
Women Entrepreneurship: A case study of shanti perfumery Kalburagi

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Introduction

Women constitute a chunk of 48.5 % of total population (Census 2011). Women workforce constitutes an integral part of total workforce in India. They constitute one third of labour force and supply two third of the total working hours and yet they are earning only one-tenth of the income and they own only 1% of the prosperity. In India, Women's work is invisible, unrecognized and under remunerated. 31% of Indian workers are women. 96% of women are in unorganized sector. 36% women workers are poor. Compared to male counterparts women have limited access to educational and employment opportunities. For women the extent or control enjoyed by women over their lives and the extent to which they have access to the decision making process are very important

II. REVIEW OF LITERATURE

Literature survey and review has been carried out. The people involved in this trade are mostly below the poverty line and still use primitive ways of manufacturing incense sticks. The literature reveals agarbathi has a huge demand and a sizeable market both in India and abroad, very little development has taken place in this field. The government has come out with loan facility which helps interested people in starting up business of agarbathi manufacturing especially of rural peoples. Globally women are considered as weaker gender physically and emotionally, therefore prospects open for them to develop into business professionals is an area still quite unexplored and needs attention⁵

For a woman entrepreneurship is way out of economic disparity and toward empowerment. Her entrepreneurship contributes positively in various dimensions and aspects in economic development and job creation⁶.

III. OBJECTIVES OF THE STUDY

The prime objective of the paper is to study the journey of one woman entrepreneur and the challenges faced by her in the perfumery and agarbathi works in the city of Kalburagi, India.

IV. RESEARCH METHODOLOGY

For this research study, a primary and secondary source of data was used. For the primary source, Observations, structured questionnaire and interview schedule, open-ended interviews are used as primary sources of data. For Secondary sources, review on agarbathi industry carried out by referring magazines, journals, manuals, catalogues and related documents, books, articles, and publications of different organization were used for obtaining secondary data. Data collection was done by product study, user study and market study through personal interviews, images, videos etc. After the interview, the analysis of the case was done in respect to different factors like Social, Economic, Competitive, Facilitating and Locational Mobility of the entrepreneur

V. HISTORY OF AGARBATHI INDUSTRY

Market Share of Agarbathi is estimated to worth at Rs 3,000 Crore in India. Industry is growing at 15% per year. There are more than 10,000 units operating in the sector spread across rural and semi-urban households, providing employment opportunities to nearly 8,00,000 household-based women workers. This sector is grouped as cottage industry or tiny industry as most of the work is being done at house hold level. This sector has tremendous potential to create livelihood opportunities in the rural and semi urban areas as more people are coming forward to start their enterprises, especially for the women, as a result of which large-scale rural employment is created.

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A.Raw material

Figure 3- Raw Material required for manufacturing Agarbathi



Charcoal

Jigat

Wood powder

Incense (saint)

Charcoal, jigat and wood powder is the main most essential ingredient to make agarbathi and incense is composed of aromatic plant materials, combined with essential oils

B. Agarbathi making process



Source: Author Created

VI. A CASE OF TARAMATI.S.SHABADI OF SHANTI PERFUMARY AND AGARBATHI WORKS

A. Introduction:

When women marched forward, Husband, sons and people followed her because of faith in her individualistic extraordinary qualities, a situation that quickly gave way to livelihood of other women.

Figure 2- Women entrepreneur, involved in agarbathi manufacturing



B. Background:

Mrs.Taramati.S.Shabadi was born in Bidar district, Karnataka, India, in traditional Hindu, agricultural family. She completed her studies up to 7th at Bidar and then got married to a ShankarraoShabadi from

Srinivas Saradagi who was living in shahabazar, Gunj road Kalaburagi. When she got married she was just 17 years old not aware about any difficulties or responsibility of life and children. They did not have any agricultural land but they had only one plot as ancestor's property. In that itself they made small shed and started living in that shed. She started helping her husband in his business for the fulfilment of family requirements, they were leading very difficult time as her husband was tailor his earning was not sufficient to fulfil her full fledged family as she got three sons. She planned to continue her study. So appeared for SSLC exam and got passed. After marriage, almost for 9 to 10 years she was a home maker, catering to the household chores.

