

INDIAN WOMEN ENTREPRENEURS: AN ASSESSMENT OF FACTORS AND CHALLENGES AFFECTING PERFORMANCE

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ABSTRACT

Despite the acknowledgment that women entrepreneurs perform vital role in economic growth of country, their development has remain appreciably subdued. In India, from past decades women were neglected part of work force. Women are lagging after males due to of the virtual absence of economic opportunities and negligible involvement in decision making process. Educational qualification is of the most important factor why women are dominated by men. The contribution of women's in professional and technical workplace is drastically less.

In current situation women are an emerging economic force. Women's constitute the family, which leads to society and family. Social and economic development of women is necessary for development of any country. Indian women locate tall from the rest of the crowd and are commended for their achievements in their relevant field. This transformation in the Indian society, in terms of improved educational status of women and diverse ambition for enhanced living of standard, required a revolution in the life style of Indian women. The present paper endeavors to study the concept of women entrepreneurs and to investigate the challenges as well as problems of woman entrepreneurs while starting new business or running enterprise in selected Indian rural areas.

KEYWORDS: woman, entrepreneurship, challenges, problems, Vidarbha, India.

Introduction

Entrepreneurship refers to establishment of new venture to obtain advantages from new opportunities. Entrepreneur is the main driver of entrepreneurship and in current situation woman's plays remarkable role in every field as well as they are more successful in this as they have qualities desirable for entrepreneurship development. Entrepreneurship is a right occupation for women than other employment. From last few years women are showing great interest in the Entrepreneurship. The women have reach enormous development in their intelligence by escalating reliance on services sectors, numerous opportunities are there for women. Throughout previous two decades, growing figures of Indian women go into the field of entrepreneurship and as well as they alter the face of business. In the progression of Entrepreneurship, women have to face numerous problems and challenges and these problems get doubled because of her dual role as earner and homemakers. One of the main features in influential the success of growth is the status and position of women in the society. This means that the ignorance of women in the progress process of any country constitute a human resource waste (Faleye 1999) stated that women's development is not only about reducing poverty by rising productivity, but also about women's liberation and empowerment. Real development means the development in the three categories of a woman. These are: (1) Individual; (2) Social; and (3) Economic development (Rodney, 1972).



