

Challenges Faced by Women Entrepreneur in the Society at Perception of Men

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Abstract

In India women are free to choose their career in any field. Mostly women are like to be entrepreneur rather than to join any job. In entrepreneurship they are free to take decision and work comfortably by staying with their family and taking care to them. Country like India is mainly depending on the entrepreneurship for their economy development whether it is in small or large scale. An entrepreneurship activities was male dominated by now women with professional education are also actively involved in entrepreneurship most of women managing their businesses in very effective manners and also they are involving themselves in new business ventures by their own. According to 2018 Global Entrepreneurship Index rankings India is on 68th Position in entrepreneurship out of 137 countries. On papers women owned enterprises are 20% of total enterprises in India but in reality it is different according to the joint report by Bain & Company and Google. The truly owned businesses by women are lesser than 4% due to male domination. Hence, this paper focuses on the challenges faced by women entrepreneur in perspective of men and tries to offer suitable suggestions to overcome them.

Keywords--- *Entrepreneurship, Women Entrepreneur, Challenges.*

Introduction

Women entrepreneurship is provide employment opportunities to women also make them enable them to accept the business risks. Entrepreneurship is also helping women to fight with discrimination. Women entrepreneurship is providing strength to economic development of country. Working women is not only developing the economy but they are also developing their families and societies.

According to Sixth Economic Census released by the Ministry of Statistics and Programme Implementation, women constitute around 14% of the total entrepreneurship i.e. 8.05 million out of the total 58.5 million entrepreneurs, Out of this, 2.76 million women constituting 13.3% of women entrepreneurs work in agriculture sector whereas 5.29 million women constituting more than 65% work in non-agriculture sector. The average employment in women-owned enterprises is meager 1.67.

As compared to men women are facing lot more challenges in field of social, personal and financial. They are facing problem in marketing of their products, purchasing of raw materials from the market, managing human resources in the organization and technological related problems in their day to day business.

Due to their dual roles and responsibilities women are suffering a lot in handling their businesses properly the success of women entrepreneurship is depending on their work-life balancing techniques.

Statement of the Problem

In perspective of men women entrepreneurs are facing many more problems and challenges

Women entrepreneurs have not been able to achieve their full potential in society due to the innumerable challenges they face in their business ventures. Shortage of working capital, difficulty in marketing their products, lack of risk bearing capacity, lack of awareness of Government schemes and social and personal problems are the common challenges faced by them. Hence, they are not able to sustain in business and are forced to quit affecting their very sustenance.

Objectives of the Study

- To ascertain the demographic factors and business profile of women entrepreneurs in the study area.
- To find out the challenges faced by women entrepreneurs in Ambala District.

Research Methodology

Data

The study depends on primary data. Questionnaire method is used for data collection.

Sampling method

By employing convenient sampling method, the required data have been collected from 150 women entrepreneurs in Ambala district.

Tools Employed

The collected data have been analysed by employing Simple percentage and Factor Analysis.

Analysis and Interpretation

Demographic factors

Table 1: Area of Residence

Area of Residence	Numbers	Percentage
Urban	80	53.3

Rural	70	46.7
Total	150	100.0

Out of 150 Women Entrepreneurs, 80 (53.3%) Women entrepreneurs live in urban and the rest 70 (46.7%) in rural areas.

Thus, a majority of the women entrepreneurs reside in urban areas.

Table 2: Age

Age (Years)	Numbers	Percentage
Up to 30	50	33.4
31 – 40	55	36.6
Above 40	45	30
Total	150	100.0

The age of 50 (33.4) Women entrepreneurs is below 30 years; 55 (36.6) from 31 to 40 years and the remaining 45 (30) above 40 years. Thus, most of the Women Entrepreneur’s age ranges between 31 and 40 years.

Table 3: Educational Qualification

Educational Qualification	Numbers	Percentage
SSLC	48	32
H.Sc.	31	20.6
Under Graduate	52	34.6
Post Graduate	19	12.8
Total	150	100.0

48 (32%) Women Entrepreneurs have done SSLC; 31 (20.6%) Higher Secondary; 52 (34.6%) graduation and the rest 19 (12.8%) post-graduation. Thus, most of the Women Entrepreneurs have SSLC qualification.

Table 4: Marital Status

Marital Status	Numbers	Percentage
Married	122	81.4
Unmarried	28	18.6
Total	150	100.0

122 (81.4%) Women Entrepreneurs are married and the rest 28 (18.6%) unmarried. Thus, a majority of the Women Entrepreneurs are married.

Table 5: Type of Family

Type of Family	Numbers	Percentage
Joint	62	41.4
Nuclear	88	58.6
Total	150	100.0

62 (41.4%) Women Entrepreneurs belong to joint family and the remaining 88 (58.6%) nuclear family. Thus, a majority of the Women Entrepreneurs belong to nuclear family.

Table 6: Status in Family

Status in Family	Numbers	Percentage
Head	20	13.3
Member	130	86.7
Total	150	100.0

20 (13.3%) Women Entrepreneurs are heads of their family and 130 (86.7%) members. Thus, majority of the Women Entrepreneurs are family members.

Table 7: Monthly Income

Monthly Income	Numbers	Percentage
Up to 15000	38	25.3
15001-30000	62	41.4
Above 30000	50	33.3
Total	150	100.0

The monthly income of 38 (25.3%) Women Entrepreneurs ranges up to Rs. 15000, 62 (41.4%) from Rs. 15001 to Rs. 30000 and the rest 50 (33.3%) above Rs. 30000. Thus, the monthly income of most of the Women Entrepreneurs ranges between Rs. 15001 and Rs. 30000.

