



PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP (With Special Reference to Yadgir District – Karnataka)

Commerce

Dr. Namratha

Faculty Member, Dept. of Commerce, S.P & J.M. Bohara Commerce College, Shorapur
Dist: Yadgir-Karnataka

ABSTRACT

Today women are entering in the field of business in increasing numbers and they do so to face many tangible obstacle. Despite numerous barriers they demonstrate a strong determination to succeed. Women have proved themselves very successful entrepreneurs by engaging in one or two income generating ventures with the confines of their family. They contribute in bringing prosperity to themselves, their family members and to the economy in general. Women owned businesses are becoming increasingly important in the economies of almost all countries. In our country also women are entering into the entrepreneurial career in a big way. At present about 7 per cent of the total enterprises in the country are being run by women. The present paper attempts to highlights the problems faced by the women entrepreneurs in India in general and Yadgir district in particular.

KEYWORDS

Development, Problems, Women, Successful, Cultural

INTRODUCTION:

Today women are entering in the field of business in increasing numbers and they do so to face many tangible obstacle. Despite numerous barriers they demonstrate a strong determination to succeed. Women have proved themselves very successful entrepreneurs by engaging in one or two income generating ventures with the confines of their family. They contribute in bringing prosperity to themselves, their family members and to the economy in general. Women owned businesses are becoming increasingly important in the economies of almost all countries. In our country also women are entering into the entrepreneurial career in a big way. At present about 7 per cent of the total enterprises in the country are being run by women.

The present paper makes an emphasize on the following significant factors of women entrepreneurs;

- To analyze the role of women as entrepreneur and identify the various avenues for women entrepreneurship.
- To study the general profile of women entrepreneurs and their enterprises.
- To find out the problems and constraints being faced by these business women.
- To find out the managerial capabilities of women entrepreneurs and their training needs.
- To seek the opinion of respondents regarding certain issues related to women entrepreneurship.

METHODOLOGY

Since the study was basically of a descriptive nature, the research instrument for data collection was the interview schedule. The respondents and the interview schedule were administered personally. A sample of 50 women entrepreneurs was taken according to stratified random sampling technique. The collected data was tabulated and analyzed for drawing the inferences. Due to descriptive nature of the study, statistical hypothesis were not formulated. The analysis in the study was carried out using simple statistical techniques. Inter variables relationships have been established wherever possible by carrying out cross tabulation of the available data. Primary data collected through the questionnaire is analyzed with the use of simple percentage and weighted average methods.

Need for Women Entrepreneurship

The emergence of women entrepreneurs in a society depends to a great extent on the economic, religious, cultural, social, psychological and other factors. Hence, the emergence of women as entrepreneurs in India should be seen as a resurgence of the rightfully respectable socio-economic status of women. However, a society constrained by suppressive socio-economic factors cannot generate the much needed women entrepreneurs on its own.

Socio-Economic Conditions of Women Entrepreneurs

An entrepreneur's works as an investor, promoter, organizer, manager, coordinator and also a capitalized she takes decisions with regard to work inside the house, the some would be extended in the work place. Findings of the study under taken by Shanta Kholi Chandra reveals that socio-economic factor are affecting the women entrepreneurs. In her

study majorities of women entrepreneurs are young, and do not belong to business families. Marital status and family bindings in majority of the cases did not interfere significant in continuing the enterprise.

Table- 1 Family background

Sl. No.	Family Background	Total	
		No. of women Entrepreneurs	Percentage
1.	Agriculture	12	48
2.	Business	9	36
3.	Industry	1	4
4.	Services	2	8
5.	Others	1	4
Total		25	100

Source: Field investigation

The family background of women entrepreneurs will play an important role for the development of women entrepreneurship. It is clear from the above table that most of the family members of the women entrepreneurs are from the agriculture background. In Yadgir district it stood at 48 per cent. It emphasizes the fact that a family background of agriculture experience influence to a greater degree in taking to entrepreneurship as a career. Business environment in the family, encouragement and support from the family members, and at some times situational forces all has combined for the women entrepreneurs in setting up of an enterprise.

Table- 2 Type of the Enterprise

Sl. No.	Type of enterprise	Total	
		No. of women entrepreneurs	Percentage
1.	Manufacturing	16	64
2.	Job working	2	8
3.	Servicing	4	16
4.	Assembling	1	4
5.	Sub-contracting	2	8
Total		25	100

Source: Field investigation

A study has also been carried out to know about the type of the enterprise, which the women entrepreneurs are carrying out. The above table reveals that most of the women entrepreneurs were in manufacturing sector in Yadgir district (64%).

Servicing here refers being in the business of Beauty parlor, tailoring, hotels, computer centre etc. In second place is servicing sector in Yadgir district with 16 per cent of sample group.

Table-3 Ownership of the firm

Sl. No.	Type of enterprises	Total	
		No. of women entrepreneurs	Percentage
1.	Proprietorship	16	64
2.	Partnership	6	24
3.	Co-operatives	1	4

4.	Private limited	1	4
5.	Public limited	1	4
6.	Others	-	0
Total		25	100

Source: Field investigation

The above table indicates that the majority of units are sole proprietorship units. A sole trader is one who carries as the business by her self and sharing profit and losses individually and bearing unlimited liabilities, some are the units were found in private limited and public limited company and co-operative form of organization in the survey taken from the women entrepreneurs of Yadgir district.