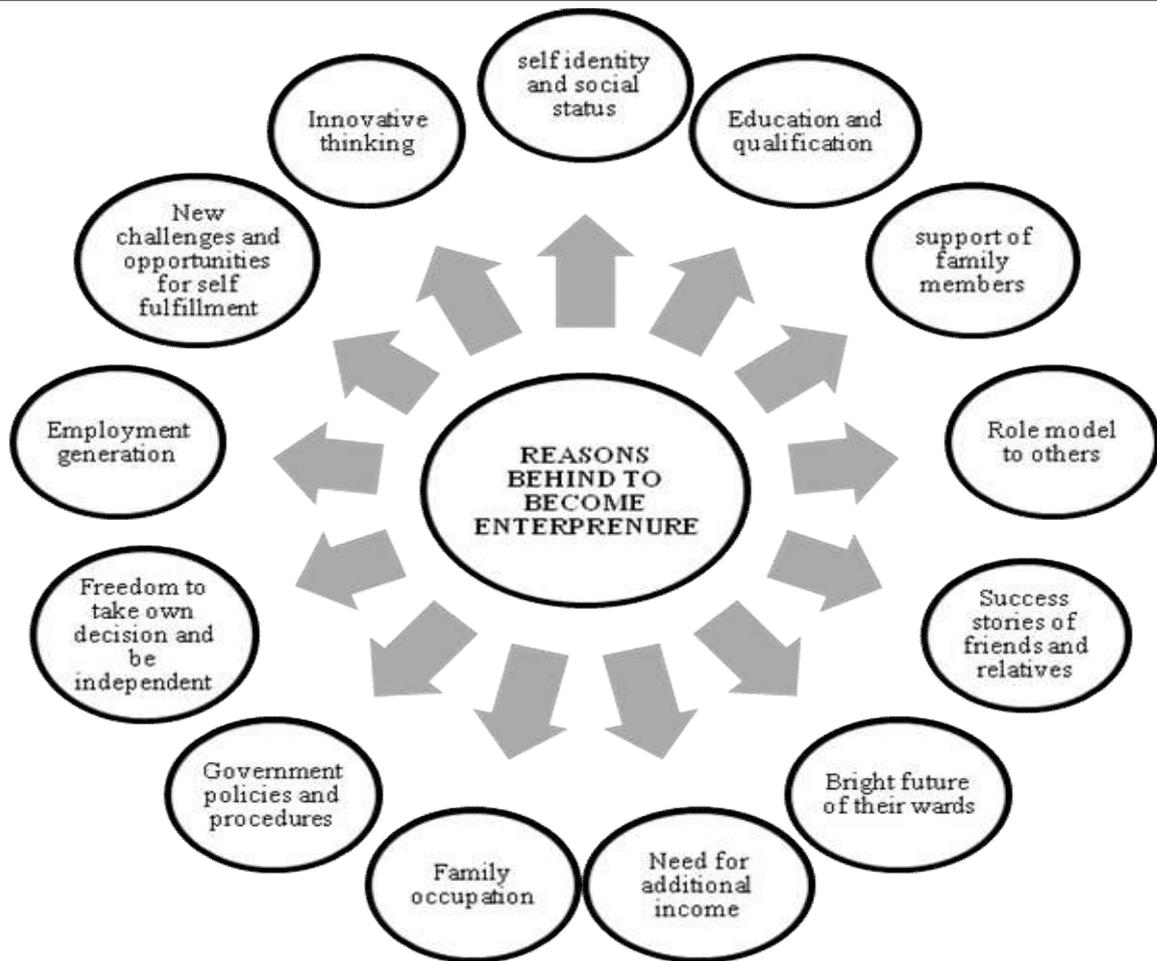
The majority of the study on women entrepreneurs, restricted mainly to women in developed countries, has led to contemplate on exclusive feature of the entrepreneurship of women. therefore, there are research examine the demographic characteristics of women (Hisrich and Brush 1983: Watkins and Watkins 1983), their motivations, reasons for start-up venture (Watkins and Watkins 1983: Cromie 1987; Sundin and Holmquist 1991), and the challenges that women face in establishment business (Pelligrino and Reece 1982; Carter and Cannon 1992). Brush (1992) remarked that there are some research which was conducted at diversity in individual characteristics amongst various groups of women. The study that has been conducted specify that women face diverse issues, depending on their phase of individual life cycle (Kaplan 1988), area or business of location (Holmquist and Sundin 1988), and role perception in entrepreneurial ownership (Goffee and Scase 1985). Further some researchers have acknowledged that the procedure of initiating a business is extremely interactive and that it is a mixture of personality as well as environmental factors that motivates individuals. One of the previous efforts in this regards was a study by Goffee and Scase (1985), he try to form a typology of women entrepreneurs to assist clarify the outline or links between the types of women entrepreneurs, the types of businesses they initiate, and the various challenges and problems they face in entire process.

What is women entrepreneurship?

Women Entrepreneurs defined as a group of women who start, organize and manage a business enterprise. The Government of India has define women entrepreneurs as —an enterprise own and controlled by women having a minimum financial interest of 51 % of the capital and giving at least 51 % of the employment formation in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which promote women to have a self-sufficient occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this support. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

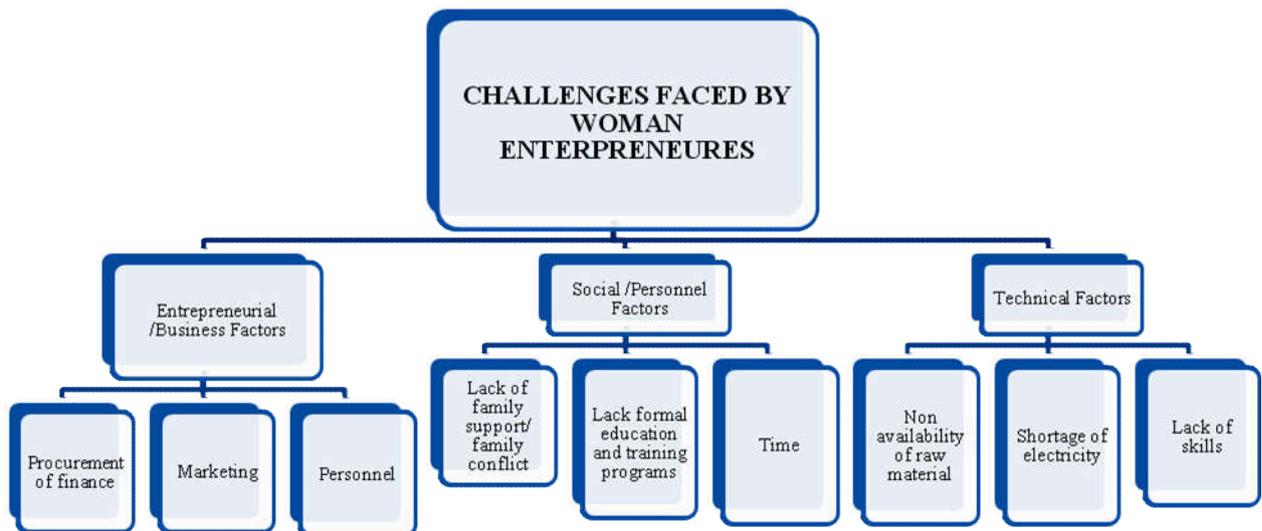
Reasons for women to become entrepreneurs

