

Women Entrepreneurs and Human resource Management

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Introduction:

Women Entrepreneurs are playing important role in economic development of India. They are facing challenges due to changed environment. It is also observed that the percentage of Women Entrepreneur is increasing but still percentage is low. Every entrepreneur requires monetary capital and human capital for success of business. In other words human resource management is a key to success, because getting Right People of Right Quality at Right Time in Right Quantity at Right Place of Right work culture play pivotal role. “Getting things done through others” is Management. Women Entrepreneurs are true managers. They have to deal with people. Management is an Art and Science of Managing Men Tactfully. Hence it is challenging task for any entrepreneur in general and Women Entrepreneur in particular. It is been stated that amongst the four “M”s Manpower is the only active factor of production while remaining 3 “M”s i.e. Money, Material and Machinery are passive by nature. The manpower planning i.e. HRM is both an Art and Science. As an Art it requires creative and innovative approaches and a Science it requires scientific and systematic Application of Principle. The Changing Environment as far as technological, political, economical, socio-culture is concerned made human resource management more critical and challenging. Women Entrepreneurs are prepared to accept this challenge. As a part of process they have formulated Human Resource Management Strategies. Human Resource Management Strategies and internal environment of organization are closely related. The role of Women Entrepreneur as a HR manager is to see whether the employee expectations and management objectives are being served or not. The Women Entrepreneurs who are performing in Pune city are facing the same challenge. Hence in this research paper, researcher intends to find out the HRM strategies used by Women Entrepreneur to manage their enterprises.

Statement of Problem:

For the Managing Men Tactfully HR Manager possess certain qualities. Decision making, problem solving, and creative thinking, to motivate and encourage the employees, leadership, patience, tolerance, friendly attitude, helping nature etc. Here the question raised is that whether the Women Entrepreneur as a HR Manager possesses these qualities? and what are the HR practices/ Strategies they follow?

Objectives:

To study the H.R. strategies used by Women Entrepreneur working in Pune city.

To study the qualities of Women Entrepreneur as a H.R. Manager which is require to manage employees.

Research Methodology:

Type of Research: The study is empirical and descriptive in nature.

Sampling Frame: Authentic data regarding number of women entrepreneurs is not available; hence there is no sampling frame.

Sampling Technique: Sampling frame is not available “Snow ball sampling method” was used.

Sampling Area: The study is confined to Pune Municipal Corporation.

Sample Size: Researcher has selected sample of 75 women entrepreneurs from Pune city.

Findings of Study:

The researcher collected information through structured questionnaire from 75 women entrepreneur working in Pune city. The main findings are divided into four criteria's:

- A) Profile of Women Entrepreneur
- B) Organizational Profile
- C) Adopted HRM Strategies
- D) Possessed qualities of Women entrepreneurs

A) Profile of Women Entrepreneur:

Table – 1 Profile of Women Entrepreneur

Parameters	Particulars	No.	Percentage	Remark
Age	Below 25 years	0	0	Participation of Women entrepreneur below 25years in taking entrepreneurial career is found absent.
	25years to 35Years	25	33%	
	36 and above	50	67%	
Educational Background	Illiterate	0	0	The entire women respondents are literate & most of them have acquired SSC & HSC
	Literate	75	100%	
	SSC-HSC	47	63%	
	Graduation/ PG	28	37%	
Communication In Language/s	Marathi, Hindi, English	64	87%	Majority (87%) respondents are able to communicate in three languages.
	Marathi, Hindi	6	7%	
	English	5	6%	
Material Status	Married	60	80%	Widow Women entrepreneurs are less in numbers.
	Unmarried	8	11%	
	Widow	7	9%	
Family Status	Nuclear	61	82%	Most of the Women entrepreneur are staying in nuclear family
	Joint	11	15%	

Table 1 depicts that 33% of respondents are in the age group of 25 to 35 years. While sizable % respondents are matured and above 36 years of age. 100% respondents are literate in the sense that they are able to read and write. 87% of respondents are comfortable in communicating in Hindi, English and Marathi. While 7% are able to communicate in Hindi and Marathi, While 6% of women entrepreneur are able to communicate in Marathi (Mother tongue). The Marital status shows that (89%) majority of them are married and 85% have a nuclear family.

B) Organizational Profile

Table 2 Organizational Profile

Parameters	Particulars	No.	Percentage	Remark
DIC Registration	Registration with DIC	8	10%	The percentage of un registered units with DIC is more.
	Un registered	61	82%	
	No Response	6	8%	
Nature of Business	Manufacturing	15	20%	As many as 56% units are from service sector.
	Trading	18	24%	
	Service	42	56%	
No. of Employees	Below 5	22	30%	As many as 68% of Women entrepreneur employed 5 to10 employees.
	Between 5 to 10	51	68%	
	Between 11 to 15	2	2%	
Type of Employees	Skilled	58	77%	Majority of employees are skilled employees.
	Unskilled	17	23%	
Nature of Work	Flexi Hours of work	9	12%	The percentage of fixed hours work timing is adopted by Women entrepreneur.
	Work from Home	14	18%	
	Fixed hour of work	52	70%	
Sex	Male	0	0	There are no male employee employed by Women entrepreneur.
	Female	100	100%	

Table 2 shows the organizational profile of women entrepreneur. Most of women entrepreneur 82% have registered with DIC, 8% didn't responded. Only 10% of them registered with DIC. Amongst the total respondents as many as 56% of the respondent are involved in service, 24% in Trading while 20% are in Manufacturing. Most of the respondents 68% stated that the no. of employees employed are between 5 to 10 over 77% of the respondents have employed skilled workers. The percentage of fixed hours work timing is adopted by Women entrepreneur.

