

CHALLENGES AND BARRIERS OF WOMEN ENTREPRENEURS IN SMALL SCALE BUSINESS - A STUDY

Shaik Azeez¹, Shanigaram Gangadhar²

¹Research Scholar, Dept- Business Management, Satavahana University, Karimnagar.

²Faculty of Commerce, R.K Degree & PG College, Kamareddy.

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ABSTRACT

In current world women entrepreneurs are playing very important role. The development of women entrepreneurship is low in India especially in the rural area entrepreneurship among women has been a recent concern. Women have become aware of their existence their rights and their work situation. The main purposes of this Proposal are to find out the reason for women becoming entrepreneurs and know the challenges facing by women entrepreneurs. On the basis of this study some suggestions will be given to encourage the spirit of women entrepreneurship to become a successful entrepreneur.

Keywords: Women Empowerment, integrated development, impact, family.

1. INTRODUCTION

The origin of the basic word “**Entrepreneurship**” is from a French word “Entrepreneur”, where it cradled and originally meant to designate an organizer of certain musical or other entertainments. The Oxford English Dictionary (of 1897) defines the term “Entrepreneur” in similar way as the director or a manager of a public musical institution, one who gets-up entertainment arranged, especially musical performance. Initially in the early 16th century, it was applied to those who were engaged in military expeditions. In 17th century. It was extended to cover civil engineering activities such as construction and fortification. Since then, the term “Entrepreneur” is used in various ways and various views. These views are broadly classified into three groups namely:

- Risk-Bearer
- Organizer
- Innovator

Women play a vital role in the empowerment of their families. Their contribution is inevitable for the success of every family. Now a day’s women occupy a remarkable position not only in family maintains but also their wings are spread into modern business activities. Many young women intended to earn some extra income by sparing a few times daily or weekly or their convenient time. Many people have taken this opportunity for spending their leisure time, as a platform for showing their inbuilt qualities or for financial assistance of their family or savings or meeting their expenses.

WOMEN ENTREPRENEURSHIP:

When we speak about the term “Women Entrepreneurship” we mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society. Hence women-entrepreneurs have been making a considerable impact in all most all the segments of the economy which is more than 25% of all kinds of business. In India “Entrepreneurship” is very limited amongst women especially in the formal sector, which is less than 5% of all the business.

In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. Due to the growing industrialization, urbanization, social legislation and along with the spread of higher education and awareness, the emergence of Women owned businesses are highly increasing in the economies of almost all countries.

In former days, for Women there were 3 Ks- Kitchen, Kids, Knitting, then came 3 Ps- Powder, Pap pad, Pickles and now at present there are 4 Es- Electricity, Electronics, Energy, Engineering. Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities.

MSMEs IN INDIA:

The Small-Scale Industries form a significant segment of the Indian Industrial Sector. Indian entrepreneurs, with their inherent intelligence, drive and hard work are making the best use of the opportunities that are made available with the sweeping changes that are taking place in the growth of business and globalization. A rewarding feature of the economic development in India has been the impressive growth of modern small-scale industries. The small-scale

sector has by now established its competence to manufacture a wide variety of sophisticated goods in different product lines, requiring a high degree of skill. They have made a notable contribution in realizing the principal objectives of the expanded employment opportunities, the adoption of modern techniques and the dispersal of the industries in small towns and rural areas. This has been possible as a result of the successful implementation of the programme for the assistance of small-scale industries.

Micro Small and Medium Enterprises play a key role in the industrialization of a developing nation. "This is because: they provide immediate large-scale employment and have a comparatively higher labour-capital ratio they need only a shorter gestation period and relatively smaller markets, to be economic; they need lower investments. They offer a method of ensuring a more equitable distribution of the national income and facilitate an effective mobilization of the resources of capital and skill which might, otherwise, remain unutilized and they stimulate the growth of the industrial entrepreneurship and promote a more differed pattern of ownership and allocation

The Micro, Small and Medium Enterprises (MSMEs) sector is a significant contributor to the Indian Economy. Based on official figures from the Ministry of MSMEs, November 2008, this sector contributes 8 per cent of National Gross Domestic Product. It comprises 50 per cent of India's total manufactured exports, 45 per cent of India's total industrial employment and 95 per cent of all industrial units. The MSME sector in India has been changing over time, mostly through changes in government policy. The government of India passed the MSME Development Act of 2006 and brought about major changes in this sector.

