



Prospects of women entrepreneurs challenges and their problems in Rajasthan (India)

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Abstract

Entrepreneurship is a rapidly rising concern of a modern competitive economy and its contribution in economy is viably recognized worldwide. But the point to ponder is the fact that it is generally perceived as a male-gendered concept in Rajasthan. And the women who start up their businesses have to face some teething problems. This research paper attempts to analyze and highlight their problems and prospects. It is a case study of City in Jaipur and ajmer province of India. A sample of 100 women entrepreneurs was surveyed by using a structured questionnaire. The results of the investigations by using descriptive statics identified various problems and issues confronted by women entrepreneurs. Furthermore, the research revealed a rank order of factors affecting them based on the opinions of respondents. Family, self and societal factors are ranked highest while factors like financial and economic, political and environmental and marketing and mobility are ranked as second, third and fourth respectively.

Keywords: GOI, women entrepreneurs, problems, prospects

Introduction

Entrepreneurs are widely recognized as the prime movers of economic development; the people who translate ideas into action. An interesting though not widely accepted definition of an entrepreneur is a person who has the ability to scan and identify opportunities in his or her environment, gather the resources necessary to take advantage of the opportunities and implement successful action to utilize the opportunities. Presently a day's ladies begin different exchanging and administration situated business. Among them, the magnificence consideration administration is the novel business for ladies. This field is free from male contenders. Various endeavors have been made prior to distinguish the attributes connected with entrepreneurial Achievement. It is watched that entrepreneurial attributes are not all inclusive. Ladies in business are a late sensation in Rajasthan. Ladies in business enterprise has been to a great extent ignored both in the public eye all in all and in the sociologies. Ladies business visionaries by and large decide to begin and oversee firms in distinctive commercial enterprises than men have a tendency to do. The commercial enterprises (principally retail, instruction and other administration businesses) picked by ladies are regularly seen as being less vital to monetary advancement and development than high-innovation and assembling. Entrepreneurial development began late is still in its earliest stages. The development obliges pre and post catch up backing to use ladies control in the nation's financial advancement. A co-ordinate part of the administration and intentional orgs with an incorporated methodology will help to create ladies enterprise.

Literature of Review

A.M. Mahaboob Basha and K. Sai Pranav *et al.* (2013) ^[5]. Women plays prominent role for the development of

economy. In India the situation is different certain superstitions, controls on women in kept in back. Women success is there in all areas like house wife, teacher, professor, lawyer, engineer, doctor, pilot, scientist, technocrats, economists, etc. in fact, women can manage the home efficiently, and why cannot she manage the business in an efficient manner.

R.V.S.S Nagabhushana Rao and K. Madhavi *et al.* (2013) Women entrepreneurship is essential for every nation. If we want to compete with well developed nations, both men and women should participate in all activities on equal basis. Men performance is good, as an entrepreneur, women also should grow well as an entrepreneur. Government should introduce such schemes which facilitates to progress women as an entrepreneur.

Gaganpreet Kaur and Dr. Sukhdev Singh (2012) ^[3] The emergence of entrepreneurs in agriculture and allied activities can propel our rural population into self-sustaining individuals, who in turn can catalyze the development of economy. The concepts of entrepreneur and entrepreneurship have been frequently applied to industrial sector. Agriculture, on the other hand, has largely been viewed as non-entrepreneurial traditional activity.

Bhavani T.A. (2010) highlights the issue of quality employment generation by the SSIs and negates the short term attitude of increasing the volume of employment generation compromising with quality. The author argues that employment generation by the SSIs may be high in quantitative term but very low in quality.

Valarmathi (2010) ^[4] has done a study on "Challenges to Entrepreneurial Development of Women in India". Some of the major challenges the researcher short listed were lack of easy finance, shortage of raw materials, historical and social restrictions. The researcher also observed that lack of

technical knowledge and availability are among the major challenges.

Krishnan (2003) has carried out a research on the subject: "Women Entrepreneurs in Kerala". The object of this study was to assess the effects of socioeconomic status of women entrepreneurship in the state, and the impact of the new economic policy on women entrepreneurs in various sectors. The objectives of the research were: (i) To assess the women entrepreneurship among women in Kerala, (ii) To study the status of women enterprises in the state, (iii) To examine the efficiency of institutional support system for entrepreneurship development among women in Kerala.

