses with sophisticated supply chains that expanded throughout the world should plan for a variety of scenarios, some of which have not been experienced ever before in history.

Aftermath of Covid-19 on Globalization

The ongoing phase of globalisation hasn't completely recovered from systemic trauma given by GFC. However, the spread of Covid-19 pandemic brings about a challenge of a different magnitude.

- **Global Economic Crisis:** United Nations Economic and Social Commission for Asia and the Pacific (**UNESCAP**) in its annual Economic and Social Survey, held that the Covid-19 crisis is a challenge never experienced before and it is going to be a bigger set back for the world economy than the GFC.
- **Problem confronted by Emerging and Developing Economies:** The United Nations Conference on Trade and Development made it clear that emerging and developing economies which depend on export-led growth, will now be severely affected as the global economy contracts and the world prefers protectionism policies.
- **Upset of Global Value Chain:** Covid-19 crisis has devastating repercussions for all business establishments that have benefited from economic interdependence supported by cross-border supply chains.
 - China is the world's largest production centre, and lies at the heart of several supply chains. Since the spurring up of this coronavirus, several companies that have begun to depend on China were greatly affected.
- **Retrieving Import Substitution:**
 - From a risk analysis perspective, it could be seen that a rapid trend towards moving from globally dispersed production bases back in favor of domestic facilities.
 - Countries will reshape their economies to find out import substitution with a greater clarity now than ever before, as the manaces and drawbacks of overdependence on foreign supplies become clear.
 - There will almost certainly be the demand for the re-nationalisation of manufacturing, especially for what are considered significant and essential goods.
- **Further Cessation of WTO talks:** This may denotes worse days ahead for the WTO, as trade rules have functioned best when the global economy is booming and confronting a crisis.
- **Restriction on the interactions among the people:** National governments will have to assess the risks of contagious diseases against the benefits of ease of travel or may have to consider stronger safeguards.
 - In the short run, the World's Tourism industry will be affected even after the crisis is overcome.
 - Also, mobilization of finance will be indirectly impacted as less

migration and business journey along with incentives to invest at home country will hinder transnational capital flows.

pandemic through fruitful international cooperation.

CONCLUSION

To put it briefly, the Globalisation has caused more benefits in all sense than harms. Therefore, nations must work together for a better future through globalisation, as climate changes, pollution and global warming issues can only be tackled through collective action. In this scenario, world can acquire inspiration from India, as **India is exporting Hydroxychloroquine** in response to demands by other countries for treatment of the pandemic.

Forward Avenues

- The US has offered a **\$2 trillion economic package** (nearly 10% of USA's GDP) for post pandemic reconstruction. Yet, other countries may not replicate this as it may blow up the fiscal deficit.
 - In this context, full utilisation must be made of the **International Monetary Fund's Special Drawing Rights (SDR)**.
 - The idea is that, because all countries will obviously wish to protect their own citizens and economies during crises, the international community should have a tool for helping the neediest countries without regarding national budgets to take a hit.
 - Advanced economies such as the United States should consider donating or lending (on concessionary terms) their SDRs to a trust fund dedicated to aiding poorer countries.
- However, there is a need to work towards resolving problems such as social and economic inequalities caused by globalization.
- Once the world recovers from crisis, it is highly significant to create mechanisms to respond to the

Sustainability in MSME Supplier Base Development and Future Readiness to Address Aero Industry

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Abstract

MSME has its ability to generate sustainability for the people by providing opportunities for steady growth, thereby giving a competitive advantage to its products by reducing the cost through technology up gradation and grab the new opportunities. MSME plays a vital role in enhancing sustainable development by promoting sustainable growth in economy through careful investments, advancing sustainability in industrialization and encouraging development and diminishing pay imbalances, several programs and services are provided to support MSME to activate their participations in reaching sustainable development are as through workable business model that could help a win-win strategy. Many policies recommendations were concluded to support SMEs sector as a key driver for sustainable development in developed and developing countries in addition to emerging economies. Supplier base develops and harvest the benefits on receiving quality products in a long term. It can be understood by the suppliers and if adhered they can reach different levels of operation to compete with global sources.

Key Words: Sustainability, quality conscious, Environment protection, supplier, Technology Development, Profitability and Fund Management

INTRODUCTION

MSME segment has risen as an exceptionally spirited division of Indian economy throughout the most contemporary spans. It does not adopt precarious job in substantial enormous business openings at equally lower investment expense than huge initiatives yet in addition help in industrial development of rural and inverse zones, lessening provincial lopsided features, promising progressively fair dissemination of economic development. MSMEs are mutual to massive businesses as subordinate elements and this extent subsidizes gigantically to the financial progression of the country. MSMEs assume a noteworthy job in Nation's advancement through its high commitment in household creation, low venture prerequisites, operational adaptability, area savvy versatility, low concentrated imports, capacities to make legitimate indigenous development, import

replacement, commitment towards guard generation, innovation arranged businesses, intensity in residential and fare advertises in this manner producing new business visionaries by giving information, preparing and aptitude improvement.

OBJECTIVE OF THE STUDY

- To analyze how Investment in technology will help MSME to see a big future and find out technology creates opportunity for steady growth and sustainability through innovations and careful investments.
- The VISION to go for technology up gradation is a necessity and how MSME's are looking at their future in the developing AERO Industry and how Joint Ventures with an experienced partner will help them to create a win-win situation.

- To suggest a workable business model that could help to grow in line with their in-house strategies.

NEED OF THE STUDY

Indian government FDI policy allows 49% for a foreign company to invest in India with a local partner. MSME sector has huge potential in countries like India, where abundant labor resources often help to fulfill the much needed labor requirement.

Technology change directly related to existence and to potentially grab the new opportunities.

The nature of future excellence relates to Motto, proper technology change management with environment protection.

IMPORTANCE

Before the start of the new potential project, the company would like to understand their supplier base. So that they have a flawless entry in to new development.

Since the company would like to outsource around 50% of their products, they would like to mitigate the risks of proper understanding of supplier base to ensure mutual sustainability.

PROBLEM IDENTIFICATION

To address the needs of the Aero Industry, MSME supplier base need to show a lot of maturity in terms of Technology up gradation and cope up with the modalities of the industry. This study explores the set of activities which MSME companies need to organize in order to tap the available business opportunity ,also it paves way for the Aero industry professionals to tap the right sources for outsourcing Aero components.

LIMITATIONS

Confined to evaluations in Chennai, as the company wants a local supplier base.

Company wants a real committed supplier, they need to meet the expectations of the company in terms of technology sustainability, financial healthiness of the supplier.

LITERATURE REVIEW

Nanda, Ramana& William R.Kerr (2009) the view that financial constrictions are probably the supreme concern distressing probable corporate forecasters every where the world. **Perez (2017)** argues that there exists an asymmetrical relationship and hence an opportunity for MSMEs to innovate. In a globalized ultra-competitive environment, it is very risky for small firms to remain isolated. They should seek out for the presence of win-win situations for themselves. **Kristin Hallberg, (2000)** Governments in both industrialized and creating nations give a wide assortment of projects to help (SMEs). Dominant part of creating nations found that the effect of their SME improvement programs on big business execution has been not exactly tasteful. **Fujitsu (2013)** collaboration is the springboard from which big as well as small players can strive to deliver better results for their customers and themselves. It is commonly believed that a win-win situation can be achieved only when both the parties in agreement are of equivalent size.

RESEARCH METHODOLOGY

Convenience sampling Technique has been chosen in this study. The Primary data has been collected in Chennai with the help of Questionnaire with a samples size of 29 companies, who are already in to manufacturing sector for more than 3 years. Statistical tools like Paired T Test, K-S Test and Wilcoxon Signed Ranks Test

DATA ANALYSIS & INTERPRETATION

Test results of KS indicates the probability of Z, which is 1.536 and significant value is 0.000. Hence it is

concluded that technology development and innovations plays a crucial role in supplier development and ensures long term sustainability.

Tool 2 :Paired T test - Change Management – Market Conditions

Null Hypotheses: There is a significant association between Change Management and Market Conditions

The Mean score of Change Management is 2.2759 & Mean value of Market condition is 1.4483 and difference between The mean is 0.82759 based on the results the significant value is 0.000 and it is lesser than 0.05, so reject Null hypothesis. Hence there is a significant association between Change Management and Market Conditions.

Tool 3: Wilcoxon signed ranks test for Technology Development & Innovations - Chances of Exponential Growth

The significant values of pair Chances of Exponential Growth & technology development & innovations are less than 0.05 and hence the above pair is significant.

FINDINGS OF THE STUDY

The Study reveals that many of the industry respondents feel that technical technology & innovations is the most important factor to evolve in the Aero Industry.

The study analysis reveals that many of the suppliers wants customer training on technology at part level

The further analysis reveals that to drive the business Investments in Machinery which performs the desired need is the main component. This helps to give the best Quality, at a competitive cost. As the Aero Industry does not compromise on alternate manufacturing techniques.

The respondents felt that change management is required from the present setup in order to enter in to aviation industry.

The study reveals that financial investments have to be done in machinery & Human resource. The respondents feel that strong investments only can yield results in long term.

Respondents feel that quality consistency is a major point for sustainability in Aero Industry, since once mistake made could result in loss of life and also lead to various serious complications.

The study reveals that a potential Joint venture partner could make a big difference in acquiring of product line, technology Know How and tapping the right customer base. This creates win -win strategy for the parent country and host country partners.

SUGGESTIONS

The Technology up gradation which is a major factory for entering Aero Industry this can professionally be done by

- a. Exploring the existing knowledge data base and try to develop on it.
- b. Undergo training & product adaptability trainings conducted by Aviation OEM's like Boeing, Dassault, TATA advanced systems etc...

Work on a Joint Venture which could give a synergy on technology, product understanding and reduce the financial risk on investments.

Try not to work on easier methods of manufacturing, MSME need to work with a quality mind set. As the industry has a highest risk factor, where deviations are strictly not allowed.

Work on a step wise financial investment, they need to understand the standards, transform themselves to meet

those standards and should have a broad acceptability levels to get in to a positive change of mind.

Cautious transformation to be done so as to ensure sustainability.

CONCLUSION

It is evident that Technological development in their respective areas will help the MSME's to cater to the Aero industry where opportunities are really prospective. It is suggested that the concern need to consider their supplier as partner and need to work with them on technology up gradation, investments which will create a mutually beneficial position. The concern has to give them a constant guidance and support by way of exposing them to Aero Industry standards, organize visits to modern plants and technology means. So that the supplier base develops and it can harvest the benefits on receiving quality products in a long term. Further, still to grow over the horizon AS standard can be understood by the suppliers and if adhered they can reach different levels of operation to compete with global sources.

SCOPE FOR FURTHER RESEARCH:

The further scope of this project will still lead to in roads on the in depth technical, commercial and management aspects of the MSME supplier. This could be done in the following ways

Audit the Firms/suppliers in terms of Environment, technological capability, systems followed, financial capability, present quality parameters. Based on this an audit report can be generated to find their present detailed status.

An upgrading program in terms of technology can be worked on suppliers based on the needs and gaps identified.

Training needs could be identified with the respective technology and the

suppliers can be trained can be specific requirements.

Investment analysis to be done for suppliers and work with them on investment options, ROI, comfort ability on investment options.

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BUSINESS MODEL FOR THE JOINT VENTURE

Business Model – At Start

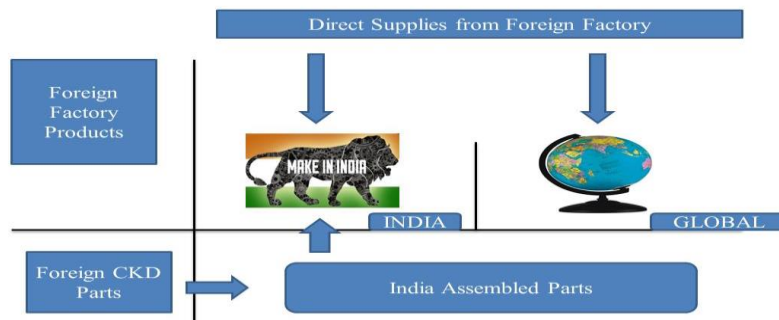


Figure: 1

Business Model + 1 Year



Figure : 2

Tool 1 :The KS Test (Kolmogorov-Smirnov)

One sample Kolmogorov-Smirnov TEST – Technology Development and Innovations

Table – 1 Kolmogorov-Smirnov Test

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
technology development and innovations	29	1.8966	.67320	1.00	3.00

Table -2 One-Sample Kolmogorov-Smirnov Test

			Technology
N			29
Normal Parameters ^{a,b}	Mean		1.8966
	Std.Deviation		.67320
	Absolute		.285
Most Extreme Differences	Positive		.267
	Negative		-.185
Kolmogorov-Smirnov Z			1.536
Asymp. Sig. (2-tailed)			.000

a. Test distribution is Normal.

b. Calculated from data.

Table: 3 – Paired T Test

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Change Management	2.2759	29	.75103	.13946
	Market Condition	1.4483	29	.63168	.11730

Table: 4 -Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Change Management & Market Condition	29	.874	.000

Table : 5 -Paired Samples Test

Paired Samples Test									
		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Change Management-Market Conditions	0.8276	0.96618	0.17941	0.46007	1.195	4.61	28	0

Table: 6 – Wilcoxon Signed Rank TestsRanks

		N	Mean Rank	Sum of Ranks
Technology Development & innovations – Chances of Exponential Growth	Negative Ranks	10 ^a	11.70	117.00
	Positive Ranks	12 ^b	11.33	136.00
	Ties	7 ^c		
	Total	29		

a. Chances of Exponential Growth <Technology Development &Innovation

b. Chances of Exponential Growth >Technology Development &Innovation

c. Chances of Exponential Growth = Technology Development & Innovation

Table :7 -Test Statistics^a

	Chances of Exponential Growth – technology development & innovations
Z	-.330 ^b
Asymp. Sig. (2-tailed)	.000
Exact Sig. (2-tailed)	.829
Exact Sig. (1-tailed)	.414
Point Probability	.063

a. Wilcoxon Signed Ranks Test

b. Based on negative ranks.

Women Entrepreneurs in Some Specialized Types of Tourism in Bulgaria – The Case of MICE and Casino Industry

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Abstract

The current paper explores the possibilities of professional growth in some cases of women entrepreneurs in the tourism sector of Bulgaria. Examined are the best practices of women entrepreneurs and managers of travel agencies, applying sustainable growth policies. Reviewed is also the product supplement of these agencies, related to the opportunities for product expansion. The aim of the study is to propose opportunities for product diversification by offering innovative touristic products and combining specialized types of tourism by some of the leading travel agencies in Bulgaria, managed by women entrepreneurs. The relevance of the topic is determined by the tendency of fast growing women-managed tourism enterprises and on the other hand – the need of satisfying consumers' attitude of the modern tourist, by offering new, combined touristic product.

Key words: women entrepreneurs, tourism industry, MICE tourism, casino tourism

INTRODUCTION

Tourism entrepreneurship in Bulgaria

Reviews and reports of the Bulgarian market show that in the recent years there is a gradual increase in the share of female entrepreneurs in Bulgaria in many field and especially tourism. This increase is supported on an international and governmental level in the county, through the support of international and local organizations and programs, such as the Association of women entrepreneurs in Bulgaria "Selena", Foundation "Generation", Foundation "America for Bulgaria" and others.

Another important female entrepreneurship support was announced in 2019 by the Minister of the economy Bozidar Lukarski during the Economic Forum. According to the Minister promoting women's participation in business and supporting women's entrepreneurship are among the priorities of the management policy of the government. Lukarski stated that support

for women entrepreneurs is being implemented through the measures set out in the Entrepreneurship 2020 Bulgaria Action Plan. *One of the main steps in this plan is the development of a strategy to promote women's entrepreneurship* (Entrepreneurship 2020 Bulgaria Action Plan). Its framework will be developed by working groups with representatives of women entrepreneurs' associations in partnership with the Ministry of Economy. The Minister commented that the future document will plan specific measures such as training, mentoring, publicizing women entrepreneurs' problems and helping to solve them. He pointed out that the implementation of the European policy for the promotion of women's leadership provides support for women entrepreneurs starting their own businesses in Bulgaria.

Such structure would contribute to the exchange of experience and good practices between women-run companies, to expand business contacts, to find new markets, and to provide information to

initiative ladies for starting a business, for mentoring and for training.

Examples of how these measures for increasing female entrepreneurship in the field of tourism in the last years have affected the industry and the development of the female managers will be reviewed in the current paper, in order to explore good examples of managing females and give recommendations of creating an innovative model of further improvement of their product policies and approaches.

The origin of the terms "entrepreneurship" and "entrepreneur" was associated in the past with the intermediary and the opportunity finder (Andrade, et. al., 2016, pp. 41-59).

The international literature examines that the factors influencing entrepreneurship are innovation, technology, capital, marketing, information, employees and people's desire to work together.

The entrepreneur's decisions are put into practice in the form of goals, strategies, policies, structures, instructions, etc. They are an expression of managerial influences. Thru active intervention, the entrepreneur creates and changes the course of events and processes, according to his/her own understandings and criteria, in the respective external and internal environment (Pencheva, 2014, pp.49-58).

The aim of the entrepreneurship is to refine the processes of managing the tourism companies, to increase the productivity of labor, to improve the quality of the service, the satisfaction of work, *education and career development of the employees in the tourism industry.*

The **innovation** and **progress** are reviewed as the basis of the entrepreneurship. In regards with the innovation process, originated because of

the entrepreneurship, are created new products, services, connections – and the old ones are transformed. To achieve competitiveness on a homogeneous market, as the Bulgarian tourism sector is, the entrepreneurs need to overcome with innovative strategies for growth, product expansion and diversification. *The current paper examines the need of combining "classical" tourism products in innovational ways of creating new types of products, referred to the new customer's needs and requirements for creating sustainability and achieving new market positions in tourism.*

Connection between innovation and entrepreneurship

At a global level, **innovation policy** is becoming a key factor and a key tool for achieving competitiveness in tourism. Changes in tourism supply as a result of globalization processes lead to new challenges for the travel agencies in Bulgaria as well. The short- and long-term development policies should be rethought by the market participants, regarding the new conditions (Ianeva and Georgieva, 2017a).

The world tourism trends pose to the state policy in Bulgaria the need to **stimulate the development of innovations** and the adoption of the relevant regulations, which direct the business towards to implementation of innovation policy. Innovation takes central place at the EU's growth and jobs strategy. A key feature of the economics of knowledge is the creation, conservation, dissemination and use of knowledge as a way to achieve accelerated growth rates and greater competitiveness (Ianeva and Georgieva, 2017b). Building a sustainable business identity in the minds of consumers, counterparties and society as a whole is extremely important in a global

competitive market. The dynamic evolution of global economic markets, as well as the rapid development of information and communication technologies, makes business identification the basis for a successful competitive strategy for any business organization or tourist destination (Yaneva, 2019, p.81-90).

In the terms of the current technological transformations, subject to increased competition, the short life of goods and services, global natural, demographic, economic, technological changes, etc., suitable way to organize tourism, to survive and develop the company, is to create innovation. The science examining the ways innovations are created and how they are marketed is *entrepreneurship*. And in order not to be fooled into thinking that innovation is just the luck of the beginner, a knowledge of how these innovations should be managed in an effective way is necessary, i.e., a knowledge of modern management is needed.

Entrepreneurial management is the management technology for the growth and development of the modern organization in tourism. It changes the perceptions and practices of management: it imposes risk management, requires a rethinking of goals, and leads to a change in attitudes towards staff and organizational culture. As basic principles of entrepreneurial management might be considered (EU, Project “Joint Services and Initiatives for Sustainable Employment and Labor Mobility in the Cross-Border Region of Dobrich District and Constanta County”, 2019):

- Hiring motivated people;
- Assisting each team member to be successful;
- Transparency in the organization;

- Sharing common values and philosophies;
- Adequate rewards system;
- Training;
- Celebrating the success.

According to J. Koev (2014) the tourism entrepreneur not only has to discover his/her idea, see it as a specific product (or service), find its place in a specific market, provide resources for its creation and production, develop a detailed plan of action, consider the legal form that will take his business, look for the best place to locate the business, hire workers, select the most suitable structure for management, etc. For the successful entrepreneur in the tourism industry, these factors are important, as they include the so-called tourism resources – cultural, environmental, rural, adventure, etc. (Parcheva, 2014).

Tourism management is accomplished through the implementation of a number of specialized activities called management functions. A brief review of the literature sources and at “what entrepreneurs actually do” enables the following list to be derived (Narleva and Davidkov, 2013):

As some of the main management functions of the entrepreneur in tourism we could select:

- Forms aims and sets up tasks;
- Discovers and utilizes new opportunities – creates and realizes innovations;
- Builds effective work teams;
- Informs;
- Regulates the relations;
- Motivates the associate for good work;
- Represents his/her department;

- Distributes the main organizational roles;
- Makes decisions (determines who should make the decision);
- “Draws the future” of the organization;
- Hires/releases employees;
- Organizes the implementation of the decisions;
- Coordinated the work on the own department with the work of the other departments;
- Delegates management powers;
- Improves the managing system;
- Identifies problems – solves problems;
- Creates and develops the culture of the organization;
- Structures the activities in the organization and others.

These recommendations could be examined as the basis of the theory how to form an entrepreneur's profile. In the current study we further explore good examples in the Bulgarian tourism practice, related to women entrepreneurs, responding to the successful managing behavior and in this regards seek for opportunities for the business to expand the numbers of the women entrepreneurs, by offering a successful model.

*Along with the listed characteristics and functions of tourism managers, as mentioned above, in the opinion of the authors in order to achieve a good management approach and maintain entrepreneurial spirit, it is necessary to create an **innovative policy** for the offered tourism products by the travel agencies, aiming diversification. The following part of the study presents a proposal for innovation of the tourist*

product, by combining different types of tourism, in order to meet more than one tourist need during the travelling. For the purposes of the study, we select to review and analyze MICE tourism (meetings, incentive, conferences, exhibitions) and casino tourism and their application in tourism programs in Bulgaria.

Creating innovation – the case of MICE and casino industry in Bulgaria

The innovation process in every field, including tourism begins with creating idea and ends with physical results. That is why innovation is also seen as a process of materializing an idea. The creation of innovation is directly linked to entrepreneurial processes at the economy. In the modern world, innovation is the main driver of economic growth. In addition to being necessary for the economic development of the country, innovation also brings many benefits to society (Ianeva and Georgieva, 2017c).

According to recent data, Bulgaria shows the potential to develop the sector, which currently forms about 13% of the gross domestic product and is raised as a national priority and as a defining structure. The trends and forecasts, placed in the 2014-2030 Strategy for the sustainable development of tourism in Bulgaria, prepared by the Ministry of Economy and Energy shows that "...international European tourism will focus on diversification of tourism products and supply of thematic tourism products in the field of cultural heritage, contemporary culture, protected areas, health tourism, historical, sports, religious tourism, business and more." Among the main priorities is to increase the share of specialized types of tourism, leading to year-round and more intense tourist flow.

As a response to the new requirements of tourists, tourism

companies are forced to make new and significant investments for innovations, for which a good rate of return is expected. The development and promotion of specialized tourism products is seen as a means of overcoming the problem of seasonality and creating an emotional connection of foreign tourists with the country.

There are unique conditions in Bulgaria for practicing different types of specialized tourism, besides the traditional mass (Black Sea and winter), which include health, balneo, spa, wellness, camping, rural, cultural, adventure, eco, wine, gourmet, event, hunting, business tourism. Modern tourism theory and practice also considers leisure tourism and tourism of the experiences (Tsonev, 2014).

Attractions are often the focus of visitor's attention and can be the main motivation for a visit to a tourist destination. They can be categorized as natural (beaches, mountains, parks, weather), built (iconic buildings such as the Eiffel Tower, cultural monuments, religious buildings, sports and conference facilities), or cultural (museums, theaters, art galleries, cultural events). They may be in the public sphere such as a nature park, cultural or historical sites or they may be public attractions and services such as culture, heritage or way of life. Other, less tangible factors, such as uniqueness, emotionality and experimentation, also attract tourists to the destination (Yaneva, 2011).

