Study of Selected Support Organisations for Women Entrepreneurs

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Abstract—**Three Women Enterprises working to develop the women entrepreneurs are studied by us. The organizations selected are working at national and international level for women and enterprise development. First is the Centre of Gender study in VAMNICOM, second is the Smart Incubation center of Aadishakti Foundation and third is Sri Sarada math. The trio under consideration extend the support related to Business Needs, Emotional, spiritual and technology needs. The research methodology is based on primary data through interactions, & secondary data based on Published reports, literature. A survey of registered women entrepreneurs of DIC is conducted, along with pilot data of 30-member organization representatives of registered and unregistered members of Smart incubation center. It is observed, women prefer service type of enterprise as, the risk of failure is low and, so is the investment, work life balance is perceived as easy by the service type of business, although growth opportunities, profits and returns are also low. The owners rarely explore, external support, other than their family because of psychological inhibitions. Few of them seek support from schemes of Government, but other networking associations are avoided due to social and family conflicts & emotional stress. Lack of support system and self-management with spiritual support, hampers the growth. Bhagini Nivedita started a school for ladies in India, science and technology Centre, arts Centre, which are grown and sustained over more than hundred years. The support system she utilized is spiritual support, and technology support. Her association with Swami Vivekananda and Dr. Bose is well known. That is why the role of spiritual mentoring and technology support is focused in this study.**

A pilot survey classifying the demographic and sector, size, motive, challenges and growth is done. It is noticed, growth is not achieved although, sustenance is observed for the team under consideration. The lack of business as single point priority, awareness, organizational and control skills, marketing networking and emotional stress are the main attributes. Researcher from the study conclude, use of technology prompts, networking systems, emotional and spiritual mentoring and marketing network system for women entrepreneurs is essential for the sustenance and growth of their enterprise, and same is offered by the above three organizations effectively by annual mentoring OFA pilot batch.

Index Terms—**Women enterprise, Technology, SQ-EQ mentoring, networking, SMART incubation centre.**

I. INTRODUCTION

Home - Family, in Sanskrit is called Gruh, or Kutumb, and a wife is also called Gruhuni, or kutumb. Sustaining the home, family by her physical, emotional and spiritual contribution is literally demonstrated by these synonyms. The conventional woman's role is food preparation, upbringing of children and taking care of all family members. This good old days' system is challenged of let, we see women in every field, including the successful enterprises' owners. While studying the enterprises we realised the percentages of register women in DIC is less than 1 percent. The reason of this research is although we have some exceptional examples of women entrepreneurs, most other aim for sustenance. Their business motive is for family, or family and self-actualisation, very rarely self-actualisation alone. Hence forget growth, even registration as business identity is also ignored.

This triggered the study of Sri Sarada math the first women organisation, where in the ladies, in search of self-actualisation, God realisation, renounced the families, and yet continue the service by extending the support to society. This organisation operates across the globe & supports women development. The organisation has grown considerably irrespective of the limitations that any women organisation faces. They conduct spiritual, psychological training, counselling, run schools, OPDs, hospitals, medical camps, study centres, research, books and periodicals sale and publications, handicrafts, festival celebrations, Yuvati munch, and development drives for young ladies, spiritual retreats and discourses and other support activities for women. All the program are executed, with help of the dedicated nuns, (sansnysinis, and brahmcharinis), which head respective sub units. The management is similar to dedicated enterprises management otherwise. The focus is spiritual pursuit, through social development, so although growing and mentoring for growth, these units are not included as growth achieving enterprise, but as Support system. We have also not included social enterprise for the same reason. During 2018, Pr. Diyanandaprana Mataji, Editor of Smmnvik, a periodical of Sri Sarada Math, New Delhi is invited for training, IIT Delhi Professors, for their course on Vedic rational-contents development. Some of her sessions are available on u tube. She is Principal of the first ladies' enterprise , a Girls school cum religious, vocational development and training centre, started by Bhagini Nivedita. Selfless support, from Sri

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Sarada math is appreciated since then till date, by the associated ladies. We have observed women entrepreneurs working with Sri Sarada math, have grown and excelled in their entrepreneurial activities, such mentoring is possible using web conferences, and connect technology. We are lucky to have interactions with such original dedicated, dynamic minds developing our technology leaders' trainers and professors for training ours ladies owning the business during this study.

