

# Women Entrepreneurship: Purpose, Problems & Prospects: A Study of Udaipur District

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The first Prime Minister of India Pandit Jawahar Lal Nehru has rightly pointed out that "To awake the people it is the women who should be awakened first. Once she is on the move the family moves ...the nation moves". There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution.

Women Entrepreneurs are inspiring. An entrepreneur is someone that organizes, manages, and assumes the risk of a business enterprise. Today, more women are breaking free from the traditional, gender-specific roles and venturing into the business world. Not only are they holding high corporate positions but they are also successful women entrepreneurs. The steady rise in female entrepreneurs can be due to many different reasons, most of which share the same rational as their male counterparts—passion for their ideas, the desire to become their own boss, and the need to address philanthropic causes.

Women's entrepreneurship needs to be studied separately for three main reasons

The first reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences.

A second reason concerns the sectoral issue: not only have women lower participation rates in entrepreneurship than men, but they also generally choose to start and manage firms in different industries than men tend to do.

The third reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs.

This paper aims to explore the Purpose, Problems & Prospects of women entrepreneurship. The study is conducted in Udaipur city by taking a sample of 100 women entrepreneurs who are independently running their enterprise

**Keywords:** Entrepreneurship, Purpose, Problems & Prospects

## Introduction

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programs are being implemented for the development of women entrepreneurship in India.

The entrepreneur is a visionary and an integrated person with outstanding leadership qualities; with a desire to excel, who gives top priority to research and development. An entrepreneur is one of the important segments of economic growth. An entrepreneur is a catalytic agent of change and works for the good of people. One who takes initiative, have innovative skills for innovation and who looks for high achievements.

"Women entrepreneur refers equally to someone who has started a one women business to someone who is a principal in family business or partnership or to someone who is shareholder in a public company which she runs".

The Government of India has defined a women entrepreneur

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is “ an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.”

In India, the role of women in the economic activity of the nation was practically ignored. The increasing participation of women in the work-force, the multiple role of women as mothers, homemakers and paid workers and misunderstandings of the nature of unemployment among women, therefore, suggest the usefulness of redefining trends and relationships, in participation of women in corporate. The aim of the study is to attempt to identify the qualities and analyze the major challenges of women entrepreneur in India.

### Research Methodology

Exploratory and descriptive research has been adopted to conduct the present research. The research was conducted on 100 women entrepreneurs in the city who are working independently. Primary data was collected with the help of structured questionnaire which had the following dimensions:

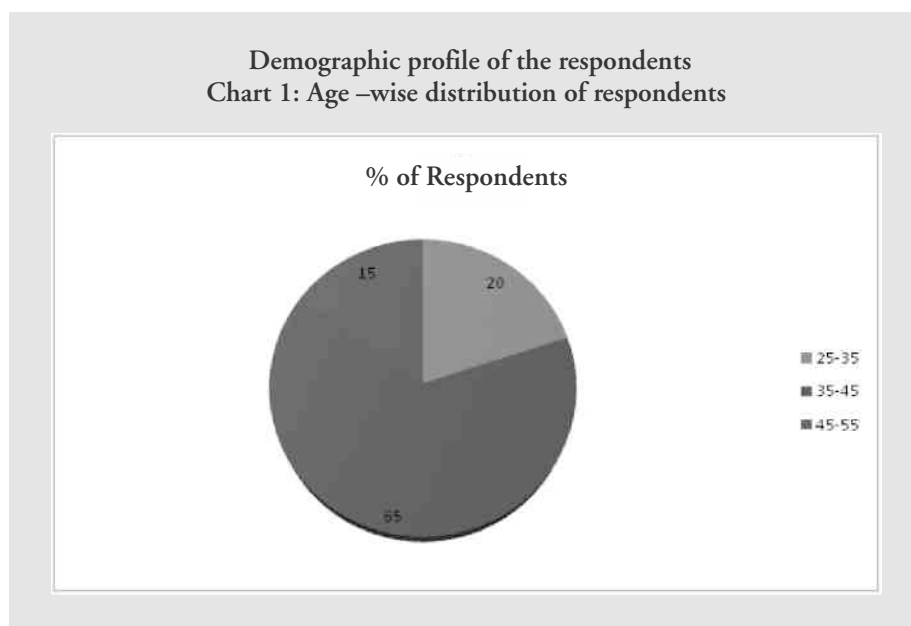
- Demographic profile of the respondents
- Details of enterprise
- Purpose of entrepreneurship
- Problems faced by women entrepreneurs