Specialized tourism products interconnect their characteristics with the existing different types of tourism. The most popular and accessible for organizing and conducting are the programs in the field of cultural and cognitive tourism – sightseeing tours with educational focus.

Researches find as innovative and interesting another fact, included in the annual tourism reports published in the last few years by the World Tourism Organization (WTO) – increase in the volume of business travels worldwide.

The market glut with homogeneous products in Bulgaria has led to the development of a product in which many agents specialize – business tourism services. **Business tourism** is associated with the concept of **MICE tourism**. MICE (meetings, incentives, conferencing, exhibitions) represents the organization of business trips, conferences, seminars, symposia, participation in fairs, informal meetings, cocktails, receptions and intensive programs. The tendency among the Bulgarian travel agencies is to offer group and individual incentive (promotional) trips and also events, part of business tourism, organized in regards to the request of educational establishments, large enterprises and others to which individual travel agencies direct and specialize in all of their offerings (Ianeva and Georgieva, 2018).

The topic for business tourism is determined by the development and multiplication of multistructured business organizations on the international market. In the context of increasing the share of companies with international capital, as well as international cooperation between entrepreneurs, there is a need for developing more products and services in the MICE tourism sector.

By increasing the flow of business travellers, a number of business activities have raised the interest in the internationalization of the business services and processes in the context of the globalization of regional tourism marketing.

In the recent years, MICE tourism has become the most dynamic tourism sector in the world. *The sequentially study of this sector leads to the conclusion that one of the most important areas related to innovation and enhancing the competitiveness of tourism companies is diversification of services by stimulating the dynamics of business tourism.* The advantages and benefits of MICE tourism are the revenue from services such as accommodation, conferences, dining, recreation, transportation, entertainment and more. These revenues are stimulating for the growth of the world economy (laneva and Georgieva, 2017d).

The development of business tourism is related to the development of tourism in general and the enterprises. The movement of people, the exchange of goods and services, the need to supply products from different parts of the world are at the basis of the first trips for the purpose of conducting commercial transactions. At a later stage in the development of business tourism and in response to the growing trend of international partnerships and the need for opportunities for business communications, the first fairs, trade fairs, exchanges and other events uniting the interests of business entrepreneurs, sellers and traders emerge.

MICE tourism is the only type of specialized tourism, connected not only to the available time of the tourist – it goes beyond the theory of tourism in general, because some of its elements do not correspond to the use of the working hours, but are used for working purposes. Business travels are form of tourism that has a greater and more profound impact on the economy of the country and the management of the tourism enterprises that are specialized in MICE tourism. Although business meetings are activities the employees do as part of their duties,

they are equated with tourism, because for their implementation are used tourism facilities – for accommodation, dining, entertainment, and some services specific to other types of tourism.

Unlike the “classical” type of tourists who choose their own vacation time and destination, business travelers are bound with specific time and location, related to their job responsibilities. *A specific feature of business trips is that they are not seasonally related - the business is conducted throughout the year, so MICE tourists can influence the seasonality of tourist visits in the separate tourist areas offering business tourism products* (Rogers, 2013). From the very beginning of its development, this relatively new type of tourism has been accompanied by additional leisure activities of its users during their travel – eating in luxury restaurants and hotels, participating in exhibitions and visiting natural and cultural tourist sites and more.

Business tourism contributes most to increasing the economic indicators of the visited destination. Sustainable growth of MICE is beneficial for the development of travel agencies, given that business tourists spend more of their leisure time beyond the amount spent on a particular business event than other types of tourists - about twice as much per day.

The tendency indicated by the Bulgaria tour operators regarding the formation of the MICE product is connected to an increasing occurrence of leisure as a compulsory element to the business travel. Some experts call the phenomenon *bleisure* (business & leisure) or *bizcation* (business & vacation). It was researched that the employee is much more creative, productive and inclined to frequent business travels if they are combined with the pleasure of visiting local landmarks, concerts, short trips to

nearby cities, and why not meeting friends. Most often the bleisure trip starts on Friday and ends on Sunday. The business day is dedicated to meetings and the company pays travel expenses, but the employee is not required to return home the same day – he/she can pay for hotel accommodation to enjoy the city over the weekend.

This specificity of MICE is related to the placed question of combining several types of tourism – in order to diversify their supply, it is necessary for the tourism managers to direct their marketing policy to positioning business tourism products as suitable for combining with other types of tourist services within the same destination – spa, wellness, cultural tourism, entertainment and more.

The presented obstacles prove the need for diversification of MICE tourism products as a method for increasing the competitiveness of travel agencies and conquering new market positions. The current study aims to present and examine the management approach of female entrepreneurs in the field of MICE tourism in Bulgaria and in this regards to give recommendations for innovation of the tourism product.

The thesis of the paper aims to prove that the supply of specialized products by tour operators, based on a study of the leaders in the MICE and casino industry, will differentiate their product supply and increase their competitiveness. The contributions (results) of the research are related to the development of a model aimed at supporting the work of tourism managers in terms of identifying and improving the parameters in the selection of types of tourism combined, as well as the implementation of good practices in the tourism packaging.

Based on the new attitudes reviewed above, the tourism industry is seeking for opportunities for integrating activities (tourism types) or combining products, which determines the main relevance of this part of the current paper. In year-round tourist destinations, mainly related to business tourism and cultural cognitive, in order to search for new market niches, tourist sites (hotels and other accommodations) integrate other components into their product, such as spa services, gaming services and other entertainment items.

The theoretical substantiation of the basic concepts related to the **entertainment industry** and the **economy of the experiences** is accepted by the authors as a basis for the application of the conceptual apparatus. In this regard, we perceive it as the broadest concept, despite the fact that we make terminological clarifications on it. In the specialized literature, the entertainment industry is used with other synonyms, such as **gambling** and in particular as a **casino industry**.

The casino industry is the business segment that includes casinos and gaming rooms and partially related businesses such as hospitality and tourism, technology and construction, which support the casinos. In addition to games, casinos often offer entertainment, retail, business services and accommodation (Gaydarov, 2019a).

The gambling industry is a concept that encompasses all enterprises, services and organizations that promote or offer gambling as a commercial activity. In addition to casinos, gambling sites and bookmakers, the industry also includes travel services, advertising and marketing companies, regulatory and legislative activities, which are actively involved in providing games to the public.

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In our opinion, both the terms casino industry and gambling industry have identical characteristics, therefore for the purposes of this paper they will be considered as synonyms. Of course, the gambling industry is a broader concept, as it includes sites for gambling and bookmakers, but respectively they do not correspond to the subject of activity concerning the tourism business, in particular the tour operator, so we narrow the border of the second concept and unify it with the first for tourism purposes.

Respectively, the product of the casino / gambling industry includes, in addition to the specialized activities offered in the casinos and gaming premises in the respective sites, it could also include products offered by accommodation properties with similar premises and offering activities as per the different types of games and activities, related to tourist services (Gaydarov, 2019b).

According to the American Gaming Association could be identified certain factors that affect the economy as a result of the activity of the casino industry. The first factor is associated with casino sites located either in a specific tourist location or in a particular hotel complex, which is why they are respectively an attraction for foreign tourists who generate income for the tourism area as a result of consumption of tourism products on a specialized gambling product

The study also identifies two other factors, one related to the ability of casino establishments / hotels to hire labor from the area concerned and another factor related to the opportunities for ancillary activities that are created in the tourist area, which are directly or indirectly related to tourism.

The study also notes that other ancillary facilities and supporting industries can be set up in the tourism area. If the casino site is not sufficiently developed and vice versa, if the hotel is very large, it will reduce the growth of other businesses in the area, related to catering, shopping and others (Newburger, 2009). In addition to taking into account the factors, the object of analysis is the impact of casino sites / hotels on economic development in terms of economic activity in selected tourist areas, whose priority is products related to entertainment / experiences.

Casinos can produce significant economic effects in the communities and regions in which they are located, although the effects vary widely. The magnitude of the local or regional impact depends most on how many casino visitors are attracted from places outside the area, thus reducing the displacement of existing economic activity, and the number of jobs it generates within the area, which in turn leads to an increase in the multiplier effect of the casino.

Here is the place to note that the specialized products related to the casino sites find a place in the regional development of tourism. According to the existing Concept for tourism zoning and the main types of tourism and additional ones listed in it, *it is necessary to look for the combination of casino products with other types of tourist products so that tour operators can prepare the most*

competitive and sought after tourist packages (Ianeva et. al., 2017).

To clarify the nature and specificity of the gambling product as part of the package of tour operators, it is necessary to define and derive basic concepts with their similarities and differences imposed in the specialized literature and tourism business. For the purposes of this paper, we consider it precise to derive the term "gambling" with its origin and specifics in terms of regulations (mainly in Bulgaria) as very often in relation to this business is discussed in public moral and ethical side, which in this paper will be marked, but will not be subject to derivation. Another term that derives from the title and is directly related to the subject and object of research is "casino tourism" and respectively "casino product" (gambling product), offered by both accommodation properties in tourism and specialized travel agencies. The concept associated with games is broader, as it does not necessarily involve a speculative element. In support of the statement we can give an example from the tourist practice with the so-called "team building trips" from business tourism, which are often based on the concept of team building based on a program of many games.

Casino tourism is identified as an activity in which consumers travel to visit casinos in different cities or countries, which means mixing several consumer needs while traveling – combining accommodation needs, needs for entertainment (as already discussed for the entertainment industry) and gambling needs. It can refer to gambling holidays, where a traveler goes to a certain place with the intention of visiting casinos. It also describes a segment of the tourism industry that is dedicated to organizing casino trips, as well as the combination of hotel and gambling services found in some of the world's most prestigious

casinos.

The value or attractiveness of a product or service is increasingly based on the specific "experiences" that the purchase or use of it will bring to the consumer. In the context of the economy of experiences, the specialized casino products of tour operators are part of the economy of experiences, as their management and staff offer travel services, including events, experiences resulting from participation in various gaming activities and entertainment, emotions and memories of their customers. For the purposes of this examine, we adopt several positions, according to which the economy of experience is associated with the construction of a *sustainable competitive advantage, in order to establish a specific appearance of the product and destination* (Ribov, 2011). The experience is an added value to the proposed tourist product in this type of consumption (Suleva, 2010). At casino sites or destinations, guests usually actively participate in most of the activities offered in the package and immerse themselves in the experiences on offer (Ianeva et.al., 2015). When choosing suppliers for the gambling product, the selection and selection of hotels that are equipped and furnished according to consumer expectations, as well as offer a number of specialized additional services during the stay of tourists, occupies an extremely important place. From this point of view, tour operators study the relevant standards that are expected from customers and refine the supply of combined products (Yaneva and Gaidarov, 2017).

Based on the presented prerequisites related to the year-round consumption of MICE and casino tourism products, the possibilities for combining them with other types of tourism and the

economic benefits they have for the tourism enterprises, we prove the need to combine tourism products in specialized types of tourism – MICE and casino, as well as the need of repositioning tourism products of the tour operators.

The analysis of the activity and the offered services of selected leading travel agencies in Bulgaria, managed by women, aims to develop a technological prescription for creating a model for developing a package of specialized combined tourism products to promote the entrepreneurial initiative of the respective managers.

Good practices of women entrepreneurs in Bulgaria

In the current paper, we choose to examine three of the most successful travel agencies in Bulgaria, owned by female entrepreneurs and specialized in MICE tourism and will explore the opportunities to develop their management strategy and also to expand their product portfolio and achieve diversification. In regards to the management approach, applied in the companies, innovative ideas, professional and personal skills of the women entrepreneurs and annual financial results, the following travel agencies are considered as among the first in selling tourism products in Bulgaria.

Premier Tours

Premier Tours is a leading travel management company that offers a full range of travel services to tour operators and travel agents. It was established in 1998 by Rositsa Georgieva – owner and manager of the company. Some of the services it offers are: organized excursions, vacations, plane tickets, hotel reservations, cruises, event organizing, transfers, car rental and more.

Premier Tours is one of the most popular agencies for corporate events. Doing this for over 12 years, they have organized over 5,000 events, combining experience with their customers' requirements. Their main goal is to meet the needs of the business and exceed the expectations of their guests. They are part of the international GoGlobal Travel and American Express Business Travel, working with innovative technology and international standards that allow them to be competitive and successful in the industry.

The entrepreneur establishes a strong policy of serving MICE tourism. The first step in organizing a corporate event is choosing a venue that fits the details and type of event. By exploring different options, they not only offer standard locations, but thanks to their huge experience, they also provide interesting and innovative solutions after the location is chosen. Thanks to their large team of professionals, they assist at every stage of the organization of the upcoming event, and they also support the clients during it. They offer a wide range of services that emphasize its original character. Premier Tours is the preferred partner of a number of hotels, convention centers, conference equipment companies, event decoration, branding, etc. Using different technologies, they aim to recreate the overall concept and idea in the most appropriate and original way. Looking at the projects they have already completed, it is visible that originality, creativity and style are among their strengths.

Along with the MICE events, Premier Tours offers a wide range of alternative tourism services. They are representatives of all major cruise companies in Bulgaria, including MSC Cruises, Costa Cruises, NCL cruises, Holland Cruises, Princess Cruises, Celestyal Cruises, Royal Cribbean,

Celebrity Cruises, Azamara Cruises, Cunard, Seabourn, Aida.

Experienced staff, advanced technology and the company's green policy are the most successful combination, which enables Premier Tours to produce top quality cost effective travel solutions. The agency provides a comprehensive range of corporate, business and leisure travel management services as separate tourism products.

CONFITO Travel

CONFITO is a Bulgarian tour operator, travel agent and travel consultant based in Sofia, Bulgaria. The company was set up by the tourism specialist Svetla Tagareva. At first she started the investment with very small capital and now, 6 years later she successfully manages the company on her own. The agency works with major international tour operators as well as with a number of international partners. CONFITO has access to many reservation systems for air ticket bookings, hotel bookings, transfers, additional tours, rent-a-car, cruises and more. It also offers a number of own products for exotic destinations, wedding packages, tailor-made trips, corporate events and training sessions.

CONFITO is a travel agency that offers a variety of solutions for people who travel frequently for work or pleasure. The services it provides as a partner and consultant are fully in accordance with the individual desires of the users, with the goals and tasks set by them, the programs offered by the company are prepared according to the set parameters, criteria and budgetary frameworks of the clients.

CONFITO also offers individual service, attention to detail and personal approach to every traveller. The concept of the company is to offer a different experience to everyone outside the

stereotypes of the market. CONFITO monitors new business trends and applies flexible solutions for both corporate events, as well as personal trips all over the world.

One of the main priorities of CONFITO is the personalized service and creation of unforgettable events - team buildings, business meetings, conferences, seminars, company trainings and more. The company has experience in organizing various events and it is ready to comply with the requirements of small, medium and large companies in relation to the organization of their special and personalized events.

In 2020, CONFITO has the ambition to offer to its tourists new specialized programs related to cultural tourism, treatment, adventure programs and pilgrimage. Programmes for travellers with special interests, such as combined thematic tourism products, will be also developed.

Business Travel Agency

Business Travel is a tour operator and travel agency with a certificate of registration from the State Tourism Agency since 2008. Executive manager of the agency is Adelina Kolomanova. The company is well known on the Bulgarian market due to the numerous services it offers to its clients. Among the main ones are: business tourism; reservation of hotels both in Bulgaria and abroad; airline tickets; cruises; vacations and excursions.

Business Travel offers a wide range of travel services and products related to the organization of various company events: seminars, symposiums, congresses, presentations, trainings, corporate parties and team building programs. They offer professional advice on choosing a hotel in Bulgaria or abroad for hosting events, booking and optimizing the accommodation in the selected hotel,

renting transport and arranging transfers, renting conference rooms, technical equipment and providing translation services, complete team organization building programs, insurance, rewards and incentive trips, preparation of promotional materials, organization of corporate party and holiday programs with the participation of popular musicians and actors, disk leading professional lighting, sound, video and special effects.

The agency offers a complete organization of corporate events. For their corporate clients, they offer preferential terms and prices for all services offered. Thanks to the established partnerships with hotels all over Bulgaria, as well as many years of work with international reservation systems, the company has acquired a wide variety of venue for the event, quality services at preferential prices. For the reservations and the sale of airline tickets, the clients of the agency receive detailed information about the best and most advantageous flights, as well as the current promotions. Business Travel also provides up-to-date and accurate information on the parameters, advantages and disadvantages of conference rooms in hotels in Bulgaria: size and capacity; possible and optimal type of arrangement; lighting and sound; technical equipment of the hall; the opportunities offered by the lounge or the hotel for coffee breaks, business lunches or formal cocktails and dinners, the traditions of the hotel and the experience of its team in organizing events. Depending on the purpose of the event, they provide the necessary professional technical support – multimedia projectors, screens, lighting, sound systems, simultaneous translation systems. They also provide translation services as well as technical training and support throughout the meeting.

The main attributes of the agency are creativity, innovation, honesty and professional attitude thanks to many years of experience. Based on the events they organize an individual approach to the event's goals and high quality at the service level can be observed.

The review of three of the leading travel agencies in Bulgaria, managed by women, aims to establish their good entrepreneurial practices, as well as to review the product specialization in the selected companies and the opportunities for its expansion. The presented companies have common product policies – offering wide range of tourism products, by different types of tourism, but mostly specialized in the MICE tourism. Managers of the three selected travel agencies are reviewed as successful, innovative women, expanding their supply in accordance with the customer's demand.

Authors find an opportunity of expansion of the business levels of the selected travel agencies in another common element of the explored – being mainly engaged in the MICE tourism segment, none of them is offering casino tourism services in their portfolio. In this connection and also to maintain market positions, conquer new ones and to encourage female entrepreneurship in the tourism sector in Bulgaria, the study finds necessary the implementation of an innovation policy in the travel agencies for creating combined products for the above types of tourism.

RESULTS

To implement innovation and maintain the leading market positions, in the authors' opinion it is necessary to be developed an innovative model in the form of a combined package offer. This model concerns the selection of MICE and

casino tourism activities to be included in the product of the selected tour operators as service providers. This, in turn, will lead to the creation of new product offerings by type of specialized tourism and Bulgarian tour operators will differentiate their offer in order to meet specific consumer requirements.

The emphasis in this part, concerning the innovative model (combined MICE and casino tourism package), is to state the process of developing and shaping the tourism package which elements are subject to innovation by the tour operator in order to develop a competitive tourism program for MICE and casino tourism.

This model is also aimed at supporting the work of tourism managers in terms of identifying and improving the parameters in the selection of suppliers, as well as the implementation of good practices in the tourism package.

As a conclusion of the research could be established the following results:

- Overview of the women entrepreneurship in Bulgaria is made;
- Analyzed are the characteristics and the basic professional skills of the managers in tourism;
- Analyzed are MICE and casino tourism and the opportunities for their combining in a package of the tour operator;
- For the purposes of the study, are examined three leading travel agencies in Bulgaria, specialized in MICE tourism and managed by women;
- A recommendation for modeling an innovative combined MICE and casino tourism products of the selected leading Bulgarian tour

operators, based on the necessity of diversification of the product and encouraging the women entrepreneurship;

- The possibilities for implementation of the innovative model is described, in order to differentiate the product offer of the specialized tour operators.

In order to create a tourism package for combined MICE and casino tourism, it is necessary to meet the requirements of the modern potential tourists. The evaluation of the MICE accommodation properties with casinos should also correspond to the most important components of a modern business hotel with a casino hall, through which it is established which characteristics need to be improved and with which characteristics the tourist packages are competitive. Also, the assessment can help to create new investment projects by the entrepreneurs in the field of specialized types of MICE and casino tourism in Bulgaria in the form of construction of new sites, which in this study is not set as a task, but could be implemented in subsequent practical projects.

The current study was aimed to give recommendation for the creation of innovative model of combined tourism product as part of the package of the selected tour operators, managed by women, in order to increase their competitiveness in the conditions of homogeneity on the tourist market and to promote women's entrepreneurship in Bulgaria.

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The Influence of Women on the Development of the Bulgarian Tourist Regions Through Management of Luxury Hotels

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Abstract

The contemporary development of the tourism industry in Bulgaria is exceptionally dynamic and oriented towards the creation of new and competitively effective tourism products and services. This situation is a good prerequisite for positioning the country on the European and world tourism market. For this purpose, the Ministry of Tourism has developed a new tourism zoning to support the specialization and proper positioning of the regions that have focused their development in tourism industry. Luxury tourism, as part of the current trends in the global tourism, also finds its application in the specialization of some of the newly created tourism areas. The influence of women, taking part of the management in some of the luxury hotels in the country, has its impact on the development of tourist areas, through the personal views and principles used in the creation of an innovative and sustainable tourism policy that satisfies and attracts more and more wealthy tourists.

Key words: women, Bulgaria, development, tourism regions, management, luxury hotels

INTRODUCTION

The development of the modern tourism industry in Bulgaria requires the implementation of different strategies and approaches that will provide the country with an advantage in the extremely diverse and highly competitive tourism market. Because of this need a new tourism zoning was developed in the country. It aims at achieving results that meet the needs determined by the contemporary development of the Bulgarian tourist market. Yaneva (2019) suggest that "the reasons for this are objective and are due to the existing need for a common vision and strategy for the development of tourist destinations, as well as the increasing problems with the resource provision of individual areas and regions."

In the period February-July 2014, the National Centre for Territorial

Development (NCTD) developed the present "Concept for Tourism Zoning of Bulgaria, 2015". The proposed concept aims to "...develop a concept for the tourist zoning of Bulgaria in accordance with the requirements of the" Bulgarian Law of Tourism ", which should be used in the marketing of destinations at the regional level and as a basis for the formation of destination management organizations (tourist area management organizations)". This concept is embedded in the priorities of the Ministry of Tourism. The highlighted issues are industry related. The tourism government (2019) has shown that the tourism industry is designated as the structure-defining sector of the Bulgarian economy and together with its related economic activities, forms gross domestic product worth over BGN 11.6 billion, which is almost 15% of the total indicator for the country in 2019. During this period, employees in the

sector and related industries were 393 thousand people, which is almost 13% of all employed in Bulgaria.

The contemporary tourism industry in Bulgaria is developing in an extremely dynamic and competitive environment, which determines the need to introduce and apply innovative approaches in the implementation of specialized types of tourism. The aim is to prove that having a destination management policy will help to develop the tourism business as well as determine the appearance of the area and its potential visitors. Luxury tourism, which is part of this factors, creates prerequisites for the emergence of marketing strategies based on the newly created tourist zoning of the country. The face of this new and intriguing type of tourism in Bulgaria are the high-class hotels that will provide the highest levels of service, as well as the highest quality of the tourist products and attention offered. In our country, only 5-star hotels have the capacity to fulfil the requirements of tourists preferring luxury tourism as an expression of their high financial capabilities and priorities during the tourist experience. For these reasons this study will reveal the role of female managers, leading most of the 5star hotels in Bulgaria. Their sense of luxury, quality of services, exclusivity, attention to detail, personalization of the offered products and services, forms the present-day appearance of the luxury tourism proposed by the Bulgarian tourist market.

World practice shows that all tourist destinations are competing for a share of the global tourism market, this competition is extremely high and offering new and specialized forms of tourism, such as luxury tourism which provide the necessary market advantage. But it should also be considered that it is not enough for a tourist destination to offer a certain type of tourism. It is necessary to create and implement a comprehensive concept for

managing, applying and offering this type of tourism, and finally, sustainability in all stages and processes related to its development. This combination of factors will let the tourists to associate luxury tourism with the destination, in this case with Bulgaria. It is reasonable to be said that female managers take precedence over male managers in the hotel industry of the country, providing the necessary positive image and sustainable policy in the field of luxury tourism.

