



A Study on Situation of Women Entrepreneur and the Challenges face by them with Respect to Pune City

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ABSTRACT

This research paper is focusing on the developing women entrepreneurs their situation and challenges faced by them. There is highly increase of women entrepreneurs nationally and internationally. The concept give us the new world of women with their talent as it is been seen that women are multitaled and can handle all the challenges in front of them. In before days women were not allowed to come out of four walls of their house. Where before 20th of century there was a need amongst the family to be supported by the women of their family financially and increase the income of family and also tryto avoid poverty. But in 20th century situation has been changed women are becoming more active and getting involved in the business. The paper tells us the story of developing women entrepreneur its status and challenges face by them while running the business in Pune city. According to the data collected from the survey some findings are been seen which are mentioned in the last part of the research paper.

KEYWORDS : Women Entrepreneur, Women enterprise, Challenges, Status, Problems, Business, Mini Entrepreneur.

Introduction:

Entrepreneurship is the organization or the business formed by the entrepreneur considering in the mind new opportunities coming in to the way. Where the entrepreneur are the leaders who have the strong heart to take the risk and grabbing the opportunities present in the market with the help of planning, organizing and staffing. Paul Reynolds has said that in United State one among the four is engaged in the self employment. Creating a new business is the common activity among the US. Entrepreneurship is the method of discovering and gearing up a new project, foundation and arranging the human resources and taking the risks and rewards with them.

The term entrepreneur is used for the person who is engaged in the activity of service, production etc. this which turns in to a working business. Where the women also now a day started with their own business, but in previous days the situation was different, where women were not allowed to come out of their house since the society was male dominating. In 20th century women started supporting with entering in to business as a way of additional income or trying to avoid poverty and making up for the loss of their partner.

In the 20th century women are becoming more active for entering into the business. Indian women of this century are more self-determining and want to make their own identity. As there is high competition in the market where women are at the same level of the men and competing with them for their advancement. In India women entrepreneur has become a modern observable fact.

Women of India have got the imaginative and creativity skills and they can develop their business. They have got the ability and desire to take risk and profit earning capacity. For the smooth running of any business one should have some good qualities and as far as women are concerned they are very ambitious, enthusiastic and keen to learn new things.

Challenges....obviously women have to face more challenges than men that too being an entrepreneur. The most basic challenge to them is being women since Indian culture is male dominated culture. Their first priority is family; they have to look after family first and then the business. There are some psycho-social barriers in becoming the entrepreneur i.e. poor self-image of women in Indian society, discriminating treatment at all level in the society and Indian cultural values. Women are less social acceptance as compare to men. They are having less freedom of expressing their views, their opinion and at some time the term Trust has makes the question mark.

Definition: Women Entrepreneurs is the firm which is developed by women or a group of women, who operate, organize and manage human resource together and form a business. "An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women."

Need of the study:

For the economic development it is very necessary to have entrepreneur in the country. Where the entrepreneur increases the job opportunity and helps the nation to reduce the unemployment. Women in India are much hard working and they plays important role in life by contributing for the well being of there family. Now a days the women are trying to be more groomed and using all the facilities provides for the women by the government. Still many of the women don't have the knowledge about it. So the entrepreneur is not only the job creators but the economic developers and for the well being of the society.

Literature Review:

The study done by P. Babu (1978) finds out the factors that contribute to the development of entrepreneurs. It has been seen that the community and family background contributed to the success of future entrepreneurs, education and infrastructural facility has not been considered as the factor for the development of the entrepreneur and the Association of Small Scale Industries has to play an important role in identification and development of entrepreneurs, a strong policy to support the entrepreneurs is called upon, as the economy demands the growth of women entrepreneurs. Risking bearing attitude and innovation prove to be more encouraging towards growth.

The study of women at managerial position was conducted by the Margaret Meaning and Anne Jardim (1979). The study reveals that women can build extremely successful management careers even without legal pressures to aid them. Women entrepreneur have to Maintain work life balance which is the most important qualities-amongst the women as they also have a family & kids to be looked after.

G.Vijaya Bharathi and S.Masthani (2014) in his study he has said about the status of the women entrepreneur. The women life is more tedious and full of challenges. Where they have to participation in many kinds of economic activities to complement to their family income, their participation in no way reduces their family duties. From research perspective of Brush & Hisrich, 1991, a relatively small number of studies have investigated the factors influencing entrepreneurial per-

formance exclusively among women especially in the urban informal sectors.

