



WOMEN ENTREPRENEURS SUCCESS FACTORS IN SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

The ancient Indian culture reveals that the duties of men are to earn and get food for family, whereas women are to run their family and looking after their children and family with due respect. Due to globalization and liberalization and more urbanization drastic changes of human living conditions, over expenses to run the families lead to changes in the Indian culture and heritage, where both men and women need to work for smooth running of their life like better education to children, good medical treatment and hi-fi living environment etc.. At the same time the ratio of highly educated women to men are gradually increasing and most of the time top achievers are women in this regard. The corporates are more keen about their work environment and work contribution, they think that women are contributing a lot for growth of the organization rather men. In 1980's itself the women era started in government and corporate sector. After 20 years of this journey, from kitchen, kids, knitting nowadays the women are thinking to run their own businesses and ready to accommodate 20-30 employees in their organizations. The Indian population statistics are indicating that almost half of the population is women i.e., roughly 60 crores are women in India. But in employment and education this ratio does not resemble in anywhere.

KEYWORDS : Family Support, Promotion, Financing, R & D facility

Introduction:

In India the women entrepreneur era started in 1980s by the government initiation with respect to rural women with some financial assistance and subsidy to pull them into small scale businesses like pappad making / candle making / handicrafts / catering etc.. The businesses the women entrepreneurs starting are ranging from pickles, powders, pappad and catering to electronics, engineering, energy, software, pharmaceutical, educational institutions, hospitals and manufacturing of other products to leading and managing corporations at present.

The government of India passed the MSME Development Act of 2006 and brought about major changes in this sector. The following table indicates the present definitions of Micro, Small and Medium Enterprises in India.

Definition of Micro, Small, Medium Enterprise

	Manufacturing sector (Investment in plant and machinery)	Service sector (Investment in plant and machinery)
Micro	Less than 25lakhs	Less than 10 Lakhs
Small	More than 25 lakhs & less than 5 crores.	More than 10 lakhs & less than 2 crores.
Medium	More than 5 crores and less than 10 crores.	More than 2 crores and less than 5 crores.

CHALLENGES FACED BY INDIAN WOMEN ENTREPRENEURS

The following are the challenges of women entrepreneurs.

1. Competition from local and multinational brands.
2. Supply chain management in particular sourcing.
3. Bills receivables and working capital management
4. Work life balance.
5. Family support.

Those who are able to overcome the above challenges will emerge as successful women entrepreneurs.

TYPES OF WOMEN ENTREPRENEURS

1. Affluent entrepreneurs
2. Pull factor
3. Push
4. Rural entrepreneurs

Literature:

Choudhary and Sharma (2008) in their study revealed upliftment of women is an essential ingredient of human development. Entrepreneurship development among the rural women force will strengthen the village economy and promote regional

development.

Sudha S and Kasilingam R (2009) in their study revealed that Indian women entrepreneurs are very good at decision making, attitude to self-employment, problem recognition and mass media skills. Apart from these personality characteristics they also have a high level of individuality, risk taking disposition, profit orientation, time management skills and creativity.

Subbulakshmi G (2010) revealed that women entrepreneur's ambitious approach helped them to know more about business and this spirit gives moral support during failures and also have confidently approved that self interest is the important motivating factor for their business success. They are ready to shoulder responsibilities and undertake risk where necessary.

Rana Zehra Masood (2011) opined that, India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. The absolute dependence seems to be diluted among the high hand middle class women as they are becoming more aware of personal needs and demanding greater equality.

Cala's, Smircich, and Bourne (2009), opined that much women's entrepreneurship research has been devoted to documenting differences between male and female entrepreneurs and their ventures—and the obstacles faced by women business owners in particular. As noted by Greene, Brush, & Gatewood, 2006; James, 2012, observed that a feminist lens, however, tends to be implicit rather than explicit within the vast majority of women's entrepreneurship research. Exceptions include Bird and Brush's (2002) gendered perspective on organizational creation as well as a smattering of empirical studies. The explicit use of feminist theory is most pronounced within critiques of extant research (Ahl, 2006; Ahl & Marlow, 2012; Ahl & Nelson, 2010; Cala's et al., 2009; Hurley, 1999; James, 2012; Mirchandani, 1999; Stevenson, 1990).

Vijayakumar, A. and Jayachitra (2013) felt that a distinguishing feature of a woman entrepreneur is the willingness to work hard and need to face the adversities boldly and bravely.

Golam Rabbania (2013) explains Business women are also contributing in the national economy of Bangladesh. It is heartening to note that, despite many barriers, a new women's entrepreneur class has risen in the country, taking on the challenge to work in a male-dominated, competitive and complex economic and business environment.

Lisa K Gundry et. al (2014) the Russian context, suggest that in newer family firms run by women, opportunity recognition and innovation are critical to survival and growth. In another study Russian female entrepreneurs often need to be very competitive and make bold decisions, and the challenge of being women in a turbulent environment adds to the necessity for taking calculated risks (Iakovleva et al. 2013).