Luxury tourism is an extremely specific segment of the tourism industry that combines both the provision of expensive, innovative and high-tech tourism products and services, as well as peace, security, and seclusion, combined with specific feelings and personal satisfaction. The specificity of experiences and, above all, limited access due to the high financial parameters of the tourism products and services offered, determines the specific nature of this new type of tourism. The Earlier study of Tsonev and Kaleychev (2018) showed that luxury tourism gives a sense of belonging to the elite class, enables the use of various and hard to reach tourism products and services and motivates tourists in their preferences when choosing a certain luxury tourist destination. According to the CBI Ministry of Foreign Affairs (2018), in 2016 About 54 million tourist trips were made to luxury tourism, representing 7% of international travel during this period. The specificity of this type of tourism, which is largely due to the high prices of the products and services offered (nights - an average of 500 euros per night), accumulates 20% of the travel expenses in 2016. Between 2014 and 2016, luxury tourism increased twice (18%) faster than standard international travel for the period. About three quarters of these trips are made for recreational purposes, such as tourists' holidays. During the study form

(Statista, 2019), In 2019. luxury travel is worth \$ 831bn, growing at a steady pace compared to traditional travel. The luxury tourism market is booming, becoming a particularly interesting tourist segment, which carries with it a specific image and messages for tourist destinations that are geared towards its development. In this research will be justified the role of women managing luxury hotels and being the leading force of the development of luxury tourism in new tourism regions of Bulgaria.

METHODS

A methodological apparatus was used to achieve the objectives of this report, including a set of methods such as observation, comparative analysis and synthesis, analogy and counting. In their entirety, they are the subject of an inductive-deductive and systematic approach to the issues of tourism zoning, and the impact of women managers on luxury tourism and its development in the Bulgarian tourism industry. Also, the logic of exploring and researching of luxury tourism as a prospect for tourism development and to a large extent, as one of the factors for tourist zoning in the country, may also include a multi-attribute approach for identifying its impacts of modelling innovative methods for the provision of specialized tourism types.

RESULTS AND DISCUSSION

The exceptional dynamics of the tourism market in Bulgaria determines the sustainable orientation of tourism enterprises to the provision of luxury products and services that will attract more wealthy tourists and establish their name in the exclusive tourism market. Yaneva (2019) suggest that the dynamic evolution of global economic markets, as well as the quick development of information and communication technologies, make the business identification the basis for executing a

successful competitive strategy for any business organization or tourist destination. Due to the nature of the offered luxury products and services, associated mainly with high prices and quality, luxury tourism is an increasingly preferred form of tourism for the development of the Bulgarian tourist market. For these reasons, the owners of five star hotels in Bulgaria have many questions related to marketing and management strategies that would promote their hotels as a symbol of luxury and elitism and make them a preferred choice by tourists seeking this type of service in our country. It is noteworthy that in the last few years there has been a strong shift in management strategies towards the preference of women for general managers in most of the five-star hotels in the country. Although there are no studies proving this in Bulgaria, it can be obtained from the 40th annual Gallup Global Survey published in 2017, which can be considered relevant to the situation in our country. The Gallup report (Shneider, 2017) is based on surveys over four decades, including an analysis of the responses of 27 million employees and according to it, female managers take advantage over the male managers, especially in terms of employee engagement factor. According to Fitch and Agrawal (2014), Gallup data indicates that employees working for female managers are on average more engaged than those working for male managers (33% to 27%, respectively). Female employees working for female managers are the most engaged - 35%, male employees who work for male managers are the least engaged - 25% (Figure 1).

Gallup defines committed employees as that part of all company employees who are enthusiastic and deeply committed to their workplace and the work they do.

A year-long study shows that, regarding the day-to-day work processes and situations, if the workforce reports to a female manager, they are more likely to respond positively to the following statements:

"There is someone in the business who is encouraging my development." "In the last six months, someone has been telling me about my progress." "In the last seven days, I have received recognition or praise for my good work."

According to Shneider (2017), these facts are extremely important because 87 percent of employees worldwide report that they are not involved in the workflow of the companies they work for. On the other hand, companies that have engaged employees in work and management decisions outperform their competitors by 147 percent in earnings per share, and it can be argued that the first group of companies have extremely unspoken potential.

The Gallup study presented above identifies four major components of employee engagement that give women managers an edge over their male colleagues:

1. Set basic expectations.

Practice shows that one of the fastest ways to create confusion and limit productivity is to be ambiguous about what a manager should expect. A leading indicator of an engaged employee is responsibility in relation to the tasks assigned, and it is extremely difficult for him or her to carry out his / her activity without being given the expected parameters. By this indicator, women managers perform better than men.

2. Building relationships.

Women leaders manage to establish more fair relationship with the work team more than their male

colleagues. Some of the key features defining these relationships are:

Trust: empowering employees to be open, honest and dedicated.

Mutual respect: When the ideas and contributions of each employee are valued, a much greater commitment of employees towards the set goals is achieved.

Responsibility: expressed in actions, words, emotions and their impact on employees.

Promotion of ideas: expressed with respect and encouragement of different opinions and ideas as a resource for making better management decisions.

Communicative: Good communication with employees leads to more successful exchange of managerial ideas and views to the manager.

3. Promoting a positive work environment.

The modern development of all types of industries is aimed at automation and digitization of work processes, but still nothing can replace leadership skills and the creation of a positive work environment that motivates staff to achieve their goals. Quality of work, responsibility, loyalty, dedication and, above all, commitment are factoring that good managers create, through the work environment, to achieve the set production parameters.

4. Providing career opportunities.

Career development opportunities and investment in staff in the form of various trainings, motivate many quality employees to remain loyal to the company. The Gallup report proves that higher levels of engagement create teams of higher performing employees.

The hotel owners in Bulgaria who aim to develop luxury tourism, are aware

of the fact that involvement of the entire staff is necessary to meet the desired high levels of service and quality of the offered tourist products and services. A large number of modern luxury hotel managers realize that luxury is not just about offering luxury products and services. It is also about service, the environment, attitude, understanding, security, personal experiences and interests, and last but not least, meeting all kinds of needs that modern tourists have in order to experience this elite form of tourism. For these reasons, and not least because of the specific personal skills possessed by women managers today, they manage to create and model management strategies in the luxury tourist segment of our country. In recent years, an increasing number of tourists in Bulgaria are choosing accommodation offering high quality services. In 2017, overnight stays in 4- and 5-star establishments were over 3.7 million, which is 32 percent more than in 2014. The number of nights spent in this period increased, as well as in 2017 are over BGN 919 million - almost 49% growth over 2014 according to the Economy.bg (2018) internet site. This was stated by the Minister of Tourism Nikolina Angelkova at the opening of the third international "Hotel & Tourism investment forum"

The Bulgarian Minister of Tourism also announced that beds in 4- and 5-star accommodation places have increased for the period 2014-2017 from about 121 thousand to about 150 thousand, which is around 24% growth. The 4- and 5-star hotels were 369 in 2014 and 418 in 2017. These are the places and beds that are most quickly exhausted in the time of booking. As a share of the total number of 4 and 5-star hotels, about 43 per cent of the beds in accommodation places with at least 10 beds in Bulgaria, with a tendency for a steady increase.

Considering the new concept for the tourist zoning of Bulgaria, it becomes clear that based on Order №T-RD-14-63 / 15.05.2015 of the Minister of Tourism, ref. in the NP. 56 of 24.07.2015, the following centers of the respective tourist regions have been designated:

1. "Danube tourist region" with center city of Ruse and main specialization - Cultural and Cruise tourism.
2. "Stara Planina tourist region" with center city of Veliko Tarnovo and main specialization - Mountain and Cultural tourism.
3. "Sofia tourist region" with center city of Sofia and main specialization - Business and Cultural tourism.
4. "Thracian tourist region" with center city of Plovdiv and main specialization - Cultural and Wine tourism.
5. "Tourist region The Valley of the Roses" with its center in city of Kazanlak and its main specialization is Health and Cultural Tourism.
6. "Rila - Pirin tourist region" with center city of Blagoevgrad and main specialization - Mountain and Religious tourism.
7. "Rhodope tourist region" with center city of Smolyan and main specialization - Mountain and Rural tourism.
8. "Varna Black Sea tourist region" with center city of Varna and main specialization - Sea and Sport tourism.
9. "Bourgas Black Sea tourist region" with center city of Bourgas and main specialization - Sea and Cultural tourism.

The specific nature of luxury tourism, focused on offering new, innovative and technologically expensive tourist products and services, was limited to a certain range of consumers. It leads to the conclusion that the personal

satisfaction and uniqueness of the tourist experience, form a prerequisite for the realization of luxury tourism in some part of the newly created tourist regions of Bulgaria.

For the purposes of this study, information will be provided for the number of 5-star hotels in part of the newly created tourist regions that offer the specific type of luxury tourism services. Also, will be shown the percentage ratio of men and women managers managing 5-star hotels in the studied tourist regions. Once the statistical information is presented, the data will be analysed, and specific conclusions drawn. As mentioned above, the specifics of a woman as a person and a manager can be identified and perceived as a major competitive advantage over other hotels developing and offering luxury tourist products and services.

During the analysing the information of the number and location of 5-star hotels within the boundaries of the newly created tourist regions in Bulgaria, it is clear that only four regions out of nine are of interest to this study, namely:

Burgas Black Sea tourist region with center city of Burgas and main specialization - Sea and Cultural tourism.

Varna Black Sea tourist region with center city of Varna and main specialization - Sea and Sport tourism.

Sofia tourist area with center city of Sofia and main specialization - Business and Cultural tourism.

Rila - Pirin tourist area with center city of Blagoevgrad and main specialization - Mountain and Religious tourism.

In this study, these tourism regions will be analysed, hence 76 of a total 86 hotels are categorized with five stars according to the Bulgarian legislation. It should be noted that there are 5-star

hotels in the other newly created tourist regions, but their number is within 1 or 2, which is not enough to form stable conclusions, related to the objectives of this study.

The tourist area with the largest number of five-star hotels in the country is the **“Burgas Black Sea Tourist Region”** with center city of Burgas and main specialization of Sea and Cultural Tourism. The region includes the tourist sub-regions of “Burgas Black Sea “and „Strandzha Black Sea”. The main specialization of the region is related to sea and cultural tourism. On the other hand, extended specialization is related to:

1. Sea recreational tourism
2. Cultural tourism (all types)
3. Adventure and Ecotourism
4. Health tourism (all types)
5. Rural tourism
6. Religious and pilgrimage tourism

There are 13 municipalities in the region from the administrative division of the country and their overall economic development is influenced by sea recreational tourism. The “Burgas Black Sea region” can be defined as the center of luxury tourism in the country. There are 26, five-star hotels built and operating in the area and satisfying all needs and interests of tourists aiming at the consuming of luxury tourism products and services (Figure 2). “Sunny Beach Resort” is the main tourism center in the area, attracting most of international tourists who have visited the country. With its strategic location, natural resources and infrastructure the resort is taking the leading position in Bulgarian tourism market. The development of the complex has also an impact on the neighbouring cities, such as Nessebar, Sveti Vlas, Ravda and Pomorie. All together they form

an entire tourism area, offering mainly sea tourism and attracting many international tourists. Also, can be find significant opportunities for development of luxury tourism in the cities of Burgas and Sozopol. Both cities have a rich cultural and historical heritage, famous night life, excellent climate and location, the combination of all these factors attract a large number of elite tourists.

From the information provided in figure 2, the total number of 5-star hotels is 26. Out of the total hotels number, 9 of them are in "Sunny Beach resort", which is the main tourist center of the region. The city of Sveti Vlas is one of fastest development tourism destinations with 5 five-star hotels and becoming the second most important luxury tourism destination in the region. Third in importance is the city of Sozopol, which houses 3 five-star hotels offering luxury tourist products and services. After them are 4 tourism destinations with 2, five-star hotels, they are smaller in size, which does not give them opportunities to develop more successfully luxury tourism infrastructure. And lastly is the town of Nessebar, which is a city with great cultural and historical importance for the country, with only 1 five-star hotel, but the spirit of the city contributes to elite and luxury atmosphere. For the region is specific the fact that the tourist destinations Sunny Beach, Sveti Vlas, Nessebar and Ravda form a complete tourist conglomerate, which attracts a significant part of the international and local flow of tourists heading to the Bulgarian Black Sea coast.

Of interest to this study is also the percentage of women and men managers operating 5- star hotels in the area (Figure 3). From the statistics information provided in "Figure 3", female managers dominate over male managers. The percentage is 54% to 46%.

The second most important tourist region in terms of the number of 5-star hotels is the "**Varna Black Sea Tourist Region**" with center city of Varna and main specialization of Sea and Sport Tourism. The region includes the tourist sub-regions "Varna Black Sea" and "Dobrudzha Black Sea". The main specialization of the newly created region is related to sea and sports tourism, while the extended specialization of the region includes:

1. Sea recreational tourism
2. Sport tourism
3. Cultural, historical and festival tourism
4. Business Tourism (MICE)
5. Health tourism (all types)
6. Ecotourism

The region is one of the most developed in the field of tourism and its strongest side is the sea recreational tourism, which is the leading one and creating its overall development. There are 25 municipalities in the region, most of them located on the coast, which in turn is important for the direction of their economic development. For this reason, there are 17, five-star hotels in the region (Figure 4), which offer to the tourists' various luxury tourism opportunities. One of the most famous and world-renowned sea resorts such as: Albena, Golden Sands and St. St. Constantin and Helena are situated in the area. City of Varna as the administrative center of the region in the same time is a well-known name in the tourism industry of Bulgaria, attracting a significant part of tourists preferring to practice summer recreational tourism. Opportunities in terms of natural resources and facilities for the development of luxury tourism are at a high level, and it can be argued that the area is one of the symbols of luxury tourism in Bulgaria.

After analysing the statistics in "Figure 4", the number of 5-star hotels is 17. The largest number - 5 hotels are in the "Golden sands resort", which is the main tourist center of the region. After that, six tourist destinations having two 5-stars hotels each and contribute to the supply of luxury tourist products and services in the area. The specificity of the region is the fact that it houses 3 of the largest and most important resorts in the country: "Golden sands", "Albena" and "St. St. Constantine and Helena". The city of Varna is the third largest city in Bulgaria, known by the nickname the „sea capital“ of Bulgaria. It is interesting that together with the above-mentioned resorts, they are one of the symbols of the tourism industry in the country.

Of interest to the present study is the percentage of female and male managers operating 5-star hotels in the area (Figure 5). From the analysis of information data in "Figure 5", female managers are more than male managers of 5-star hotels in the tourist region. The percentage is 53% to 47%.

The third most important of the newly established tourist regions in the country with a relatively large number of 5-star hotels is the **"Sofia Tourist Region"**. It is with centre city of Sofia and its main specialization is Business and Cultural Tourism. In the region is located the capital of Bulgaria - Sofia, which is one of the leading tourist destinations in terms of development and supply of luxury tourism products and services. The region includes the tourist sub-regions of "Sofia" and "Kraishte". The main tourist specialization of the region is related to business and cultural tourism, while the extended specialization covers:

1. Business Tourism (MICE)
2. Cultural tourism (all types)
3. Hiking (all types)

4. Health tourism (all types)
5. Religious and pilgrimage tourism
6. Adventure and Ecotourism

Sofia region is one of the leading in the field of luxury tourism, as it houses 13, five-star hotels (Figure 6). It should be considered that most of them are representatives of international hotel chains and offer extremely high standards of tourist products and services, as well as in determining factors such as service, quality and variety. Sofia as the capital of the country is a major tourism center for international tourists seeking personal satisfaction and memorable experiences. The city also has abundant mineral water resources, which are an excellent prerequisite for the development of SPA tourism, one of more preferred factors by tourists looking for luxurious tourist experiences. Due to the fact that the main specialization is business and cultural tourism, the 5-star hotels in Sofia attract a large number of international tourists with contemporary design, luxury atmosphere, amenities and innovations, also exhibits of world art and high standards of service for tourists preferring luxury tourism service.

The analysis of the information about this newly created tourism region shows that there are 13, five-star hotels located and operating in it (Figure 6). Specific is the fact that all of them are in the administrative center of the region – city of Sofia. In 2016 city of Sofia is ranked in the "Top 3" of the European cities with the highest growth of foreign tourists for the period 2009-2016. This trend continues over the years and into 2019 is reported an 82% increase in tourists for the period 2009-2019. The fact is that business travellers who practice MICE tourism and those who prefer weekend trips are most interested in visiting the capital of Bulgaria. At the same time, according to internet site Sofia.bg (2019),

it is reported that the largest number of tourists come from countries such as: Germany, Great Britain, Greece, Italy, Israel and France.

It is interesting to note that Sofia is one of the oldest cities in Bulgaria, and since the time of Roman Empire it has been an attractive SPA center through its rich sources of warm mineral water. It can be said that the capital of Bulgaria is one of the symbols of the tourism industry of the country.

Of interest to the present study is the percentage of female and male managers operating 5- star hotels in the area (Figure 7). From the information presented in "Figure 7", in this newly created tourism region, female managers are more dominant than male managers. The data show a percentage ratio of 54% to 46%.

The last of the newly created tourist regions according to the number of 5-star hotels in the country, selected for the present study, is the **"Rila - Pirin tourism region"** with center city of Blagoevgrad and main specialization - Mountain and religious tourism. The region includes two sub-regions: "Rila sub-region" and "Pirin sub-region". The main specialization is related to mountain and religious tourism. While extended specialization covers:

1. Mountain tourism (all types - skiing, hiking, recreational)
2. Religious and pilgrimage tourism
3. Adventure and Ecotourism
4. Balneo tourism, SPA and wellness tourism
5. Cultural, historical and festival tourism
6. Wine tourism

There are 23 municipalities within the boundaries of the region, their specificity being the fact that they mostly occupy mountainous areas from the territory of the country. It can be said that this is one of the most developed regions in terms of luxury tourism in Bulgaria, with its main specialization being the provision of luxury products and services oriented mainly to winter tourism. Bansko mountain resort, which is the leader among the winter resorts in the country and within the boundaries of the region, offers a considerable variety of luxury products and services to tourists who visit it. Stankova (2014) suggested that due to the nature of its territorial and climatic location, the resort is focused mainly on winter sports and winter tourism development opportunities. Thanks to the excellent natural sources, Bansko has gained worldwide fame in recent years and has become a symbol of Bulgarian winter tourism. It should be noted that in the region is located the second most important winter tourist center of the country, the winter resort "Borovet", which together with Bansko and "Pamporovo" are the main tourist centers offering winter tourism experiences. This newly created tourist area offers tourist products and services typical for luxury tourism, which are widely available in 10, five-star hotels located on the territory of the resort (Figure 8).

After analyzing the statistics in "Figure 8", the number of 5-star hotels in the surveyed tourist region is 10. The largest number of them – 6, are in the most developed ski resort in Bulgaria - Bansko, which is also the main tourist center attracting large number of Bulgarian and international tourists. The rest of the 5-star hotels are in the other major tourist centers located in the study area - tourism resort of Borovets and the city of Sandanski, they house 2 five-star

hotels and offering luxury tourist products and services. The peculiarity of the region is the fact that it houses 2 of the largest and most important winter tourist resorts in the country: Bansko and Borovets. The third most important tourist destination in the area offering luxury tourism is the city of Sandanski. It is known for its warm mineral waters and favourable climate for tourist activities. It should be noted that all three major tourist destinations for luxury tourism in the newly established tourism region are some of the symbols with long-standing traditions in the tourism industry of Bulgaria.

Of interest to the present study is the percentage ratio of female and male managers managing 5-star hotels in the study region (Figure 9). From the information presented in "Figure 9", in this newly created tourism region, female managers are more dominant than male managers. The data show a percentage ratio of 60% to 40%.

From the information presented so far, the newly created tourism regions can be identified as leading in the development of luxury tourism in Bulgaria. It is noteworthy that they contain 90% of all five-star hotels in the country, which is an indicator of their importance from an economic, social and tourism point of view. The potential of the Bulgarian tourism industry to offer such high quality and expensive tourism also shows the real position of Bulgaria on the world tourist map. It is a fact that contemporary tourist destinations are focusing their efforts precisely on the development of luxury tourism, since it is associated with high financial revenues on the one hand, and on the other hand the number of tourists is not large, which avoids the burden and depreciation of the destinations.

As mentioned above, an extremely important role for the proper management of luxury hotels, which affect the tourism areas and countries, have women

managers. Pandzherova and Krastev, (2019) suggested that their way of thinking, attitude to details, understanding of the importance of personal relationship, personal satisfaction, the importance of unforgettable experiences is set of skills that have always been more developed than men. The overall appearance of a tourist destination is a collection of all tourist companies operating in it. Because of that it is necessary to consider the influence and impact that the women of the hotel and tourist industry in Bulgaria have. The overall analysis of the information presented above shows that, regarding luxury tourism in Bulgaria, female managers are more than male managers operating luxury 5-star hotels in the newly created tourism regions in our country (Figure 10).

Analysing the information shown in "Figure 10", female managers are dominating over male managers by a percentage of 54% to 46% in the studied 4 newly created tourist regions in Bulgaria.

It can be said that the present study confirms the above stated, that female managers are the better and preferred choice by the owners of 5-stars hotels in Bulgaria.

CONCLUSION

The present study of four of the newly established tourist regions in Bulgaria offering luxury tourism products and services prove that female managers of 5-stars hotels in our country are one of the reasons for the successful supply and development of luxury tourism. Their personal skills, good organizational skills, attitude to details, personal experiences, understanding the importance of personalization services and finally, their attitude towards tourists are only a small part of their competitive advantages over male managers. As stated above, the successful development and management of luxury hotels will also lead to formation of an image and high level of services that

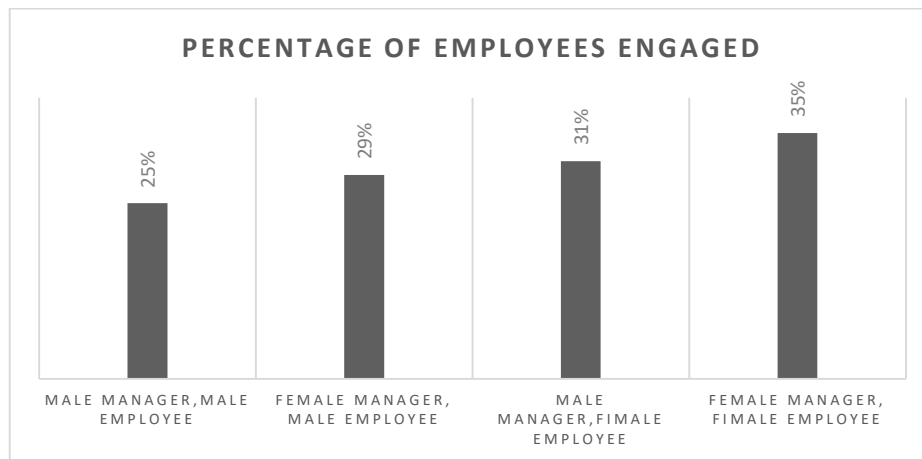
define Bulgaria as a tourist destination offering and developing truly luxury tourism. A destination that will become the preferred choice for tourists with high financial capacity, satisfying all their interests and needs and become a synonym for luxury and elitism. The newly created tourism zoning is only a small part of the common and purposeful tourism policy that should be developed in our country. But at this stage, it is extremely important to identify the competitive and determining advantages that create the desired image of the country as a destination for luxury tourism. It can be rightly argued that women managers today are launching the future development of the Bulgarian tourism industry aimed at attracting wealthiest and elite tourists to create the new tourist image of Bulgaria.

