



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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CHALLENGES FACED BY WOMEN ENTREPRENEURS IN A DEVELOPING ECONOMY**DR. SHEFALI VERMA THAKRAL**

Associate Professor & Desk Editor, M.M. University Journal of Management Practices (ISSN 0974 7257)

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MULLANA – 133 203**ABSTRACT**

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time, especially in the 1990s. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector.

While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. In order to harness their potential and for their continued growth and development, it is necessary to formulate appropriate strategies for stimulating, supporting and sustaining their efforts in this direction. Such a strategy needs to be in congruence with field realities, and should especially take cognizance of the problems women entrepreneurs face within the current system.

KEYWORDS

Enterprises; entrepreneurial problems; successful entrepreneurial-guidelines.

INTRODUCTION

Entrepreneurship is the core of economic development. It is a multi-dimensional task and essentially a creative activity. Entrepreneur is key factor of entrepreneurship. Women entrepreneurship is a recent phenomenon and in the process have to face various problems. Therefore, this study was conducted on hundred women entrepreneurs selected through random and snowball sampling technique from four zones of Haryana. Nursing homes, boutiques, handloom units, beauty parlors carpet making units and general stores were the enterprises selected for study. The objectives of the endeavor were 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. Poor location of unit, tough competition from larger and established units, and lack of transport facility, lack of rest and sleep and non-availability of raw material were the significant problems faced by entrepreneurs. The factors causable to these problems were; difficulty in affording own vehicle, not being popular, heavy schedule of work and long working hours. Common

entrepreneurial problems can be dealt by formulating self help mutually aided groups. Support mechanism such as institutional credit need to be strengthened to keep entrepreneurs aware about loaning schemes/credit facilities for further expansion.

OBJECTIVES OF THE STUDY

Entrepreneur is the key factor of entrepreneurship and now women have been recognized as successful entrepreneurs as they have qualities desirable and relevant for entrepreneurship development. In the process of entrepreneurship, women have to face various problems associated with entrepreneurship and these problems get doubled because of her dual role as a wage earner and a homemaker. According to Reddi (1991) women entrepreneurs in Goa feel frustrated at times because they need to spare their time and energy, both towards their business as well as domestic affairs. Women in India constitute a larger proportion of total unemployed population and hence it is imperative to find out the entrepreneurial constraints faced by them. Therefore, with a view to develop guidelines on the basis of problems faced by them, this study has been done with the following specific objectives:

1. To ascertain the financial, marketing and production constraints faced by women in their enterprises;
2. Assessment of their health status and work place facilities;
3. To develop guidelines for becoming a successful entrepreneur.

METHODOLOGY

The study was conducted in four zones of HARYANA. Random sampling technique was adopted for the selection of study area. A sample of 100 women respondents (25 each from one zone) was taken on the basis of criterion that they should be running their enterprise independently and not in partnership. Enterprises taken up for the study were boutiques, beauty parlours, handloom units, nursing homes, P.C.O's, general stores and carpet making units. Well structured and presented interview schedule was used for collecting primary data by survey method. Tabular analysis techniques employed were: percentages, standard deviation, and coefficient of variation, chi-square test, analysis of variance (ANOVA).

RESULTS AND DISCUSSION

Financial Problems: Finance is a most important aspect of any business. Non-availability of long-term finance, regular and frequent need of working capital and long procedure to avail financial help were found to be the financial problems faced by respondents based on the multiple responses given by them (Table1). Non availability of long-term finance was found to be a problem faced by women entrepreneurs of Ludhiana (Kapoor, 1998).

Marketing Problems: During the process of marketing of products women entrepreneurs faced certain problems viz. poor location of shop, lack of transport facility and tough competition from larger and established units. There was Am significant difference in the problems faced by entrepreneurs of four zones (Table 2). Difficulty in affording own vehicle was a major factor causing marketing problem.