Goyal, Meenu and Jai Parkash (2011) The entrepreneurship development is a very noble concept. Such concept can also use to empower the women section of the society. The women in the rural areas are subject to lots of restrictions in Assam. They are not regarded as economic powerhouse; rather they are treated as dependent part of the society. Though they equally possesses the potentialities to become a successful entrepreneur but the problems they face which are not similar to the men's problems, creates hindrances in the growth of entrepreneurial activities.

Gundry T.T., L.K., & Welsch, H.P. (2001) This paper designed to assess the present scenario of women entrepreneurs in India as globally women Micro level Business Startup have become an integral part of the quest for the sustained economic development and social progress and are also playing a vital role. Entrepreneurship among women is relatively recent phenomenon. Due to the growing industrialization, social legislation, urbanization, political and economic transformations, the emergence of women owned enterprises are fast increasing in the economies of almost all countries.

Objectives of the study

1. To study the problems and prospects of women entrepreneurs in Rajasthan at Jaipur and Ajmer City.
2. To propose suggestions for the study.

Research Methodology

To meet the research objectives the study employed desktop research by reviewing relevant texts, websites, journals, magazines and newspapers. The greater variance in profitability, survival and growth of SMEs compared to larger firms accounts for special problems in financing. SMEs generally tend to be confronted with higher interest rates, as well as credit rationing due to shortage of collateral. The issues that arise in financing differ considerably between existing and new firms, as well as between those which grow slowly and those that grow rapidly. The expansion of private equity markets, including informal markets, has greatly improved the access to venture capital for start-ups and SMEs,

but considerable differences remain among countries.

On view of the world, 1.4 billion poor people 70% are anticipated to be women. In the last few decades women had started to realize the value of self-employment and they are now utilizing their capabilities in entrepreneurial activities. And it is noted that there has been a rapid upsurge in self-employed women in the developed nations.

Women Micro level Business Startup may be defined as the women or group of women, who initiate, organize and co-operate a business enterprise. Government of Rajasthan has defined women Micro level Business Startup as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

The following studies can be undertaken

- a) Similar study with area specific samples.
- b) Comparative studies of women entrepreneurs between districts and state.
- c) Similar study with women engaged in other type of enterprises.
- d) Studies including the perception of others regarding women entrepreneurs can be undertaken.

Results and Data Analysis

The questionnaire was divided into two parts i.e. 1) general information about respondents like, family background, Education, type of enterprise, training, income from enterprise etc. 2) Information pertaining to personality, Economical and Social status before and after starting enterprise. The information was sought on following parameters -

- **Personality Status:** Mental satisfaction, Self-confidence, Personality Change, Outlook, Domestic Violence, Resistance to domestic violence, Family Security, Place in the family, Decision making capacity, Drudgery Reduction, Household responsibility, Sharing of household work.
- **Economic Status:** Economic independence, Economic power in the family, Participation in children education, Custody of money in the family, Freedom to help own parents, Saving of money, SHG Membership, Bank A/C for oneself, life insurance, Mediclaim policy for oneself, Other Investments, Opinion sought towards important household & other spending.
- **Social Status:** Respect in society, Social work participation, Freedom to work for society, Social Leadership, Advice sought by others, Called as a mediator to solve problems in the locality they live, Participation in political canvassing, Elections fought for cooperatives, federations, corporations etc., Social responsibility, Appreciation from neighbors, Social Awards, Called as a resource person in programmes.

