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## CHALLENGES AND PROSPECTUS OF SUCCESSFUL WOMEN ENTREPRENEURS (A CASE STUDY IN DAVANGERE CITY)

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### ABSTRACT

*An entrepreneur is a person who is responsible for setting up of a business or an enterprise. Entrepreneur creates new business, generating jobs for themselves and those they employ. In fact, he is one who has the initiative, skill for innovation and who looks for high achievements. He is a catalyst agent of change and works for the good of people. Entrepreneurship is vast field; it is difficult to conduct research on whole field. In the present study an attempt has been made to know the challenges and prospectus for Women Entrepreneurship in India in general and in specific in Davangere city. To conduct study three successful women entrepreneurs were selected irrespective of field. Womens are selected from Shaviyagi industries field, DTP field, and Hotel field. Information has been collected from the entire three entrepreneurs and analyzed the case on the basis of information provided by them, problems faced by them and prospectus or remedies taken to overcome the problems and their entrepreneurial successful mantra also discussed in this paper.*

### KEYWORDS

women entrepreneurs, Davangere city.

### INTRODUCTION

Entrepreneur is an important input of economic development. With him we prosper, without him we are poor. The Entrepreneurs the world's wisest minds who leave an indelible mark in the history of mankind. They make it possible through their action, and not through words. They do things in a completely new way. They think beyond obvious. They go deeper. They think from different perspective and angels. The characteristics of entrepreneurs are his hunger to learn, to work and to succeed. They have always something to learn. They keep learning because they enjoy the challenges. The word entrepreneur is derived from French word "Entrepreneur" which means to "Undertake"- i.e. the person who undertakes the risk of new enterprise. In many countries the entrepreneurs is often associated with the person who starts his own, new and small business. Business encompasses manufacturing, transport, trade and other self employed vocations in the service sector.

### WOMEN ENTREPRENEURSHIP

"When women move forward, the family moves, the village moves and the nation moves".

- Pandit Jawaharlal Nehru

Women enterprise may be defined as the woman or a group of women, who initiate, organize and operate a business or enterprise.

Government of India defines Women Entrepreneurship as follows: "An enterprise owned and controlled by a women having a minimum financial interest of 51 percent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women".

Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risk, introduction of new innovations, coordination, administration, control of business and providing effective leadership in all aspects of business.

### WOMEN ENTREPRENEURS IN INDIA

In India the number of women entrepreneurs has increased, especially during the 1990s. The new generation of women owned enterprises is actively seeking capital for their business, using modern technology to find and create a niche in both the domestic and export markets. Entrepreneurship is a very important activity carried out in any country and it plays very important role in economic development of a country. Entrepreneurship activities are carried out by men and women. In advanced countries like U S, women's have more than 35% to 41% of share in total entrepreneurship activities in 2007-08. There is no doubt now it is 52%. But, it is very less in developing and under developed countries.

Surveys demonstrate that women's primary entrepreneurial activity is focused on the small and medium enterprises sector. Approximately 60% are small scale entrepreneurs 15 percent are large scale manufacturers and the remaining consists of cottage and micro entrepreneurs. They work in wide range of sectors, from trade and services, to tailoring, beauty parlors and printing. However, the involvement of women entrepreneurs in the production sector is minimal and the development of this sector is rather slow.

### NEED FOR THE STUDY

Now-a-days youths are backbone of the nation, but in near future some words are replaced by the 'Women's are backbone of the country' no doubt. Because, women's are getting that much support from all the areas. Therefore, to support them it is very essential to know the difficulties faced by women in the field of entrepreneurship and suggest them to overcome the same and become successful. Present study is concentrating towards women entrepreneurs, therefore, we concentrating towards challenges and prospectus faced by women entrepreneurs in India in general and in specific in Davanagere city.

### OBJECTIVES OF THE STUDY

The present study is conducting to find out the result for following objectives:

- a) To study the socio-economic background of selected women entrepreneurs.
- b) To study general challenges and prospectus faced by women entrepreneurs in India general and specific in Davanagere.
- c) To know the success key of women entrepreneurs in Davanagere city.
- d) To suggest some ways to overcome the problems identified from the study.

## RESEARCH METHODOLOGY

To conduct present study following research methodologies are used:

### A) DATA COLLECTION METHOD

To carry out present study, information is collected from both primary data and secondary data. Primary data has been collected from few successful women entrepreneurs in Davangere by conducting direct interview with the help of well structured interview schedule. Secondary data are collected through different published resources like journals, books, magazines and internet sources.