SMART incubation centre extends training and technology-based support, system and synergy development for all. In this case, a project for ladies is taken up. Having 4 patents, and more than 50 projects on social and technology development and award-winning case studies, the team enjoys more than decades of services of improvisation of social, organisation and individuals. The organisation has been conducting dedicated meeting, training and also extended support to the members for networking through VAMNICOM centre for Gender studies and Sri Sarada math, for marketing, networking, behavioral , leadership , system, and synergy. The ED-SD - entrepreneurs' development and skill development training conducted not only focuses the ladies, but also addresses special groups as Environment ED- entrepreneurs' development, ED for trainers, ED for J & K students, ED for Arunachal Pradesh students, ED for Slum area students, ED for Rescue home ladies and open ED for all as comparative reference. Smart incubation centre also help organisations and individuals in system, leadership and soft skill training. Dedicated global network of AADISHAKTI members facilitates networking and improvisation in every field. AADISHAKTI is an acronym that stands for Adaptable, agile, development of innovative, strategy, HR, Audits' systems, knowledge management, and technology improvisation. Centre has been developing award winning global improvement case studies the projects in the same field since 2005. Founded in 1986, with a legacy of socially motivated application of research and technology represented by the acronym SMART. The centre takes up projects for development and trainings since then. Also now known after the founders Sadashiv and Mandakini Academy of Research and Technology using the same acronym, but clearly working on small improvement and breakthrough innovation indicated by two streams Sadashiv and Mandakini. Where the Sadashiv stands for innovation and Mandakini stands for improvisation as a tribute to the founders, dedicated IPR project and knowledge management drives are taken up by the centre since 2017. The social, organisational, students and ladies development projects handling focus areas of interest globally, such as renewable energy, environment, Quality management system, and related standards including Social accountability, leadership and individuals development are the key activities the centre . Centre works for need based support extended to requesting teams, individuals and organisations with help of global associates and technology leaders.

In this women entrepreneurs development project, monthly meeting for support & networking for all women entrepreneurs, 5 retreats, 3 training programs for ED-SD programs, marketing meets, exposure to international members from Nepal and Srilanka, Bangala Desh, timely sales drives are the few supports organised jointly, with Vamnicom Gender study centre & Sri Sarada Math by the centre. During all these programs researchers noticed the consistency and attendance by ladies/ participants is a problem.

Define the problem: Women entrepreneurs have multiple priorities, so their enterprises are lagging as compared with their male counterparts. A successful woman is a role model of successful mother, daughter, and daughter in law, wife and sister, first then an entrepreneur or an employee or social element. Naturally her first contribution is for her family then if time and energy permits for others including herself. Naturally her attentions and efforts are divided. Working ladies try and balance the family and task both, at times also contribute to society, and or the family or husband or son's business, leading to divergent efforts and lesser growth in her own field. The definition of success as per them is not growth of business but balancing of the various challenges and extending the service, for others satisfaction even at the cost of herself. The support system available to them not restricting to their family and house maids and employees, the government schemes, includes dedicated organisations working for them are evidenced, yet they are not availing the support extended. There are many reasons for not availing the support. When interacted, they expressed the fear and obligations, associated with such support including the cost. The spiritual, psychological and technology support that expects no returns for the contribution has a win-win association, so is preferred by them. All other support leads to an obligation, and hence social pressure, and stress. It is therefore observed, that women entrepreneur depend on their family support and rarely depend on any external support, as the risk of unknown is more, than business opportunities. Restricting the support to family only as being always perceived as reliable support and the denial of external support and opportunities associated with it, create stress in every woman and needs mentoring. Even the family members expect something in return for their contribution, creating stress. If a substitute either by technology or by selfless, spiritual support is made available, the owner works more effectively and efficiently. This is also seen in life of Sister Nobel. She started her school in London that was not very effective. Her most successful contribution is, as Bhagini Nivedita, a School started by her in 1898, in India, with help of her spiritual associates and technology available then. Today it is proven most successful enterprise and effectively functioning considerably grown. She is appreciated as Supporter for Dr. Bose and foundation of science and technology drives, arts and craft vocational trainings in India. All the institutes started by this dynamic lady with strong spiritual and technology support are not only sustained but have grown to achieve world class leader's role. No other similar success story over more than 100 years is evidenced, so we decided to study and validate the

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support organisations and role of spiritual and technology in women mentoring and development.

II. Hypothesis

H1: Spiritual and emotional mentoring for ladies reduce the stress, associated with business, leading to growth, risk appetite and business development.

H2: For business growth using technology adds advantage over any other added human support without obligations.

III. Objectives of Problem Solving

To study Ladies in all spheres, specially the entrepreneurs and understand the support system, they count on for growth.