2. REVIEWS OF LITERATURE

Srivastava, (2015) study was an attempt to compare the mental health status of working and non-working women. The mental health status inventory was administered upon 100 working women of Uttar Pradesh. They were matched on the variables of age, education and socio-economic status. The results revealed that working and nonworking women differed significantly. The working women were found more self-centric and expressive but significantly less alienated than the non-working women.

Jadav and others, in 2014 researched the role demands of women entrepreneurship. They pointed out that it was important to recognize that the available knowledge represents the tip of iceberg. Some characteristics of entrepreneur, driver and energy, self-confidence, long term involvement, money as a measure, persistent problem-solving goal setting, moderate risk taking, internal locus of control and tolerance of ambiguity and ascertaining. Role demands faced were accommodation to the venture total immersion and commitment creativity and innovation of business people and team building economic values, ethics, integrity and reliability.

Rao, 2012 studied the entrepreneurial traits and skills. He noted that several attempts were made to promote entrepreneurship in India. The traits possessed by entrepreneurs were acquired through their experience. It was revealed that due consideration was given to attributes of leadership abilities, profit orientation and abilities to attract and retain talent. Honesty and abilities to establish an international presence for choosing best chief executives was also important.

Patel, A.S. and Patel N. in 2015 studied the influence of behavior effectiveness of working married women on that of their adolescent youngster. A sample of 640 working mother was selected. Emotional and mental competency scales were examined. Their responses were scored and statistically analyzed by product moment co-relation method. There was a significant positive correlation between behaviors efficiency of mothers and that of their youngsters.

Sushma, in 2015 assessed health hazards of 100 farm women. A 30 points scale -15 favorable and 15 unfavorable was prepared. It was seen that most of the women were in the category of "high" incidence of hazards. Such a high score was because women kept on working and taking pains until and unless they could not work for more time. They either kept on neglecting the hazards or started taking some home remedies to cut down the medication cost.

Dasgupta, B. in 2014 selected two industries of manufacturing and service to study the entrepreneurial motivation of 108 respondents. Five core motivations were identified with principal components method. Five core factors that emerged out of the analysis were entrepreneurial core, social core, economic core, work core and individual core. The strength of the motives was measured by using the Likert type five point rating scale. Entrepreneurial core was the strongest motivation force. The motivation to achieve, confidence in ones talent and potential, the desire to bring about change and innovation were highly motivating factors. The social core motive was found to be stronger among males in both categories .The need for acquiring wealth was particularly low among females. Economic core dimension was also stronger in case of males relative to females in both industries.

In a study conducted by **Yogendrarajah and Semasinghe (2015)**, on a group of women from Sri Lanka, the two authors found a statistically significant relationship between the development of entrepreneurship and the microcredit program. Helping women entrepreneurs to have better access to credit means increasing their awareness in terms of

risk management and self-efficacy, contributing to the family economy, improving their quality of life and, not least, reduce gender disparities.

In recent years, many researchers have analyzed female entrepreneurship and its associated limitations), especially in developing countries (**Gautam and Mishra, 2016; Raghuvanshi et al., 2017**)

Raghuvanshi et al. (2017), analyzed the different barriers that female entrepreneurs face, which can be summarized as follows: lack of education, experience and training opportunities; limited spatial mobility; lack of support from families; lack of institutional support; and problem in the acquisition of financial resources. Mirghafoori et al. (2010) in his study mentioned a series of obstacles faced by women entrepreneurs in Iran that result from the lack of confidence of financial institutions toward women.

(**Panda, 2018; Abou-Moghli and Al-Abdallah, 2019**) and that their business ventures efforts are generally discouraged (Kapinga and Montero, 2017). For example, the systematic analysis conducted by Panda (2018) on 35 articles and 90 developing countries, reveals that the constraints faced by women stem from gender discrimination, conflict between family and work, poor access to resources, lack of training and personality differences. Specifically, they are wary of risks and suffer from isolation in their entrepreneurial path, show a lack of self-confidence and an excess of insecurity.

