



ORIGINAL RESEARCH PAPER

Economics

“WOMEN ENTREPRENEURS OF ODISHA – A SWOT ANALYSIS”

KEYWORDS: Women entrepreneurs, Odisha, SWOT analysis

Prof Neeta Dwivedi

Asst Prof, Kristu Jayanti College, Bangalore.

ABSTRACT

In developing economies, women entrepreneurship can function as a tool to fight poverty and speed-up economic growth. This is evident in the state of Odisha where women entrepreneurs are making significant contributions to economic growth and to poverty reduction, making one and all realize that they are the potentially emerging human resource in the 21st century to overcome economic challenges. These women leaders are assertive, persuasive and willing to take risks. This paper aims to examine the strengths, weakness, opportunities and threats of women entrepreneurs of Odisha, using a sample size of 150 women entrepreneurs from three selected districts. Simple random sampling was used and a descriptive statistics analysis was made, comprising the generation of mean and standard deviation with SPSS software. The findings reflected the major strength was the need for economic independence, the major opportunity was the various schemes available for them, the major weakness was lack of education and the major threat was inter role conflict.

INTRODUCTION

Women were the first humans to taste bondage. Man has always played the role of a lord. Women entrepreneurship is an important avenue through which women can overcome the subordination they face in their family as well as the society as a whole. Thus development of entrepreneurship among women has received special attention of the policy makers. Women empowerment is the talk of the day. In line with this, we saw a special character in the seventh plan that converted the integration of women in economic development. Even the new industrial policy has stressed on the need for conducting special EDPs for women. Besides this, a network of institution exists in the country to promote women entrepreneurship. Many organizations/institutions and associations are an integral part of this network and promote and develop women entrepreneurship by providing financial assistance at concessional rates of interest and also organize industrial fairs and exhibitions.

Woman entrepreneur: A woman who owns more than 51% of the shares of a company and at least 51% of their workforces are women.

Odisha: One of the 29 states of India, located in the eastern coast where around 47% of the people live below poverty line.

SWOT analysis: A parameter to examine the growth and performance of women entrepreneurs development in India.

STATEMENT OF THE PROBLEM

Odisha is home to many women who have turned out to be successful entrepreneurs in the last few years. There is ample scope of women entrepreneurs, especially in the field of micro and tiny units. The state has definitely seen innumerable small and micro units started by women entrepreneurs. But, however, most of the units do close down in the infancy stage itself. Hence, the need to do SWOT analysis to find out the strengths, weaknesses, opportunities and threats facing of women entrepreneurs.

REVIEW OF LITERATURE

Mohiuddin (2006) said women became entrepreneurs due to economic needs, challenge to satisfy some of their personality, utilize their knowledge, family occupation and leisure time activity. Tambunan (2009) suggested three main important facts. First, SMEs are of overwhelming importance in the region, as they account, for more than 95% of all firms in all sectors. Second, the representation of women entrepreneurs is still relatively low. Third, most of women entrepreneurs in SMEs are from the category of “forced” entrepreneurs seeking for better family incomes.

Drine & Grach (2010) compared male and female perceptions of typical entrepreneurship support services, such as government provision of information, training and funding.

Raj (2007) conducted a study to ascertain the financial, marketing and production constraints faced by women in their enterprises; assessment of their health status, work place facilities and to develop guidelines for becoming a successful entrepreneur.

OBJECTIVES OF THE STUDY

1. To evaluate the factors responsible for the performance of enterprises owned by women entrepreneurs.
2. To study the SWOT Analysis of Women Entrepreneurs in Odisha.
3. To give suggestions in the light of the findings of the study.

METHODOLOGY

The study was conducted in 3 districts (Puri, Cuttack & Khurda) in the state of Odisha during 2015-2016. Convenience sampling method was used for the sample size of 150. Only primary data (structured questionnaire) is used in the study. SPSS was used to analyze the data.

LIMITATIONS

1. Relevant only to Odisha and also to the present situation and not to future.
2. Due to paucity of time only limited data is being presented in this study.

ANALYSIS & DISCUSSION

The questions in the questionnaire were close-ended questions using the likert scale. A descriptive statistics analysis was then made, comprising the generation of mean and standard deviation in SPSS software.

Table – 1 : Strengths of women entrepreneurs

STRENGTHS	Mean	Standard Deviation
The need for financial independence	4.5684	0.90457
Has experience in related field	3.8561	0.94005
Wants to pursue hobby/passion	4.1911	0.98217
Give job to others	3.5615	1.09271
Have confidence in herself	3.2958	1.12734
Have spare infrastructure	3.4231	0.91227
AVERAGE	3.816	

From the above table, we see that the need for financial independence is one of the strongest strengths of women entrepreneur in the selected districts of Odisha. It has the highest mean value at 4.5684 which implied that there was a very strong

agreement in opinion by respondents, and it had a very low value in standard deviation of 0.9. Then the need for independence in decision making with regard to the diversification, type and nature of investment had a higher mean of 4.19 which shows that there was a very strong agreement in opinion with the respondents and in the standard deviation value was the lowest of 0.98. While having confidence in oneself has the lowest mean of 3.29 which implies that most respondent were not in agreement, and the standard deviation was high at 1.12. The average mean value of five variables which were tested was 3.81 which indicate that the respondents were in agreement with the strengths of women entrepreneurs in Odisha.