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FIGURES

Figure 1: Percentage of employees engaged



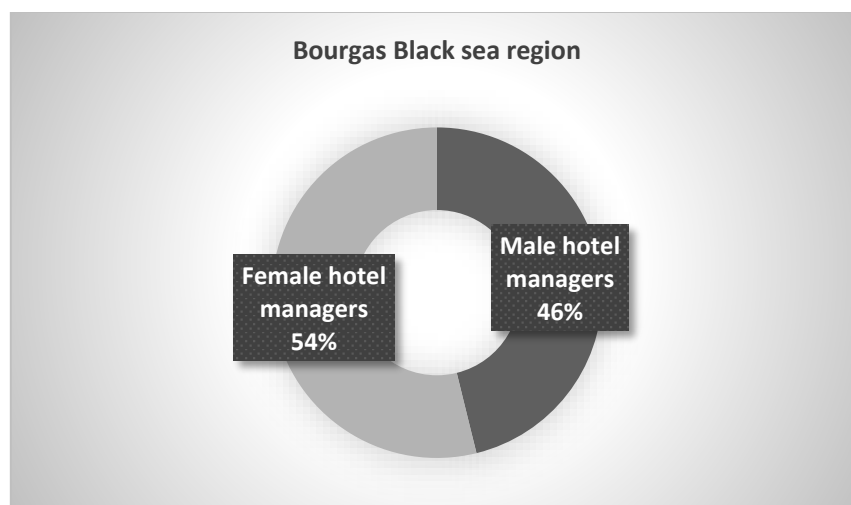
Source: <https://news.gallup.com/businessjournal/178541/why-women-better-managers-men.aspx>

Figure 2: Number and location of 5-star hotels in Bourgas Black sea tourist region



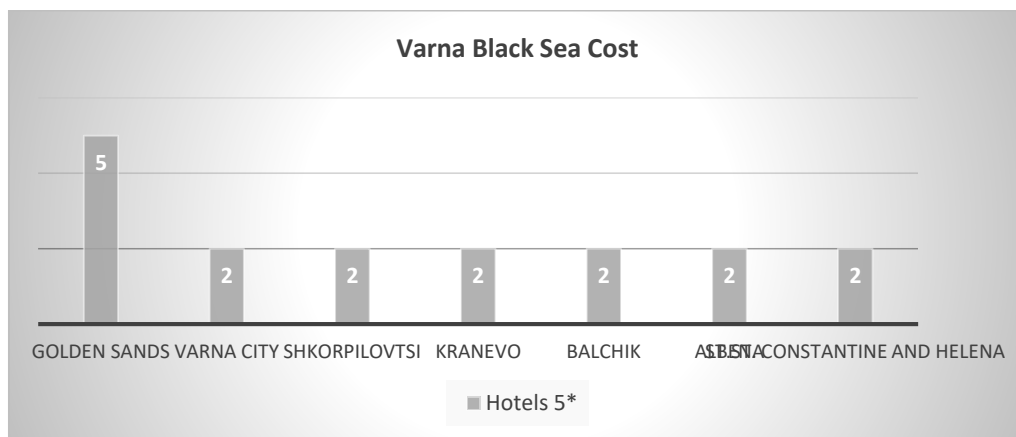
Source: Kaleychev, 2020

Figure 3: Percentage ratio of male and female managers of 5-star hotels in Bourgas Black sea tourist region



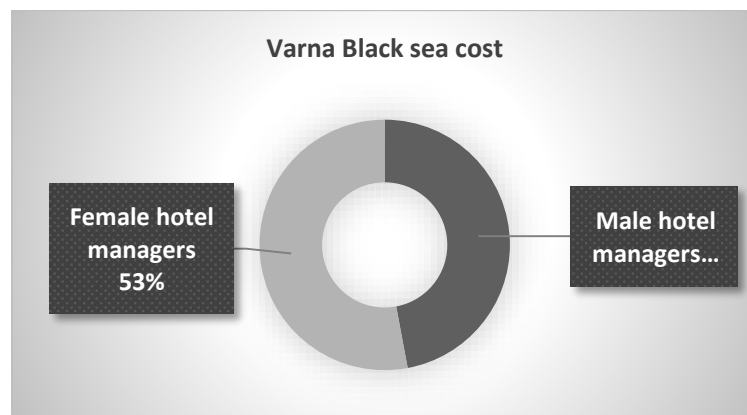
Source: Kaleychev, 2020

Figure 4: Number and location of 5-star hotels in Varna Black sea cost tourist region



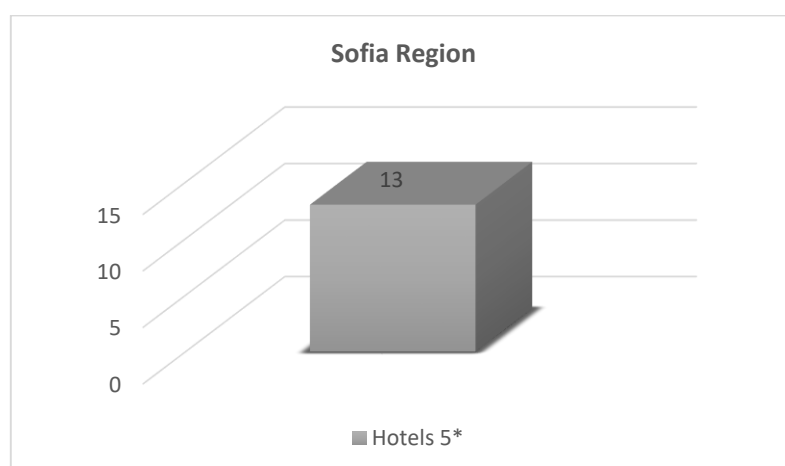
Source: Kaleychev,2020

Figure 5: Percentage ratio of male and female managers of 5-star hotels in Varna Black sea cost tourist region



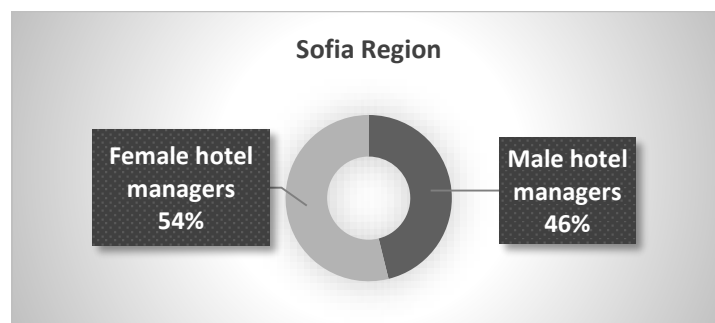
Source: Kaleychev,2020

Figure 6: Number and location of 5-star hotels in Sofia tourist region



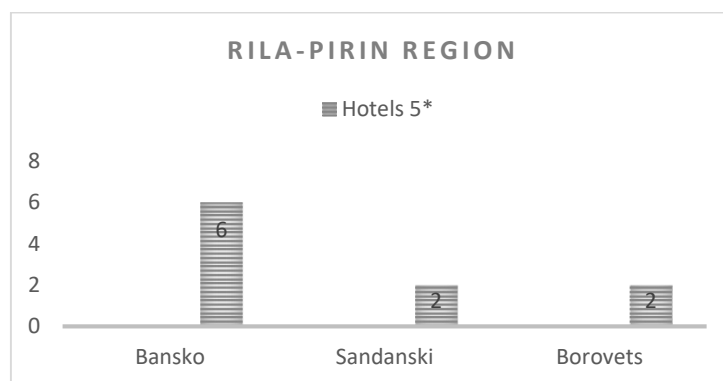
Source: Kaleychev,2020

Figure 7: Percentage ratio of male and female managers of 5-star hotels in Sofia tourist region



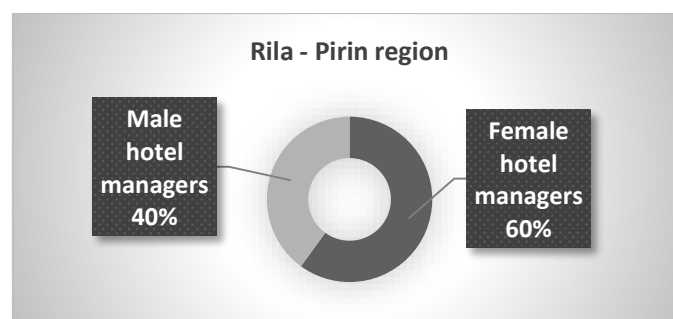
Source: Kaleychev,2020

Figure 8: Number and location of 5-star hotels in Rila - Pirin tourist region



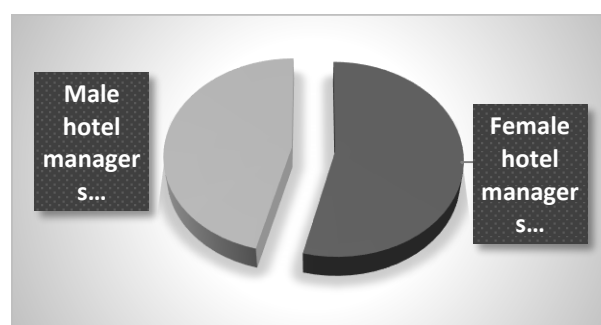
Source: Kaleychev,2020

Figure 9: Percentage ratio of male and female managers of 5-star hotels in Rila - Pirin tourist region.



Source: Kaleychev,2020

Figure 10: Percentage ratio of male and female managers of 5-star hotels in the represented 4 newly created tourist regions of Bulgaria.



Source: Kaleychev,2020

Applying Marketing Management in Women's Entrepreneurship in Order to Develop A Location for Health Tourism

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Abstract

With the development of the tourism industry worldwide, there is a need for proper and sustainable management of the specialized types of tourism. One of the most developed specialized types of tourism is health tourism. According to the tourist zoning in Bulgaria, we distinguish regions with basic and extended specialization in the field of health tourism. In each one of them, certain locations could be identified and developed. Another important aspect is related to the values and policies of the modern world, which highlight the equal opportunities, and equality of all members of society and its individual groups, including female entrepreneurs.

In this paper, the authors strive to disclose opportunities for applying marketing management in starting and managing a business in the field of health tourism by women entrepreneurs, based on good examples drawn from practice aiming to develop a health tourism location.

Keywords: health tourism, marketing, marketing mix, marketing management, women's entrepreneurship, spa center, demand management, certification, aspects of marketing management, wellness center, spa and wellness tourism

INTRODUCTION

The object of this study are health tourism sites, the **subject** of analysis are the aspects of marketing management. The aim of the study is to find opportunities for applying marketing management in women's entrepreneurship in health tourism centers. **The thesis** is that, through the implementation of marketing management, female entrepreneurs could help in developing a health tourism location. We will go over all the aspects of the marketing management and the marketing mix and all type of health tourism.

The purpose of the study is attained by researching and proving basic tasks such as analysis of the marketing management essence; study of the possibilities for marketing management application on projects in health tourism industry with the aim of developing a health

tourism location and best practices case study on a successfully launched health tourism business founded and managed by a female entrepreneur.

1. Essence and specifics of marketing management

In order to analyse the aspects of the marketing management and how to apply them in women's entrepreneurship, we should examine in the first place the definitions of marketing and marketing management.

Rakadhziyska (1994) stated that marketing in its essence contains a social, planning and management process in an organization's activities aimed at meeting the needs and necessities of consumers by creating, offering and sharing valuable products and services on different markets.

Kotler (2009) found that **marketing management** allows you to achieve the

goals of the organization through full orientation to the consumer and satisfaction of his desires and needs. The American Marketing Association provides the following definition of marketing management: "Marketing management is the process of planning and implementing the conception, pricing, promotion and distribution of goods, services and ideas for exchanges with certain groups that meet customer and organization objectives."

Adhering to this definition, Tsonev (2017) summarized that marketing management is a process that:

- includes analysis, planning, implementation of plans and control;
- covers products, services and ideas;
- is based on the notion of sharing.

Marketing management is examined by Tsonev and Basmadzhieva (2016) in **three directions**:

1. Business management - implies that the organization is considered an open system and when making decisions both the internal capabilities of the organization and the requirements of the external environment are taken into account, that is, the organization is focused on the market and is ready to constantly meet its requirements.

2. Functions management - formed as a result of changes in the views of governing bodies, which underpin the principle "from production needs to market needs". Marketing takes part in the solution of production issues, stimulates the introduction of innovative ideas and technologies, and ensures the supply of a competitive product. Together with finance, marketing ensures optimal allocation of the organization's resources to obtain the desired profit. Marketing also addresses the issues related to contemporary product distribution in order to meet the needs and make a profit.

The mechanism for performing marketing functions is based on the development of a marketing system as part of an organization's management system, which includes:

- organization;
- planning (development of plans);
- information;
- control;

3. Demand management - is provided through strategic and operational solutions for specific target market segments formed based on the use of a complex of means: product, price, distribution and promotion.

The decoding of the needs for tourism explains the general level of demand generated in different countries but doesn't explain the individual choice of tourism products and services made by different kinds of people. Within the limitations set by the external environment factors, tourist marketing needs to understand how the psychological processes influence people's choice between various holiday destinations and particular types of tourism. This knowledge has influenced all decisions of the marketing process that are to follow, including the decisions on the marketing mix. Doganov (1998) stated that marketing mix is an aggregate of elements, means and methods used to implement a marketing strategy. These elements, means and methods are controlled by the organization that offers services. There are no differing viewpoints on the common definition while in terms of marketing mix elements the discussion remains open.

The classic scheme of the **marketing mix** was created by Prof. Jerome McCarthy who generalized it in four groups (4Ps): **product, price, place, and promotion**, dubbed 'the four policies' in Bulgarian literature. Other popular

classification of the marketing mix identifies the following basic contents: product policy, pricing policy, brand policy, communications policy, market channels, service policy and after market activities, company logistics.

We could say that the classic marketing mix comprises 4 basic elements – as the 4Ps: product (product policy), price (pricing policy), distribution (distribution policy), and promotion (communication policy). With some alterations, these are used in tourism marketing as well. There are other variable factors in the field of services which the company can use to influence the demand for its product. The four factors that comprise the marketing mix of commodity marketing should be expanded to seven for the field of services and they are:

- People – participants (employees and clients);
- Physical evidence – physical environment (buildings, uniform, etc.);
- Process – procedures and actions for delivering the services.

Understanding of the consumer needs underlies the marketing concept. There is no doubt that without a clear understanding of who the clients are and why they prefer a certain thing, the marketing activities would be ineffective.

According to last studies by Tsonev (2015) marketing management is based on the **principles of**:

- strategic planning;
- management of the investment portfolio;
- marketing evaluation of the response to the implemented decisions on the basis of the first two principles.

The directions are systematized in Figure 2:

Lapshin (2014) stated that **the benefits of marketing management** are in the ability to align the structure of demand with the structure of supply, by forming the required range of tourism products, pursuing a flexible pricing policy and creating an effective sales promotion system.

Sirakova (2013) found that marketing management is also based on the **structure of marketing**, which is a specific combination of its components in order to achieve the goals set and satisfy the target market. The structure of marketing comprises everything an organization can do to influence the demand for its product based on its goals. A sign of well-established and functioning marketing is when all its elements are developed in a coherent and complex way, because only in this way can they be used as effective marketing management tools. It is up to the management bodies to address the issue of selecting the most appropriate marketing elements, determining how to use them, specifying their scope, time and place of application. In this way, variant combinations are prepared, which, within the framework of a certain strategy, contribute to a successful marketing policy.

At the same time, marketing management is a **purposeful activity** related to the process of providing sustainable competitive advantages for tourism organizations in the market, which includes **elements**, classified by Tsonev (2015) as follows:

- analysis of the environment;
- situational analysis, market forecasts and potential opportunities for organizations;

- developing goals and behavioral strategies;
- planning marketing goals and tactics for the behavior of organizations in the specific situation;
- developing a marketing mix plan and its implementation;
- organization, management and control over the implementation of marketing activities;
- evaluation of marketing results.

The third direction of marketing management already mentioned is necessarily applicable in connection with exploring the possibilities for starting a business in a health tourism location. Elements of marketing management should be used as an algorithm for starting a business in the field of health tourism.

2. Health tourism - theoretical concepts

According to Smith and Puczo (2014) health tourism is a specialized type of tourism where the usual tourist activities are related to the active pursuit of health improvement. Scientific literature is replete with terms that fall within this definition, including medical tourism, balneology or spa tourism.

The general term is health tourism, although often used as synonyms are medical, balneo tourism, wellness or spa tourism, which is wrong and could lead to confusion in theory and practice. All the terms used as synonyms are in fact a subdivision of health tourism and we will get familiar with them with their common features and specifics in the exposition of this study.

Tsonev and Basmadzhieva (2017) stated that the terms "restorative" or "curative" tourism, including fitness and wellness, are an echo of the relatively new trends in health tourism. The main idea of

this innovative trend is to improve the physical condition of the client (tourist) and his health, which is not necessarily related to the use of natural healing resources.

The products offered in this type of tourist activity are not mass and unified. There is a possibility for their individualization according to the needs of each tourist.

The main and leading type of health tourism is spa and wellness tourism. There are many definitions of recreation, wellness and spa and here we will list the unified ones:

Recreation - there are several basic definitions. On the one hand, it represents the growing demand for sports and active lifestyle, as a counter balance to the harmful influences and the increasing amount of stress in the way of life of modern societies. This trend focuses mainly on the recovery of body and mind, which leads to a better intellectual and mental state and the opportunity for a better work process. On the other hand, recreation is related to the adventurous and leisure activities of people in their free time, so that they can proceed refreshed and with new strength to the daily activities. Recreational tourism is a type of health tourism, which is characterized by the impact of tourist services on consumer decision-making for the prevention of health problems.

Wellness – according to Monroe (2016) wellness is a state of health in which the body, mind and soul are in harmony. Its key elements are self-responsibility, fitness/beauty treatments, healthy diet, relaxation, meditation, intellectual activities, placing a strong emphasis on environmental protection and social relations. Apart from the differences in motivation, wellness tourism differs significantly from health tourism, and the most characteristic distinction is related to

the fact that in wellness, the services are used by guests of their own free will and these activities are not funded by social security.

• Spa – Cohen and Bodeker (2008) stated that the concept of spa is strongly associated with wellness as all health tourism facilities offer relaxation, rejuvenation and refreshment, which makes a person healthier and more balanced. Their key characteristic is the desire to provide a state of wellness by meeting physical, intellectual and emotional needs. The term “spa” is ambiguous and cannot be precisely defined. The interpretation of its nature and content can be completely different, and its perception varies in different parts of the world. In the west and central European countries (mainly in German-speaking countries and Central Europe) it is used in connection with the use of thermal waters and baths offering mainly medical services, while in the USA it includes services offering emotional and / or mental refreshment, even if no thermal water will be used.

As already mentioned, the concept of “health tourism” should not be confused with the concept of “medical tourism”, whose main focus is on surgical interventions. Health tourism also means caring for the body and soul through procedures that make people feel good - massages, herbal treatment and exfoliation, training, water baths, diets. Health tourism also includes diagnostic tests to identify possible health problems, rehabilitation courses including physical and psychological counseling, as well as programs to relieve stress, to change the diet, to reduce injuries due to physical exertion and even to improve sexual life. Health tourism is a general concept that includes types of tourism related to prevention, treatment or rehabilitation.

Currently, the different types of health tourism are playing a huge role and have an increasing share of world tourism, and this is also affecting the economies of some countries. In the last decade, health tourism has seen a dynamic development, mainly in the field of wellness tourism, both nationally and internationally. Leading global trends such as increasing individualization, demographic transformations, changes in the social role of women (including in business and entrepreneurship), the spirituality, the assessment of a healthy lifestyle have created a social origin in the demand for wellness services and products. Csirmaz (2015) stated that according to experts from various scientific fields, the wellness market, due to the social transformations and the good economic well-being of the sector, is likely to become one of the fastest growing tourism and economic sectors in the world, which make it good field for the women entrepreneurship.

Hundreds of resorts and rehabilitation centers focused on the field of health tourism offer their visitors specialized beauty and fitness services with advanced programs to improve health. The only purpose of these resorts and centers is to make their guests feel happier, healthier, in better shape and more relaxed.

Although spa tourism has been known since ancient times, it is only one of the units of health tourism. Along with the spa treatments at the heart of health tourism are yoga, massages, ultrasound, mud, acupuncture and hypnotherapy. Concentrating them in one place offers a combined and effective treatment for a wide range of diseases. All the necessary services are within the resort, which allows “patients” to relax and focus on themselves. Valuable natural resources in the field of health tourism are hydro thermal waters and bioclimate treatment.

Mud treatment, which is a division of spa tourism, is a particularly popular and demanded procedure during a health tourism vacation. It is primarily used to prevent inflammatory processes by certain illnesses. Mud has an overall effect on the body's functions and systems. It improves blood circulation, restores chemical balance and removes poisons from the body.

In order to more precisely distinguish the types of health tourism and the use of unified terminology, based on officially accepted and market-imposed definitions worldwide, a classification of the main types of tourism and their subtypes adapted to the realities in Bulgaria has been developed. Like any classification, this classification is conditional. It is based on three key criteria - the motivation for taking the trip, the type of tourism activity and the environment for practicing it. It is based on the Concept for the Tourist Zoning of Bulgaria from 2015, which is one of the leading normative documents that we use in this paper. According to it, health tourism is classified into three types – spa and wellness, balneology and medical tourism.

3. Possibilities for application of marketing management in women's entrepreneurship in health tourism sites. A case study in Bulgaria

In the European Union's policy, tourism is an important sector of the economy that supports economic growth and employment. The challenge for the Union is to strengthen and improve the sustainable development of tourism in order to ensure long-term competitiveness of the industry. Yaneva (2019) stated that sustainable development aims to realize the constraints and opportunities of existing tourism resources.

As was already mentioned, health tourism is a specialized type of sustainable tourism

in which the usual tourism activities are associated with an active pursuit of improving people's health (Smith and Puczko, 2014)

According to the regulations in Bulgaria, there are four types of centers, subject to certification, in the field of health tourism, shown in Figure 3, which represent sites for health tourism:

The products offered in this type of tourist activity are not mass and unified. There is an opportunity to tailor them to the needs of each tourist.

Laws on Tourism in Bulgaria provide the following definitions for the centers mentioned above:

A balneotherapy/medical SPA is an independent or a built-in facility in an accommodation center located in an urban or resort environment where therapeutic procedures based on natural healing factors (mineral water and / or healing mud) are applied. The center offers a variety of therapeutic programs, which are carried out in specially equipped offices, halls and rooms intended for diagnostics, treatment, rehabilitation and prophylaxis. The Center is a medical establishment within the meaning of the Medical Institutions Act.

A SPA Center is an independent or a built-in facility in an accommodation center located in an urban or resort environment, which uses a variety of procedures, programs and rituals, including the use of water - mineral, spring and other permitted by law, and/or healing mud and/or seawater and/or other natural factors, by applying classical and non-traditional methods of action, aimed at reducing stress, relaxation and psychophysical recovery, as well as aimed at the beauty of the human body. The SPA area has a minimum of indoor and / or outdoor pool and spa capsule, while the beauty area has a minimum of two hydro massage rooms, Turkish bath or steam

room, sauna or infrared cabin, relaxation room.

A Wellness Center is an independent or a built-in facility in an accommodation center located in an urban or a resort environment, which offers a variety of recreational and cosmetic beauty treatments, programs and stress reducing rituals, as well as holistic approaches to achieve physical, emotional, spiritual, intellectual, professional and social well-being of the individual. The use of water and natural factors in the center is optional.

A Thalassotherapy Center means an independent or a built-in facility in an accommodation center located in an urban or resort area near the seafront offering programs and rituals involving the use of seawater and / or natural derived products, and/or firth mud, through classical and non-traditional therapeutic methods of influence, aimed at restoring psycho-emotional and physical health, as well as aimed at the beauty of the human body, which are carried out in specially equipped studios, halls and facilities. The medical activity is managed by a doctor with an acquired specialty in physical and rehabilitation medicine.