3. STATEMENT OF THE PROBLEM:

The micro, small and medium enterprises are providing self-employment to the rural people and also lead to balanced growth of our nation, these units are struggling with day-to-day problems. The micro, small medium enterprise facilitates mobilization of resources, capital as well as still aims at raising the standard of living of the people especially in rural India. These are facing many problems from the promotion stage itself.

The micro, small and medium entrepreneurs are very weak in the powers of management of micro, small and medium enterprises. These are severely affected by lack of education and managerial skills. The productivity of micro, small and medium enterprises is affected by poor management on one side, whereas on the other side, these are affected by the high cost of capital especially on private finance. Since majority of micro, small and medium enterprises are managed by women entrepreneurs; they are affected by the social, general and cultural problems, even though the Central and State Governments have introduced a lot of programmes and schemes to rural entrepreneur.

The motivation of the study is to gauge the effects of access to finance, technical know-how, and financial literacy on women's empowerment through establishing women's entrepreneurial development. There is a better prospect for micro, small and medium enterprises even after globalization and urbanization. If the problems of micro, small and medium enterprises and entrepreneurs are properly assessed, their problems may be solved through various programmes. Since the Government is highly interested in generating self-employment among the people, they are ready to serve the rural poor. Hence, the present study has made an attempt to identify the problems and also prospects of micro, small and medium enterprises in Telangana state.

NEED FOR THE STUDY:

The emergence of women entrepreneurs and their contribution to the national economy has been critical for a growing country. Women have begun to contribute to economic development via their unique professions. They have evolved from their traditional roles as housewives into significant business. The Micro Small and Medium Enterprises (MSMEs) has been accepted as the engine of economic growth and promoting equitable development. In the present scenario, the MSMEs have been facing cut throat competition from the MNCs and big entrepreneurs, whose products are coming out with the sophisticated technology, huge amount of capital, marketing strategies, etc., At this section the proposed research is need of the hour, for which I have selected the Telangana state.

OBJECTIVES OF STUDY:

The study will focus on the following objectives

1. To understand the present situation of women entrepreneurs in MSMEs at Telangana state level.
2. To examine the Socio-economic conditions of the sample respondents.
3. To analyze the problems and prospects of women entrepreneurs in MSMEs at Telangana state.
4. To offer suggestions for the development of the of women entrepreneurs in MSMEs at Telangana state.
5. Identification and analysis of all the short comings encountered by women in setting and establishing small-medium scale industrial enterprise.
6. To provide solutions to the various problems faced by the women entrepreneur group.

SCOPE OF THE STUDY:

In many industrialized nations, change is taking place at an increasing pace because of rise in manufacturing and modernization. As a result, ambitious, innovative, energetic and creative individuals are becoming a dynamic force. During this phase of uncertainty and instability, women are emerging as a driving force in the growth of developing economies of the world.

PURPOSE OF THE STUDY:

The important role that women entrepreneurship plays in the economic development of an economy involves promoting capital formation by mobilizing public savings, reduction of unemployment in the women's of country, promoting balanced regional development; reducing the concentration of economic power; stimulating the equal distribution of wealth; encouraging effective resource mobilization of capital and skill ; induces backward and forward linkages which stimulate the process of economic development in the country.

4. CONCLUSION

Though women are given due respect in each faith, several unwell practices are happening against girls as a norm since ages. however positive changes are currently visible and also the patricentric system of society has been step by step wearing. women are currently claiming the socio-political rights (right to figure, right to education, right to choose, etc) for themselves. Facts presented above elucidate that women empowerment has a strong foothold in India. However, there is a need to do more in this very vital sphere. For Indian women, empowerment can be an uphill task: they need to strike astute balance with customs and traditions. Women empowerment in India will progress as female literacy rates grow with corresponding increase in employment and entrepreneurship opportunities. While the Indian government is exerting extra efforts, women too need to become aware of their rights, schemes and benefits that can help achieve overall empowerment.

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