Human capital theory studied by Cooper, 1981 proposes that the level of education, area of education, previous entrepreneurial experiences, previous business experiences and business skills will influence business performance. Brush et al., 2006 studied women are likely to start a business to achieve a work-family balance. In surveys, Boden, 1999, Carter et al., 2003 women cite the desire for flexibility and work-family balance as a reason they started their businesses more often than men.

The study of Acharya, 2001 says Women in Nepal also suffer from bias against women because of cultural and traditional values. Research shows Boden, 1996, that women want to become self-employed to develop a more flexible work schedule that allows them to balance work and family demands. They also pursue self employment because it allows them to work from home and may ease the burden of finding childcare.

Researchers have found that female entrepreneurs have limited access to business information. Women have fewer business contacts, less knowledge of how to deal with the governmental bureaucracy and less bargaining power, all of which further limit their growth. Since most women entrepreneurs operate on a small scale and are generally not members of professional organizations or part of other networks, they often find it difficult to access information (Namusonge, 2004).

Objective:

1. To study the present situation of women entrepreneur
2. To study the factor which have influence them to become business women
3. To study the challenges faced by the women entrepreneur

Scope of the study:

Scope of the study is the data is collected from only women entrepreneur. The number of respondent is 100 and the location is Pune city only.

Limitation of the study:

1. Study is limited to women entrepreneur only which is a small piece of study.
2. Study is limited to Pune city only.
3. Women entrepreneurs who were busy where not giving response to the questions

Methodology:

The Research study is done by the use of primary and secondary data. The primary data is gathered through questioner method, where the questioner is filled from the women entrepreneur of Pune city. And the secondary data is collected from past journals, books, research, articles, news paper, magazines etc. The study is descriptive in nature it will be such as means, pie charts and frequencies were used. The sample size for this study is of 100 women entrepreneur which are from Pune city. The result is presented by tables and charts.

Table No.1. : Age group

Sr. No.	Age(in Years)	Respondents	Percentage
1.	21-30	15	15%
2.	31-40	27	27%
3.	41-50	50	50%
4.	Above 51	8	8%
	Total	100	100%

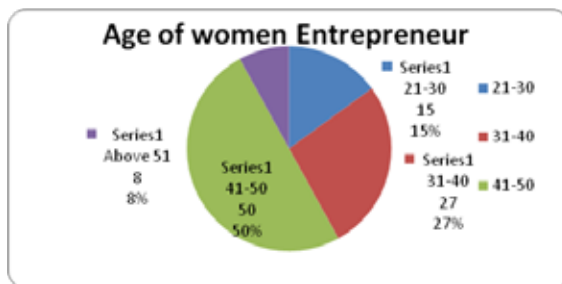


Table No. 2.: Educational qualifications

Sr. No.	Educational qualification	Respondents	Percentage
1.	Illiterate	6	6%
2.	School Level	19	19%
3.	Higher School Level	10	10%
4.	Graduation	45	45%
5.	Post Graduation	20	20%
	Total	100	100%

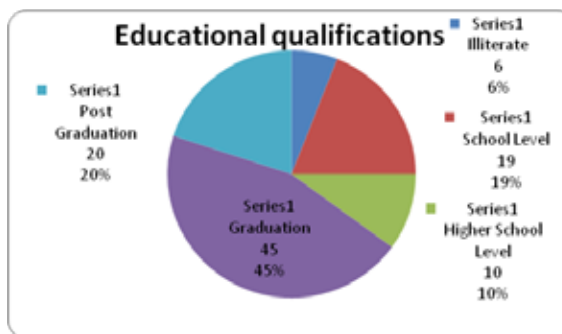


Table No. 3. : Marital status

Sr. No.	Marital status	Respondents	Percentage
1.	Unmarried	10	10%
2.	Married	66	66%
3.	Separate/Divorced	13	13%
4.	Widowed	11	11%
	Total	100	100%