Production Problems: Production problems faced by maximum (14%) respondents were non availability of raw material (Table 3). According to Kamulun and Kumar (1992) non-availability of raw material was one of the reasons to the slow growth of women entrepreneurs. Other production problems were non-availability of machine or equipment, lack of training facility and non availability of labor. Major causable factors leading to production problems were high cost of required machine or equipment.

Health Problems: Major health problems faced by women entrepreneurs were tension, backache, eyestrain fatigue and headache by 22, 15, 15, 14 and 8 percent respondents respectively. Majority of respondents (36%) of zone-II faced these problems and by minimum (15%) of Zone- IV. Yadav (1993) found that women respondents faced the problem of feeling fatigued after returning home. Causable factors were lack of rest and sleep and heavy schedule (Table 4).

Work Place Problems: The work place facility problems faced were viz. inadequate work place for water, less entrance for natural light and improper space for work. According to Ahlawat (1999) women entrepreneurs faced the problem of lack of proper places. Work place problems were faced by maximum (12%) respondents of zone-II (Table 5). Causable factors were water shortage, less entrance for natural light and lack of sufficient area for business. Ho: Relationship between Major Problems faced by Women Entrepreneurs and Causative Factors Major problems faced by women entrepreneurs were poor location of unit, tough competition from larger and established units because in all the enterprises work was done manually so it was very tough to compete with those enterprises in which electrical equipments and big machineries were used. Other problems were lack of transport facility, lack of time for household work, non-availability of raw material, heavy schedule and lack of time for rest and sleep leading to mental tension and fatigue. The factors causable to these problems were difficulty in affording own vehicle, product not being popular, heavy schedule of work and long job hours. Significant relationship was observed between major problems faced by women entrepreneurs and causative factors by applying chi-square test (Table 6). Kamulun and Kumar (1992) observed non-availability of raw material leading to slow growth of women entrepreneurs. The study depicted that women faced barriers in areas like financial, marketing, health, work place and production. Therefore, following guidelines have been recommended for becoming a successful women entrepreneur: Entrepreneur should keep abreast of knowledge about new techniques, financial institutions, training institutions and marketing linkages. Some agencies working for women entrepreneurs are:

- a). SISI (Small Industry Service Institute)
- b). DIC (District Industry Centre)
- c). STEP (Science and Technology Entrepreneurship Park)
- d). Behavioural Science
- e). Centres
- e). Indian Institute of Technology (Delhi)

Prior to selection of area for development of enterprise information about following aspects must be collected:

- a). Site or location

- b). Physical facilities
- c). Transportation facilities
- d). Place for disposal of waste material

Self-help mutually aided groups must be formulated for overcoming common entrepreneurial problems.

Women should shift to the non-traditional sectors of entrepreneurship in order to earn more.

CONCLUSION

Women entrepreneurs faced constraints in aspects of financial, marketing production, work place facility and health problems. Financial problems faced were non-availability of long-term finance, regular and frequent need of working capital. Poor location of shop and lack of transport facility were major marketing problems. Production problems included the problem of non-availability of raw material. Entrepreneurs of zone-IV mainly faced health problems such as fatigue, tension, and headache. Women entrepreneurs also faced problem of improper water and space facility. Guidelines framed as a solution to these problems can help women entrepreneurs to deal with these problems effectively.

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ANNEXURE

Table 1: Financial problems and causative factors faced by women entrepreneurs (N=100)

S.No.	Problem and Factors	Zone-I	Zone-II	Zone-III	Zone-IV	Percentage
<i>I Problems</i>						
1	Availability of long term finance	1 (4)	2 (8)	1 (4)	2 (8)	6
2	Regular and frequent need of working capital	2 (8)	1 (4)	2 (8)	3 (12)	8
3	Long procedure to avail financial help	-	-	-	1 (4)	1
<i>II Factors</i>						
1	High cost of living	1 (4)	2 (8)	2 (8)	1 (4)	6
2	Too many dependents to support	2 (8)	-	1 (4)	- 3	

Figures in parentheses indicate percentages



Table 2: Marketing problems and causative factors faced by women entrepreneurs (N=100)

