



LEISURE AND LIFE-STYLE OF WOMEN ENTREPRENEUR OF KOTA CITY.

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Abstract

Economic globalization has provided women more economic power in the 21st century than ever before. So it has become more important for the women to balance their work and leisure activities for good life style. This paper theorizes on the concept of the women's leisure and life-style of women entrepreneurs. The working women have less time for leisure activities due to number of socio-economic factors which make the situation more complicated. The pattern of leisure is deeply influenced by change in social structure, economy cultural and political processes in society. For women entrepreneur leisure is temporary withdrawal from routine activities. These leisure activities divert the sentiments of women entrepreneurs from the everyday pressures. This study has been carried at Kota city, Rajasthan. The study has been necessitated as Kota city is famed as education city, many small, medium and large enterprises which are run, which have large percentage of women involvement. 30 respondents have been selected through simple random sampling technique from the women entrepreneurs of Kota city. The structured questionnaire was employed for the study. It has been observed that women entrepreneurs have leisure time and many respondents are found traditional as well as modern in outlook. The respondents are aware of having sound health by having a good life-style. They are members of clubs, have parties, have friends of same as well as opposite sex, consume liquor and spend quality time with family members.

Key Words: Women Entrepreneurs, Leisure Activities, Life-Style.

“All intellectual improvement arises from Leisure” – Dr. Johnson.

INTRODUCTION

The term “Women Entrepreneurship” we mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society. The number of self-employed women has increased 3 times as fast as the number of self-employed men. They have made their mark in business for the following reasons highlighted here: - 1) they want to assume new and fresh challenges and opportunities for self-fulfillment. 2) They want to prove their personalities in innovative, daring and competitive jobs. 3) They want to undertake changes to control the balance between their families’ responsibility and business obligations.

Leisure is temporary withdrawal from routine activity that is based on outwardly imposed social constraints and is not fully satisfying to the individual. Leisure involves the substitution of a preferred activity that provides diversion and pleasure by satisfying strongly internalized values and sentiments in a situation free of the everyday pressures. The way of spending leisure is conditioned by age, sex, occupation, income, education, cultural background etc.

Lifestyle is the typical way of life of an individual, group, or culture. A lifestyle typically reflects an individual's attitudes, values. Therefore, a lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity. Not all aspects of a lifestyle are voluntary. Surrounding social and technical systems can constrain the lifestyle choices available to the individual.

The present study tried to look into the leisure time activities and lifestyles of women entrepreneurs.

Educated women are aware of the importance of morning walk and health related activities. Eating right, eating less and involving in games and sports are becoming a part of healthy life style today. Women in the present study were also found aware of these facts. Today having friends of opposite sex is not considered a taboo as it used to be in earlier days. Men and women work, travel and eat together; as a result they become friends too.

The present study has been carried out in Kota city, Rajasthan, as this city is famed for its coaching institutes. Here many women run their own business on small-scale as well as medium sized to earn their livelihood or to use their talent as their profession. These women entrepreneurs for the sake of leisure and recreation become the members of health clubs, other clubs, have parties, have friends of opposite sex, and spend time with family members.

Purpose of the study

The purpose of this study is to look into the leisure time activities and life-styles of women entrepreneurs in Kota city. It will help:

- To understand the importance of leisure in the life of women entrepreneurs.
- To understand the patterns of leisure and lifestyle of professional women.
- To analyze the pattern of leisure and lifestyle of women entrepreneurs in Kota city.

METHODOLOGY

The present study deals with the leisure time activities and life-style of women entrepreneurs. It has been carried out in Kota city, Rajasthan. There are three types of women entrepreneurs 'who run enterprises viz., Parlour, Mess, and Boutiques of Sarees, Dress and Jewellery in Kota city. A sample of 30 women entrepreneurs has been considered for the study comprising of 10 from each enterprise. Simple random sampling technique has been used to select these 30 respondents women entrepreneur of small scale enterprises. The study has been carried out by conducting a survey. The data have been collected through questionnaire and personal interviews.

RESULTS AND DISCUSSIONS

Maximum women running the small scale enterprise in Kota city are between the age group of 30-50 years old. 95% women proprietors are married and started small scale business to use their educational talent or as recreation and also to support their family income. 5% are divorced and started the business to earn the livelihood for their children and other family members. 89% of the women entrepreneurs earned on an average between Rs.10,000 - 50,000 on monthly basis. Manpower employed is maximum 2-5 in number but some of the Mess has more than 5 employees also for food preparation, serving food and tiffin delivery.

Table 1, Life-style of respondents

	Number	Percentage
Go for a morning walk	26	86.67%
Exercise regularly	24	80%
Getting up 5-7 a.m.	20	66.67%
Getting up after 7 a.m.	10	33.33%
Member of health club	24	80%

The above table shows that 86.67% respondents go for a morning walk, 80% exercise regularly, 66.67% get up in between 5-7 a.m., 33.33% get up after 7 a.m. and 80% respondents are found to be members of health club. It can be said that educated women are aware of the importance of health related activities.