### B) SAMPLING TECHNIQUE

In the present study samples are selected from Davangere city. Three successful women entrepreneurs were selected irrespective of field.

## SCOPE OF THE STUDY

Entrepreneurship is a broader concept, women entrepreneurship is a part of that. Many successful women entrepreneurs are working in the present field from many years. But, before becoming successful one, they were faced many challenges and found out some prospectus to overcome the same. Scope of the present study is limited to few successful women entrepreneurs of Davangere city

## LIMITATIONS OF THE STUDY

Following few limitations are identified in the present study:

- Geographical area is confined to Davangere city only.
- Time has taken for the study is only ten days.
- Results are drawn on the basis of opinion given by the respondents.

## CHALLENGES FACED BY THE WOMEN ENTREPRENEUR IN INDIA

- Traditions and Customs:** According to Indian customs men are superior to women. Indian customs and traditions distinguish women from men. Generally, husband or elder persons in a family do not allow women to venture. This is the major problem of women entrepreneurs. So women potentials are not properly utilised.
- Lack of Education:** Education in women has been very poor in India. Infact female literacy rate of India is among the lowest in the world. Due to the traditional and reproductive role ascribed to their gender, women were combined to the house, thus leading to supposed 'redundancy' of formal education. The gender bias in education has impacted female enterprise severely. Girls were not allowed to study beyond the age of 10 years, thus contributing to their ignorance of opportunity for employment, development of skills in learning the know-how, awareness of market functioning etc.
- Lack of Confidence:** Women generally lack of confidence in their own capabilities. Having accepted a subordinate status for long, even at home, members of their family do not appear to have total confidence in their abilities and on their decision-making. Society in general also lacks confidence in a women's strength, traits, and competence. This is quite apparent in the family's reluctance to finance a women's venture, bankers are reluctant to take risks on projects set up by women, and individuals are unwilling to stand guarantee for loans to a women.
- Gender Inequalities:** Due to the inherent gender inequalities women have been relegated to the role of 'puppets' in the hands of men. Over the past two decades gender inequality becomes 'feminized' – women have been found to be markedly poorer as compared men.
- Problems of Finance and Working Capital:** Another problem faced by women entrepreneurs is lack of access to funds because they do not possess any tangible security and credit in the market. Since women do not enjoy right over property of any form, they have limited access over external sources of funds. Even the members of her family have little confidence in the capability of the women to run a business. The chronic shortage of working capital leaves women entrepreneurs extremely vulnerable to competition and other emergencies.
- Complicated Procedures:** Women entrepreneurs faces some complicated procedures as well as challenges at the time of getting trade licenses, they can spend 325% income per capita money to get trade licenses, spend 6% property amount to register their property and 60% of cost of goods sold as tax payment. These procedures are very expensive for women entrepreneurs.
- Heavy Competition:** Many of the women enterprises have imperfect organisational setup. But they have to face severe competition from organised industries, multinational companies etc.
- Limited Access of Economic Resources:** Women entrepreneurs have faced difficulties in starting up their own business because of the hardship in finding and getting source of financing, including credits as well as high level of corruption and difficulties in negotiation in attempts to get government credits.
- Low Level Management Skills:** Another argument is that women entrepreneurs have low-level management skills. They have to depend on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business. Here there is more probability for business fallacies like the intermediaries take major part of the surplus or profit.
- Women's Family Obligations:** Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" (Starcher, 1996, p.8). The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again.
- Lack of Access to Technology:** Women controlled business are often small and it is not always easy for women to access the information they need regarding technology, training, innovative schemes, concessional alternative markets etc. Just a small percentage of women entrepreneurs avail this technology and they too remain confined to word processing software in the computer. Women entrepreneurs will not feel empowered unless they make use of technology and update themselves accordingly.
- Production Problems:** Production in a manufacturing enterprise involves coordination of a number of activities. While some of these activities are in the control of the entrepreneur, there are others over which she has little control. Improper coordination and delay in execution of any activity cause production problems in industry. The inability of women entrepreneurs to keep pace with the latest advances in technology and lack of technical know-how results in high cost of technology acquisition and machinery utilisation. These problems result in increasing the cost of production and adversely affecting the profitability of the unit.
- Marketing Problem:** Access to market is an important as access to finance. In order to make the company successful and profitable, the entrepreneur must be able to sell his products or services. Women entrepreneur, by and large continue to face the problems of marketing their products. For marketing the products she can take the help of middlemen who pocket the chunk of profit.