Table 8: Family Income

Family Income	Numbers	Percentage
Up to 30000	60	40
30001-50000	44	29.4
Above 50000	46	30.6
Total	150	100.0

The family income of 60 (40%) Women Entrepreneurs ranges up to Rs. 30000, 44 (29.4%) from Rs. 30001 to Rs. 50000 and the rest 46 (30.6%) above Rs. 50000. Thus, most of the WEs' family income ranges up to Rs. 30000.

Table 9: Family Expenditure

Family Expenditure	Numbers	Percentage
Up to 15000	66	44
15001-30000	37	24.6
Above 30000	47	31.4
Total	150	100.0

The family expenditure of 66 (44%) Women Entrepreneurs ranges up to Rs. 15000, 37 (24.6%) from Rs. 15001 to Rs. 30000 and the rest 47 (31.4%) above Rs. 30000. Thus, most of the WEs' family expenditure ranges up to Rs. 15000.

Table 10: Nature of Business

Nature of Business	Numbers	Percentage
Production	19	12.6
Trading	52	34.6
Service	79	52.8
Total	150	100.0

The nature of business of 19 (12.6%) Women Entrepreneurs is production, 52 (34.6%) trading and the remaining 79 (52.8%) service-oriented activity. Thus, a majority of the Women Entrepreneurs are involved in service oriented activity.

Table 11: Location of Business

Location of Business	Numbers	Percentage
Urban	94	62.6
Rural	56	37.4
Total	150	100.0

Location of business 94 (62.6%) Women Entrepreneurs carry out their business in urban area and the remaining 56 (37.4%) in rural area. Thus, a majority of the Women Entrepreneurs carry out their business in urban area.

Table 12: Initial Investment

Initial Investment	Numbers	Percentage
Up to 100000	64	42.6
100001-500000	56	37.4
Above 500000	30	20
Total	150	100.0

The business investment of 64 (42.6%) Women Entrepreneurs ranges up to Rs. 100000, 56 (37.4%) from Rs. 100001 to Rs. 500000 and the remaining 30 (20%) above Rs. 500000. Thus, most of the Women Entrepreneur’s business investment ranges up to Rs. 100000.

Table 13: Amount of Working Capital

Amount of Working Capital	Numbers	Percentage
Up to 10000	62	41.3
10001-20000	36	24
Above 20000	52	34.7
Total	150	100.0

The working capital of 62 (41.3%) Women Entrepreneurs ranges up to Rs. 10000, 36 (24%) between Rs. 10001 and Rs. 20000 and the remaining 52 (34.7 %) above Rs. 20000. Thus, most of the Women Entrepreneur’s business working capital ranges up to 10000.

Table 14: Source of Capital

Source of Capital	Numbers	Percentage
Own Savings	54	36
Availed Loan	96	64
Total	150	100.0

Source of capital 54 (36%) Women Entrepreneurs invests from their own savings as capital for promotion of business and the remaining 96 (64%) Women Entrepreneurs take loan for their capital. Thus, a majority of the Women Entrepreneurs take loan for promoting their business.

KMO and Bartlett's Test

To ascertain the major challenges that affect Women Entrepreneurs in Ambala district Factor Analysis is employed. Kaiser-Meyer-Olkin (KMO) and Bartlett’s Test of Sphericity has been used as pre-analysis testing for the suitability of the entire sample for factor analysis.

Table 15: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy Numbers	.833	
Bartlett's Test of Sphericity	Approx. Chi-Square	549.758
	df	55
	Sig.	.000

The result of KMO and Bartlett’s Test is found greater than 0.70. Hence, the collected data are fit for employing factor analysis. Further, the large values of Bartlett’s sphericity test (549.758, df: 55, Sig=0.000) and KMO statistics (0.833) indicate the appropriateness of factor analysis i.e., the sample is found adequate.

Table 16: Challenges of Women Entrepreneurs

Challenges	1	2	3
Marketing	.881		
Raw Material	.833		
Personal	.704		
Managerial	.647		
Human Resource		.849	
Social		.773	
Technical		.660	
Infrastructure			.389
Government			.977
Financial			.741
Eigen Values	3.633	1.309	1.086
% of Variance	35.334	13.082	10.892
Cumulative % of Variance	35.334	48.364	59.156

Three factors are identified by locating Eigen values greater than unity. Challenges which have a component loading of 0.5 and above are said to be vital challenges that affect the sustainability of women entrepreneurs. The result of Factor analysis discloses that marketing of products is the major challenge faced by women entrepreneurs, followed by raw material problem, personal problem etc. The challenges contributed by these factors stood at 59.156%

Conclusion

The study observes that women entrepreneurs are affected by marketing problems, fluctuation in raw material price, lack of decision-making skill, non-availability of skilled labour, inability to meet business, family commitments, etc. Thus, the survival of women entrepreneurs depends on internal and external support extended by family members and Government respectively. Family members have to extend necessary assistance like work sharing, participation in decision making etc., thereby helping Women Entrepreneurs succeed in their ventures. Most of the women entrepreneurs expect financial assistance, and training program for improving their skill. Hence the state Government also may offer necessary training programs and disburse timely financial assistance to the women entrepreneurs for their betterment.

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