### Objectives of the Study

1. To study the position and role of Women Entrepreneurs.
2. To identify the purpose of Women Entrepreneurship.
3. To find out the extent of support to Women Entrepreneurs.
4. To find out the problems and prospects of Women Entrepreneurs.

### Data Analysis and Interpretation

Data were subject to statistical analysis such as descriptive statistics and frequency distribution. This part presents the collected data in the form of tables and charts to reveal the various aspects of the respondents.



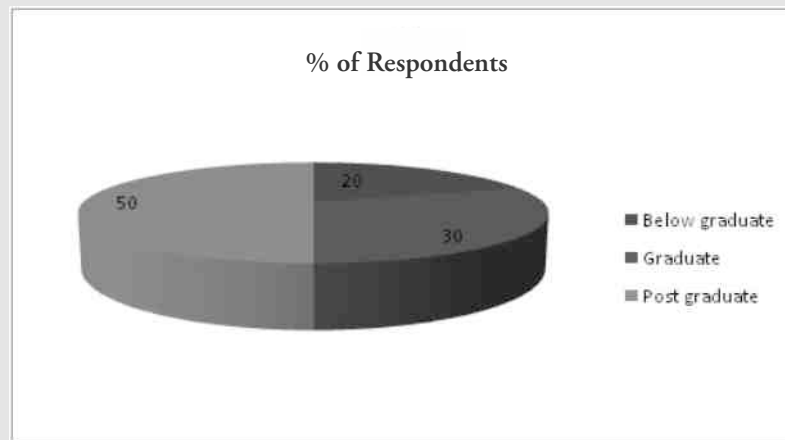
### Interpretation

The above chart shows that 20% respondents are of the age between 25-35, 65% respondents are of the age group of 35-45 and 15% respondents are of the age group of 45-55. many women come into business after marriage and some of them

often do jobs for some years and then start their venture. So, the maximum number was in the age group of 35-45.

### Education of Respondents

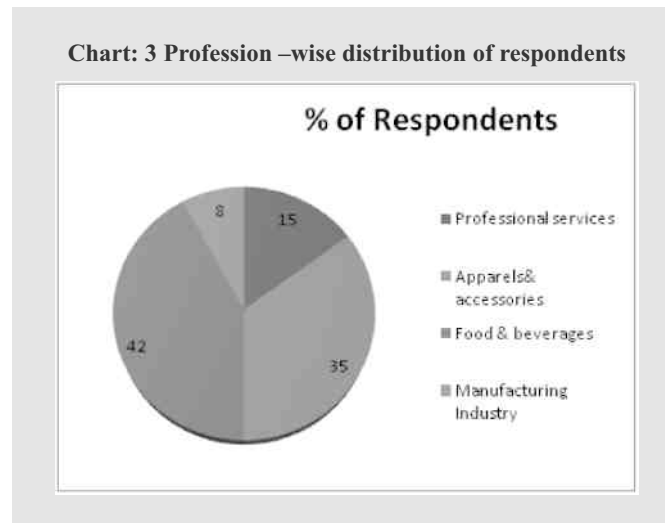
The respondents were categorized in three categories according to their qualification

**Chart 2: Qualification –wise distribution of respondents****Interpretation**

This chart shows that 20% respondents are below graduate, 30% respondents are graduate and 50% respondents are post graduate. Literacy is one of the biggest obstacle in the path of women and so female education must be emphasized.

**Profession –wise distribution of respondents**

The women entrepreneurs were divided into four categories of professions–professional services, apparels, food & beverages and manufacturing industries.