Table 1: Categorical Profile Analysis

Sample Size	Total	Nature of Business			Scale of Business		
	100%	Services 50	Production 20	Trading 30	Very Small 65	Small 25	Medium-Scale 5
Age	Percentage						
20-30 years	32	47	43	14	45	43	60
30-40 years	50	22	33	50	52	49	39

Above 40 years	18	31	24	36	3	8	1
Total %	100	100	100	100	100	100	100
Marital Status	Percentage						
Married	86	64	60	70	78	82	85
Unmarried	14	36	40	30	22	18	15
Total %	100	100	100	100	100	100	100
Education	Percentage						
Uneducated	4	43	09	7	12	17	10
>Secondary	19	51	53	21	05	31	60
12th	56	04	33	43	68	26	20
Graduate	21	2	5	29	15	26	10

Table 1 reveals that 60% of the test is running little undertakings utilizing 1 to 5 laborers; 35% of the example is overseeing independent ventures including a workforce of 5 to 10 while the inclination of running medium to expansive scale business as utilizing 11 or more specialists is watched the most minimal i.e. 05% as it were. Moreover, 51% companion of them is included in administrations related organizations and their engagements into exchange and generation related organizations are 28% and 21% individually. 51% are matured between 31 to 40 years. In addition to this the data finds that 56% of them are graduated and a chunk of 87% of surveyed sample is married.

Basic Challenges Faced by India Women

The problems and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship. Women in Rajasthan face many problems to get ahead their life in business. Women in Rajasthan remained economically undeveloped for many decades. In the recent past only the concept of Women Entrepreneurship is gaining momentum. Despite number of measures and incentives taken by the government of Rajasthan the women Micro level Business Startup are not increasing at a greater rate. This is due to some practical problems in the process of entrepreneurship by women. This paper attempts to analyze and highlight various Problems and Prospects of Women Entrepreneurship in Rajasthan.