Methodology:

The research design helped the researcher to organize the ideas, and to recognize and fix direction of research work. All the components are knit together with each other in a coherent way and to match the theoretical and conceptual framework with the research goals and purposes.

Objectives:

1. To find out the available facilities from government for women entrepreneurs in terms of government schemes, access to government officials, sufficient machinery availability, time taken for single window clearances.
2. To investigate economic problems of women entrepreneurs with respect to credit term of banks to issue loans, salary packages, raw material cost.
3. To study the major constraints faced by the women entrepreneurs in terms of transport, R&D testing centers and safety from political and communal issues.

Hypothesis:

H01: There is no significant association between type of enterprise (Micro/Small/Medium) and their opinions on safety from political and communal issues.

H02: There is no significant association between type of enterprise (Micro/Small/Medium) and their opinions on sufficient machinery availability.

H03: There is no significant association between location (Urban/Rural) and their opinions on transport.

Scope of the Study:

The study was restricted to both Hyderabad and Rangareddy districts in Telangana State in India.

Sample & Sample Size:

For the purpose of data collection 500 women entrepreneurs of micro, small and medium enterprises with companies existing before 2009 in Hyderabad and Ranga Reddy districts of Telangana State in India are considered. The study analysis done with 500 above said women entrepreneurs.

Analysis:

Frequency table for type of Enterprise

	Type				
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Micro Enterprise	229	45.8	45.8	45.8
	Small scale	120	24.0	24.0	69.8
	Medium scale	151	30.2	30.2	100.0
	Total	500	100.0	100.0	

Most of the respondents (46 %) are maintaining micro enterprise followed by Small scale (24 %) and remaining are Medium scale entrepreneurs.

H⁰¹: There is no significant association between type of enterprise (Micro/Small/Medium) and their opinions on safety from political and communal issues.

Table 4.19.1 : Chi-Square Test values of Type of enterprise and safety

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.347 ^a	6	.000
Likelihood Ratio	24.408	6	.000
Linear-by-Linear Association	1.049	1	.306
N of Valid Cases	487		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.00.

From the above table chi square is significant (sig. value is < 0.05), hence null hypothesis is rejected. It means that there is a significant association between type of enterprise and their opinions on safety from political and communal issues.

H02: There is no significant association between type of enterprise (Micro/Small/Medium) and their opinions on sufficient machinery availability.

Table 4.20.1 : Chi-Square Test values of Type of enterprise and machinery availability

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.205 ^a	6	.000
Likelihood Ratio	29.683	6	.000
Linear-by-Linear Association	1.156	1	.282
N of Valid Cases	499		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.88.

From the above table chi square is significant (sig. value is < 0.05), hence null hypothesis is rejected. It means that there is a significant association between type of enterprise and their opinions on sufficient machinery availability.

H03: There is no significant association between location (Urban/Rural) and their opinions on transport.

Table 4.21.1 : Chi-Square Tests values for location and transportation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.207 ^a	3	.066
Likelihood Ratio	7.212	3	.065
Linear-by-Linear Association	6.466	1	.011
N of Valid Cases	499		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 26.97.

From the above table chi square is not significant (sig. value is > 0.05), no evidence to reject null hypothesis. It means that there is no significant association between location and their opinions on transport.

Discussion of Results:

The age of the entrepreneur is not associated with the flexibility of the credit terms of banks. Implies that the banks are consistent/impartial with all age groups of women entrepreneurs. This dispels the misconception that the bank managers could flexible credit terms with different entrepreneurs.

It may be observed that the age of the entrepreneur is associated with their perception on employee attitude in terms of loyalty. There is no association between qualification of respondents and their perception on payment of good salary to the employees. Though age and qualification of entrepreneur has nothing to do with the loyalty and salaries paid to employees, these hypotheses are included to know if there could be any difference in the perception as age or qualification of entrepreneur varies.

The opinions on employee loyalty are divided. 25.1% strongly agree that the employees are loyal, 32.1% agree, 26.3% disagree and

16.5% can't say that the employees are loyal.

Similarly, 24.2% of entrepreneurs strongly agree that good salaries are offered to employees. 35.1% agree, 21.8% disagree and 18.9% can't say.

Conclusion:

Women entrepreneurs faced lots of problems at start-up as well as operating stage like, non availability of finance, restricted mobility/freedom and having to perform dual role one at home and other at work. Technological advancement and information technology explosion have reduced the problems of women entrepreneurs. Along with technological revolution, mental revolution of society is needed to change the attitude of the society and provide women with democratic and entrepreneurial platform.

More-over with increasing Government and Non-Government and other financial institutions assistance for various women entrepreneurs within the economy there can be significant increase brought about in the growth of women entrepreneurship process. Still efforts need to be enhanced to coordinate with the enterprise activities of women and providing them utmost financial, morale, psychological support by various institutions working within the economy and world-wide.

For the question on minimum facilities to start any enterprise like land, labor and power, most of the women entrepreneurs are happy with land and electricity availability and expressed need for improvement in Transport and R&D testing centers and are not happy with the availability of skilled human resources for their companies.

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