C) Adopted HRM strategies

Table 3 Adopted HRM strategies

Parameters	Particulars	No.	Percentage	Remark
Selection & Recruitment	With interview	8	10%	As majority (60%) of the respondents recruit the employees from close relative/friend. 10% and 30% done through with interview and without interview respectively.
	Without interview	22	30%	
	From close relative/friend	45	60%	
	Recommendation by experts	0	0	
	Hire from other organization	0	0	
Training & workshops	On job training	54	72%	As majority (72%) of the respondent provide training to employees. 40% of respondents are invite employees to participate in managerial functions and decision making.
	Participation in managerial work & decision making	30	40%	
Rewards	Based on performance	45	60%	Majority of the respondents (60%) reward their employees based on their performance. 35% reward is in the form of salary few of them give bonus + gifts during festival.
	Based on Salary/wages	26	35%	
	Festival bonus plus gifts	8	10%	
Facilities provided	Tea & Lunch Break	75	100%	(6%) of the respondents provide conveyance facilities; none of them provide accommodation while 100% provide tea and lunch break. Employees are allowed to work as per their convenience. Even they are allow to work from home.
	Accommodation	0	Nil	
	Conveyance	5	6%	
	Recreation		Nil	

Table 3 depicts HRM strategies adopted by women entrepreneur to manage their business. HRM strategies includes selection and recruitment of Right human resources, Training and development of their skills, capabilities, encouragement and motivation for bet performance, Co-operation and commitment in achieving organizational goal objectives.

Women Entrepreneurs are running their businesses in small scale. It is therefore observed that the number of employees is very low. Survival in competition and earn profit are the twin challenges which they face. Hence they are aware about importance of training to their employees. As majority (72%) of the respondents stated that they provide training to their employees to develop sense of belongingness even 40% of respondents are giving/inviting employees to participate in managerial functions and decision making.

To provide job satisfaction most of the respondents (60%) stated to reward their employees based on their performance. 35% stated that reward is in the form of salary few of them give bonus + gifts during festival.

Facilities provided – Tea break, Lunch break, conveyance accommodation are the facilities focus in questionnaire. The analyzed data shows that only few (6%) of the respondents provide conveyance facilities; none of them provide accommodation while 100% provide tea and lunch break. Employees are allowed to work as per their convenience. Even they are allow to work from home.

D) Possessed Qualities of Women Entrepreneur

Table 4 Possessed Qualities of Women Entrepreneur

Parameters	Particulars	No.	Percentage	Remark
Possessed Qualities	Leadership	64	85%	Majority 85% respondents possess leadership qualities. Qualities like problem solving (70%) Friendly attitude (65), innovative nature (55%) sense of responsibility (62%) Ability to generate trust (65%) Readings to
	Problem Solving	53	70%	
	Friendly Nature	49	65%	
	Innovation & creative	41	55%	
	Sense of responsibility	47	62%	
	Ability to generate trust	49	65%	
	Readiness to help & co-	49	65%	

	operate			help and co-operate (65%) are the major aspects which helped in managing human resource by women entrepreneur.
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Table 4 clearly shows the qualities of women entrepreneur. It is observed that 85% respondents possess leadership qualities which enable them to motivate and encourage employees to give their best in achieving organizational goal. The traditional knowledge and qualities like problem solving (70%) Friendly attitude (65%), innovative nature (55%) sense of responsibility (62%) Ability to generate trust (65%) Readings to help and co-operate (65%) are the major aspects which helped in managing human resource by women entrepreneur.

Conclusions and Recommendations:

In today's competitive age organizational environment become complex. HRM is hence a challenging task. The socio-cultural environment, Technical environment is changing very fast. Due to which taste and preferences, culture and values of worker is changing. Women Entrepreneur has to manage their employees very tactfully. It is therefore necessary to follow adopt proper HRM strategies, so that survival in competition becomes easy and smooth conduct of business is possible.

Irrespective of size and scope of business women entrepreneur have to adopt the HRM strategies for creating conducive, healthy and supportive environment i.e. participative management, Timely training and development programmes, job satisfaction, Monetary and non monetary rewards to the workers. The above HRM strategies enable the workers to retain in the enterprise, to perform efficiently and improve their performance. The proper HRM strategy is win-win situation to the workers and women entrepreneur as well.