As family got bigger and bigger day by day economic problems become also bigger than the earlier. That made her think seriously about increasing her family income by getting herself involved in some business. This was more out of an urge to do something more active and creative rather than being a mere home maker. Meanwhile she got a chance to attend a training program for making agarbathi from MSME. She got motivated and convinced her husband and took 5000 rupees loan and brought raw material required to start agarbathi business simultaneously she motivated and took the help of other neighbourhood women to get involved in this business. She started making agarbathi but faced problems in selling those manufactured agarbathi's. she dint had money to spend for visiting card then at home itself with the help of screen print she prepared visiting card and gave neighbours phone number as pp for contact. At the beginning her husband neglected this idea but later on he started supporting. Except her husband she did not receive encouragement from other members of community. She had to hear comments like "what she will do..., simply she is spoiling other women, wasting their time..." so on so forth. She, however, did not pay any heed to comments and discouragement of others. She started visiting almost all the schools, colleges, and government offices, small shops, to sell and give awareness about her product. While travelling to these places she uses to travel by auto she never missed a chance to share information about her products even with co-passengers in auto and bus. As she had burning desire to get success and build her own brand in agarbathi business and wanted to get recognised in the society and contribute something for the society. She stood on her idea and started expanding her business by training other women in the nearby areas like Bidar, Yadgir, Bijapur, Bagalkot, Solapur, Akkalkote, Latur. Even she started giving training in Kitserd, vishwaseve mission, corporation, MSME etc by spreading the fragrance of agarbathi business to needy women leading to economic empowerment.

C. Career Opportunity and Diversification:

Mrs Taramati has shown her firmness and courage to set up the micro enterprise by necessity but through conscious choice and pragmatic interest, and by an active support from her husband, and three sons. In due course she had succeeded in transforming micro enterprise into a big business chain. The business started with one woman in the year 1993 has now grown and blossomed into a big business and ably managed employing more than 200 skilled and unskilled women.

Table 1- Potential women entrepreneurs and women labourers in Aland

Women Entrepreneur	Potential women entrepreneurs #	Women Labourers (Sub Dealer)
T A R A M A T I	ShivaleelaKanti	25
	Mahananda Male	45
	RatnabaiAlmad	30
	MallammaChinsur	20
	Bhagyashreesinnure	16
	MahanandMadyal	12
	ChandrakalaJanevary	7
	KalavatiDabare	5
	NagammaSwamy	5
	ChoudabaiBhusnure	15
	KalavatiUtagi	10
	MallammaMasunde	10

Source: Author created

#These women's are presently doing job work for Taramati, some of them may become Independent over a period of time

As Women entrepreneurs have a tremendous potential in empowering and transforming society, thus synthesizing social progress and economic development. Mrs Taramati's young, energetic and adaptive team generates one ton raw material for making agarbathi every week. At any given time 30 to 40 sub dealers are contributing. All these women's work is related to just one product. Especially in Aland taluka women face many problems and challenges in getting a sustainable livelihood and a decent life as there is no such big manufacturing units. So, Women have got adjusted themselves to live a traditional life style in the local environment and follow available occupations based on availability of raw material. It is observed that, the facility provided by one women entrepreneur, oriented towards the empowerment of women, have improved their socio-economic conditions and empowerment level

D. Planning:

Taramatigives the direction for purchase of raw material and supply of raw material to the women entrepreneurs or women labourers based on the market surveys, previous trends and experiences, personal visits to the dealers as well as sub dealers. For example, August could be the theme for the impending shraanamasa religious month; immediately after that it would be for Dasaehara, Deepawali festival and then the wedding season. Most of the planning and execution take 15-30 days so she plans in advance. Not much marketing activity is undertaken in Kalaburagi as she has fairly established her brand in Kalaburagi, presently as her major focus is towards developing job workers. But still the response is overwhelming. On an average 4-5 tonns are sold every month from this business, ranging in the price 45, 60,75,80,120 rupee per KG. Only 5 to 10 % of agarbathi requirements could be manufactured in-house, rest will be outsourced. Now almost 90% to 95% of her requirements are obtain through job works. In the last 2-3 years she has moved up in value chain by producing more and more different perfume content agarbatti and now the market looks up to her as trendsetter. Earlier the job workers did not participate in any marketing activity. But now a day job workers are encouraged to undertake marketing activity.