The glass ceilings are devastated and women are create indulge in every segment. The access of women into business in India is traced out as an expansion of their kitchen activities, primarily 3P's, Pickle, Powder and Pappad. But with the extend time and importance of education women started changing from 3P's to modern 3E's i.e., Energy, Electronics and Engineering. Skill, knowledge and compliance in commerce are the major reason for women to emerge into entrepreneurships. Women Entrepreneur is an individual who accept difficult role to meet her individual needs and become economically independent. A extensive wish to perform something positive is an inherent excellence of entrepreneurial women, who is competent of causative values in both family and social life. The challenges and opportunities given to the women of digital age are emerging speedily that the job seekers are revolving into job maker. Numerous women initiate a business because of various life situations like divorce, bias due to pregnancy or the business glass ceiling, the physical condition of a family members, or economic reason such as a layoff. other than a new ability pool of women entrepreneurs is generating today, in current situation woman's are successful as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation the few reasons why woman's are now days imitating their carrier being a entrepreneurs which are mention below.



Challenges faced by women entrepreneurs

Woman entrepreneurs play a very important role in the economic development of country. They face numerous problems and challenges in day to day activities. As the thorns are part of roses, similarly every flourishing business has its own kind of problems. Some of the major problems faced by woman entrepreneurs are as under.



Research Methodology

This research employed small medium entrepreneurship activities for development of rural areas of India, The researchers choose Vidarbha region as research area. The study is empirical and explanatory basically based on primary data collected survey. sample survey size was 95 woman participants from small and medium size enterprises registered with these District Industries Centre were selected on Simple Random sampling basis from Vidarbha region. Researcher use questionnaire and personnel interview as data collection tool and the data analyzed using non-parametric simple percentages.

Result and Discussion

A) Socio-economic profile of entrepreneurs

Demographic findings

Table 1- Demographic Findings (N=85)

Particulars/Variables	No of respondents	Percentage
AGE		
Up to 25 years	10	12
25-35 years	43	51
35-45 years	26	30
More than 45 years	6	7
MARITAL STATUS		
Married	59	68
Unmarried	15	18
Divorce/widow	11	14
EDUCATION		
Secondary	51	60
Diploma	22	26
Bachelor degree	10	12
Master degree	2	2
OCCUPATION		
Agriculture and associated activities	25	29
Service	39	46
Manufacturing and handicraft	21	25
INCOME (ANNUAL)		
Up to or less than 1000 euro	72	85
Between 1000-2000 euro	13	15
more than 2000 euro	0	0

From table 1 shows that age structure, the age of the majority 43 respondents (51%) of those entrepreneurs ranging from 25-35 age group, followed by age range 36-45 that is 26 respondents (30%), age group ranging up to 25 years recorded 10 respondents (12%) and the least being age range 45 and above found only 6 respondents (7%). The result implies that most of the respondents are in their active and productive age. According to education level variable Majority i.e.51 respondents (60%) of the entrepreneurs are Secondary School Certificates holder, 22 respondents (26%) holds National Diploma while 10 respondents (15.65%) hold Bachelor degree and only 2 respondents (2%) hold master degree. The implication is that majority of the entrepreneurs are graduates. as per findings it shows that 59 respondents (68%) are married and 15 respondents (18%) are unmarried while 11 respondents(14%) are Divorcee and widow. If we will discuss about where woman entrepreneurs were more active then result implies that majority of 39 respondents (46%) are from service sector while 25 respondents (29%) from Agriculture sector, 21 respondents (25%) from manufacturing and handicraft sector. Looking towards level of annual income level maximum respondents i.e. 72 (85%) have annual earning less than 1000 Euro while 13 respondents (15%) have annual income between 1000-2000 Euro.