In each of the mentioned and regulated health tourism sites, women entrepreneurs with the necessary knowledge and qualification could invest to start their own business, which would also help in the development of a health tourism locations. To this end, the third direction of marketing management should be used first when starting such a business, namely **Demand Management** and identify which of the four types of centers (spa, wellness, balneology or thalassotherapy) is in the highest demand from potential users.

Of the four types of certifiable centers, we could identify the spa and wellness centers as the most demanded on

the territory of the country and presenting the opportunity to start a successful business in urban and resort environment.

In the next stage of starting a business, the **elements of marketing management** should be applied as follows:

Analysis of the environment – Krasteva (2013) found that at this stage the marketing environment should be reviewed and analyzed which includes the participants in the market processes and social structures with which a business organization interacts. It is divided into micro- and macro-environments. The microeconomic marketing environment in the services sector, which includes tourism, covers consumers and competitors in the face of other countries offering similar services, providers of various types of services, marketing intermediaries and target audiences. Macroeconomic marketing environment, from the point of view of tourism in Bulgaria, includes geographical, demographic, socio-economic, political and legal factors, as well as lifestyle, religion, culture and technologies and their degree of development in the country.

Situational analysis, market forecasts and potential opportunities for organizations - at this stage a market analysis should be made in the specific region or location, to consider the strengths and weaknesses, as well as the opportunities that are offered in order to reach the next stage, namely:

Development of behavioral goals and strategies - this is a key point in starting any business. Every female entrepreneur must set precise goals that she wants to achieve when opening a specific center as well as a clear long-term strategy.

Planning of marketing objectives and tactics behavior of organizations in the specific situation - after clarifying the long-

term strategy the tactics to achieve it in different situations should be defined.

Developing a plan for the marketing mix and its implementation - the next step is to identify the products/services that will be offered at the center, to determine the price after performing a good comparative analysis of the market and maximizing good value-quality ratio, determine distribution channels (will travel agencies or direct sales be used), as well as communication channels (good online positioning or adherence to traditional advertising methods).

Organization, management and control for the implementation of marketing activities - this stage is the essence of the business development and especially during the first 1 to 3 years should be implemented strict monitoring of the implementation of goals and objectives of the organization.

The last stage is about evaluating the results of the marketing activity - tactical or strategic.

The above algorithm should be used by every female entrepreneur when starting a health tourism business. With the right choice of region and market, any new health tourism site would help the overall development of the destination as a health tourism location. In this study, at the last stage, we would like to give a successful example of women's entrepreneurship in the field of health tourism for the Sofia region, which is a tourist area with an expanded specialization in the field of health tourism.

According to last studies of Pandzherova and Krastev (Pandzherova, A., Krastev, D., 2019) national surveys in Bulgaria indicate that women entrepreneurs are running businesses that are in the services sector, including commerce and tourism. One of the most popular types of health tourism in Bulgaria

is spa and wellness tourism. In addition to the numerous hotels throughout the country, the capital has also numerous urban spa and wellness centers, which are a good opportunity to start a business for women entrepreneurs due to high demand.

A successful example is the Demetra SPA Center, which is founded and wholly managed by a successful female entrepreneur with industry knowledge and qualifications.

The history of the SPA Center began in 2000, when one of the leading cosmetics in the country, Didi Stoilova, founded STUDIODIDI. Today the center has a team of professionals that work with products from some of the most famous professional brands. The entrepreneur successfully applies marketing management in all aspects, using all the elements. She analyzes not only the local market but also established markets in the industry as France, Spain and Italy, where she attended several training and specializations following leading trends and adapting them to the current state in Bulgaria.

In 2004, Didi Stoilova made a new step in her professional development, creating the professional cosmetics school DEMETRA 27. It trains up professionals in the fields of cosmetics, hairdressing, manicure, pedicure, makeup, spa and wellness. Thus, she is also investing in human resources management, with the aim of implementing both hers and other women entrepreneurs' projects, which would help to develop the Sofia region as a health tourism destination.

In 2011, after long planning of the project goals, strategy and tactical tasks, Didi Stoilova created the Demetra Relax SPA Center - a project over 4 floors of 790 sq.m in the center of Sofia. Its clients can enjoy the various procedures and programs offered: Turkish bath, Finnish

sauna, mini jacuzzi, steam bath with relax area, pearl bath, solarium, dance hall, a hairdresser offering also manicure and pedicure procedures. Eight beauty parlors offer Studiodidi's branded cosmetic therapies. Cabinet for two with mini jacuzzi, an individual cabinet for 4-5 ladies for a different spa day, which makes Spa Maiden Parties a trademark of the spa. From the rich assortment on the spa's website, we find a well-planned product and pricing policy and a good value for money from reviews on social networks and the web.

After analyzing the communication and distribution policies of the spa, we find that the entrepreneur relies on a strong media presence, profiles on all social networks, as well as various discounts and promotions for holidays, regular clients and special occasions.

As a result of the well-managed marketing of the spa center and the owner's entrepreneurial flair, the spa has been repeatedly awarded in various categories by numerous local and non-tourism rankings, including DAY SPA of the Year (2014), Best Spa Center (2015), Best Bulgarian Brand (2016), Best Cellulite Therapy.

The biggest proof of the marketing management success in this example is that in 2015 the owner won first place in the most prestigious Bulgarian ranking competition for women entrepreneurs - Mrs. "Lady of the Year", wherein the Best Spa Center category prize was awarded to Demetra SPA in the person of Dimitrina Pomakova.

There are numbers of examples worldwide of successful women entrepreneurs in different industries, but the example cited in this study is proof that health tourism is a viable destination for starting a business in Bulgaria. If other women entrepreneurs learn from the

example of Demetra SPA, which is the most successful SPA Center for the Sofia region and the country, according to a number of charts, this would contribute to the overall development of Sofia as a location for health tourism.

CONCLUSION

Finally, as a result of this study **conclusions** can be drawn regarding the application of marketing management in women's entrepreneurship in order to develop a health tourism location:

Of the three marketing management directions, the most applicable in the tourism sector in Bulgaria is **Demand Management**.

In Bulgaria, four types of centres in the field of tourism are subject to certification - SPA, wellness, balneological and thalassic-therapeutic, which we would rate as the most demanded after **SPAs and wellness centers**.

Based on the successful case study, we can conclude that in Bulgaria there are opportunities for the **development of women's entrepreneurship in the field of health tourism**, and by successfully implementing all elements of marketing management, this would help the overall development of health tourism locations.

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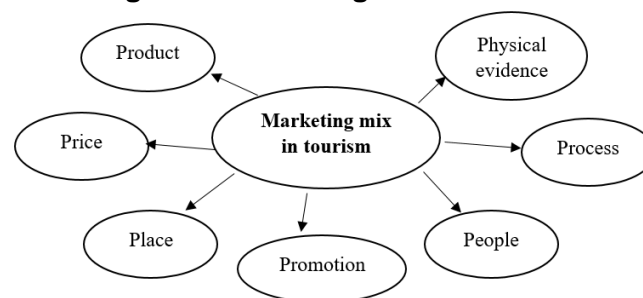
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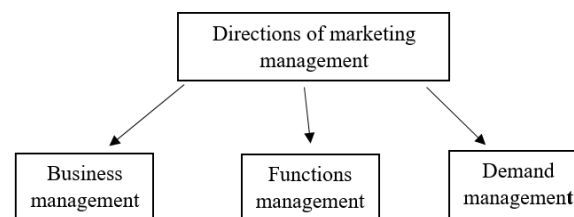
Table 1: Types of health tourism in Bulgaria

Type	Definition
Spa and Wellness Tourism	Associated with body and soul comfort procedures based on various natural resources and products (mineral water, essential oils, healing mud, wine, chocolate, etc.).
Balneo tourism	Associated with effective treatment and rehabilitation under medical control, through mineral water, healing mud and others.
Medical Tourism	The main purpose of the trip and the improvement of health through medical intervention

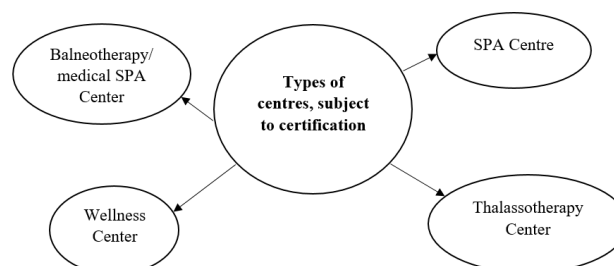
Source: Author systematization, adapted according to the Concept for tourist zoning of Bulgaria

Figure 1: Marketing mix in tourism

Source: Author systematization

Figure 2: Directions of the marketing management

Source: Author systematization

Figure 3: Types of centres, subject to certification, in the field of health tourism

Source: Author systematization

Importance of Women Empowerment for Economic Development of Tourism Destinations

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Abstract

Bulgaria as a seasonal tourism destination develops specialized types of tourism to reach year-round and more intensive capacity of the specialized superstructure in the tourism regions of the country. According to the Strategy for Sustainable Development of Tourism in Bulgaria - 2014-2030, the country will focus on "diversification of tourism products and offer of thematic tourism products in the field of cultural heritage, contemporary culture, protected natural territories, health tourism, historical, sports, religious tourism, business and more". In the context of specialized types of tourism, it is also necessary to identify the relevant sites offering those types of tourism, in which women's entrepreneurship can find a place. The report focuses exclusively on the opportunities for women's entrepreneurship in tourism in Bulgaria. In addition to describing the needs of women entrepreneurs, a review of available policy instruments was conducted. Therefore, a major question that arises when considering the entrepreneurial potential of women is what factors determine the entrepreneurial intention and success among them in Bulgaria.

Key words: women, Bulgaria, women entrepreneurship, specialized types of tourism, tourism products.

INTRODUCTION

The issue of overcoming the seasonality of tourist destinations, as well as their sustainable development is gaining more and more relevance and is becoming a basis for research by many experts in the scientific and practical field. More and more business-oriented ladies are looking for opportunities for realization in the field of services, incl. in tourism. This industry is related to the specifics of hospitality, which in turn is embedded in the psycho portraits of women around the world. According to the Strategy for Sustainable Development of Tourism in Bulgaria - 2014-2030, "... European tourism will focus on diversification of tourism products and offering thematic tourism products in the field of cultural heritage, contemporary culture, protected natural areas, health tourism, historical,

sports, religious tourism, business and others'. Among the main priorities is to increase the share of specialized types of tourism, leading to year-round and more intensive workload of the specialized superstructure in the tourist regions in Bulgaria.

The importance of tourism and the benefits of its development determine the need for strategic activities and coordination of market participants. The socio-demographic characteristics of the representatives of the tourism business are also a topic raised in many scientific forums, in particular the rights of women to choose and do business in certain areas, both in tourism and in other sectors of the economy. The main goal of strategic planning at macro and meso level is to achieve results and meet market needs. The reason for this is objective and is

caused by the need for a common vision, long-term determination of social, cultural and ecological impact of tourism in destinations, problems with resource provision in different areas, the development of the destination with increasing competition and dynamic market.

Although all tourist destinations compete for a share of the global tourism market, competition between some specific destinations is much more intense, depending on several criteria. These can be common emission markets, similar products and experiences, similar target market segments, approximately the same distance from key markets, like economic growth and the same peak tourist seasons. The competitiveness of destinations and their sustainability is determined by their resource specifics, which is the basis for their main and additional specialization. This specialization forms the development of certain tourist products, which are attractive for the respective tourist area and create a specialized experience for the consumers.

Each tourist region can be differentiated as a specific thematic area, which includes different thematic products, formed both based on the additional specialization and based on the new consumer expectations for each product. In this regard, recommendations can be made to improve the existing specialization in the Concept of tourist zoning in Bulgaria with a complementary one on the occasion of creating new thematic products that exist in both theory and practice of tour operators and are the subject of business interest for development of women's entrepreneurship.

Specialized tourist products borrow their characteristics from the existing

different types of tourism. The most widespread and accessible for organizing and conducting are the programs in the field of cultural and cognitive tourism - tours with educational orientation. Of interest, however, is another fact, compared to the annual tourism reports published in the last few years by the World Tourism Organization (WTO), developments are observed in business travel. The oversaturation of the market with a homogeneous supply has led to the development of a product in which many agencies specialize in business travel services. Bulgaria is a popular destination for health tourism and prevention. Our country has a rich tradition in the area for a number of reasons, as the presence of proven healthy mineral springs is among the most popular areas of health tourism in our country. Many SPA resorts across the country offer a variety of specialized professional services. Bulgaria is among the countries that combine low prices of medical services with the professional experience of medical staff and can become a preferred destination for so-called health tourists. In the context of the specialized types of tourism and the health one, it is necessary to determine the respective sites offering these subtypes of tourism, in which women's entrepreneurship can also find a place. This helps to properly position the specific tourist place on the market, focusing on certain target groups and presenting it as attractive enough for them to attract the attention of the audience. In this way, the activity of women entrepreneurs who develop new thematic products is supported to apply their rights for the development of each of them. And this will undoubtedly increase the inflow of funds to the destination and will contribute to its further development, renovation and making it more and more attractive to visitors.

The main goal of this analysis is to review the current state of women's entrepreneurship in tourism in Bulgaria and to identify the main driving and motivating factors as well as obstacles and barriers to entrepreneurship. The available literature and research provide explanations for this issue by emphasizing the influence of personality traits on entrepreneurial intent and the success of entrepreneurial experience. But apart from them, one is surrounded by a huge variety of social, cultural, political, economic, and demographic factors and personal characteristics cannot be considered as the only explanation for entrepreneurial intention.

METHODOLOGY

The report summarizes the results of the following activities:

Analysis of secondary data from various national and international institutions. All relevant available documents and reports were used to give an overview of the Bulgarian economy and business environment as well as the policies related to women's entrepreneurship in tourism. First, data from the National Statistical Institute of Bulgaria and other relevant national institutions (such as ministries and other state institutions) are used. It is important to note that much of the statistics on business performance are not collected and analyzed systematically by national institutions. The study then analyzes secondary data obtained from relevant international institutions such as the World Bank, EUROSTAT, OECD, and others. In other words, this activity is related to a documentary study of the existing administrative data related to the age / gender of the target group.

Qualitative research based on a survey among women wishing to start or already running their own business in

tourism. The main purpose of the survey among women wishing to start or already running their own business in tourism is to identify their needs and the barriers they encounter in business and / or entrepreneurial initiative. A questionnaire was used in the data collection, which consists of 19 questions divided into six groups. The first group presents control questions related to gender, age of the respondents and the country they come from. The second group of questions related to the entrepreneurial status of the respondents and the company information that the respondent may have. The third part deals with the motivation and obstacles for entrepreneurs, while the fourth part deals with entrepreneurial self-efficacy. The fifth part concerns the cultural and normative profiles of the countries as potential factors for promoting entrepreneurship. The fifth group aims to identify the basic needs of women entrepreneurs and the main opportunities to support women entrepreneurs. The questions in the sixth group are related to demographic data for the respondents.

Qualitative research based on interviews with key participants. The interviews were conducted to better understand the main characteristics of women's entrepreneurship in tourism in Bulgaria. The purpose of the interviews is in four directions:

1. To perform mapping, assessment, and comparative analysis of the current situation as well as assessment of the potential obstacles faced by women entrepreneurs and assessment of the tools and measures for overcoming them.

2. To reveal the local debates concerning entrepreneurship and women's entrepreneurship in tourism.

3. To map the existing policies (measures and activities) focused on women and entrepreneurship.

4. To find out what kind of data is collected and used by national actors to measure youth women's entrepreneurship.

RESULTS AND DISCUSSION

The study was conducted among young women aged from 15 to 34 years old, entrepreneurs and future entrepreneurs in tourism located in Bulgaria. The number of respondents is 233 with an average age of 27. 23% of respondents have already started their own business in tourism. Among non-entrepreneurs - 28% of them intend to become such, 22% of them are not sure and 19% do not intend to try to become entrepreneurs.

Regarding education, the average of Bulgarian business lady has a university degree. In fact, 73% of women entrepreneurs confirm that they have completed higher education, while 17% have dropped out of post-secondary education, and 2% have started their business with completed primary education.

When women were asked about starting their own business, most of them indicated the desire to receive a decent income (83%) as the most important reason. In second place is secure work and employment (60%) (See Figure 1).

When we talk about independence, the most important factors for starting a business for young women entrepreneurs are personal satisfaction and the realization of a dream, as well as the capitalization of a business idea. The role model and achieving a better social status are less motivating to become an entrepreneur.

The main goal of the study is to identify the main barriers and needs that young women face when starting their own business. Barriers are studied in several areas: financial barriers, competence, risk and other external factors, macroeconomics, and policy.

Lack of funding is usually one of the main obstacles in any entrepreneurial initiative. As expected, the main problem for young women entrepreneurs is access to finance, followed by a lack of savings and high interest rates. Considering that the minimum required capital for establishing a company is only BGN 2, it is not surprising that the price factor for business registration is determined by the respondents as the lowest barrier (See Figure 2).

The most important barrier related to competences is the lack of information on how to start a business (81%), followed by the lack of entrepreneurial skills (78%). Surprisingly, respondents do not consider traditional views on the role of women in society to be a high barrier (See Figure 3).

According to the respondents, the highest "soft" barrier is the uncertainty about the future in case of starting your own business, followed by the risk of losing the balance between work and personal life (See Figure 4).

The most important macroeconomic and political barrier is high-level corruption (44%), followed by bureaucracy (43%). Surprisingly, respondents put high taxes (30%) in third place, although it is assumed that Bulgaria's tax environment is quite favorable (fixed 10% corporate tax, 20% VAT) (See Figure 5).

Analyzing the aspects of the success of the newest start-ups in tourism, we can point out that the most useful for young women entrepreneurs are consulting support, mentoring, and

marketing research. Two less important factors are the financial resources and skills of the management teams (See Figure 6).

The biggest influence for young women entrepreneurs on deciding whether to start a business in tourism or not is their family and friends. Colleagues and acquaintances could also influence respondents in making such a decision (See Figure 7).

Almost half of the respondents are employees in the private or public sector (51.93%), it is difficult for them to attend on-site trainings, so the most preferred type of training is counseling (70%), followed by trainings (60%); events and networks (45%) and mentoring (45%). The most valuable training needs of the business are finance and budgeting; accounting; management; entrepreneurship; marketing; developing a business plan. The average desired duration of training is 11 hours / week and about 10 weeks / per training. 13% of respondents are not available for training at all (See Figure 8 and Figure 9).

Characteristics of youth women's entrepreneurship in tourism in Bulgaria

To better understand the characteristics of youth women's entrepreneurship in tourism in Bulgaria, we conducted a series of interviews with important stakeholders on this issue in the country. We have identified some especially important institutions for women's entrepreneurship in tourism, and they are briefly presented in the following text.

Ministry of Tourism in Bulgaria and Ministry of Economy in Bulgaria – the leading public institutions promoting the development of entrepreneurship and tourism in the country.

- The Employment Agency is an executive agency at the Ministry of Labor and Social Policy for the implementation of the government policy for employment promotion. Its main functions are to improve employment levels, vocational guidance, the organization of training for qualification and motivation, employment services, analysis of supply and demand in the labor market, forecasting changes in the labor market.

Economic Development Agency Varna (EDA-Varna) is a non-profit non-governmental organization registered in the Register at the Ministry of Justice for work in public benefit. It is located on the territory of Varna District in Bulgaria, Southeast Europe. The agency was established in 1997 under a joint program of the Municipality of Varna and the United States Agency for International Development to support regional economic development. Since 1998, AID has been a member of the network of the Bulgarian Association of Regional Development Agencies and Business Centers (BARDA).

Chamber of Commerce and Industry - Dobrich (CCI) was founded in 1990 as a non-governmental organization based on the principles of volunteering, autonomy and self-financing. The Chamber of Commerce - Dobrich was established with the conviction that the promotion of local activities and entrepreneurs will contribute to regional economic development and prosperity. The goals of the Chamber of Commerce and Industry - Dobrich are to stimulate international trade and investment, to promote exchange and to represent the interests of its members at the local and international level. TPPD is a host organization of the European Enterprise Europe Network, which helps SMEs to make the most of the opportunities on the European market. The network operates

through 600 local business organizations in 60 countries across Europe, Asia, America and beyond.

“Save the Woman” Association is a non-profit, public benefit organization registered since 1997. For 20 years, the NGO has supported girls, young women, and women able to work for motivation, training, education, and professional development. More than 44 European, national, and local projects involving 66,000 children, young people and citizens have been implemented. Significant results have been achieved: Annual competition for woman entrepreneur and manager of the year; the nominated and awarded ladies have the right to be members of the Society of Women Entrepreneurs; There are 4-5 thematic annual trainings for business ladies; A public forum "Worthy Varna Girl" was established to emphasize the contribution of women from different specialties to the development of the community.

Innovation starter is a specialized innovation agency in Bulgaria, founded in 2012. It is an innovation agency that is part of the business and public sector to create a long-term culture of innovation. The Agency is the founder of the Innovation Forum Innovation Researcher, in partnership with Capital, Economedia as well as with the Innovation Academy project, in partnership with the leading universities in Bulgaria. The academy is a public-private partnership for education, for developing students' entrepreneurial skills and funding their business ideas. In 2016, the Agency also opened a specialized training center for innovation in Bulgaria - d.house Co-inventive Incubator in partnership with the SAP Development Center.

Perceptions about the characteristics of young women in Bulgaria

The typical Bulgarian woman entrepreneur in tourism is between 30 and 40 years old; with a well-educated family - with completed higher education. Most of them start a micro or small business. Young women who want to start their own businesses usually lack managerial skills and competencies and are not sufficiently familiar with changes in legislation and opportunities to participate in projects and programs funded by the EU and national funds.

According to the interviewed politicians, SMEs have an important role in the development of the Bulgarian economy, as they generate 75% of employment among all enterprises. The entrepreneurial environment is developing dynamically in terms of the number of newly established companies. However, these companies are reluctant to innovate, which is why innovation activities are concentrated mainly in experienced medium and large companies. There is a steady upward trend in the number of women business owners, and it was soon noted that their share has increased to 32% of all business owners. The gender gap in entrepreneurship is mainly due to the social role of women (in the family and raising children).

There is a shortage of appropriate business competencies and skills among young women. The main skills that need to be developed by young women entrepreneurs are business management, teamwork, risk management, entrepreneurship, foreign languages, digital skills and more. Therefore, it is necessary to provide additional funds under the Operational Programs for Training and Education, as well as under the national budget.

On the other hand, a representative of the Employment Service notes that in recent years women have been more inclined to start their own businesses. They represent a new group of entrepreneurs. The prospects for developing women's entrepreneurship are promising. It is expected that the gender gap in entrepreneurship will not widen as there are several initiatives to support women entrepreneurs. At the policy level, the Law on Equality between men and women was adopted (April 26, 2016). It provides guaranteed long-term state support in this area. Women's economic empowerment is the basis for achieving gender equality. The participation of women in the economy mobilizes their potential and talent, promotes their realization in all spheres of life. Eliminating the pay gap is an important support for women entrepreneurs. The main reason for this difference is that women are at greater risk of becoming unemployed.

According to business support organizations, this shows that Bulgaria needs to place a stronger emphasis on the consistent and in-depth implementation of its SME policies. The National Strategy for Promotion of SMEs 2014-2020 and the Innovation Strategy for Smart Specialization 2016-2020 place a clear emphasis on start-ups with high technologies and high growth. The large number of start-ups in the first five years of their existence can be partly explained by the dominant role of the retail / wholesale sector, the low degree of internationalization and the lack of business support infrastructures.

According to business support organizations, decisive action is being taken to improve the environment and support for SMEs, including support for women entrepreneurs. In this regard, some strategic documents and plans adopted to support the development of

entrepreneurship play a significant role. It is encouraging that some progress has been made in recent years.

Unfortunately, corruption restricts growth and development in many sectors by artificially imposing non-market participants. Employment among young people is increasing, also thanks to youth career guidance organizations, career forums, employers' flexibility in traineeships and remote employment. The missing critical skills and knowledge are: start-up financing, project management, sales.