**Chart: 3 Profession –wise distribution of respondents****Interpretation**

The above chart shows that 15% of respondents are from professional services, 35% of respondents are apparels and accessories, 42% of respondents are from food & beverage sector and 8% of respondents are from manufacturing industry.

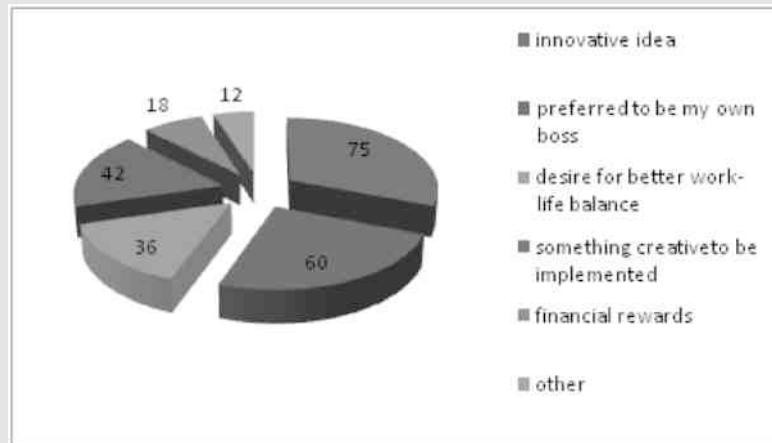
Nearly 15 out of 100 respondents said that their businesses were in the areas of Professional Services like academics, IT, etc. 35 women were having business in Apparels ,maximum 42 were engaged in food & beverages industry and only 8 are in

manufacturing industry. Statistics also showed that most women entrepreneurs from this survey had small to medium sized businesses and more than 70% had less than 5 employees working for them.

**Purpose of Entrepreneurship**

So why did these women take up entrepreneurship as opposed to the traditional belief of getting married and raising kids or if a little advanced then accepting the easy pathway to success – Get a degree and get a job and work for one or more reasons.

Chart 4: Purpose of Entrepreneurship



% will not be added to 100% because of multiple answers

### Interpretation

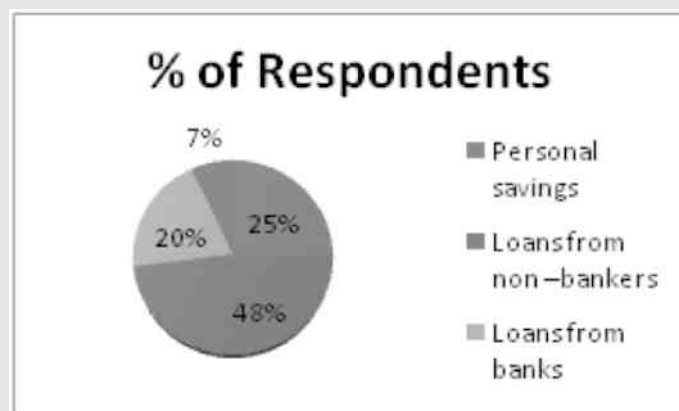
The above graph states various reasons of entrepreneurship. It points out two major reasons which had lured the respondents to join the entrepreneurship. 75% of them believed that they had a innovative idea that needed to be taken to the market place and 60% felt the need to be their own boss. 42% thinks that they have something creative which must be given shape

to prove themselves, 36% had a longing for better work-life balance. Financial rewards were the quest of 18 % respondents and 12 % gave insignificant responses.