E. Challenges:

Mrs Taramati feels that there are no problems in life or in business. They are all challenges, which need to be addressed. She was not having a background in business was a challenge but her burning desire to get success in business, support from husband and sons and other family members and motivation to get recognition in the society allowed her to learn the ropes very fast. In the initial phase there was a period of self-doubt, Skilled and unskilled labour and women entrepreneur issues are skilfully handled by her. She controls and coordinates above challenges, by keeping a second line, a standby, and ready. Lack of education is not a hindrance for a motivated woman to excel in business. However, in spite of all these acceptance of challenges, in order to determine the total size of the universe in Kalaburagi District, one area she feels that need to change is that society or business network should trust, women entrepreneurs are capable of business commitments like managing the supply of raw material, and marketing of produced goods and business finance. Mrs Taramati's finance are managed and handled by her husband. This is one glass ceiling she would love to break one day.

F. Women Empowerment:

Mrs Taramati is contributing to increased production quality, productivity and marketing effectiveness and contributing to job creation amongst women. Another important aspect of her is that she has proactively encouraged women's to join their hands to take up employment in her business activity, and motivated women to become entrepreneurs and be economically independent. With her support women feel safe and there is a family like atmosphere. Women entrepreneurs bring ethics in business and human approach in socio economic relation, which is seen in Taramati's enterprise too.

G. Practices in the Enterprise:

Every enterprise should have the flexibility to respond quickly to market changes and opportunities. This concept resulted in systematic way of maintaining relationship with women entrepreneurs. She keeps on giving training to new aspirants who wish to start their agarbathi business. She organises site visits, conducts personal counselling etc., undertaken for the benefit of the women who want to make their career in entrepreneurship. There is no corporate structure or similar benefits for the women engaged in her business. But performance appraisal is conducted periodically. Performance review takes place every month, she try to motivate best performer by giving incentives or bonus on yearly bases or by gifting sarees to them. By doing so, she try to keep the motivation level of women who are involved with her business.

H. Products:

Raw agarbathi without perfume

Raw agarbathi will be prepared by Charcoal, jigat powder, and saw dust and bamboo stick these agarbathi will be sold for Rupees 45, 65, 75 per kg

Figure 8- Raw agarbathi without perfume



Incense agarbathi (sainted agarbatthi)

For manufacturing sainted agarbathi raw agarbathi, perfume white oil or Chemical will be used and it will be sold for Ruppes 80, 120 and 180 per kg

Figure 9- Sainted agarbathi



Flora agarbathi

For manufacturing flora agarbathireadymix, honey, perfume, and silarassa will be used and it will be sold for Rupees 120,150

Figure 10- Flora agarbathi



I. Future Planning:

Mrs. Taramati has an amazing ability to multitask and balance both personal and professional life with her focused and goal oriented approach and planning in detail. By striking a proper balance between personal and professional life, SHANTI perfumery and agarbathi works is planning the diversification into green products out of cow dung which is being seriously pursued. Her husband has now taken the liberty of shifting his focus to agarbathi business especially in Aland, Jilanabad,. This probably is the most satisfying part of the journey of Entrepreneurship taken by Taramati.

VII. ANALYSIS OF THE CASE

On the basis of analysis of the case developed on Mrs Taramati.S.Shahabadi, discussion (through scheduled interview), the Conceptual framework & the Challenges faced by the women entrepreneur are as follows:

Table 2- Conceptual framework and the Challenges faced by Women Entrepreneur

Factors	Sub factors (based on the Literature Review)	As Perceived by the Women Entrepreneur
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1. Social Factors	<p>1. Childhood Background</p> <p>2.</p> <p>3. Education</p> <p>4.</p> <p>5. Religion</p> <p>6.</p> <p>7.</p> <p>8. Community setup and cultural issues</p> <p>9.</p> <p>10.</p> <p>11.</p> <p>12. Support from spouse/family/relatives/community</p> <p>13. Social mobility</p> <p>14. Work-Life Balance</p> <p>15. Glass Ceiling</p>	<p>1. Coming from very poor family faced many problems.</p> <p>2. Traditional Hindu agricultural Family, Face serious financial problem</p> <p>3. Only High school education did not become an impediment .</p> <p>4.</p> <p>5. Although belonging to Hindu Conservative/orthodox Family, she was able to overcome the problems</p> <p>6.</p> <p>7. Good support from husband and other neighbourhood women</p> <p>8.</p> <p>9. No problem</p> <p>10.</p> <p>11. Yes-to great extent</p> <p>12. Yes-Finance totally handled by husband</p>
2.Economic Factors	<p>1. Financial assistance from Institutional sources</p> <p>2.</p> <p>3.</p> <p>4. Accommodation in Industrial estate</p> <p>Attitudes of the government</p> <p>5.</p> <p>6. Encouragement from large business</p> <p>Labour conditions</p> <p>7. Raw material</p> <p>8. Size of the composition of market</p> <p>9. Lack of access to credit</p>	<p>1. Yes -VikasaniYojana , Swarna Jayanti shaharirojgaryojana</p> <p>No-Presently applied for the same in fourth coming women Entrepreneurship Park in kalburagi.</p> <p>2. Yes- took non-financial assistance from MSME institute</p> <p>3. Yes- to some extent(Raw material suppliers)</p> <p>No-she keeps second line standby</p> <p>4. Yes- sometimes</p> <p>5. Yes-challenging</p> <p>Finance completely handled by husband</p>
3.Competitive Factors	<p>1. Potential Entrants</p> <p>2. Rivalry among existing firms</p> <p>3. Suppliers</p> <p>4. Buyers</p> <p>5. Substitutes</p>	<p>1. Yes</p> <p>2. Yes- does face challenges</p> <p>3. No</p> <p>4. Yes- sometimes</p> <p>5. Yes</p>
4. Facilitating Factors	<p>1. Experience & training</p> <p>2.</p> <p>3. Arrangement of Finance</p> <p>4. Occupational & Geographical Mobility</p>	<p>1. Yes- formal experience and training conducted by MSME institute</p> <p>2. Handled by husband</p> <p>3. Yes</p> <p>No-took risk in training other women</p> <p>4. Yes- was a homemaker before joining</p>

	5. 6. Risk Taking Capacity 7. 8. Lack of exposure to Business Environment 9. Lack of Technological knowledge	business 5. Yes-some extent
5. Locational Mobility of Entrepreneurs	1. Resources 2. Language 3. Culture 4. Nature of Enterprises	1. Yes- to some extent 2. No-did not face any problem 3. Yes-to some extent 4. Yes-Male dominated Industry 5.
6. Other Factors	1. Lack of Professional networks 2. 3. Male domination Industry 4. Corruption	1. No-Good industrial contacts & networks Yes No

A. Social factors:

Social norms prevent women entrepreneurs from managing their businesses independently. These norms had restricted women entrepreneur mobility and therefore affected interactions with others. In the above case study, Taramati S Shabadi coming from poor agricultural family completed her SSLC education with great difficulties. After seeing the difficulties joined her husband in the business of tailoring. She got a chance of attending training program from MSME which motivated her to start her own business. The only glass ceiling she experienced was that her husband did not trust her capabilities to manage and maintain the business finances. The business finances were completely handled by her husband

B. Economic factors:

Arrangement of finances for the start-up of the business is yet another challenge for women entrepreneurs. In the above case study, Women Entrepreneur Taramati .S.Shabadi did not take any financial assistance from Institutional sources. She took 5000 rupees from husband and started business later on her husband joined her and settled business in agarbathi manufacturing in Kalaburagi. But she agreed to the problems faced by other women entrepreneurs related to paperwork, discriminatory practices by banks; discouraging habits by bank officials.

C. Competitive factors:

Strengths of the Indian women entrepreneurs are Innovative, risk taking, organizer, punctual, quick decision, Leadership qualities, her ability to motivate people, knowing how to win and lose gracefully etc. As Women entrepreneurs do not have a proper organizational set-up to pump in a lot of money for canvassing and advertisements. They face a cut throat competition. And even due to lack of trust in the capabilities of women entrepreneurs, they face problems from suppliers, buyers and potential entrants. Thus they have to face a stiff competition. In this case, Taramati.S.Shabadi successfully able to face the competition from existing firms as well as new potential entrants based on learning from her experience in manufacturing and marketing.