14. **Poverty:** The inequality of income distribution between genders has adversely impacted growth of women entrepreneurs in the country. Due to the accumulation of income in the hands of men, poverty has setting up enterprises.
15. **Socio-cultural Barriers:** A woman has to perform her family duties irrespective of her career as a working women or an entrepreneur. In our society, more importance is given to educating the male child as compared to the female child. This results in lack of schooling and vocational training of women, their lack of attaining technical skills and thereby lack of awareness of opportunities available. This adds to the constraints in establishing enterprises by women.

## CASES ANALYSIS OF SUCCESSFUL WOMEN ENTREPRENEURS IN DAVANGERE CITY

### CASE – 1: SMT. SAVITRAMMA, SRI MATHA HOME INDUSTRIES, K.T.J. NAGARA, DAVANGERE

Smt. Savithamma is come from agriculture family from Avaragolla village, Davangere taluk. She studied up to 4<sup>th</sup> standard in the village itself, she left the school and started working in the land as labour, she got married at the age of 18<sup>th</sup> year and reside at KTJ Nagar, Davangere. In KTJ Nagar there are many home industries are running from several years. It is the one of the important reason to enter into this business. She had a neighbour who makes shayvige (noodles) in the home by observing that Savitramma also started to make shayviage in her home only.

Savitramma took lenience from concerned authority under shop and establishment act to run her center. She is very cautious about the government proceedings. She took loan from nationalized bank under Rojagar Yojan Scheme and Scheme for small scale industries.

Initially she invested Rs. 30,000 to buy machines, and some wood material which requires making shayvige. Now, Savitramma became leading shayviage maker. She will take orders from many people and &&&& as early as possible. Marriage order is also taken by her. Now-a-days her total value of the industry is Rs. 5, 00,000 to 10, 00,000.

According to Savitramma, her profit margin is 25 to 30% per 1000 orders. Initially, she did not take any labour for her help. Now, she had had employ 6 people to make and delivery of orders. Savitramma is spending nearly 12 hours in a day in the industry. Her husband is not participated in any of her activities, he just supported and encouraging her.

She satisfied with her business activity but presently she is facing some problems usually faced by all the entrepreneurs.

#### PROBLEMS FACED BY ENTREPRENEUR

1. Stiff competition
2. Frequently changes in rate of raw materials is the major problem
3. There is no fixed rate; this will create competition among them.
4. Power Problem is more in recent years.
5. Labour Problems is more in recent years.
6. Seasonal Work.
7. Lack of Technical Knowledge to operate highly technological machines.

#### REMEDIES TAKEN BY SAVITRAMMA TO OVERCOME THE PROBLEM

1. Orders to be completed within the possible time.
2. She fixed rate as per season.
3. She will take small orders also.
4. To overcome power problem, she was installed generator in recent years.
5. She takes part time workers whenever she requires.

#### SUCCESS KEY FACTORS OF SAVITRAMMA

According to Savitramma, to success in any entrepreneurial activities the following qualifies are essential:

1. Hard work
2. Time sense
3. Dedication towards works
4. Good relationship with customers

### CASE – 1: SMT. S. REKHA, REKHA D.T.P. CENTRE, K.B. EXTENSION, DAVANGERE

Smt. S. Rekha is come from poor family background and completed her B.A.degree in Davangere. While studying B.A. she also joined for computer course and typing. Soon after finishing her graduation she joined to a D.T.P. Centre as a D.T.P. operator. She worked for four years and become expertise in D.T.P. work. Because of health problem her owner want to sell D.T.P. centre on that time she came forward and acquired centre on installment basis, including building and all equipments installed in that shop. Now, she is running it successfully as a sole proprietor concern. She undertook all types of D.T.P. work including designing and job work. She is running her centre in rented building, and her family also residing in the same building.

She invested Rs. 70,000 as capital at the initial stage which is borrowed from Canara Bank as subsidy Loan. At present total value of the firm is around Rs. 3, 00,000. Monthly turnover lies between Rs. 25000-35000, it varies from one to another period.