### Source of finance

The various sources of finance for the sampled women entrepreneurs were identified and are presented below

Chart 5: Source of finance



### Interpretation

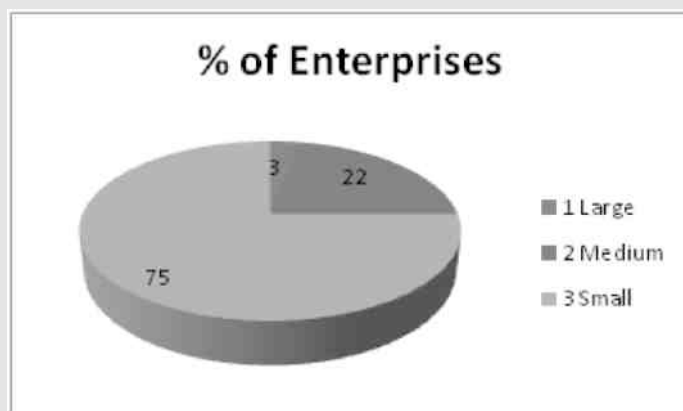
The survey revealed source of finance was a big problem and it was generally overcome through loans from non bankers i.e. friends, relatives, money-lenders etc. Nearly half of the respondents (48%) accessed funds from traditional sources, 25% started their business with personal savings, 20% approached financial institutions for loans and 7% raised finance from other indigenous sources.

One of the most inspirational finding for budding young to-be entrepreneurs is the fact that 60% of these respondents started

with a capital of less than 1 lac. Loans from friends and family, personal savings and loans from external parties emerged as the top 3 sources of funding. Not surprisingly, finance was the most important challenge and roadblock these women entrepreneurs faced.

### Enterprise profile

The enterprises in the sample were divided into large, medium, and small depending upon the amount of investment and number of laborers.

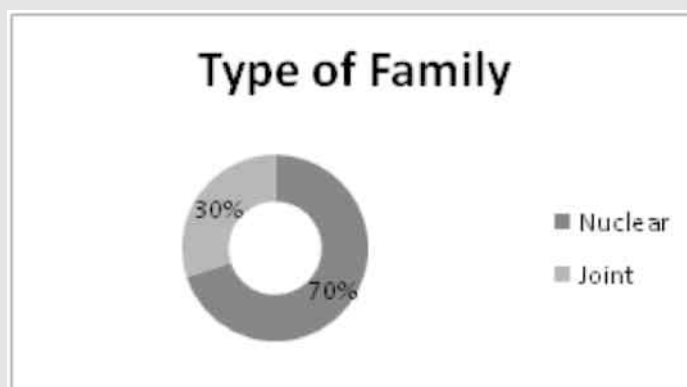
**Chart 6: Distribution of Women Enterprises by size**

The bulk of women enterprises were small (75 percent) while 22 percent were of medium size. The reason for this variation is the difference in risk-taking. It is quite clear that women entrepreneurs in general do not take more risks. If they had the strength to take calculated risks in business they could have graduated into at least the medium scale, which itself is quite

below the SSI (Small Scale Industry) standards.

#### **Family profile**

The respondents were identified on the basis of family i.e. nuclear or joint.

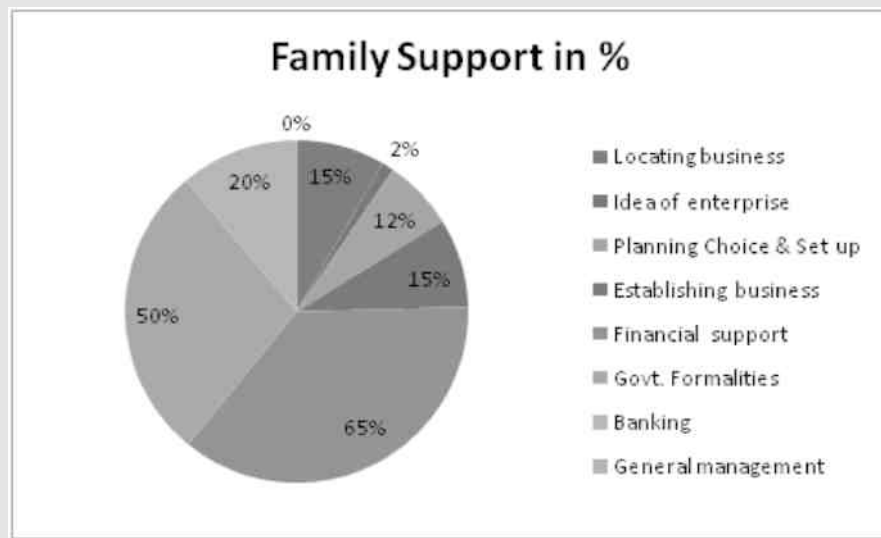
**Chart 7 Family Profile**

The above graph shows that 70% of the sampled women entrepreneurs live in nuclear families which proves that today also traditional joint families restrict women entry in the area of business.