D. Facilitating factors:

In India women often lack access to training and experience. Therefore women are unable to take decision regarding selection of product. But in this case, as Taramati.S.Shabadi had attended a training program conducted by MSME institute and got motivated and experience in manufacturing agarbathi and then decided to start her own business and market her products. And she got her husband's full support for supplying of raw materials to other women, who wish to work. She did not face any problems related to occupational mobility. In fact Taramati is planning to diversify into green products made out of cow dung.

E. Locational mobility of entrepreneurs:

Taramati.S.Shabadi started her business in her own home as she was helping her husband in his business. She was friendly with all the neighbourhood women in the area she motivated them personally as Taramati was aware about their problems. Kalaburagi being a in-laws place and small city, language

again was not a problem to her. She has been staying in kalaburagi since from 23 years. She did not face any dominant problem related to resources and culture.

F. Other factors:

Mostly Women Entrepreneurs operate in micro or small scale and generally they won't be members of any professional organization or part of other networks, they often find it difficult to access information. Lack of network deprives women of awareness and exposure to the competitive and ever-changing world. In this case, Taramati S shabadi coming from poor agricultural family dint had any contacts. But fortunately she got to know about the MSME training programme and attended the same, so Taramati could overcome the problems that occurred in her path of success.

VIII. PROBLEMS FACED BY THE WOMEN IN CARRYING OUT VALUE ADDITION ACTIVITIES

1. Difficulties in managing **dual role** as unpaid worker at home and paid worker for industry
2. **Non-cooperation** from family members to go outside home and stay for long time for earning
3. **Health problems** of the women are also found to be a major problem for carrying out the activities
4. Highly unorganized and age-old traditional method of hand rolled agarbathi production is **less remunerative** and over the years is making this kind of activity less viable.
5. Most of the women produce **hand rolled Agarbathis** from home which restricts them from producing agarbahti with full capacity as they will be engaged in other family activities.
6. **Low levels of education** and **lack of awareness** restrict the women from taking benefit of various Government schemes available to them.

IX. FINDINGS

1. Illiteracy, ignorance, low skill and family pressure
2. Women supplement to their family income but also to improve their standard of living.
3. The most important impact on the women who are involved into this business is that the Household is now above poverty level. This indicates that the household as a whole is now able to lead a better life.
4. The women were able to send their children for school and provide the house with better food, better healthcare. This initiative has brought a positive change
5. As the economic condition of the families is getting better, they are able to concentrate on other factors of life.
6. This positive change is evident as it motivated other women in Aland to join the agarbathi manufacturing business. Also now other members in the surroundings are inspired to start their own entrepreneurship ventures
7. As the agarbathi's are considered a religious offering to God, the women's are feeling pleasure as they think they are working for God.
8. Another benefit to local people is, as the women in the households are involved in the business, they could gain extra knowledge, for example some women were given additional training to maintain the daily record of manufactured product. This made the women understand the importance of education and they were motivated to send their children to school.
9. A positive change in the society is, the additional income helped the households to improve the lifestyle, to afford healthy food and good clothes

X. SUGGESTION

1. It is very important to impart practical knowledge and training in modern techniques to all women so that their work becomes easier and becomes economically viable for more earning option with increased production.
2. Provide skill training, and direct raw material and market linkages

XI. CONCLUSION:

We always viewed that a smart woman can pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to many more needy women to stand on their own feet. Our concluding remark is that a women who can't go out of home for such women entrepreneurs home-based business like agarbathi making offers tremendous opportunities for women. If we succeed in promoting their skills and knowledge for measuring the risks and benefits of the business properly and they get support and encouragement from family, Govt., financial institutions, and society, undoubtedly, all such positive efforts can open new avenues for women entrepreneurs.

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Government has come forward with many facilities, concessions and incentives exclusively for women entrepreneur. But in spite of these, women have to go a long way fulfilling their multiple roles of a mother, wife and a business woman as well. What women need for enterprises- little training, some financial support and motivation, then one can get involved in entrepreneurship and increase the marketability and profitability of business, which contributes for women empowerment and in turn it promotes economic development of the country. The entrepreneurial journey Taramati is a standing example of successful women entrepreneur.

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