Share the success story of the first dynamic women, instrumental for setting education, trading, technology, science, arts and spiritual enterprises in India, sustained over years. All the organisation started by Bhagini Nivedita, or due to her inspiration are grown considerably. This unique contribution by her has to be shared across the academicians and researchers to mark the occasion of 150th birth anniversary of Bhagini Nivedita & her contribution to Indian education, literature, arts, vocational training, Science and technology.

Background - Her students started Sri Sarada math, although the support and vision are of Swami Vivekananda and his fellow Monks, who in turn owes this to Guru Sri Ramakrishna and Ma Sarada, and named after them. He has clearly anticipated contribution by ladies, specific by Nivedita's association with the potential women spiritual, science and technology and social enterprises including Sri Sarada Math. The researchers developed a pilot team and mentored them for psychology, spiritual - EQ-SQ- Emotional quotient and. Spiritual quotient, also technologies to identify some common factors and learning for women entrepreneurs' development, and growth to validate the role of mentioning and technology and development. Swamiji Said - a bird cannot fly with one wing alone, so a social development is not feasible unless ladies are developed. Swami Vivekanand also had a clear vision, of an organisation for ladies, so he invited Sister Nobel. He said, 'women have to be first empowered by suitable training and education, then they themselves will solve all their problems.' Swamiji integrated the human, social development with spiritual development. Hence the institutes working on his vision and mission also are growing social and spiritual development institutes, hence considered as one of the support system. There are many successful enterprises motivated from his vision of self-uplifting with social development working globally as successful and growing organisations.

However, he also knew the Indian ladies, that time, were confined in Social norm, so he has to depend on his foreign disciples. He has a clear vision and he has shared it with Nivedita, that Indian ladies getting trained and educated through Nivedita's school will cause social reforms. We are witnessing, the conversions today with the empowered ladies, starting new ventures, establishing and growing, throughout.

Sri Sarada math, woman spiritual and overall social development organisation, focuses on spiritual pursuit through service for social development and is working in line with their headquarters in Kolkata. The math mission works with branches across the globe extending the support to all other ladies is a classic example of exclusive women contribution to support and development of other women and society. Sri Sarada Math Pune has their location near Rajaram Bridge, on Sinhgad Road involved in similar drives. In this project the pilot team is psychologically and spirituality mentored with their help. We have set up demonstrations unit of biogas plant in the same campus with solar and computer room, so that women are exposed to all such applications. This is a serene place yet very systematically contributing to growth and development for Society, while working for self-actualization, and spiritual pursuits. All selfless dedicated capable, ladies are extending Support to an individual or to organization with selfless contribution to society.

A carefully mapped garden, a biogas plant, vamniculture in brief engineering , renewable energy driven layout, with homeopathic OPD, Acupuncture, eye and health camps, solar heater and lighting unit, location for study centre, school, shrine, retreat, prayer hall, residential retreats, krida-yog camps, spoken English classes, Schools, college competitions, Yoga sessions, library, book sale, computer room, various other camps, devotees' accommodation, kitchen, and nuns' rooms, well equipped office managed by the variety of able unit heads like each sub units working as social development enterprise. All units are managed as associated enterprises by the nuns most effectively. The vision is self-actualization through social development expressed in Sanskrit- Atmano mokshay Jagat hitayach A psychological, spiritual, health and other development mentoring and counselling, weekly discourses, develop networking contacts for all ladies to get the necessary support, and empowerment. For last year after our study started, dedicated sessions are organised with Yuvati Munch on positivity, Mind management, self-management, computer literacy, and other need driven session. Ladies are encouraged to participate and get solution to the stress and concerns to be better in every aspect. The barriers are removed by focused mentoring and counselling with help of Smart incubation centre experts and other specialised trainers including the monthly reviews in VAMNICOM.

IV. Methodology

Pilot study is conducted with 30 entrepreneurs jointly with Smart Incubation centre with Vamnicom gender study centre and Sri Sarada Math Pune. A pilot group of them is formed for follow up and monitored during a year. A pilot questionnaire is given to them to identify their concerns, mentoring and business need, all responded, out of which only 10 are register with DIC. Focusing on them the questionnaire is validated. Detailed interviews are connected for a selected 75 ladies registered with DIC, who responded to our appeal to participate in this study.

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All of them are offered training and mentoring through monthly meeting and annual retreats in Sri Sarada math Pune and Smart incubation centre with Vamnicom gender study centre. After a year they are interviewed to monitor their business growth.

