



**Problems and Prospects of Women Entrepreneurship
(with Special Reference to Yadgir District – Karnataka)**

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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 Belleary district in particular

KEYWORDS

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 need to conduct this study specifically of women’s business ownership is based on the proposition that women problems some of which are in addition to or different from those met by men in starting and running business. In order to find out the problems and constraints being faced by business women, their managerial capabilities and training needs this study was taken up.

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

- To study the general profile of women entrepreneurs and their enterprises.
- To find out the problems and constraints being faced by these business women.

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.

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 be-

long to business families. Marital status and family bindings in majority of the cases did not interfere significant in continuing the enterprise.

**Table -1
Level of education**

Sl. No.	Education level	Total No. of women entrepreneurs	Percentage
1.	Illiteracy	3	12
2.	1-10	13	52
3.	10-12	2	8
4.	12-15	4	16
5.	15-17	1	4
6.	Professional	2	8
Total		25	100

Source: Field investigation

It is clear from the above table-1 education wise analysis shows that most of the women entrepreneurs are in below graduation level. Being the district is in backward region even some women entrepreneurs are there with no education. Some women entrepreneurs are expert in technical field. In Yadgir district majority of the women are in High School Level (52%) and in the case of second place is Degree level (16%) and third place is illiteracy of women entrepreneurs i.e., (12%).

**Table-2
Religion and Cast wise Distribution**

Sl. No.	Caste	Total No. of women entrepreneurs	Percentage
1.	Scheduled caste	3	12
2.	Scheduled tribe	1	4
3.	Backward caste	17	68
4.	Other caste	4	16
Total		25	100

Source: Field investigation

Above table-2 reveals that among the women entrepreneurs covered by the sample study are belonged to different casts, caste and religion has also placed a significant role in entrepreneurship development. 68 per cent of sample sizes are belonged to backward caste, SC and ST women entrepreneurs are few in numbers i.e., 12 per cent and 4 per cent respectively.

Table-3

Marital status

Sl. No.	Particular	Total	
		No. of women entrepreneurs	Percentage
1.	Unmarried	4	16
2.	Married	21	84
3.	Windows	-	-
Total		25	100

Source: Field investigation

Marital status of women entrepreneurs will also have an influence towards the success of enterprise. It is clear from the above table that 16 per cent women entrepreneurs are unmarried and remaining 84 per cent women entrepreneurs in Yadgir district were married. They are all running the enterprise with the help of their family member.

Table -4
Type of family

Sl. No.	Family type	Total	
		No. of women entrepreneurs	Percentage
1.	Joint family	7	28
2.	Nuclear family	18	72
Total		25	100

Source: Field investigation

Type of family will play a significant role in the development of women entrepreneurs. It is clear from the above table that majority of women entrepreneurs are living in nuclear family and they are managing the enterprises very easily. Table 3 shows that it shows that 72 per cent of the women entrepreneurs in Yadgir district belong to nuclear family and rest of respondents belonged to joint family. It indicates that to manage the business successfully nuclear family environment is more favourable for the women entrepreneurs.

Table- 5
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-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 parlor	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 possess 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.

Influencing Factors of Women Entrepreneurs

Motivational or influencing factor plays a predominant role in starting the enterprise. There may be internal factors and external factors which motivate women entrepreneurs to start business. External factors are government, societies, family members, relatives and friends.

Table -7
Reason for starring this business

Sl. No.	Reasons for this business	Total	
		No. of women entrepreneurs	Percentage
1.	Professional	3	12
2.	By birth	1	4
3.	Earning profit	11	44
4.	To be economical independent	2	8
5.	To do something worth	1	4
6.	Its my hobbies	1	4
7.	To do social service	5	20
Total		25	100

Source: Field investigation

The above table indicates that the prominent factors which are encouraged the women entrepreneurs to start the enterprise in Yadgir district. "Economic profit" has been the prime motivation or influencing factor which acquires to top most importance with the weighted score of 44 in Yadgir district.

Utilization of capital resources of the family stood second position. As explained earlier, family will play a predominant role in influencing the women entrepreneurs, some women entrepreneurs want to fulfill their own ambition. This will also play an influencing factor for starting the enterprise.

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-8
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.

Another important problem face by women entrepreneurs was in relation to lack of technical know how, it plays very predominant role in the development of woman entrepreneurs and also enterprise.

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. They are satisfied only with their existing system; such an attitude on the part of any entrepreneurs is not desirable. The business world moving ahead in all aspects in the midst of cut throughout competition at national and international level.

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