#### **Extent of Dependence of Women Entrepreneurs on their Families for Support**

When we surveyed about the type of support received by women entrepreneurs from their family in initial stage the main areas identified are financial management and

adherence to government formalities. In fact, family support was resorted to by more than 80 percent of the cases in respect of all the areas of support. However, in the cases of support excessive dependence was found only in the case of financial matters i.e. 65 %. In all other matters, dependence was far less. We can see from the table that only 2% support in the form of idea was received that clarify that the concept was their own and no support was offered in the general management of the business which proves that they are capable enough to manage the ins and outs of business enterprise.

**Chart 8: Areas in which the respondents received support from their family in early stages**

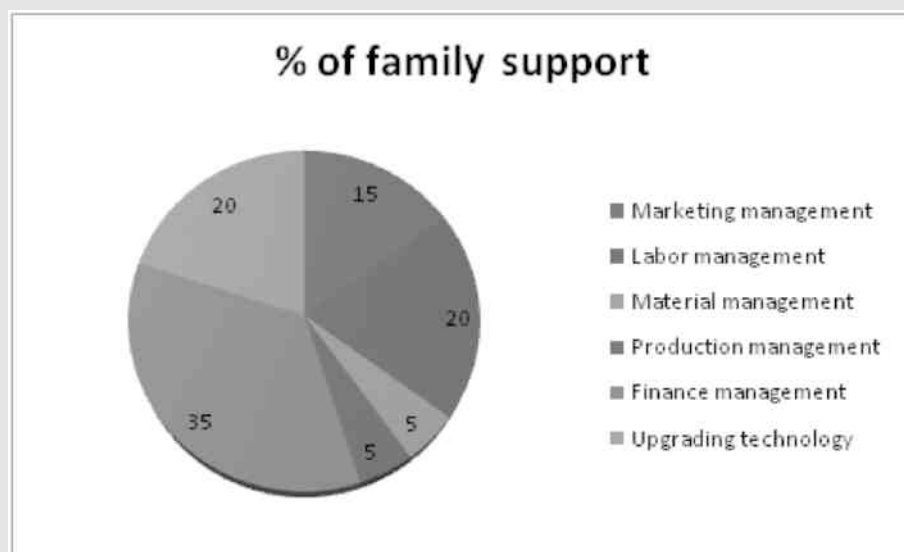
% will not be added to 100% because of multiple answers

In other words, women needed family support only in cases in which the women entrepreneurs experienced constraints of mobility. It is also significant that general management was one area where they required the least or no help from their families.

#### **Family Support in Management of Enterprises at Later Stages**

The women enterprises continued to receive family support at different areas at later stages also but at a much lower level. In most cases the term family meant the husband (and children)

especially in the nuclear family set-up. Hence, the person who helps the enterprise was the husband. Since 98 percent of the entrepreneurs began business after marriage, the role of husband in women entrepreneurship development has been significant. The others in the family also help the enterprise growth through in a limited way. Obviously, in our society, male support remains inevitable even in women-managed enterprises. The women enterprises are, in general, tiny units, a fact due to less financial investment in the case of women enterprises.

**Chart 9: Areas in which the respondents received family support at later stages**

### Statistical Tools used for Analysis

Data were subject to statistical analysis with the help of Chi-square test for scaled data, reliability analysis is applied before subjecting the data for testing the level of significance. It was applied to test the impact of age on risk taking quality and satisfaction level of the respondents.

### Hypothesis testing

Chi square test is applied to find out the significant

relationship between age and satisfaction level of women entrepreneurs.