V. Observation

The Table-1, shows interest in technology and spiritual support considerable increased as before training, they are not aware of the importance of these factors. However, the networking and marketing continues to be their needs, as these are the needs of every business.

TABLE I
INTEREST IN TECHNOLOGY AND SPIRITUAL SUPPORT

Need Identified	% Women before	% women after T
Networking Support	82%	78%
Marketing Support	68%	32%
Technology support – trigger	21%	72%
Spiritual Support	10%	83%

TABLE II
GOVT. SCHEMES

Govt. benefits/subsidies	No. of Entrepreneurs	Percentage
Yes	3	4
No	27	36
Not Sure	45	60
Total	75	100

The Table 2, shows govt. schemes are not effectively used.

TABLE III
DEMOGRAPHIC OR MARITAL STATUS

Marital Status	Entrepreneurs	Percentage
Married	64	85.33
Unmarried	6	8.00
Divorcee	5	6.67
Widow	0	0
	75	100

TABLE IV
MOTIVES BEHIND THE ENTERPRISES

Motivational Factors	No. of Enterprises	Percentage
Out of Hobby	24	32
Joined existing business	9	12
Intentionally decided	36	48
Forced by Circumstances	3	4
Other	3	4

Graph: 1- Spiritual and psychological Support-Women under consideration are grouped as per those opted for spiritual and psychological support & are consistent in availing it. Second category is of those who opted for technology support. Third is networking support, and 4th category is of ladies who dropped out.
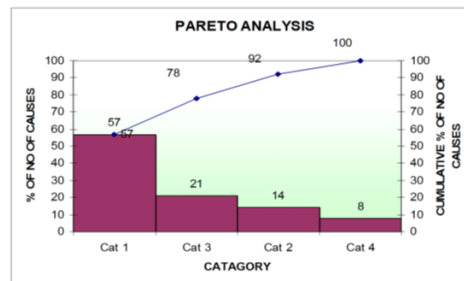

Fig. 1. Pareto analysis

The intential start is less than 50% so the focus is clearly divided, for all. So our assumptions of ladies unless mentored and trained do not aim and put in focused efforts for business growth is indirectly proven.

H1: Spiritual and emotional mentoring for ladies reduce the stress, associated with business, leading to growth and development, by increasing their risk appetite.

Is accepted based on the more than 50 percent ladies demonstrated growth, as per above graph, after mentoring. From first set of observations, second hypothesis, was rejected as only 21 percent ladies explicitly demonstrated the interest to use the technology before training and mentoring.

H2: For business growth using technology adds advantage over any other added human support. Was rejected prior to training, due to the fear of using technology because of background and other perceived apprehensions. When we conducted the training after a year the percentage boosted to 72 percent, so we conclude with proper training of technology is essential to be preferred option. Hence second hypothesis is confidentially accepted.

VI. Analysis and Conclusion

A pilot survey classifying the demographic and sector, size, motive, challenges and growth is done. It shows growth is an intrinsically control. It is not related to any demographic factors age, education, marital status etc. Ladies denying marriage for their career pursuit is considerable, but the register women entrepreneurs show the business is post marriage, with negligible unmarried ladies in this field, as in society. Growth is not explict in DIC registered woman organizations, till they are mentored and trained for use of technology. Although, sustenance is observed for the pilot team under consideration. The lack of business as single point priority, awareness, organizational and control skills, marketing networking and emotional stress is the main attribute for not evidenced growth. On training for use of technology and associated advantage are told and mentoring support is extended to the entrepreneurs, need based counselling is extended for spiritual and psychological factors then the ladies started accepting risk and become growth oriented. Researcher from the study conclude use of technology prompts, networking systems, emotional and spiritual mentoring and network system for women entrepreneurs is essential for the growth of their enterprise, and

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same is offered by the above three organizations, is proven effective with this pilot. The nature of business selected by women to balance the family demands and business demands, shows thew low risk appetite and growing ambitious nature or diverse priorities. The technology support by SMART incubation centre of AADISHAKTI foundation and Sri Sarada math counselling and retreats Support with VAMNICOM Meeting has helped them for growth, more than any registrations or government support. This Support is more preferred support than any Government scheme, or other unknown organisation, as is more secure and safe dealing with them that is also cost effective, as expressed by the pilot team.

More women organisation should participate in such noble drive utilise the selfless support system through technology or through Sri Sarada math, Smart incubation centre, and Vamnicom Gender Study Centre.

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