According to her experience profit margin in D.T.P. field lies between 10-20%, profit margin varies on the basis of type of work undertake by them. From initial stage to till today only two workers are there in her shop. She is spending around 10-12 hours per day to carry out D.T.P. work. She does not taken any kind of training from central and state government to learn D.T.P. work. She took permission from municipality under shop and establishment Act. To run D.T.P. Business in Davangere, but institute not registered with DIC or SSIs. Reasons for not registering is registration is not compulsory according to law.

She is not satisfied with present entrepreneurial activity. Because, in this business there is not life security for entrepreneur, it is possible to run centre till entrepreneur is physically fit.

#### PROBLEMS FACED BY ENTREPRENEUR

1. Frequent changes in the rate of consumables in a short period of time are a major problem for entrepreneur. Because, entrepreneur needs revise the rates of D.T.P. works.
2. There is no standardized rate for works carried out by D.T.P. entrepreneur; different persons are fixed different rates for same work in Davangere city. Some entrepreneurs fix very less prize especially new comers it leads to competition.
3. In recent years power is the major problem for entrepreneur.
4. Trained workers are not available in D.T.P. field in recent years, if new persons taken it are very essential to train them for few months to carry out work in a systematic way.

5. Work stress, lack of technical knowledge, high rate of rent are the other few problems faced by entrepreneur.

#### REMEDIES TAKEN TO OVERCOME PROBLEMS

1. She revised prices from time to time on the basis varies in consumables rates and inform to customers earlier.
2. To overcome power problem 1 KVA UPS is installed in DTP Centre, it covers total home.
3. To overcome problem of stress she is spending half hour in park to give rest to her body as well as eyes in the evening and wash face with cold water three to five times per day.
4. To overcome labour problem training provided to persons who are illiterate in D.T.P. field and she also giving good salary.

#### CASE – 3: SMT. CHANNAMMA, SRIDEVI MESS, P.J. EXTENSION, DAVANGERE

Chennamma, the name itself indicates the courage. Chennamma, is a very dashing lady who started mess in the year 1992 when she was 23 years old. Her grandfather was running a small tea stall; her father and mother continue the same for several years. Later in the year 1992 she started a mess in the name called Sridevi and running successfully till today. She has lot of experience in running this field, because of her family background. It is a sole proprietary in nature.

When Sridevi mess was started with initial capital of Rs. 23,000, which was borrowed from friends. In the initial stage she dint took any labour because all the 10 members of the family involved actively supporting her. It helps channamma to come forward to start other 5 messes in different location of davanager. In all the mess she is maintaining same quality food and also same rate. At present the value of all the messes are around 35 lakh. Sridevi mess took license for running messes in Davangere from Municipality. According Channamma, if license is not taken government authority creates problem regularly.

Sridevi mess is opened in all 365 days. She is not only running mess, also providing catering services to various functions. Channamma motivated to start hotels/mess to other 5 women's and helping and guiding them in their business. All the 5 members are running the mess successfully and they are all remembering her in their success. She is very practical lady, she is advising them to be practical, honest in the work, and maintain good relationship with the customer definitely success will follow you.

Channamma is satisfied in her business and she doesn't bother about profile in the business. She believes that it will help us to time independently in this world, without begging other for anything.

Even though she is successful entrepreneur and encourages many people to become entrepreneur and to start self business. She is also facing only few problems in her hotel business. They are:

1. Frequent change in the rate of consumable and vegetables creates lot of fluctuations in the rate and profit margin.
2. There are no standardized rates in hotel business.
3. Labour Problem

#### SUCCESS MANTRA

- Channamma gives always first preference to Time.
- Hard work is essential quality is required for entrepreneur, if you adopt the same success will follows you.
- Dedication towards work is essential
- Good Relation with customer is essential while supplying food, receiving money etc.

#### CONCLUSION

Women Entrepreneurs are playing important role in developing countries. From year to year contribution to entrepreneurial activities in India is increasing from the side of womens. Many studies are conducted to study about women entrepreneurs. But, only few persons are given importance for small women entrepreneurs in their study. Therefore, in our study we are fully concentrated towards small women entrepreneurs who involved in entrepreneurial activities in Davangere. In Davangere many women entrepreneurs are carrying entrepreneurial activity, we are selected few successful women entrepreneurs from different field and who are in the same field from many years. In this paper we are disclosed information shared by women entrepreneur at the time of interview. It includes problems faced by those people in initial stage of business and present, remedies taken by them to overcome the problems and their business success mantras.

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