B) Entrepreneurial Activities

Table 2- Entrepreneurial activities

Sr. no	Entrepreneurial activity	No. of respondents	Percentage
1	Krishi Seva Kendra	1	1
2	Grocery Shop	12	14
3	Beauty parlor	18	21
4	Transportation	0	0
5	Computer Institute/Internet cafe	2	3
6	Stationary shop	13	15
7	Travel agency	1	1
8	Readymade garments shop	9	11
9	Tailoring /Boutique	13	15
10	Hardware shop	0	0
11	Hotel/ Catering	16	19
	Total	85	100

From the current study, it has been observed that small-medium size woman entrepreneurs are engaged in several types of entrepreneurial activities.

Table 2 implicates that, 1(1%) respondents had KrishiSevaKendras/Agro business related activities providingseveral agricultural contributions to the farmers. Out of 85 respondents, 12 (14%) respondents were running grocery shops, 2(3%) respondents running computer Institute/Internet cafe. 18 (19%) respondents are running beauty parlourswhereas 13 (15%) of respondents engage in stationary shop business and only 1 (1%) of respondent running travel agency.

Whereas 9(11%) respondents engage in readymade garments shop.

Other entrepreneurial activities included: tailoring /boutique 13(15%), 16(19%)Hotel/Catering service.

C) Constraints faced by women entrepreneurs

Table 3- Challenges and problems faced by woman enterprenures

Entrepreneurial/Business Problems	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	Percentage
Getting Finance	0	0	3	32	65	100
Difficult to get bank loan	0	1	4	45	50	100
Hiring	0	0	7	44	49	100
Management	7	2	3	38	50	100
Marketing	3	2	9	39	47	100
Source of Finance						
Personal saving	0	0	4	47	49	100
Loan from friends/family	3	4	5	38	50	100
Bank Loan	2	2	4	44	48	100
Personal/social Problems						
Time Distribution/role conflict	1	2	5	55	37	100
Lack of Education	1	4	7	44	44	100
Family Support	4	1	3	50	42	100
Community/society	2	2	3	44	49	100
Gender base discrimination	3	3	4	38	52	100
Lack of related field experience	2	5	5	44	44	100
Technical Problems						0
Non-availability of raw material	2	3	3	44	48	100
lack of related skills	3	2	2	45	48	100
Electricity shortage	2	4	4	56	34	100
Un-skilled group members	4	3	2	35	56	100
Shortage of working capital	5	2	1	45	47	100

There are many sources of entrepreneurial problems and challenges faced by woman entrepreneurs categorized differently based on sources financial technical or social.

In each of these categories the problems have further classes for instance in the technical problem majority of problem on a scale of 100% lies in unskilled labor and minority lies in shortage of working capital based upon the responses.

The other problems have a mixture of reactions. In the category of personal social problems there is gender biases, mostly of the responses strongly agree on this opinion with the minority relying on lack of good experience regarding the field with intermediate responses to community, support of family and education etc. Lack of education seems to be following the preceding problem after gender basis. In the class of financial problems, the main problem the majority proportion is to get the finance, followed by difficult to get bank loan, hiring and management.

Other problem is the source of finance which according to most people lies in getting from personal support followed by bank loan.(table3.)

Conclusion

In today's situation it can be said that we are in a superior position in which women contribution in the field of entrepreneurship is growing with significant rate. Efforts are being in use at the economy as bring pledge of equality of opportunity in all spheres to the Indian women and laws certain equivalent human rights of contribution in political procedure and the same opportunity and constitutional rights in education and employment were enacted. Although unfortunately, the government sponsor growth activities have benefit only a small part of women i.e. the urban middle class women. Women sector occupy almost 45% of the Indian population. At this point in time, useful steps are desirable to offer entrepreneurial consciousness, orientation and skill development programs for women's. The role of Women entrepreneur in economic development is also being accepted and steps are being taken to promote women entrepreneurship.

On the contrary these woman entrepreneurs facing various challenges and problems during establishment of new business or even imitating new venture. The paper discussed about challenges and factors affecting the performance of woman entrepreneurs in India. It undertakes that government intervention over the provision of financial assistance, social infrastructures and promising government policies will go a long in addressing the major problems and challenges of woman entrepreneurs.

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