S.No.	Problem and Factors	Zone-I	Zone-II	Zone-III	Zone-IV	Percentage
<i>I Problems</i>						
1	Lack of demand in local market	-	-	-	-	-
2	Tough competition from larger and established units	2 (8)	1 (4)	6 (24)	-	9
3.	Poor location of shop	5 (20)	15(60)	5 (20)	1 (4)	26
4.	Lack of transport facility	-	1 (4)	3 (12)	7 (28)	11
5.	Lack of marketing center	-	-	1 (4)	1 (4)	2
<i>II Factors:</i>						
1	Inadequate bus timings	-	-	-	3 (12)	3
2	Difficulty in affording own vehicle	-	2 (8)	4 (16)	5 (20)	11
3	Not being popular	3 (12)	1 (4)	4 (16)	-	8

Figures in parentheses indicate percentages



Table 3: Production problems and causative factors faced by women entrepreneurs (N=100)

S.No.	Problem and Factors	Zone-I	Zone-II	Zone-III	Zone-IV	Percentage
<i>I Problems</i>						
1	Non availability of raw material	5 (20)	6(24)	3 (12)	-	14
2	Non availability of machine or equipment	1 (4)	1 (4)	-	-	2
3	Training facility	-	-	2 (8)	1 (4)	3
4	Repairing facility	2 (8)	-	-	4 (16)	6
5	Non availability of labour	-	2 (8)	-	-	2
6	Non availability of shop / place	1 (4)	-	-	2 (8)	3
7	Workers shirk work	1 (4)	2 (8)	-	-	3
<i>II Factors</i>						
1	High cost of required machine or equipment	-	-	2 (8)	5 (20)	7
2	Overcrowded area	1 (4)	3(12)	-	2 (8)	6
3	Non availability of persons for machine repair	2 (8)	1 (4)	2 (8)	-	5

Figures in parentheses indicate percentages of total sample



Table 4: Health problems and causative factors faced by women entrepreneurs (N=100)

S.No.	Problem and Factors	Zone-I	Zone-II	Zone-III	Zone-IV	Percentage
<i>I Problems</i>						
1	Backache	4 (16)	6 (24)	1 (4)	4 (16)	15
2	Eye-strain	4 (16)	5 (20)	4 (16)	2 (8)	15
3	Tension	3 (12)	12 (48)	4 (16)	3 (12)	22
4	Fatigue	3 (12)	3 (12)	6 (24)	2 (8)	14
5	Problem of joints	4 (16)	-	-	2 (8)	6
6	Respiratory problems	3 (12)	-	-	-	3
7	Headache	-	4 (16)	4 (16)	-	8
8	Body aches	1 (4)	2 (8)	-	1 (4)	4
9	Blood pressure	-2 (8)	-	2	-	-
10	Gastric trouble	3 (12)	2 (8)	-	-	5
<i>II Factors</i>						
1	Lack of rest and sleep	2 (8)	12 (48)	4 (16)	3 (12)	21
2	Heavy schedule	4 (16)	9 (36)	1 (4)	(8)	16
3	Uncomfortable working posture	1 (4)	-	2 (8)	2 (8)	5

Figures in parenthesis indicate percentages of total sample

Table 5: Work place facility problems and causative factors faced by women entrepreneurs (N=100)

S.No.	Problem and Factors	Zone-I	Zone-II	Zone-III	Zone-IV	Percentage
<i>I Inadequate work place Problems</i>						
1	Space	1 (4)	3 (12)	-	-	4
2	Natural light	1 (4)	2 (8)	-	-	3
3	Artificial light	-	1 (4)	-	-	1
4	Ventilation	-	1 (4)	-	-	1
5	Water	2 (8)	3 (12)	-	-	5
<i>II Factors</i>						
1	Lack of sufficient area for business	1 (4)	-	-	-	1
2	Air pollution	-	1 (4)	-	-	1
3	Water storage	2 (8)	-	-	-	2
4.	Less entrance for natural light	1 (4)	2 (8)	-	-	3

Figures in parentheses indicate percentages

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