### I Hypothesis

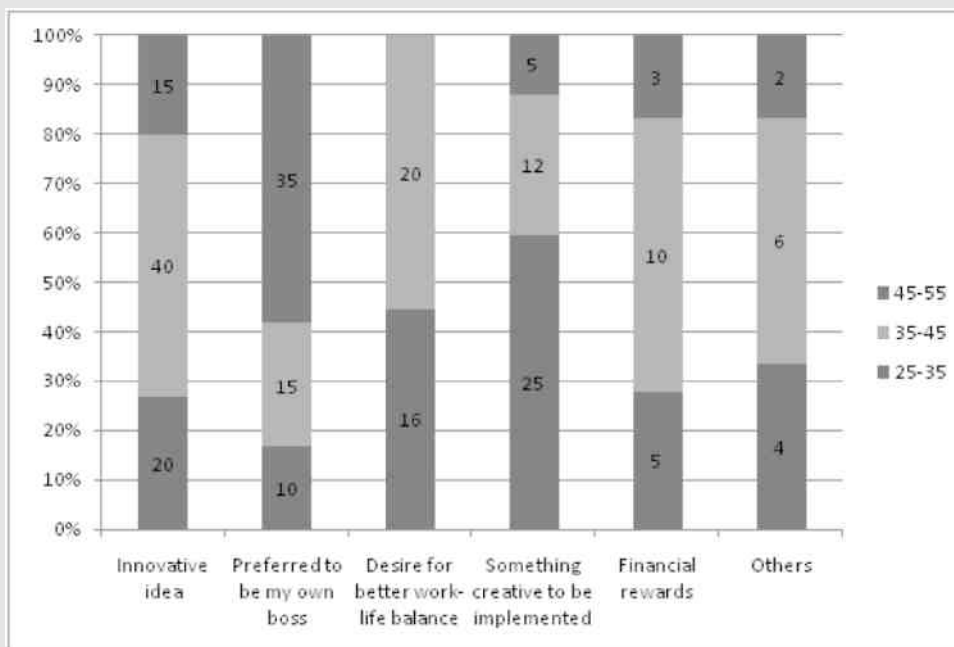
Ho: There is no significant relationship between age of women entrepreneurs and purpose of entrepreneurship.

Ha: There is significant relationship between age of women entrepreneurs and purpose of entrepreneurship.

**Table 1: Relationship between age and purpose of women entrepreneurship.**

Purpose of Entrepreneurship	Age group of Respondents (Years)			Response % (Total)
	25-35	35-45	45-55	
Innovative idea	20	40	15	75
Preferred to be my own boss	10	15	35	60
Desire for better work-life balance	16	20	0	36
Something creative to be implemented	25	12	5	42
Financial rewards	5	10	3	18
Others	4	6	2	12

**Chart 10: Relationship between age and purpose of women entrepreneurship.**



The above table and chart shows the relationship between **Relationship between age and purpose of women entrepreneurship**. It is revealed from the data that purpose differs with age group like major reason for age group 35-45 i.e. 40% is innovative idea and in the age group of 25-35 maximum response which is 25% is 'Something creative to be implemented' and in the age slab of 45-55 'Preferred to be my own boss' is the maximum response (35%).

#### Chi-square test

The calculated value of chi-square is more than the tabular value hence the null hypothesis is rejected and so there is significant relationship between age and purpose of women entrepreneurship.

#### Findings

- 20% respondents are of the age between 25-35, 65% respondents are of the age group of 35-45 and 15% respondents are of the age group of 45-55.
- 20% respondents are below graduate, 30% respondents are graduate and 50% respondents are post graduate.
- 15% of respondents are from professional services, 35% of respondents are apparels and accessories, 42% of respondents are from food & beverage sector and 8% of respondents are from manufacturing industry.
- The study points out two major reasons which had lured the respondents to join the entrepreneurship. 75% of them believed that they had a innovative idea that needed to be taken to the market place and 60% felt the need to be their own boss.
- The survey revealed source of finance was a big obstacle and it was generally overcome through loans from non bankers i.e. friends, relatives, money-lenders etc. nearly half of the respondents (48%) accessed funds from traditional sources, 25% started their business with personal savings, 20% approached financial institutions for loans and 7% raised finance from other indigenous sources.
- One of the important areas that they depend on family help was up gradation of technology. Women entrepreneurs experienced difficulty in accessing information, incorporating new techniques, and adapting to changes in demand conditions.