There are no tools aimed at women. In 2018, the Operational Program "Innovation and Competitiveness" 2014-2020 for the first time has a measure to support young women entrepreneurs. The regulatory and legal framework for starting a business is good: low costs for registering and maintaining companies.

The new Law on Preschool and School Education came into force in August 2016, introducing the subject of "Technology and Entrepreneurship" in schools. New or updated curricula and entrepreneurship programs have been introduced at 34 of the 43 universities in Bulgaria.

A strategy to promote entrepreneurship among women has been developed by the Ministry of Economy but has not been formally adopted by the Council of Ministers.

According to a non-governmental organization dealing with issues related to women's support, the challenges facing women are related to: lack of initiative; of institutional support; banking and insurance support through preferential specialized schemes and programs; overcoming prevailing stereotypes that women are good performers, not leaders; for the same type of work they continue to receive 25 to 33% lower pay; overcoming

discriminatory practices in society; family and university; overcoming violence in all its forms, against women of all ages, especially girls and young women.

In Bulgaria, there are no special policies to encourage the accession of families during the business engagements of women, as there are in Germany and other EU countries.

Social support schemes for people at risk have not been updated, because of which many young women, instead of working and developing entrepreneurship, care for children and adults with disabilities.

There are no specialized training courses, short-term or long-term, for innovations in management, marketing, communications, improving language skills and digital competences of young women. There are opportunities for NGOs that are interested in being motivators, organizers, trainers to promote the entrepreneurial activity of girls and young women. Schools and universities should have elective faculties for women's entrepreneurship and leadership.

There is no specific and organized data collection on entrepreneurship of young women in Bulgaria. Gender equality is a priority of the European Union, a key objective of the European Employment Strategy and a necessary condition for moving closer to the Lisbon goals for growth and jobs. Bulgaria has a National Strategy for the Promotion of Gender Equality, with 4 out of 5 priority areas applicable to women's entrepreneurship.

Interview results

In the field of equality between women and men for participation in economic, social, and political life, Bulgaria has a number of achievements. The state fights to protect the political and social rights of women and men, promotes

equality in the field of employment, labor and social security, career and career development, reconciling work and family life, the right to parental leave. There is no significant gender discrimination in the country, but there are still enslaving outdated stereotypes about the role of men and women in both public and private life, which largely predetermines the existence of certain differences in the situation of women and men. There are certain attitudes that certain professions, family roles or areas of activity are more appropriate for a certain gender. In many sectors there is vertical and horizontal gender segregation. Although there is no attitude in the country that women's labor is cheaper, there are still differences in pay between the sexes. The reason is that in sectors where women predominate, work is lower paid (education, health, services, public administration) or women occupy lower paid jobs, with the difference in the total pay of women and men in some sectors reaching up to 30%.

Despite the provisions for equal treatment of men and women in the individual laws, conditions for ensuring equal treatment of women and men in all spheres of public life have not yet been fully established. There are unresolved issues such as a mechanism for coordinating national policies for equal opportunities for women and men; no legal framework has been established for achieving genuine equality or equality on the ground through the introduction of specific measures in this area.

CONCLUSION

The national culture in Bulgaria is still not sufficiently supportive for women entrepreneurs, it does not encourage women to engage in entrepreneurship and advance in their careers. However, those who succeed find the greatest support in their families and inner circle of friends.

The biggest financial challenge for women entrepreneurs is access to finance, followed by a lack of savings and high interest rates. The biggest barrier in terms of competencies is the lack of information on how to start a business, followed by a lack of entrepreneurial skills. Surprisingly, respondents do not consider traditional views on the role of women in society to be a significant barrier. The highest "soft" barrier for them is uncertainty about the future if they start their own business, followed by the risk of losing their work-life balance. As for macroeconomic and political barriers, the highest is the high level of corruption, followed by bureaucracy.

Relevant interviewees have important suggestions and recommendations. More tools need to be developed to support women entrepreneurs, focusing on some areas:

- Improving cooperation between universities and business.
- Promoting the internationalization of SMEs owned and / or managed by women.
- Improving the entrepreneurial and managerial skills and competencies of women entrepreneurs.
- Raising awareness of women entrepreneurs.
- Provision of financial instruments (bank loans, preferential interest rates, venture capital, etc.) for the women entrepreneurs.
- More opportunities are needed for the implementation of specialized projects for women entrepreneurs by NGOs.

In addition, policy makers need to work on developing and improving:

- Specialized programs for start-up companies of women entrepreneurs.
- Mentoring programs.
- Programs to support participation in fairs in Bulgaria and abroad.
- Management skills and "soft" skills of women.
- Government policies to stimulate women's entrepreneurship and business leadership.
- Strategy for harmonization of the business environment with the family environment to support and facilitate women in the care of children, elderly parents, family life and leisure.

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FIGURES

Figure 1. How important are / were the following factors for starting your own business?

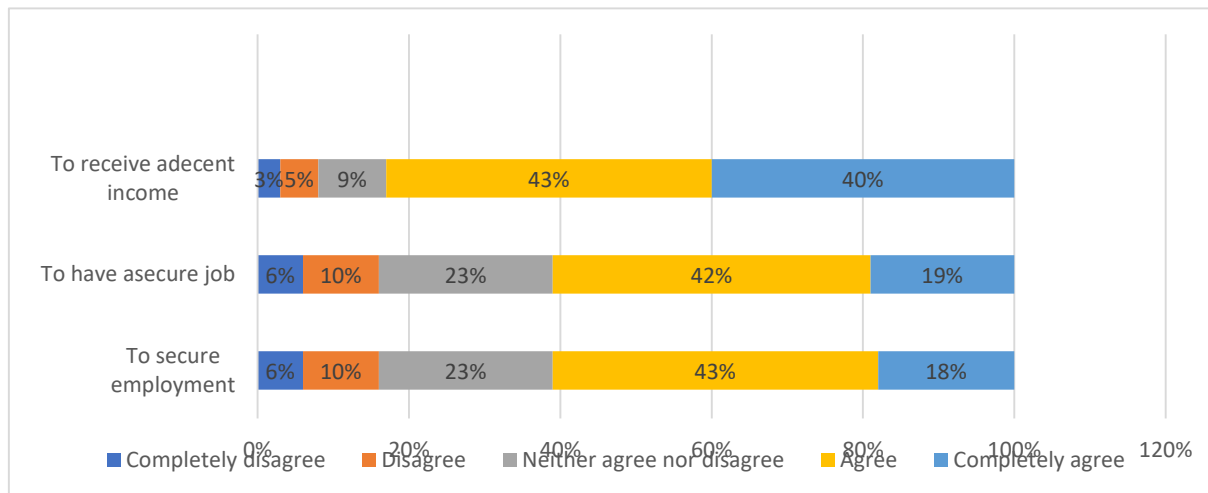


Figure 2. Financial barriers

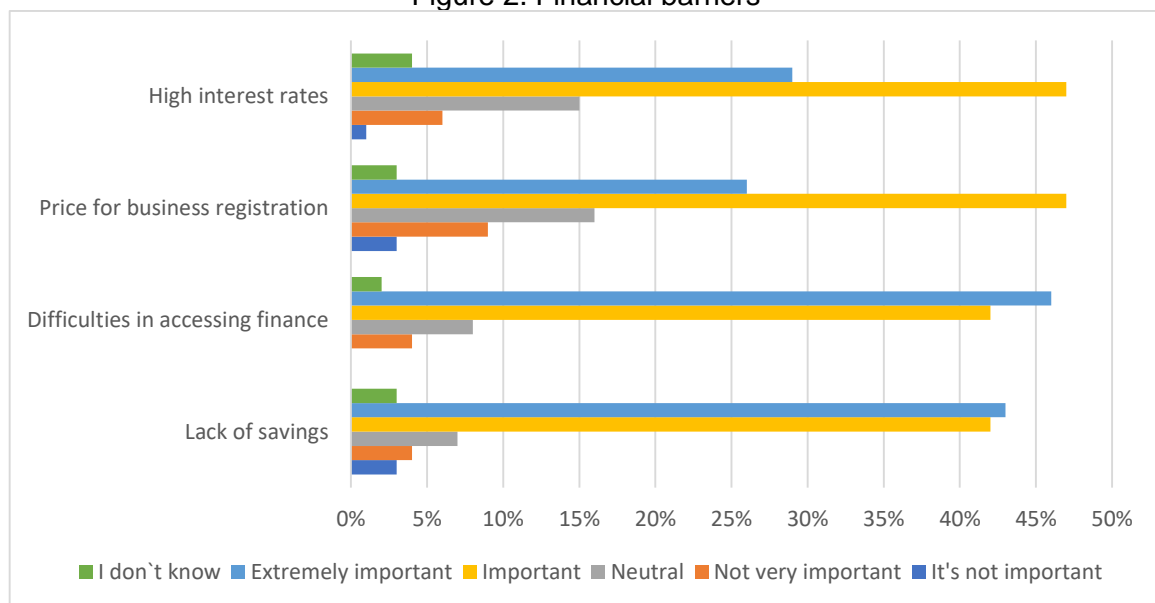


Figure 3. Barriers related to competences

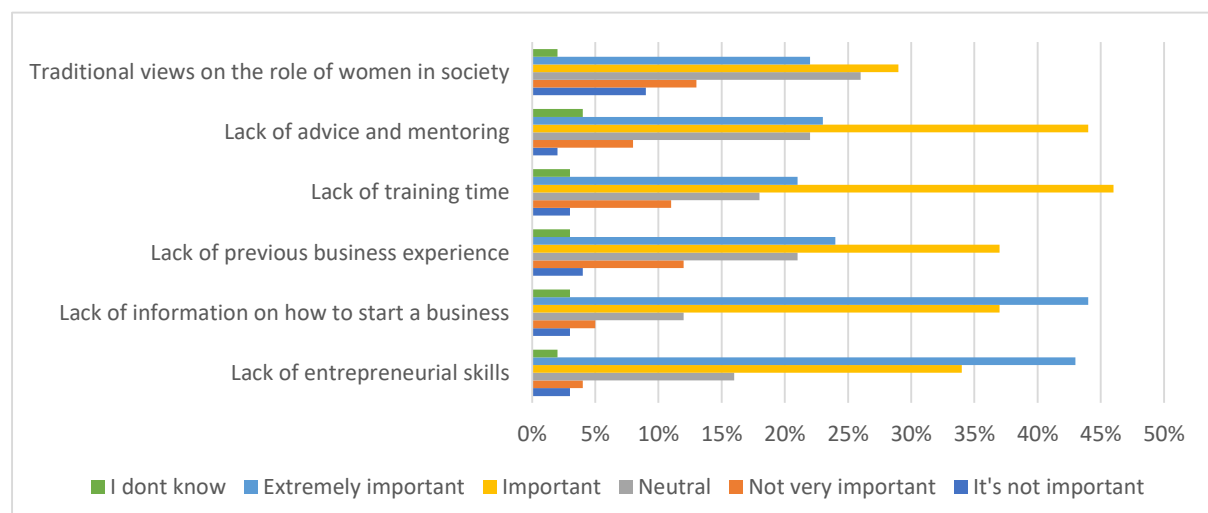


Figure 4. Risks and other external factors

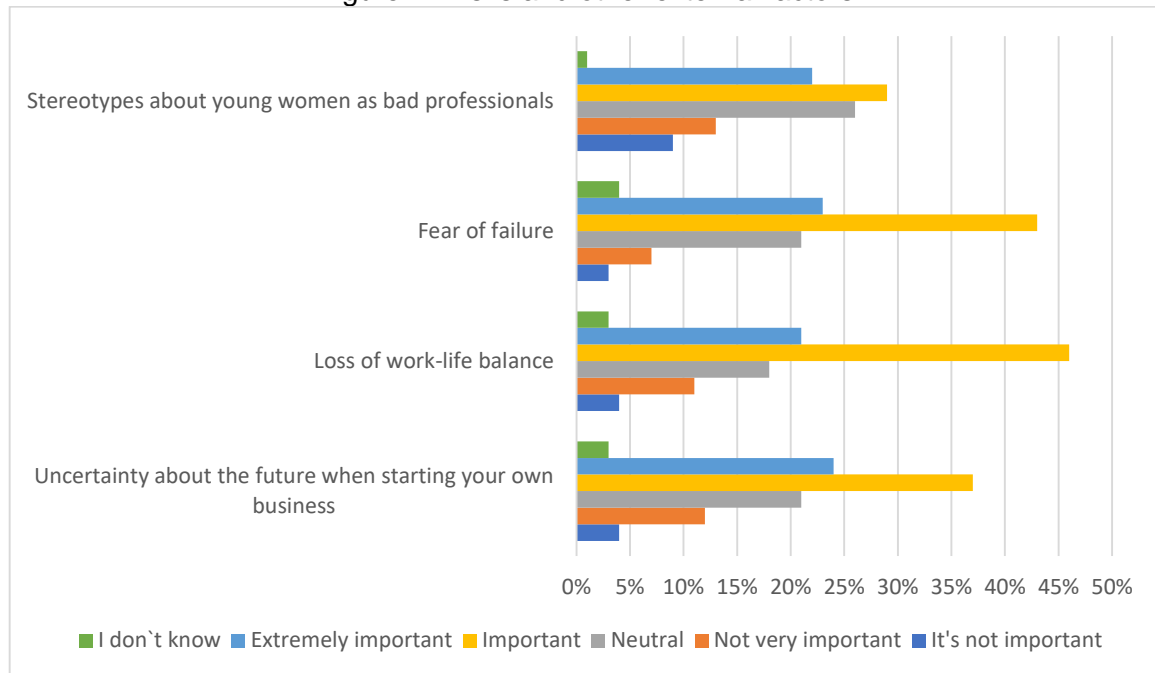


Figure 5. Macroeconomic and political factors

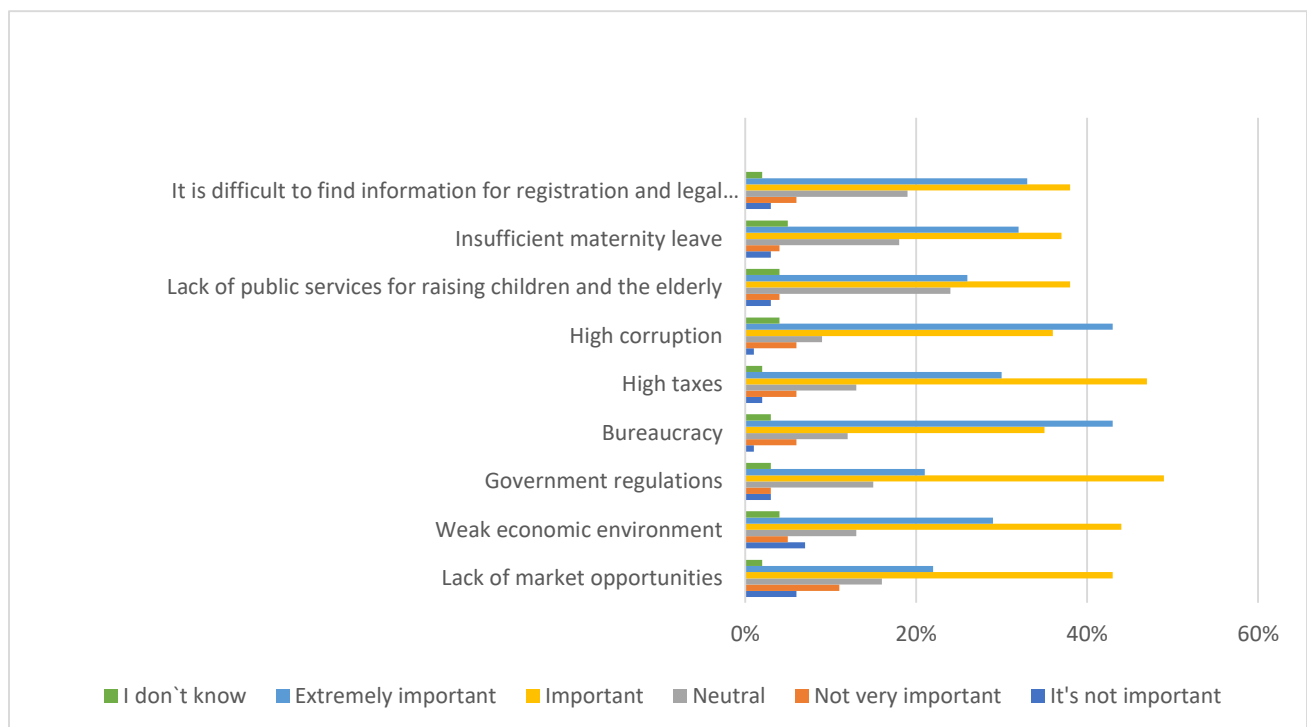


Figure 6. Aspects in the success of the latest start-ups in tourism

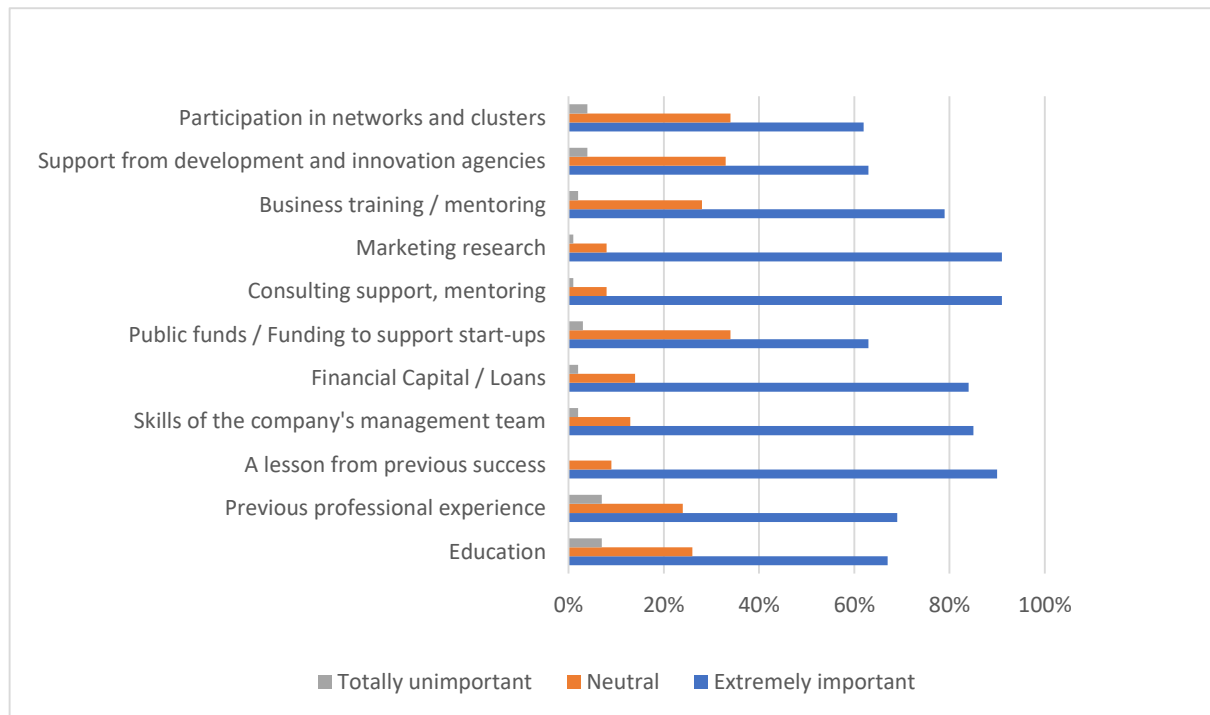


Figure 7. Supporting the immediate environment

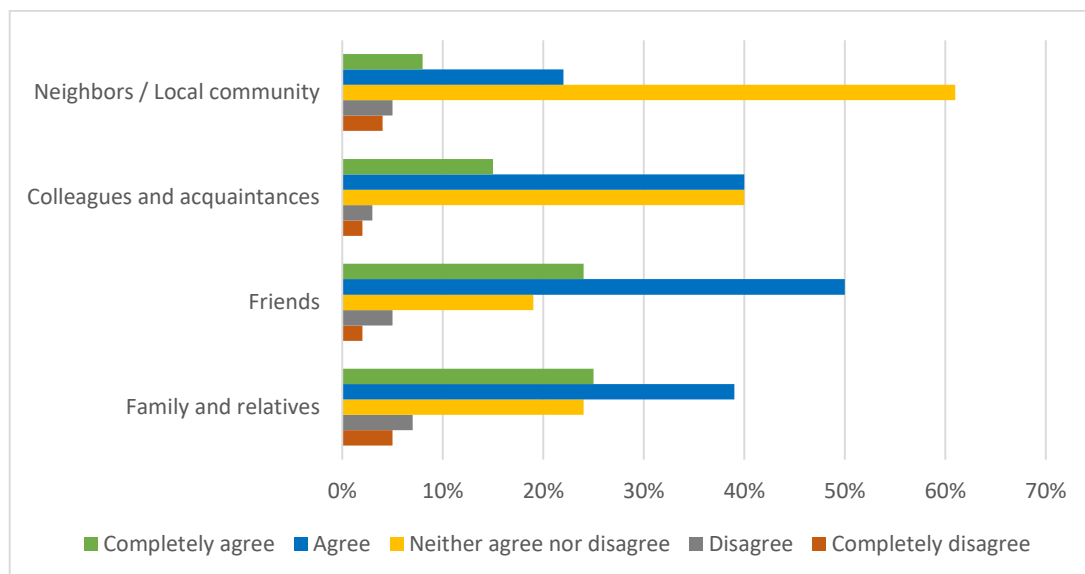


Figure 8. Preferred type of training

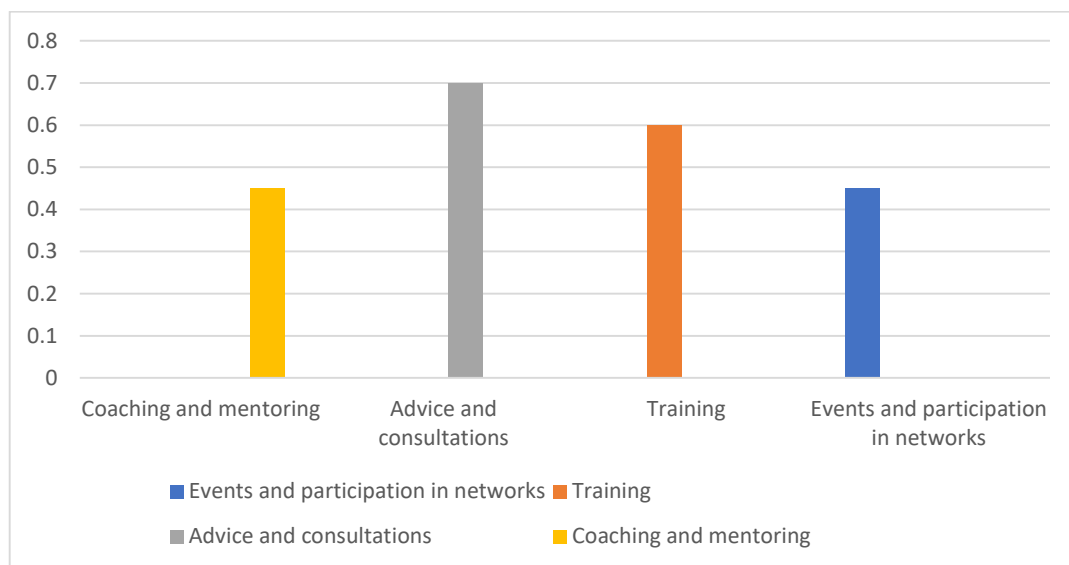
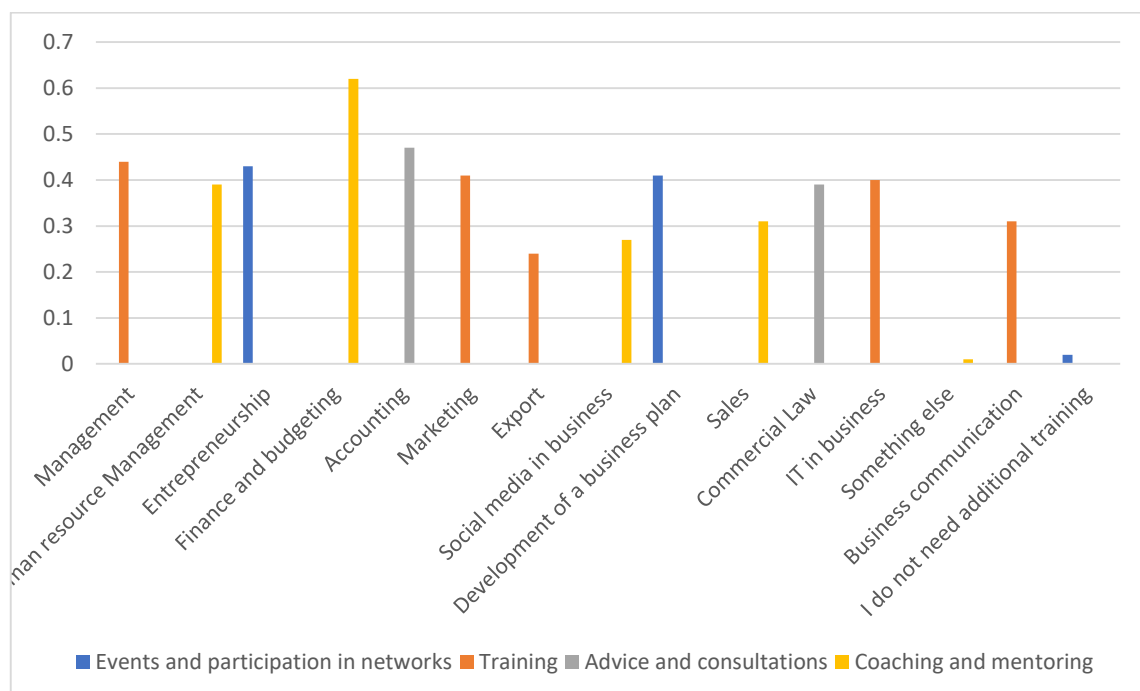


Figure 9. Training needs



Females in Tourism Management Programs (Following the Example of the New Bulgarian University)

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Abstract

This article examines the role of women in managing organizations, and in particular managing tourism education programs. Briefly presented are studies and research on women's engagement in business, their place in today's business environment, and their interest in training and working in tourism. A specific example of the contribution of women to educational management in the field of tourism in higher education is given.