Table – 2 : Weaknesses of women entrepreneurs

WEAKNESSES	Mean	Standard Deviation
Lack of education	3.6846	0.98263
Lack of management skills	3.4769	1.19338
Dual duties	3.6923	0.91227
Fear of failure	3.4001	1.21227
Lack of entrepreneurial training	3.6308	1.18921
Resistance from head of the family	3.4222	1.08421
AVERAGE	3.55115	

From the above table, it is clear that most women entrepreneurs failed because they lacked education. This had the highest mean value at 3.69 indicating a very strong agreement in opinion by respondents, and it had the lowest value in standard deviation of 0.91. While fear of failure the lowest mean of 3.4 which implies that most respondent were not in agreement, and the standard deviation was high at 1.21. The average mean value of five variables which were tested was 3.55 which indicate that the respondents were in agreement with the weaknesses of women entrepreneurs in Odisha.

Table – 3 : Opportunities of women entrepreneurs

OPPORTUNITIES	Mean	Standard Deviation
Improved financial opportunity from institutions	4.1077	0.99195
Can become role models	3.5201	1.21138
Difficulty in getting jobs	3.5231	1.18872
Improved financial standard of family	3.8815	1.03571
Social status will increase	3.8446	1.07916
Can employ people	3.5782	1.19451
AVERAGE	3.742533	

From table 3, we get to see that the strongest opportunity for most women entrepreneurs was that there was scope of getting financial opportunities from various institutions. It had the highest score with the mean values of 4.1 which indicated a strong agreement with the respondents while the standard deviation was the lowest of 0.99 hence it indicated that the respondent were in agreement with the variable. While becoming role models for other women had the lowest mean of the value of 3.5201 showing respondents were not in agreement with the variable, and the standard deviation was very high (1.21). The average mean values were 3.74 which imply that the respondents were in agreement with the variables which were measuring the opportunities available for women entrepreneurs in Odisha.

Table – 4 : Threats of women entrepreneurs

THREATS	Mean	Standard Deviation
Inequality of access to finance	2.9481	1.13854
Male dominated society	3.0053	1.00298
Lack of role model (successful women entrepreneurs)	3.9111	1.87239
Law unfavorable	2.8701	1.02854
Inter role conflict in the family	3.2173	1.21331

Taking consent from family members to relocate	3.4184	1.08421
AVERAGE	3.228383	

From the above table it is evident that most of women entrepreneurs faced inter role conflict in the family and this was the most important threat to women entrepreneurship in Odisha. It had the highest value at 3.91 indicating a very strong agreement in opinion by respondents and had a very low standard deviation of 1.02. While unfavorable legal environment had the lowest value of 2.87 as the respondents disagreed and the standard deviation was also low at 1.0002. The average mean values were 3.22 which imply that the respondents were in agreement with the variable which was measuring the threats facing the women entrepreneurs in Odisha.

FINDINGS

Strengths

1. Women entrepreneurs are confident, innovative and creative women.
2. Prior entrepreneurial experience increases their efficiency.
3. They are capable of achieving self-economic independence individually or in collaboration.
4. They generate employment opportunities for others while attending to their home.
5. Women prefer to work from their own residence, hence spare infrastructure in their house helps.
6. Difficulty in getting suitable jobs and desire for social recognition motivates them self-employment.

Weaknesses

1. Lack of education is the single most weakness of women.
2. Absence of proper support force them to drop the idea of excelling in the enterprise field.
3. Women's family obligations also bar them from becoming successful entrepreneurs.
4. Achievement motivation of the women is less compared to men.
5. The greatest deterrent to women entrepreneurs is that they are women, fear of failure haunts them always
6. They lack necessary skills if not undergone EDP training.

Opportunities

1. omen inculcate entrepreneurial values and involve greatly in business dealings.
2. Several new types of business opportunities are approaching women entrepreneurs.
3. Women entrepreneurs avail new opportunities in the rural areas also, putting to use their knowledge & skills.
4. They can increase the financial standards of the family.
5. Their own status improves in society.
6. They can employ others and alleviate poverty in their regions.

Threats

1. Fear of expansion.
2. Lack of access to technology.
3. Lack of self-confidence creates a fear from committing mistakes in work.
4. Credit discrimination and Non Cooperative officials.
5. Insecure while dealing with male labourers.
6. Indian women give emphasis to family relationships.

CONCLUSION

Considering the strengths, weaknesses, opportunities and threats of the women entrepreneurs in this study, a network between the different stakeholders to help promote a collective voice and encourage them to overcome the issues they face will help. These women entrepreneurs are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise, but simultaneously faced lots of problems. They have the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner. Appropriate support and encouragement from all sectors can make these women entrepreneurs a part of mainstream of the national economy, thereby contributing to the economy progress of India.

REFERENCES

1. Chatterji, Shoma. A. (Nov 2007), "Women and work in the informal sector: Importance, problems and possibilities", Paper presented at the International Conference on women in emerging Indian economy, Bangalore.
2. Ayadurai, Selvamalar, (2005), An Insight into The "Constraints" Faced by Women Entrepreneurs in A War-Torn Area: Case Study of The Northeast of Sri Lanka, presented at the 2005 50th World Conference of ICSB Washington D.C.
3. Lalitha Rani. D., (1996), "Women entrepreneurs", A.P.H. Publishing Corporation, New Delhi.
4. Manju, M., Aditya, "SHG – A route to entrepreneurship Development", Xavier Institute of Management, Bhubaneswar – downloaded from the internet.
5. "Oriya Nari; A forum for Oriya ladies world wide", downloaded from the internet.