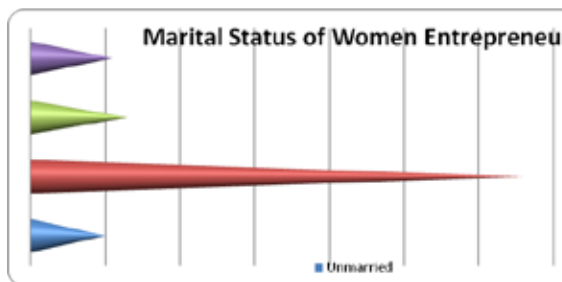


Table No. 4. : Monthly Income

Sr. No.	Monthly Income	Respondents	Percentage
1.	Less than 20,000	37	37%
2.	20,000 – 25,000	19	19%
3.	25,000 – 50,000	33	33%
4.	50,000-1,00,000	11	11%
	Total	100	100%

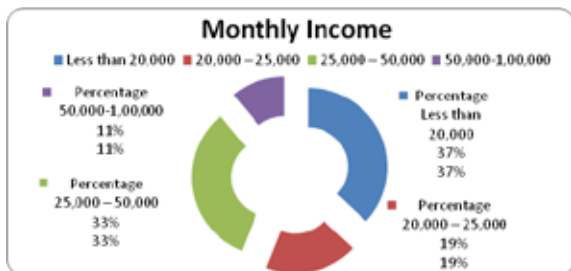


Table No. 5. : Family structure

Sr. No.	Family structure	Respondents	Percentage
1.	Joint	50	50%
2.	Nuclear	50	50%
	Total	100	100%

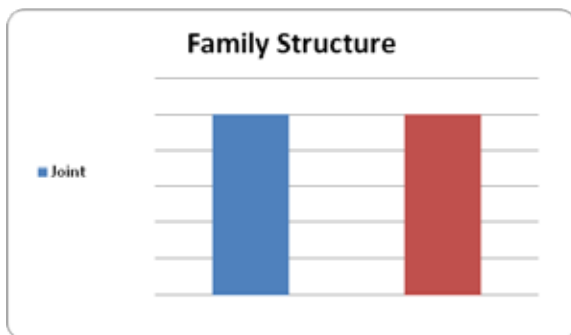


Table No. 6. : Reason for Entering in to Business

Sr. No.	Reason for Entering in to Business	Respondents	Percentage
1.	Death of Husband	18	18%
2.	Family Support	30	30%
3.	Hereditary	4	4%
4.	As a source of Additional income	20	20%
6.	Interest	10	10%
7.	Less satisfied with previous employment	18	18%
	Total	100	100%

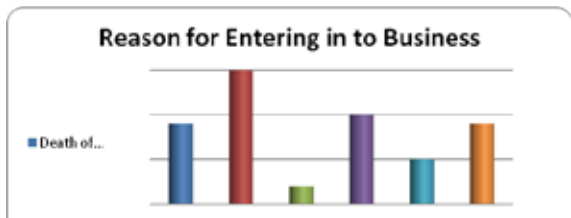


Table No. 7. : Financing of Business / Source of Business

Sr. No.	Financing of Business / Source of Business	Respondents	Percentage
1.	Personal Savings	32	32%
2.	Loan from Market	18	18%
3.	Loan from Co-operative/ institutions / associations	14	14%
4.	Spouses	33	33%
5.	Other	3	3%
	Total	100	100%

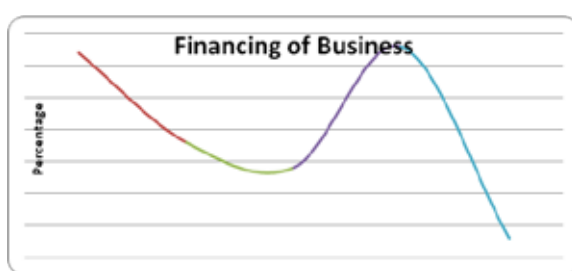


Table No. 8. : Kind of Business

Sr. No.	Kind of Business	Respondents	Percentage
1.	Beauty Parlor	23	23%
2.	Day Care	10	10%
3.	Homemade food Items	15	15%
4.	Tiffin Service	27	27%
5.	Tutor	25	25%
	Total	100	100%