Keywords: women, gender equality, management, tourism education, tourism business

INTRODUCTION

The contemporary business world is constantly imposing new conditions and requirements on governments and managers, and it often turns out that there is a gender inequality. The multilateral roles of women executives make it difficult for them to express themselves individually and it sometimes turns out that, along with purely women's problems, they have delayed the start of their professional career paths. However, international experience shows that women have managerial skills and can successfully cope with the tasks set. We find such examples not only in business as a whole, but also in the tourism industry and tourist educational management in particular.

The **research methodology** is based on the comparative analysis in the study of tourism programs and their management. The long-term monitoring method is also applied. The empirical research was conducted on the basis of the experience gained during the participation in expert commissions in the National Agency for Evaluation and Accreditation. NEAA is an independent specialized state

body that applies national and European standards in higher education.

Gender equality and women's participation in the work process has been the subject of research in a number of studies and articles. Gender equality matters because basic human rights should be the same for everyone, regardless of their sexual identity (*World Bank Group, 2017*).

Women around the world are far from being equal to men as the following research highlights: Female labour force participation is low around the world: Just over half of women of working age are participating in the labour force. This varies from about 30% in South Asia to more than 60% in Sub-Saharan Africa. Globally, women earn less than men, earning on average 60 to 75 cents for every one USD dollar of men's income.

Women who are working to generate an average of 37% of the world's GDP. In some regions, this contribution is even lower. The share of regional economic output generated by women in India is only 17% of the national output. In the Middle East North Africa (MENA)

region it is 18%. In North America and Oceania, China, and Europe and Central Asia, women generate 40-41% of GDP.

Women are less likely to own their own businesses. Even when women own businesses, it is harder for them to get the necessary financing to expand. International Finance Corporation (IFC) estimates that 70% of women-owned small and medium enterprises are developing or underserved by financial institutions, resulting in a credit gap of \$ 285 billion USD. (*Woman's Leadership in Small & Medium Enterprises, 2014*). Women have trouble growing their businesses from micro to small and to medium-sized formal businesses. A 2009 IFC Gender and Investment Climate Reform Assessment Found that women own just 16% of formalized businesses despite being 48% of the labour force in East Timor. (*International Finance Corporation (IFC), 2009*).

The study found women may not be formalizing their businesses, due to lack of access to resources and complex procedures involved that favour those with education, connections and more time.

Women are also disadvantaged because they tend to be time poor - having to combine the demands of their business with domestic tasks - and have lower literacy levels. Women are over-represented in the manual or low productivity sectors, such as agriculture, and underrepresented in the high-productivity sectors, such as business services. The International Labour Organization (ILO) also shows that women are more likely to be in marginal part-time work (*International Labour Organization, 2016*).

The demand for more flexible working hours and the constant reconciliation of work and housework forces women to compromise their career and professional development. Women are

often caretakers making it difficult for them to work in jobs with rigid work schedules. Therefore, women regularly seek more flexible jobs, which tend to pay less, in order to be available to care for their children, parents, and other members of the family (*Goldin, C., 2015*). Women are also interested in the free consulting profession, as the role of the consultant and consultation as an integral part of today's business world is growing (*Yaneva, M., 2010*).

Women are less likely to be promoted to managerial positions. Fewer women end up on a leadership career path. ILO data show that men are almost three times as likely as women to hold leadership positions, such as legislators, senior officials, and managers (*International Labour Organization, 2016*).

However, it turns out that the female workforce can bring about quantitative and qualitative economic changes. A 2015 study by McKinsey found that narrowing the gender gap could double the contribution of women to global GDP between 2014 and 2025. They concluded that in a 'full potential' scenario in which women participate in the economy identically to men, \$ 28 trillion USD (26%) could be added to the annual global GDP by 2025 (*McKinsey & Co, 2015*).

However, if we have to pay attention to more recent studies as well - according to the Peterson Institute for International Economics and the consulting firm EY, we will point out that women are less frequently on boards of directors and are more often involved in direct management. In addition, another conclusion is that increasing the number of women in top management positions significantly increases the profitability of the business, according to the same survey conducted in 21,000 public organizations in 91 countries. Also, the results of the study show that a company with 30% of women leaders can expect to add up to six

percentage points to its net profit margins, compared to similar non-ladies' economic activities in management. The mere presence of a female CEO, however, does not have a significant impact on the business, and the impact of the presence of ladies on the board is minimal, analysts at the Peterson Institute report. The findings add new arguments to the discussion about improving women's access to male-dominated senior management positions in business. Despite the long-standing focus on increasing gender diversity in corporate governance, progress in this direction is poor - almost one-third of the companies participating in the survey have women neither on board nor on top management. 60% of the surveyed organizations are missing ladies on their boards, and 50% of them don't have ladies in top management. According to the Peterson Institute, the more women there are in the c-suite (higher management), the more profitable the organization is.

It should be noted that in a regional context, according to Eurostat (2019), Bulgaria is on the second place among the countries in the EU in the share of women holding senior positions. First is Latvia, where 56% of management posts are entrusted to ladies. Bulgaria and Estonia share second place with a 49% female presence in the management of organizations. Poland and Slovenia follow with 47%, Hungary with 43%, Lithuania and Sweden with 42%, Ireland with 41%.

In the European Union as a whole, 36% of managers are women and 64% are men. About 17% of CEOs in the community are ladies and 27% of the members of the governing bodies.

In Germany, 30% of companies are run by women. The most unfavourable situation in this respect is the situation for women in Luxembourg, where their presence in government is only 15%. The penultimate place is in Cyprus by 23%.

Previously, the Czech Republic, Denmark, Italy, the Netherlands - 29% are women and 71% are men.

Analysing the context of tourism, we note that in some countries, tourism has almost twice as many women employers as other sectors, offering significant opportunities for women to run their own businesses. In Indonesia, Malaysia, the Philippines, and Thailand, more than half of tourism businesses are run by women. In Latin America, 51% of tourism businesses are managed by women, more than double the proportion in other sectors. In Nicaragua and Panama, more than 70% of business owners are women, compared to just over 20% in other sectors (22 *World Tourism Organization (UNWTO) and UN Women, 2010*).

Explanations for the tendency for women to be more represented in tourism than in other sectors vary, but it may be due to the following unique characteristics of the tourism sector:

- Less emphasis on formal education and training;
- Greater emphasis on personal and hospitality skills;
- Higher prevalence of part-time and work-from-home options;
- Increased options for entrepreneurship that do not require heavy start-up financing;
- Opportunities through sharing the economy for women through online platforms such as Airbnb, Uber, and Vacation Rentals by Owner (VRBO).

We will note that in 2019, there is still extremely limited specification of data on women's participation in tourism education and training. Available research highlights a number of notable patterns. For example, there is segregation between women and men in their access to tourism-related education and training, which disadvantages women (*International*

Labour Organization, 2017). While overall sex-disaggregated data is not available on tourism education at the global level, research in the specific regions suggests that women are the majority among tourism students. Despite this, talent management strategies in the hospitality industry have been found to lack a focus on women as human capital, as re-acted in women's limited representation among management and senior positions in the tourism sector - possibly underscored by few women participating in high-level training (*Baum, T. and Cheung, C., 2015*).

The apparent lack of opportunities for women to take part in high-level tourism training appears to have been intensified by the lack of career progression opportunities in the tourism sector (*Moreno, D., 2017*).

Informal work for instance, has been linked "to the marginalization of women in their training aspirations. „Similarly, as women in tourism disproportionately occupy low level, low skill employment "at the base of the occupational pyramid", this can trap them in "parking areas [, that is,] a zone where women see few development opportunities for a professional career, as they are aware that [their] company has little interest in investing in their training." (*Moreno, D. and Canada, E., 2018*).

In addition to on-the-job training, research by the World Bank highlights the importance of training for women on soft skills and networking, as well as raising awareness of available training opportunities. These soft skills can include negotiations, leadership or presentation skills that can play a central role in career progression. One World Bank study in 2018 found that: "Bundled services (that is, capital combined with business training or traditional business training combined with soft skills and non-cognitive skills trainings) are more effective in improving business performance for women-led enterprises

seeking growth than are stand-alone interventions" (*World Bank, 2018*).

This is echoed in research undertaken by Brookings, which affirmed that "successful interventions (for women's empowerment) have usually paired basic business skills provision (as well as basic financial capital) with provision of soft skills such as leadership and mind set considerations." (*Siba, E., 2019*).

Moreover, positive performance in employment and entrepreneurship is shaped by education and training, as well as "confidence, assets and networks" (*World Bank, 2019*). As reflected in the case studies below, networking and mentors are also essential for fostering women's empowerment in tourism. Research underscores the significance of networks and mentors for women entrepreneurs and trainees (*Buvinic, M. and O'Donnell, M., 2016*); for example, improved social networking enables women to "experience solidarity with their peers, as well as independence in financial decision-making and increased respect within their households and communities" (*Brody, C. et al., 2015*).

The interest of the female gender in tourism business and education is also found in the management of an educational institution and at the same time a leader in higher education in Bulgaria such as the New Bulgarian University (NBU), and in particular in the tourism programs offered by the university under the leadership of a female team. The educational programs are bachelor and master's degrees in full-time and distance learning. The full-time programs are: Bachelor's Degree Programs in Hotel and Restaurant Management and Tourism Management; Master's Degree Programs in Tourism Business Management, Entertainment Management, and Luxury Hotel Management. The programs offering distance learning are: Tourism Management (Bachelor's) and Master's

Degree - Tourism Business Management, Entertainment Industry Management. All of them are administratively and academically created, structured and managed by women at a university where male teachers and managers generally dominate. The tourism programs belong to the Administration and Management Department, the Tourism section, to which all members are also women only. The teaching staff consists of three professors, two principal assistants, two doctoral students, two administrative directors and one secretary.

The development of tourism programs is in accordance with the educational mission of the New Bulgarian University - to orient its students to an autonomous academic institution for building entrepreneurial personalities responsible for their own development; to be an environment for the development of socially prepared individuals prepared for life in a democracy, civil society, market relations, European and global integration; to be a liberal academic institution based on the link between education, research and entrepreneurship; to provide interdisciplinary general and closely specialized education based on research and on practice. We will also point out the mission of the New Bulgarian University:

- to be oriented towards its students by building entrepreneurial, socially responsible individuals, prepared for life in today's democratic Bulgaria, united Europe and the globalizing world;
- to contribute to the advancement of university education through accessible interdisciplinary and specialized training as well as research by international standards;
- to put into service for the society its academic potential and to respond to social and economic changes by participating in them with its projects.

The vision of New Bulgarian University is, as part of the international university network, to be a model for an academic institution that prepares students and doctoral students with high academic competence and practical skills. Graduate students and PhD students have high academic qualifications and lifelong learning skills, with professional qualifications for successful implementation in the fast-changing job market.

The educational philosophy of New Bulgarian University is based on the liberal idea of education, linking the acquisition of knowledge and professional specialization with the general spiritual development.

It should be emphasized that New Bulgarian University organizes training in tourism programs in full accordance with its mission, vision, educational philosophy, goals and objectives.

Next, we draw attention to the fact that modern and efficient higher education systems are the basis of an open and sustainable society, as well as a creative, innovative and entrepreneurial knowledge-based economy. Building sustainable links between education, research and business - the three sides of the knowledge triangle, with the aim of fostering excellence and innovation, is a priority for student's ongoing modernization of tourism programs at New Bulgarian University. The intensive interaction between the stakeholders for the dissemination and application of the accumulated knowledge (a direct result of the research) in social practice is implicitly presented in the philosophy of the University. In particular, the philosophy of student education in tourism programs is oriented towards building specialized knowledge about tourist reality; responsible thinking; ability to work in team; good communication skills; creative and active civic position.

The training in the tourism programs is carried out according to the following documents: curriculum, program scheme and passports of courses - compulsory, elective courses and teaching practices, each passport containing a thematic plan, sources and curriculum vitae of the teacher.

Within the framework of the training, a procedure for organizing the practices and internships of tourism students was introduced, which regulates their organization, conducting and reporting. The practical training of students is carried out in a real working environment - hotels, restaurants, travel agencies, cultural institutes and more.

The contributions of women to the management of tourism programs at New Bulgarian University are also in the direction of practical training for the Bachelor's program in Tourism Management, which includes research and analysis of the activity of a specific tourist site (enterprise); development of a specific project; internship in a specific discipline. The student's internship is organized after the third year in a travel agency, tour operator company or hotel, for this purpose contracts have been concluded in the two largest organizations in the field of tour operator and hotel activity in Bulgaria - the Association of Bulgarian Tour Operators and Travel Agents (ABTTA) and the Bulgarian Hotel and Restaurant Association (BHRA), as well as with leading companies in the field of hotel and tour operator and travel agency activities. The practical training is also related to the implementation of practices in the public and private sectors of culture and tourism - tourism councils and tourist information centres, municipal departments and directorates for tourism, non-governmental organizations in the field of culture and tourism, museums and more.

It should also be noted that women also play a key role in the management of

the bachelor's program in Hotel and Restaurant Management, which is the only program in the country with mandatory internships and practises after the first, second, fourth and sixth semesters in hotel and restaurant business. Since 2007, the Bachelor's Degree Program in Hospitality and Restaurant Management has signed internships and sent internship students to Bulgaria and France. The French companies contracted by the program are Vacancel and MMV. Students go on internships in France with internship contracts. In connection with the improvement of the quality management system of teaching practices and internships, students sign these tripartite contracts - a trainee – program - company, according to the requirements of the European Union. The quality control activities of the training practices and internships cover the organization, implementation, control, coordination and validation of the actual internships set as compulsory courses in the programs. Preliminary preparation is carried out related to knowledge of French legislation, building partnerships and maintaining them, instructions and preparation of students, preparation of documentation and follow-up and monthly analyses with mentors in a foreign language, as well as validation of internships in the different locations. This validation is done by submitting the necessary documents after the student returns from internship:

- Traineeship Certificate - prepared by the host company.
- Internship report - prepared by the student.
- Assessment of the host company for the internships completed in the company.

The major educational goals of the tourism program meet both the specific tasks and the NBU's mission in an innovative and interdisciplinary

environment to prepare multifunctional managers with independent spirit, leadership behaviour, creative thinking and responsibility, for living in a democratic and civil society. The main educational goals and motives of the bachelor's and master's programs in tourism at New Bulgarian University can be summarized as follows:

1. Respond to a clearly expressed demand in the field of tourism by management specialists in different directions - hotel and restaurant business, tour operator and travel agency activity, tourist organizations at macro and micro level;
2. Implement modern and adequate tourism management education synchronized with good foreign practices;
3. Prepare managers with a broad profile of competencies, especially in the field of tourism business operation and to implement specific strategies to achieve organizational goals in a dynamic business environment;
4. Develop managerial approaches for making management decisions in different directions in the field of tourism and using tools for diagnostics, forecasting and management of organizations in tourism;
5. Promote rapid integration into the European Community thanks to the general focus of the NBU and the compulsory acquisition of foreign language skills at B2 level. It is envisaged that during each of the first four semesters of foreign language learning, 60 hours per semester will be spent.
6. Realize the possibility to train students from the region of Europe.

The qualification characteristic reflects the focus of student preparation on offering solid general education and vocational training and practical specialization with opportunities for highly

competitive implementation in practice. Graduates of the Bachelor's and Master's Degree Programs in Tourism can work in the country and abroad as managers and specialists in tourism management, cultural tourism, managers and employees in hotels, restaurants, travel agencies, tour operators, art galleries, museums, cultural managers, information, sports, entertainment, recreation centres; Director, Chief Expert, Chief Secretary, Chief Inspector, Inspector, Chief Curator, Instructor, Consultant and Head of Sector in a Tourism Organization, etc. The determination of professional qualifications for the different education and qualification levels is based both on the prospects for the most probable business trends in the country, as well as on the possibilities for the potential need of more young professionals with a degree in tourism. In this regard, nearly 12% of the country's employees are work in tourism sphere.

Student's education responds and adheres to modern teaching methods and assessment of their achievements. An organization has been set up to maintain and develop modern methods in teaching the material and in the assessment of the students.

The specificity of tourism education, which is taken into account to the maximum in the tourism programs of New Bulgarian University, is a significant share of practical training in the total volume of the classes. Specifically for master's programs, the share of training (practical) courses represents 50% of the total number of university classes. For undergraduate programs, the percentage of practical courses, including traineeships and internships, is 45% of the total number of university classes.

It is important to emphasize that tourism programs are periodically analysed and compared to tourism programs at other universities in Bulgaria and abroad (Erasmus partner universities, world-

leading and European universities in tourism training - University of Finland, the University of Aveiro, the University of Urbino, the University of Heilbronn, the University of Bologna).

Despite these comparative activities with other universities, it is important to note that the tourism management program at New Bulgarian University is innovative. It was created on the basis of the experience of leading international universities and specialized colleges of tourism. They have been developed in accordance with the European Credit Transfer System and have reflected the following parameters: duration of the study process, number of training courses, hours, weekly workload, ongoing semester control of acquired knowledge, forms for assessing students' knowledge, etc...

In this context, a comparative analysis based on the following important indicators for undergraduate programs is also of interest:

1. Organization of the educational process - in the higher education institutions in Bulgaria the training in tourism is carried out as in the first year students are determined by specialties. The analysis of the curricula shows that the specialties of the professional direction "Tourism" in the respective higher education institutions are taught in the same curriculum. At New Bulgarian University, training is conditionally divided into two levels: basic and specialized training. This division provides students with an opportunity for broader general and basic training in areas close to tourism, which contributes to the upgrading of knowledge in the specializations offered during the fourth year of study - tour operator and travel agency management, hotel and restaurant management, cultural tourism.

At the first level students deepen their interdisciplinary training, acquire skills in other social fields, master introductory and fundamental economic disciplines. At the second level, students acquire specialized knowledge in the field of tourism management and have the opportunity to specialize in the management of tour operator and travel agency activities, hotel and restaurant management, cultural tourism. At this stage, they have the opportunity to study in one or two undergraduate programs through the opportunities offered to them by the "major" and "minor" programs.

2. Admission to the programs at the universities in Bulgaria is after a competitive entrance exam or test in different subject areas (History, Mathematics, Bulgarian language, Geography), while at New Bulgarian University the admission is after a general education test (TOP).

3. Completion procedure - in most colleges in Bulgaria, a student can graduate with a state exam or a diploma thesis (if the student has a very good mark, usually above very good 4.50). Students from the New Bulgarian University's tourism programs graduate through: a state exam or a bachelor's degree, if desired, but their overall success should be very good (4.50).

4. Student workload - a credit system has been introduced, since the establishment of the New Bulgarian University. The European Credit Transfer System (ECTS) has been adopted. The credit system is linked to the rating system. It allows students to develop their skills also through independent work in the form of developing papers, solving cases, preparing coursework, independent research projects and more to cover a predefined number of needed credits.

The results of the analysis are also formulated on the basis of a thorough study

of all available and accessible curricula and academic publications on training organization at the leading universities of Ecole Hôtelière de Lausanne, Switzerland; The IUBH School of Business and Management, Germany; La Rochelle Business School, France; University of Surrey, England; NHTV Breda University of Applied Sciences, The Netherlands; Hochschule für Wirtschaft, Technik und Kultur, Germany; University Carlos III of Madrid, Spain; UCAM Universidad Católica San Antonio de Murcia / Murcia, Spain; Universidad de Salamanca / Salamanca, Spain; Universitat Autònoma de Barcelona, Spain; Escuela Universitaria de Hotelería y Turismo Sant Pol / Barcelona, Spain; HELP University / Kuala Lumpur, Malaysia; Galway-Mayo Institute of Technology (GMIT) / Galway, Ireland; University Of Colima / Colima, Mexico; Auckland Institute of Studies / Auckland, New Zealand; Hunan University of Science and Technology / Changsha, China; Vilnius University of Applied Sciences VIKO / Vilnius, Lithuania; Deggendorf Institute of Technology (DIT) / Deggendorf, Germany; IUBH University of Applied Sciences Bad Honnef, Bad Honnef, Germany; FH Wien University of Applied Sciences of WKW, Vienna, Austria; Groupe ESC Troyes in Champagne, Troyes, France; Kauno College, Kaunas, Lithuania; IMC University of Applied Sciences Krems, Krems, Austria; WSB University in Gdansk Gdansk, Poland; Instituto Politécnico de Tomar, Tomar, Portugal; Universidade Europeia, Lisbon, Portugal; BBI Luxembourg, Wiltz, Luxembourg; DCT University Center - Switzerland, Witznau, Lucerne, Switzerland.

Observations and annual monitoring show that there is a steady interest in NBU's undergraduate and graduate tourism programs. The students in the programs are highly motivated creative personalities, and the learning process is at a high professional level and

allows individual development of each student individually, depending on their aspirations and abilities.

It is important to emphasize that the training in the bachelor's and master's programs in tourism meets the quality requirements of the state regulations, the internal regulations of the New Bulgarian University and ensures integration with the best practices of European and international education.

The creation and successful female management of tourism programs gives us a reason to make several summaries:

1. The Professional Department "Tourism" is a leading one in the New Bulgarian University, which developed and presented in 1992 one of the first Master's Degree Programs in Tourism Management in Bulgaria. The established conceptual framework and comprehensible methodology of the programs during this period of development is a solid basis for the detailed and substantiated basic and specialized preparation in the various bachelor's and master's programs in the field.