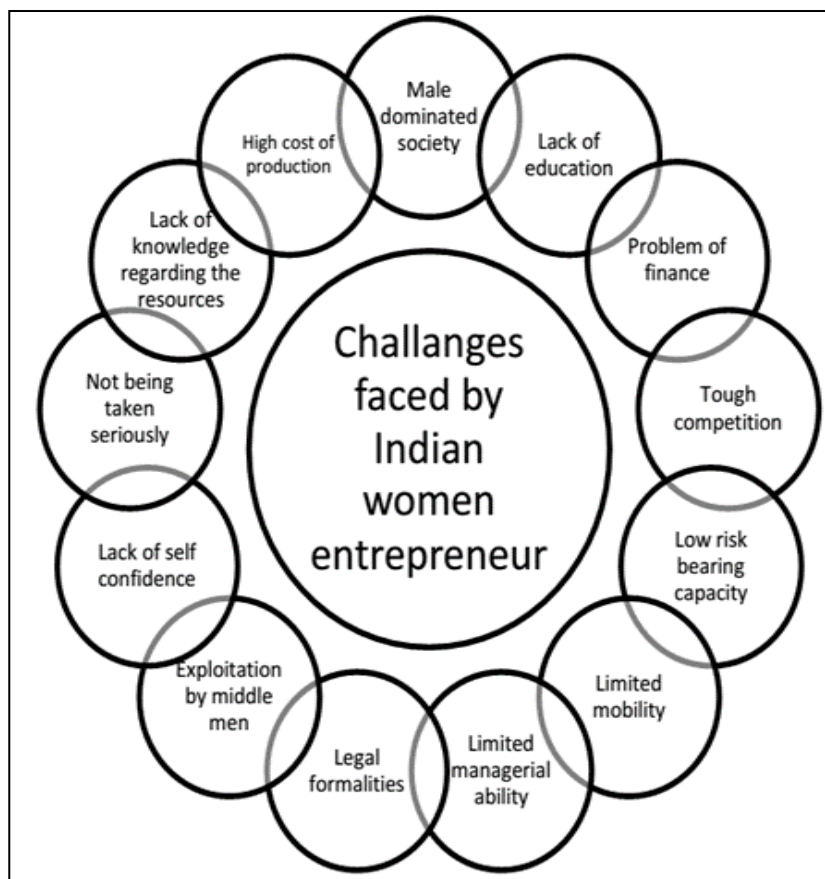


Fig 1

Table 2: Major reason affecting women entrepreneurs

Factors affecting women entrepreneurs	Percentage
1. Family, self and Social Domain	50%
- Lack of family support & orthodoxies	12
- Family obligations	07
- Male dominance	08
- Hostility of society towards engagement of women in businesses	05
- Non-Cooperation of male counterparts	04
- Difficulty in dealing with males	03
- Weak bargaining position	05
- Harassment	04
- Lack of experience	02
- Lack of proper trainings	01
2. Financial & Economic Domain	17%
- Poor credit facilities for women	05
- Lack of finances	06
- Heavy taxes/fee/ duties etc.	03
- Inflation	03
3. Political & Environmental Domain	15%
- Stringent regulations and policies	05
- Red-tape/bribery etc.	03
- Lack of Governmental support	02
- Improper Training & Development Facilities	05
4. Marketing & Mobility	18%
- Attracting customers	07
- Unavailability of sale points	04
- Difficulties to find appropriate markets	03
- Unfavorable market behaviors	04

Tables 2 elaborate the factors affecting female enterprise holders. These factors were generated through reviewing literature and were classified into four broader categories / domains of i) Family, Self and Social, ii) Financial and Economic, iii) Political and Environmental and iv) Marketing and Mobility.

Age – Almost 70% sample is of more than 30 years age.

- Marital Status– 85% of the respondents are married women, out of which 5% were widows.
- Type of Family– About 60% of the sample stay in a joint family.
- Family occupational background - 60 entrepreneurs had agriculture as family occupation, 08
- Entrepreneurs had some small business as family occupation, no entrepreneurs had earnings through some type of jobs in or outside village basically for agro based activities.
- Level of education– 70% of the sample has only education more than S.S.C. and hence the sample represents a moderate level of literacy.
- Computer Literacy– About 60 % women from the sample are computer literate.
- Type of Training Received- All respondents had undergone some or other type of training.

Statement of Problem

The fundamental problem encouraging this research is the crucial need to develop an understanding of the nature and problems faced by women entrepreneurs and their prospects on the very issue of their entrepreneurship. The study attempts to have full-scale research that is statistically significant and could answer the following major question:

Recommendations

Right endeavors from all regions are needed in the improvement of ladies business visionaries and their more noteworthy support in the entrepreneurial exercises. The accompanying measures are proposed to engage the ladies to seize different open doors and face challenges in business.

- There ought to be a persistent endeavor to motivate, empower, inspire and participate ladies business people.
- An Awareness system ought to be led on a mass scale with the plan of making mindfulness among ladies about the different regions to direct business.
- Attempts ought to be there to upgrade the models of instruction of ladies when all is said in done also making viable procurements for their preparation, functional experience and identity advancement projects, to adlib their general identity principles.
- Organize preparing projects to create proficient abilities in administrative, authority, promoting, budgetary, creation methodology, benefit arranging, keeping up books of records and different aptitudes. This will urge ladies to embrace business.
- Vocational preparing to be stretched out to ladies group that empowers them to comprehend the creation methodology and generation administration.
- Educational foundations ought to tie up with different government and non-government offices to help in business enterprise improvement principally to arrange business ventures.
- International, National, Local exchange fairs, Industrial presentations, courses and meetings ought to be composed to help ladies to encourage communication with other ladies business people.

Conclusions

Women Micro Level business startup may be defined as the women or a group of women, who initiate, organize and operate a business enterprise. Government of Rajasthan has defined women Micro Level business startup as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Like a male Micro Level business startup a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination administration and control of business and providing effective leadership in all aspects of business. Women Micro Level business startup has been recognized as an important source of economic growth.

It was seen that there was lot of important information to be obtained from selected women entrepreneurs. The researcher found the following important facts about the selected women entrepreneurs.

- a) In entrepreneurs from nuclear family, more help was obtained from husband than the family members, whereas in joint family, more help was obtained from family members than the husband.
- b) Most of them were Hindus.
- c) Around 65% of women belonged to nuclear families.
- d) Small number of women had obtained formal training.
- e) Very few of selected women went out of station for business purpose.
- f) Most of the selected women entrepreneurs stored their raw materials in their own unit.
- g) A very large majority used gas as fuel.
- h) Most of women entrepreneurs invested a sum of Rs. 5000 to Rs. 10,000 as Initial investment.
- i) More than half of the women wanted to take loan but could not succeed for the same.

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