#### Problems Faced By Women Entrepreneurs

Women entrepreneurs face a series of problems right from the foundation till the enterprise functions.

**Patriarchal Society:** Entrepreneurship has been traditionally seen a male preserve field and idea of women taking up entrepreneurial activities considered as a distant dream. Women also have to face role conflict as soon as they initiate any entrepreneurial activity. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal -

male dominant social order is the building block to them in their way towards business success.

**Absence of Entrepreneurial Aptitude:** The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. They have lack of knowledge about the insights of running a business.

**Marketing Problems:** Mobility is a big challenge as they are unable to overlook and ignore their family and social responsibilities which limits their marketing of products and services.

**Financial Problems:** Obtaining the support of bankers, managing the working capital, credit resources are the issues which still remain in the males domain. Women are yet to make significant mark in quantitative terms. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies.

**Family Conflicts:** Women also face the conflicts between family and professional life as they are not available to spend enough time with their families.

**Credit Facilities:** Women in developing nations have little access to funds, due to the fact that they are concentrated in poor rural communities with few opportunities to borrow money (Starcher, 1996; UNIDO, 1995a). The women entrepreneurs are suffering from inadequate financial resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security.

**Fine balance:** Married women have to make a fine balance between business and home. More over the business success is depends on the support the family members extended to women in the business process and management. The interest of the family members is a determinant factor in the realization of women folk business aspirations.

**Low-level management:** women entrepreneurs have low-level management skills.

**Heavy Competition:** Many of the women enterprises have imperfect organizational set up. But they have to face severe competition from organized industries.

**Knowledge** of latest technological changes, know how, and education level of the person are significant factor that affect business. The literacy rate of women in India is found at low level compared to male population.

**Shortage of raw-materials:** Women entrepreneurs encounter the problems of shortage of raw-materials.

**High Production cost:** Finally high production cost of some business operations adversely affects the development of women entrepreneurs. The installation of new machineries



during expansion of the productive capacity and like similar factors dissuades the women entrepreneurs from venturing into new areas.

### Prospects for Development of Women Entrepreneurs

Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs. Entrepreneurship basically implies being in control of one's life and activities and women entrepreneurs need to be given confidence, independence, and mobility to come out of their paradoxes. The following measures are suggested to empower the women to seize various opportunities and face challenges in business.

- Women should be considered as specific target group.
- Regular entrepreneurship awareness programs should be conducted with the intention of creating knowledge among women about the various areas to conduct business.
- The standards of education of women should be enhanced and effective practical experience and personality development and training programs should be conducted to improve their over-all personality standards.
- Educational institutes should tie up with various government and non-government agencies to assist in entrepreneurship development mainly to plan business projects.
- Develop professional competencies in managerial, leadership, marketing, financial, technical, production process, profit planning, etc.
- Training on professional competence and leadership skill to be extended to women entrepreneurs. Vocational training should be provided to women which enables them to understand the insights of production management.
- Psychological training and counseling through the aid of committed NGOs, psychologists, managerial experts to remove lack of self-confidence and fear of success. Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. Micro credit facilities to the women entrepreneurs will overcome the financial problems to some extent.
- There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.

### Conclusion

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they

are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in global markets and also to be competent enough to sustain and strive for excellence in the entrepreneurial arena. Women entrepreneurs have become a strong driving force in today's corporate world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but they also comprise of almost half of all businesses owned today. Women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the Society in general and family members in particular is required to help them scale new heights in their business ventures. The right kind of assistance from family, society and Government can make these Women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India in this era of globalization.

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