Table- 2, Visiting Health Club

	Number	Percentage
Weekly	6	25%
Monthly	10	41.67%
Occasionally	8	33.33%

As mentioned earlier, all respondents are members of health club. The above data shows that 25% visit health club weekly, 41.67% go to the health club monthly and 33.33% go occasionally. Despite of their busy schedules they still take out time to go to the health club.

Table -3, Play Games/Sports for body fitness

	Number	Percentage
Daily	3	10%
Once a week	6	20%
Monthly	9	30%
Rarely	5	16.67%
Never	7	23.33%

People have become aware of their health. Eating right, eating less and involving in games and sports are becoming a part of their healthy life-style today. Women entrepreneurs who were our respondents were also aware of this fact. The data shows only 10% respondents daily play games, 20% once a week, 30% monthly, 16.67% rarely play games and 23.33% respondents never go for sports/games.

Table – 4, Frequency of meeting friends of opposite sex

	Number	Percentage
Very often	21	70%
Rarely	9	30%

Today having friends of opposite sex is not considered a taboo as it used to be in earlier days. Men and women work, travel and eat together. The above data shows 30% respondents rarely meet them and 70% meet very often. They go out with their friends for movies, restaurants and shopping.

Table- 5, Inviting friends for dinner/drinks

	Number	Percentage
Quite often	13	43.33%
Only during festivals	11	36.67%
Never	6	20%

The above data shows that a small number i.e., 20% respondents never invite friends. 43.33% quite often invite friends and 36.67% invite friends on specific occasions.

Table- 6 ,Visiting Malls

	Number	Percentage
Get branded things	19	63.33%
Window shopping	9	30%
As a status symbol	2	6.67%

With the forces of industrialization there has been major impact upon the style and pattern of women's wear. Our study shows that all the respondents go to the mall for shopping, getting branded things, etc. 63.33% respondents go to mall to buy branded things. 30% Visit mall sometimes just to have a look at the latest arrivals and 6.67% believe that visiting malls adds to their status.

Table7: Hobbies of the respondents

	Number	Percentage
Religious programmes	15	50%
Reading books	24	80%
Audio-Visual activities	18	60%
Cooking	8	26.67%
Quietistic	15	50%
Family oriented programmes	19	63.33%

The above data shows that 50% go to the religious gatherings, bhajans, kirtans, etc., whenever they have free time. 50% opt for quietistic activities like they either relax or rest or walk in garden and view natural beauty. 63.33% of them accompany the family members. 80% love to read books, novels and magazines during free time. 26.67% like cooking and 60% involve themselves in watching television and listen music or use computer.

Table- 8, Late Night Parties

	Number	Percentage
Very often	10	33.33%
Occasionally	12	40%
Never	8	26.67%

Women entrepreneur do not mind going out for late night parties at friend's house or in a club. The study reveals that 33.33% respondents go out for late night parties very often, 40% go occasionally for such parties. Few women get late at parties for their business promotion or when they are accompanying their spouse as well. But 26.67% never go out for parties.

Table - 9, Tourism National/International

	Number	Percentage
In the country	23	76.67%
International	25	83.33%
Religious places	19	63.33%
No	6	20%

The pressure of work makes women tense at times. Attractive tour and travel packages attract people, especially women. They want to go on a holiday in the country or abroad for rejuvenation. The above data shows that 83.33% go for international tourism. 76.67% prefer to go to places of interest in country. 63.33% take interest in visiting religious places in country. Very small number i.e., 20% women do not prefer going out for tourism.

CONCLUSION

Based on the findings of the study, the following conclusions have been made:

1. The respondents are found aware of having sound health by having good life-style.
2. Women entrepreneurs have leisure time hobbies and many respondents are found traditional as well as modern in outlook.
3. According to the data a small number of respondents never invite friends at home as they have very traditional/joint families where it is not possible for them to do so.
4. The forces of industrialization have a major impact on the women entrepreneurs' consumption style and pattern of their dresses. They have shifted from traditional wear to modern western wear.
5. Women entrepreneurs attend late night parties very often for business promotions or with their spouse.
6. Working women have a distinct life-style. The pressure of work makes them tense at times. Attractive tours and travel packages attract them. They visit the spots in the country as well as abroad for rejuvenation.

It can be concluded that life-style of women entrepreneur is different from the house-wives. The respondents are found aware of having sound health by having good life style. They are members of health clubs, other clubs, have parties, have friends, go for holidays, spend time with family members. Women have leisure time hobbies and many respondents were found traditional as well as modern in outlook.

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