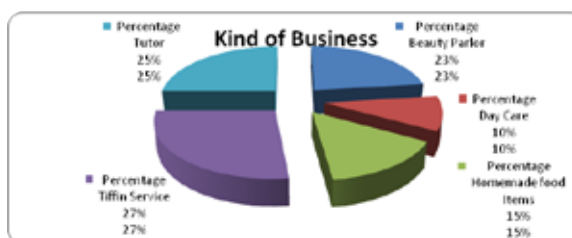


Table No. 9. : Problems faced in Business

Sr. No.	Problems faced in Business	Respondents	Percentage
1.	Competitive price	36	36%
2.	Sudden change in prices	3	3%
3.	Problem of finance	22	22%
4.	Male ego	17	17%
5.	Low risk Bearing Capacity	12	12%
6.	Resource problem	8	8%
7.	Lack of Confidence	2	2%
	Total	100	100%

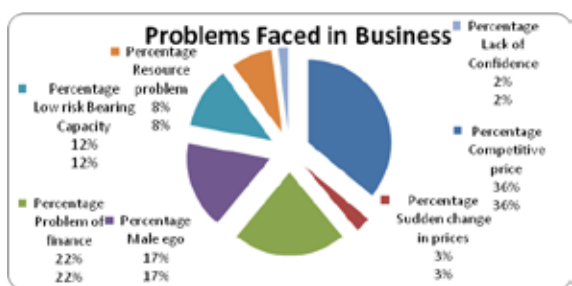


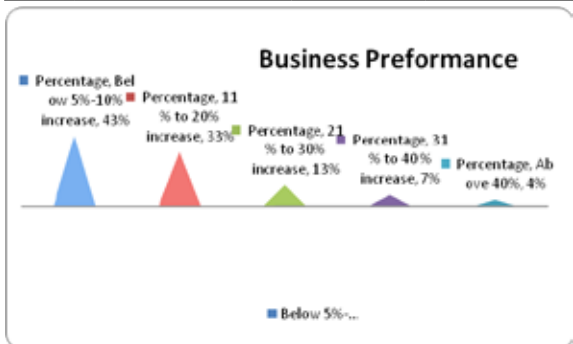
Table No. 10. : Motivator to start Business

Sr. No.	Motivators to start business	Respondents	Percentage
1.	Your Self	22	22%
2.	Friends	17	17%
3.	Husband	39	39%
4.	Relatives	14	14%
5.	Others	8	8%
	Total	100	100%



Table No. 11. : Business performance compare to last year

Sr. No.	Business performance compare to last year	Respondents	Percentage
1.	Below 5%-10% increase	43	43%
2.	11% to 20% increase	33	33%
3.	21% to 30% increase	13	13%
4.	31% to 40 % increase	7	7%
5.	Above 40%	4	4%
	Total	100	100%



Conclusion:

Most of the women entrepreneur is from the age group of 41-50 in pune city. Majority of the women entrepreneur are graduate as the Pune city is the hub of education so maximum of people from Pune are educated. Maximum of the respondents are married as after the marriage the expenses goes on increases and the need of additional income also increases. Monthly income of the respondents is below 20,000 or in between 25,000 to 50,000 rupees. The family structure is found to be joint as well as nuclear in pune city.

Maximum of the respondents start the business for the family support and secondly for additional income because of there is less job and with less salary and more unemployment. For starting the new business there is requirement of an initial financing which is been done by respondents with the help of spouses or her personal savings. The researcher in this study has taken the mini women entrepreneur for the study. The highest problems or challenges faced by them were competitive price (36%), problem of finance (22%) and male ego (17%). Husbands of the women entrepreneurs are the motivator factors for starting up the business.

There is very less increase in business performance compared to last year as the competition in the market is very high. There is continues increase in the women entrepreneur in market.

Future study:

The respondents which are selected were from the Pune city only. On the basis of convenient the respondents were selected. The researcher has selected few of the business for research. As there are many other kind of business which can be considered for the research. For the future research it is very important to study the respondents that are from other business also. This will give us the more considerable picture about the women entrepreneur its situation and challenges faced by them in pune city. Further study can be on medium and largsize of women entrepreneur. This will help in knowing the exact situation of women entrepreneur in pune city. The finding of this study verified that there are some other challenging factors which are still need to be studied. In future research, it is important to examine such other challenging factors which affect the women entrepreneur for development of their business. This all will be possible with detail-discussion and brain storming conducted by the researcher and respondents which could help to create more relevant data of situation and problems or challenges faced by the women entrepreneur.

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