Table-4 Location of the entrepreneurs

Sl. No.	Location of the entrepreneurs	Total	
		No. of women entrepreneurs	Percentage
1.	Urban	16	64
2.	Semi-urban	4	16
3.	Rural	5	20
Total		25	100

Source: Field Investigation

It is clear from the above table that most of the women entrepreneurs belong to the urban area (64%). It shows the higher awareness among the women of the urban area towards entrepreneurship. There are so many factors for the less awareness in rural areas, for example lack of education, lack of proper guidance, lack of required information about the business, facilities and services available, orthodox social with religious environment working as subsidiary in the agriculture etc.

Table-5 Size of total investment

Sl. No.	Size of investment (in Rs.)	Total	
		No. of women entrepreneurs	Percentage
1.	1,000 to 10,000	14	56
2.	10,000 to 50,000	7	28
3.	50,000 to 1,00,000	2	8
4.	1,00,000 to 5,00,000	1	4
5.	Above 5,00,000	1	4
Total		25	100

Source: Field investigation

The above table shows that almost 92 per cent of the units are having an investment of below Rs. 1 lakh, being very backward region women were not well equipped for which women entrepreneurs will start small scale industries, in case of tailoring, embroidering, hotel, papad industries the investment required is less. Even in Xerox centers and beauty parlour initial investment is less. This shows the initial capacity and the standard of women entrepreneurs in Yadgir district was very poor.

Table-6 Type of women entrepreneurs in Yadgir district

Sl. No.	Types of work	Total	
		No. of women entrepreneurs	Percentage
1.	Tailoring	7	28
2.	Beauty parloru	2	8
3.	Hand pumps	1	4
4.	Garments	2	8
5.	Ophthalmologist/clinic	1	4
6.	Computer	1	4
7.	Papad industry	2	8
8.	Self employment	3	12
9.	Hotel	1	4
10.	Department store	1	4
11.	Painting and embroidering	1	4
12.	General fancy	-	-
13.	Bangle store	1	4
14.	Agarbatti	-	-
15.	Bakery	1	4
16.	Herbal production	-	-
17.	Beauty care	1	4
18.	Flour mill	-	-
Total		25	100

Source: Field investigation

The areas selected by women entrepreneurs toward their venture differ from women to women and also from place to place moreover, it depends upon the financial capacity, educational background etc. It shows that the women are not economically sound and are not well educated. They even do not posses the technical skills.

As Yadgir district is a backward district. 28 per cent of sample size is engaged in tailoring and 1per cent of sample group are engaged in garment, hotel and agarbatti business etc.

Problems in Women Entrepreneurs

The biggest problem against a women entrepreneur is that she is a women. Its means that the attitude of society towards women and constraints in which she has to live and works is quite address. Women are still suffering from male reservations. These reservations create difficulties and problems at all level i.e., family support, training, financial licensing and marketing women in non-urban areas have to suffer still further.

The following table shows the factors that inhibited women entrepreneurs or the problems faced by women entrepreneurs in the process of starting the unit in Yadgir district.

Table-7 Discouraging factors in Yadgir district

Sl. No.	Problems / discouraging factor	Total	
		No. of women entrepreneurs	Percentage
1.	Competition	14	57
2.	Price fluctuation	3	12
3.	Irregular supply of raw materials	2	9
4.	Storage	-	-
5.	Bargaining	1	2
6.	Fluctuation in demand	2	9
7.	Lack of experience	1	3
8.	Lack of technical know how	1	6
9.	Capital shortage	1	2
Total		25	100

Source: Field investigation

From the above table it can be noted that competition came out as the most influencing factor by the entire respondent (25 respondents in Yadgir district) concerned.

The second highest problem by women entrepreneurs is price fluctuation in district. Third highest problem faced by women entrepreneurs in Yadgir district, is irregularly supply of raw materials and fluctuation in demand for certain industries such as cloths, beauty creams, electricity facility and raw materials is important to produce the ultimate product.

Even from the above table it can be observed that "competition was biggest problem faced by women entrepreneurs, it might be either from male entrepreneurs or from fellow entrepreneurs. Women entrepreneurs cited interest to do businesses as the main reason behind their planning into the entrepreneur's world. Some of these said that business was in their blood and they have a love for business profession. The other problems faced by women entrepreneurs are as follows:

- Lack of suitable and appropriate environment for promotion of entrepreneurship.
- Lack of confidence to start their venture
- Social pressure and attitude of debuting a women's capability
- Inadequate involvement of financial and other agencies to assist women to tackle problems that of finance etc.

CONCLUSION

Finally it can be concluded that, the women entrepreneurs must accept all the challenges and should overcome with her enthusiasm and confidence in herself. In a study made in Yadgir district most of the women entrepreneurs are managing their business simply without any urge to expand, develop or grow the enterprise, they are managing business in a traditional way since a long time, they do not even bother to change their technology of production and even the way of marketing of the product.

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