2. The substantive characteristics and structure of the programs are in accordance with European and world standards, with the opinions and proposals of leading scientists and experts, with the assessments of the International Advisory Councils, subject to constant internal and external monitoring, reviews and discussions. They fully meet the requirements of EFQM (European Foundation for Quality Management), European Erasmus programs, HESP for student mobility, as well as more specific CIPD (Chartered Institute of Personnel & Development).

3. The programs of the department have the necessary documentation and an algorithm of forms, requirements and approaches, guaranteeing a high degree of choice of courses (classes or training), but

also the possibilities for mobility in other programs, a combination of regular and distance learning, as well as accreditation of courses from our and foreign universities.

4. Tourism programs have a variety of forms to stimulate students' creativity - through independent research, projects and participation in seminars, training forms of learning, participation in conferences and active participation in practices and internships through which are applied approaches combining 'learning by doing', reflection and empathy.

5. The program instructors use the Moodle electronic platform, its interactive and multimedia capabilities, video lectures, maintain constant feedback in on-line courses, with direct access to the electronic sites, which create prerequisites for optimal interaction between teachers and students during discussion in forums on the topics raised. The trainers in the programs undergo specialized training, including participation in national and international projects by attracting leading foreign teachers, offering and certifying up-to-date teaching methodologies.

6. Research on internal university, national and international projects is carried out. Scientific seminars, scientific and practical and international conferences are regularly held, which in terms of their scope, goals and interaction with the practice have serious media coverage, which is an indicator of significant public resonance. Scientific publications are published in yearbooks, specialized editions and collections of thematic forums and specialties, which have editorial boards, council and guidance in each of the sections by habilitated lecturers.

7. The lecturers in the tourism programs are the authors of the course textbooks. They also publish monographs at the New Bulgarian University Publishing House, and are members of prestigious

national and international organizations and regularly participate in scientific forums and workshops with colleagues from similar tourism programs.

8. Joint activities with other universities - Sofia University, the University of National and World Economy, the Academy of Economics in Svishtov, the Economic University in Varna, as well as with foreign universities are being developed. Participating in various team development activities, projects, mutual academic monitoring is carried out, referring of editions. He also participates in joint forums, specialized conferences or discussions with consumer organizations, organizes final seminars in program courses or meetings with business experts, and actively participates in the Careers and Students Forum.

9. Lecturers have a solid material base, equipped with modern technical equipment and individual computers, which are updated every 2 years. Students in tourism programs have a constantly updated information resource and opportunities for expression, and their participation in the entire academic activity is illustrated in the specialized websites of the departments and programs. A significant fund of up-to-date Bulgarian and foreign literature and student developments in tourism has been kept and available for use at the Library of the New Bulgarian University.

10. The programs hold regular meetings with students based on the analysis of questionnaires and recommendations from the Quality Assurance System at the New Bulgarian University. They also apply SWOT analysis to summarize the data received and set priorities for optimizing the learning process. There, students most often identify the competitive advantages in the following: greater initiative, more innovative thinking, better practical training, more mobility, advanced theoretical preparation;

nearly 2/3 of the graduates share that the diploma from the New Bulgarian University has had a positive influence in the search and finding of professional realization; most students perceive the University as an innovator in the following directions: a variety of courses and disciplines, very good facilities, extremely good lecturers, development of the students' initiative, and a considerable part of them have availed themselves of the opportunity to study at a foreign partner university.

Finally, it should be noted that there is a steadily increasing share of women in managing various activities and organizations. The presentation of successful examples of their professional realization contributes to attracting and occupying higher working positions, improving educational qualifications and improving their working skills. The considered contribution of women to the management of tourism programs at the New Bulgarian University is a testament to the ladies' professional commitment and responsibility for organizational development.

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Women at Work : Complexities of Occupational Health and Safety Challenges in a Male Dominated Environment

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Abstract

Construction has not been an obvious career choice for women all over the world as a result of the strongly held masculine perception that they are not suited for the industry and several other consequent challenges they encounter. The terrain of physical work and associated ergonomic hazards are two of such perceptions. Despite the advocacy for liberalisation and feminisation concerning gender roles, traditional stereotypes regarding occupational roles continue to dominate both in theoretical discourses and practice. Women all over the world constitute a minority in the construction workforce and compared to their male counterparts, have unique health and safety needs as construction work exposes them to high risks of injuries and fatalities. The paper reported on studies focusing on gender differences in occupational exposures and outcomes in the South African context as well as internationally. The study also highlights (i) gender considerations in workplace safety (ii) issues pertaining to women's occupational workplace health and safety in construction. The paper suggests that a gender-sensitive approach is required to address and accommodate the health and safety needs of women in construction.

Keywords: construction, gender differences, women's health and safety, workplace exposures

INTRODUCTION

Numerous construction activities have been found to pose substantial health and safety hazards to women workers (Enhassi and Mohammaden, 2012). In Europe, North America and Africa, women workers compared to men are more susceptible to work injuries and hazards because of their physiological characteristics (Blignaut et al, 2011; Li, 2012; Kita et al, 2015). Women workers are prone to die in work-related car accidents and homicides compared to their male counterparts (Enhassi and Mohammaden, 2012). Between 2003 and 2010, an average fatality rate of 65% was recorded for women construction workers in the United States and was significantly higher than the average fatality rate for women workers in other industries, indicating that women were more likely to experience health and safety risks in

construction than in any other industry (Li, 2012; Walker, 2014; NYCOSH, 2014).

Men and women are vulnerable to different types of occupational health hazards (Messing et al, 2009; Rios et al, 2017). Statistical data on health and safety, shows that explicit gender differences exist in the area of occupational health and safety (Connell, 2012). Women have been found to be exposed to work-related accidents and injuries that are specific to their gender (Connell, 2012). The horizontal and vertical segregation of working conditions especially in male-dominated occupations has been identified as one of the reasons for different work-related health and safety threats between men and women (Rios et al, 2017; Botha and Cronje, 2015). The inequalities in labour put women at higher risks of injuries and accidents (du Plessis et al, 2013). Women in non-traditional

occupations such as construction are subjected to greater risks of discrimination and harassment (NYCOSH, 2012). Women compared to men are exposed to more severe musculoskeletal disorders, fatigue and stress (Messing et al, 2009; Izaskun, 2017).

In general, women are more likely to report work-related health problems (European Agency for Safety and Health at Work, 2003). Further aggravating women workers' health and safety are the deficient health and safety regulations covering them (Lu, 2011). High probabilities of exposure to health and safety hazards combined with poor policies, labor conditions and advocacy towards the protection of women can place women in perilous situations in the management of their health and safety needs (Lu, 2011; Kita et al, 2015). Previous studies on occupational health and safety have explored variances in workplace injuries and accidents based on biological differences (Jensen et al, 2014; Botha and Cronje, 2015).

This study aims to examine women's workplace health and safety concerns and identify gender differences in occupational exposures and outcomes in male-dominated environments through a comprehensive review of literature.

HISTORY OF WOMEN AND CONSTRUCTION WORK

Numerous studies have reported that despite an extensive range of global legislation which was developed in the 1990s to promote women's growth in the economy, women are still underrepresented in the construction industry with a majority occupying clerical positions rather than technical construction roles (Gurjao, 2006; Madikizela and Haupt, 2008; English and Hay, 2012).

In Africa, the development of traditional building was part of a custom, with skills and talents distributed amongst generations (English, 2007). For some families in certain communities, the responsibility of building their own houses fell on them (Kalabamu, 2004). Mafico (1991) described the building process where everyone in society was involved and understood the various aspects of building construction, was an essential feature. Therefore, many members of a community had developed skills in different aspects of construction (Moodley, 2012). Skills were acquired on site as activities were practical with no formal instructions and written texts (English, 2012).

According to Kalabamu (2004); Moodley (2012) the majority of the houses in informal settlements and rural areas were built and preserved by women. Eldredge (1993); Mafico (1991) noted that tradition women in pastoral communities in Tanzania, Zimbabwe, Botswana, South Africa, Kenya and Lesotho were responsible for building houses for their families. In various parts of Africa, like Botswana and Zimbabwe, women undertook different manual building tasks such as mixing and moulding bricks, building walls, wall decorations and thatching (Kalabamu, 2001). Principally, men were responsible for hunting, cow grazing and protecting the family admits wars (Kalabamu, 2004). Women performed similar tasks as men and in some cases, were more involved in the building process (Moodley, 2012; English, 2007).

In South Africa, women have existed in the construction industry, especially in the construction of buildings since at least 1994 (Mjoli-Mncube, 2005). Although women have had an influence in the building of houses for a considerable length of time, in South Africa it was only at

the inception of the dispensation of democratic rule that they began to gain recognition as salaried employees and entrepreneurs in the construction industry (Kalabamu, 2004).

Noteworthy is the fact that the employment of women started from a much very lower level in 1995 compared that of men (Sangweni and Root, 2015). Over time, the population of women entering the workforce had significantly increased as growth had been realized in education, health, finance and retail sectors (ibid). However, in the manufacturing, utilities and construction industry the total female employment growth was at an average of 3.3 % per annum, somewhat below the overall average employment growth rate of 3.4% in these sectors (Jimoh *et al.*, 2016).

During the early 1990s, the employment rates of women in the South African construction industry was about 6% of the industry's total labour force (Ndinda, 2003). Between 1995 to 2001 women employed in construction increased to 13.8% (Dabke et al, 2008). By 2004, the population of women employed across various trades in the industry had reduced by 2.5% (English and Le Juene, 2012). In a report by the Department of Labour (2005) employment of women increased to 22% between 2004 and 2005, with women accounting for 55% of the total employment growth. A South African professional registration report (2008) described women as representing only 20% of architects, 12% of quantity surveyors, 2% of civil engineers, 3% of project managers and 0.6% of site engineers.

English (2007) indicated that gender roles and building roles became more Eurocentric than African with the influence of Western cultures on African societies and its impact on the entrance of women into the construction industry is evident. The construction industries of First

World countries like the United States, UK and Australia utilised modern technological methods and materials that were often imported and required experts to operate them (Lingard and Lin, 2003). Previously, the construction methods adopted in Africa were extremely labour intensive with the use of little mechanical equipment (Madikizela and Haupt, 2008). Kalabamu (2004); English (2007) points out that these tasks can no longer be carried out by the same group of people as the complex and sophisticated procedures require expert abilities and training and these skills were not conveniently acquired by a majority of the prospective women engineers.

Women's participation in the Construction Industry in Developing countries and South Africa

Before the 1980's, very little research existed on gender issues in construction. Well-known studies implicitly focused on men (Thompson, 2015). Most of the studies concentrated emphatically on the status of men in construction work, the culture of the construction industry with little to no emphasis on gender (English and Le Juene, 2012). To address the problem of limited employment of women around the globe, very few strategies were developed other than intent. Although the United Nations listed "Gender Equality "as one of its 17 Sustainable Development Goals aimed at promoting equality and female empowerment, it has not been religiously executed even in First World Countries and especially in non-traditional sectors particularly in the construction industry (English and Hay, 2012).

The position of women in an economy has been identified as one of the determinants of the general development of any country (Moodley, 2012). Initiatives to create awareness of the predicaments of women in developing countries were pioneered by the United Nations (Nchake

and Koatsa, 2017). Reports from the International Labour Organisation (ILO) initiated the commencement of research on gender inequality, poor working conditions experienced by women and barriers to entry in the construction industry (Thompson, 2015). Therefore, construction research focusing on women post-1980 focused on women in developing countries, and a bulk of the study in the construction industry remains concentrated on developing countries as gender issues are comparatively more severe in these countries (English, 2007).

Gender-based barriers continue to be a problem in the recruitment and retention of women in the construction industry (Charity-Leeke, 2012). Several studies revealed that women are often discouraged from undertaking careers in the construction industry by informal recruitment processes, advertisement and promotional materials with content which reflect masculine qualities and interests, unstructured interviews, unfair selection measures and chauvinist demeanors (Amaratunga et al, (2006); Othman and Jaafar (2013) ; Ibanez (2016); Fielden et al, 2001; Moodley, 2012). Evidence showed that the existence of gender equality in the construction industry impacts the recruitment, retention and advancement of women and to a great extent is attributed to social and structural barriers (Sang and Powell, 2012). The segregation women encounter in the labour market which is dominated by men is influenced by social norms (Charity-Leeke, 2012). Othman and Jaafar (2013) concluded that not only is the construction industry male-dominated, but involvement and participation of women remains relatively low.

Although both first and third world countries share the problem of inadequate representation of women, women are very present in the construction workforce of

some developing countries compared to European countries (English and Hay, 2012; Moodley, 2012). Unlike European countries, Latin America and sub-Saharan Africa where women are almost invisible and debarred from staying in the construction profession, men are outnumbered by women on construction sites in Asia (Ahuja and Kumari, 2015).

In Thailand, Bangladesh and Sri Lanka women represent 95%, 88% and 78% respectively of workers doing construction work (Jimoh et al, 2016). Women's inclination to undertake construction work in Thailand is attributed to higher wages compared to other labour-intensive jobs in the country (Ibid). Regardless of their visibility on construction sites, women represent a small fraction (14.6%) of the employed population in the Asian construction industry – not more than 17.9% in Thailand, 12.2% in Sri Lanka and 5.7% in India (Ibanez, 2016).

In India, the construction industry is one of the most flourishing sectors and the second-largest generator of employment after agriculture (Ahuja and Kumari, 2015). According to Government of India (2011) 31 million people were employed in construction in 2008 and is estimated to reach 92 million by 2022. Over half of the population of construction workers are women, with a majority of them serving as manual labourers or helpers (Nchake and Koatsa, 2017). In Singapore, the situation is noticeably different. The Labour Force Survey reported that only 15% of the labour force in the construction industry was women (Othman and Jaafar, 2013). This skewed pattern was also detected in other countries, whereby construction workers remain men predominantly (English and Hay, 2012).

Similarly, in Zimbabwe of the 105, 567 employees in the construction industry, only 6.7% were women, and a

majority of them occupied administrative positions (Moodley, 2012). This trend seemed to be quite evident in other countries as well. In the Czech Republic, only 2.7 % of business owners in the construction industry were women, and 4.55% of senior management positions were occupied by women (English and Le Juene, 2012).

In a recent survey conducted by the Statistics South Africa (2018) it was found that one million, four hundred and seventy-six thousand (1,476,000) people employed in the construction sector, only one hundred and fifty-seven thousand (157,000) were women. A study conducted in Cape Town, Nairobi and Kumasi by the International Labour Organisation (ILO) revealed that countries in sub-Saharan Africa were deficient of female workers and entrepreneurs (Sangweni and Root, 2015). English and Hay (2012) argued that despite the fact that women face discrimination in the industry and are dominated by men, women entrepreneurs had made some constructive advancement. Jimoh et al (2016) noted that women are effectively debuting careers in the construction industry and have even been able to receive grants and tenders from the South African government to build houses. English and Hay (2012) revealed that women are considered to possess exceptional skills which could benefit the construction industry and are equipped to undertake a variety of jobs on and off the construction site.

Gender considerations in workplace safety

Occupational risks resulting from the workplace influences the general wellbeing of workers, regardless of gender (Rivera-Torres et al, 2013). Numerous studies have argued that occupational stress could lead to health problems such as musculoskeletal and cardiovascular

disorders, insomnia and depression (Wang et al, 2009; Lalluka et al, 2009). Poor working conditions could expose both men and women to health hazards (Rios et al, 2017). However, men and women are vulnerable to different types of occupational health hazards (Messing et al, 2009; Rios et al, 2017). Women compared to men are exposed to more severe musculoskeletal disorders, fatigue and stress (Messing et al, 2009; Izakun et al, 2017). Men and women are differently exposed to toxins, radiations and chemicals that could affect their reproductive health (NYCOSH, 2014). In men, sperm quality and sexual performance may be affected (Rios et al, 2017). Women are exposed to risks that can have adverse effects on breast feeding, fertility, pregnancy outcomes and menstrual health (Herdt-Losavio et al, 2014). Women in high risk occupations may be greatly exposed to hazards associated with musculoskeletal and cardiovascular conditions associated with repetitive activities, standing postures and overexertions (Rios et al, 2017; Messing et al, 2006).

Occupational Health and Safety regulations in high-risk occupations have focused majorly on activities performed by men and rarely on dangerous work performed by women in similar work (Horrocks et al, 2012). Exposure of women to occupational health hazards have been underestimated, and analysis has been based on the male population (Khan et al, 2017). Research on occupational health and safety issues has left the experiences of women invisible by commonly describing safety hazards through male-dominated occupations (Horrocks et al, 2012; Rivera-Torres et al, 2013; Habib and Messing, 2012).

In previous years, before the link between health, safety and gender was

established, occupational health and safety policies and regulations have ignored the distinct health effects of workplace hazards on men and women (International Labour Organization, 2010). Gender-neutral policies have been developed with the assumption that all workers experience the same risks except for regulations prohibiting pregnant women from undertaking dangerous work (Serna et al, 2013). In the Philippines, women working in high-risk occupations were found to be unaware of the types of substances they were in contact with at work. Information on the contents of these substances were not visible to workers (Lu, 2011).

Very few studies have focused on gender-specific health and safety hazards (Messing et al, 2009; Avilés-Palacios et al, 2013; Botha, D. and Cronjé, 2015). Therefore, there is less knowledge of the occupational health and safety issues faced by women than men. In the last decade, researchers in the field of occupational health and safety have considered the gender perspective (Lyons, 2009). Exploring existing workplace health and safety issues of women is crucial for not only researchers and occupational health and safety stakeholders, but also for policies and regulations directed towards the protection of women's health and safety and provision of favorable labor conditions.

Women in construction: Are there special workplace hazards for women workers?

As women continually undertake construction work, their health and safety remain a subject of concern (Wong et al, 2016). Empirical evidence suggests that an obstacle to the participation of women in the construction has been linked to poor health and safety conditions (Enshassi and Mohammaden, 2012; Sultana et al, 2014; Alewi, et al 2016). There are health and safety problems specific to women

construction. Numerous construction activities pose substantial risks to women workers (Enshassi and Mohammaden, 2012; Li, 2012; Sorrentino et al, 2016). In Europe, North America and Africa, women workers compared to men are more susceptible to work injuries and hazards because of their physiological characteristics (Blignaut et al, 2011; Li, 2012; Stergiou-Kita et al, 2015). Between 2003 and 2010, an average fatality rate of 65% was recorded for women construction workers in the US and was significantly higher than the average fatality rate for women workers in other industries, indicating that women were more likely to experience health and safety risks in construction than in any other industry (Walker, 2010; Li, 2012; NYCOSH, 2014).

Women working on construction sites have identified lack of adequate sanitary facilities, masculine workplace culture, ergonomics and reproductive hazards and ill-fitting PPE's as the health and safety concerns that affect them (NYCOSH, 2014). Women undertaking male-dominated work are also susceptible to specific forms of stressors (ILO, 2010).

A considerable amount of literature has revealed that women in high-risk occupations may encounter health and safety hazards as a result of ill-fitting clothing, poor sanitary facilities and inadequate tools and equipment provided at work (NYCOSH, 2014; Wang, et al, 2009; Trade Union Congress, 2017).

Personal Protective Clothing and Equipment (PPE)

Reports suggested that ill-fitting PPE's were a significant obstacle for women workers in construction (Alewi et al, 2016). PPE's and clothing worn by women are poorly fitted and designed for the male body, thereby preventing women from executing tasks safely (Trade Union

Congress, 2017). Inadequate PPE's are cumbersome and increase the rate at which injuries and accidents to women workers occur in construction (Li, 2012). Respirators, safety boots, overalls, hard hats and safety goggles provided may not fit the women because of their body shape and size (Alewi et al, 2016)

A study on women at work found a link between the adequacies of PPE's and job satisfaction and self-efficacy of women (Wang et al, 2009). Women workers were found to be more productive when wearing PPE's with the right fit (Stergio – Kita et al, 2015). A survey of the use of PPE's on construction sites found that women had to wear extra items of clothing underneath their protective clothing to be able to fit as they were too large (Alewi et al, 2016). A similar study by the National Institute of Occupational Safety and Health (NIOSH) revealed that in the United States, 46% of women experienced difficulty in getting the right fit of protective shoes, 41% couldn't easily find their size of working gloves, while only 14% of PPE manufacturers produced women's sizes of ear, head and face protection (Li, 2012).

Ergonomics

Construction work often requires considerable physical effort, which involves working on informal sites and handling of materials and equipment (Alewi et al, 2016). Construction injuries are majorly caused by overexertion, falls and collision with objects (NYCOSH, 2014). High physical work demands are a primary source of work-related accidents (Kaminskas and Antanaitis, 2010). Handling different construction tools and equipment and exposure to extreme environmental conditions could increase the risk of accidents, resulting in psychological stress and psychosocial strain (Sultana et al, 2014; Jayakrishnan et al, 2010). A considerable amount of studies

revealed that women are not taken into consideration in the design of construction tools and equipment as these tools are often designed for men (Li, 2012; Alewi et al, 2016; Rios et al, 2017). Women experience difficulties and physical challenges when lifting hand tools (George et al, 2004). Considerations regarding the body size of women are required when lifting and handling standard construction tools (NYCOSH, 2014; Rios et al, 2017). Men and women come in different sizes, and their degree of muscular strength and pelvic structures vary (Sultana et al, 2014). Men usually possess a stronger body, larger hands and better grip (Sultana et al, 2014).

Lifting heavy objects is the most common cause of musculoskeletal diseases (Li, 2012; Rios et al, 2017) Worldwide, musculoskeletal injuries and disorders have been found to be the most compensated occupational illness and prevalent among women bricklayers compared to other construction workers (Alewi et al, 2016). Data on injuries to women in construction showed that women were at higher risk of nerve disorders, carpal tunnel syndrome, sprain and strain conditions compared to men (Lalluka et al, 2009).

Pregnancy

Women at early stages of pregnancy are at risk of exposure to hazardous chemicals and activities involving prolonged standing, climbing and lifting, which put them at risk in the later stages of their pregnancy (Migrante International, 2010). Predominantly, a considerable amount of studies has reported that female construction workers usually have to work until a few days until their due date and then resume work shortly after delivery (NCW, 2011; Bharara et al, 2012).

In male-dominated workplaces, the safe placement of women before and during pregnancy remains a challenge (Jensen et al, 2014). The vulnerability of pregnant women to workplace hazards is recognized by law (Trade Union Congress, 2017). The need for specific risk assessments cannot be overemphasized, yet employers are not obliged to conduct these assessments until a formal notice of her pregnancy is provided by the female employee (ibid). Studies have found that many employers who identified risks during their assessment took no action (Forastieri, 2004; Messing, 2004).

Hygiene and Sanitary Facilities

Access to proper sanitary facilities has been identified as a drawback for women working construction sites as most employers fail to provide clean and adequate hygiene facilities to their workers (Li, 2012). A survey of women workers in construction in Chicago found that majority of the women had worked on sites where sanitary facilities were inappropriate and dirty (Rios et al, 2017). Consequently, they contract bladder and urinary tract infections (NYCOSH, 2014).

CONCLUSION

Gendered relations in health and safety in non-traditional occupations such as construction is an emergent area that requires more attention from researchers. Emphasis has traditionally been on preventing risks in the dangerous male-dominated work, where ineffective risk management and safety policies can result to high workplace fatalities, ignoring and under compensating work-related injuries and accidents experienced by women. A better understanding of gendered workplace interactions on workers' health and safety will have implications for interventions effective occupational health and safety

management systems in masculinised workplaces. With the entry of more women into the male-dominated construction workplace, it is important to establish the role gender plays in health and safety hazards in construction. A gender-sensitive approach to workplace health and safety recognizes the differences between men and women workers, identifying the differences in risks exposures, working conditions and developing strategies that would accommodate the health and safety needs of everyone. Considerations should be given to the effect of gender on workplace health and safety and the experiences of women with the aim of integrating the specific needs of women in the development of health and safety promotion policies.

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