

WOMEN ENTREPRENEURSHIP: ANALYTICAL VIEW SPECIAL REFERENCE TO JABALPUR CITY

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ABSTRACT

An entrepreneur is a person who has an enterprising quality with an eye on opportunities and an uncanny vision, commercial acumen and above all, a person who is willing to take risks because of the adventurous skill within, same holds good for women also. For women entrepreneurs," starting and operating a business involves considerable risks and difficulties regarding obtaining lines on credit, problems in marketing management, production, advertising and packaging and other socio-personal, managerial, technical, Raw-material, Inventory, Financial and governmental assistance problems.

This paper proposes to identify the major problems of women entrepreneurs in Jabalpur city with the objectives of analyzing the various problems faced by them and by suggesting the remedial measure which will help in the acceleration of women entrepreneurship in the city.

Keywords: Entrepreneurship, women entrepreneurs

INTRODUCTION:

In modern era, when women are showing their capabilities in various walks of life, the entrepreneurial classes of women are playing an increasingly prominent role in various sectors of industrial growth and economic development. Entrepreneurship amongst women is a relatively recent phenomenon, which is gradually changing with the growing sensitivity of the roles, responsibilities and economic status of women in the society in general and family in particular. At the same time, it is also recognized that their challenges are immense and complex. For women entrepreneurs, starting and operating a business involves considerable risks and difficulties, because in the Indian social environment women has always lived as subordinate to men. There have been noticeable changes in the socio-psycho-cultural and economic norms of our society due to liberalized policy of the government of India, increase in the education levels of women and increased social awareness in respect of the role women plays in the society. It has now been recognized that to promote self-employment and to reduce the incidence of poverty, some drastic efforts have to be made to accelerate self-employment of women in various sectors.

NEED FOR THE STUDY:

Till now very few efforts have been made in exploring the women Entrepreneurship in India. The data available on these aspects are scattered and not very authentic and doesn't help in accurate decision-making. However, it is also a fact that more and more women are getting into the domain of entrepreneurial activities. The efforts of Government of India through various welfare organizations, non-Governmental agencies, Ministry of Commerce and Industry and hosts of other agencies have started looking after and helping the efforts of women entrepreneurs. Encouraged with the efforts made by different agencies, this study on, " Problems of women entrepreneurs in Jabalpur city", with the following objectives have been undertaken.

OBJECTIVES OF THE STUDY:

1. To critically examine the problems faced by women entrepreneurs.
2. To suggest different remedial measures in helping and accelerating women entrepreneurs.

RESEARCH METHODOLOGY:

For conducting this research a sample of 25 women entrepreneurs in Jabalpur city was selected out of total population 120 women entrepreneurs. Design of the study was exploratory type and data was exploratory type and data is collected from primary and secondary sources. Primary data was collected through questionnaire/schedule/ personal interview method.

FINDINGS & CONCLUSION OF THE STUDY:

The data contained were analyzed as per the objectives of the study. The salient features of the study are as follows:

1. Age of women entrepreneurs:

S.No.	Age	No. of Respondents	Percentage
1.	20-30	14	56%
2.	31-40	8	32%
3.	41-50	3	12%
Total		25	100%

Source: Primary data

Thus on the basis of collected data it can be concluded that a good majority of women entrepreneur falls in the age-group of 21-30 years.

1. Marital Status: 80% of the respondent was married.
2. Family Background: Majority of 72% belongs to the Upper Middle class.
3. Educational Qualifications: Most of the respondents' i.e. 64% are either Graduates or PG.

123 Problems Faced by Women Entrepreneurs:

1. Socio-personal Problems:

<i>S.N</i>	<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1.	Weak Collateral Position	10	40%
2.	Affected Family life	05	20%
3.	Overcoming the belief that women are not serious as men	05	20%
4.	Lack of confidence to start	03	12%
5.	No support of family	02	08%
Total		25	100%

Source: Primary data

Thus on the basis of collected data it can be concluded that, most of the respondents stated that they have weak collateral positions followed by the problems that their family life is affected, overcoming the belief that women are not serious as men, lack of confidence to start business and no support by family.

2. Managerial Problems:

<i>S.No</i>	<i>Particulars</i>	<i>No. of Respondents</i>	<i>%</i>
1.	Labour Absenteeism	10	40%
2.	Transportation	07	28%
3.	Labour Turnover	4	16%
4.	Lack of Skilled labour	3	12%
5.	Lack of knowledge of general management	1	04%
Total		25	100%

Source: Primary data

Thus on the basis of collected data it can be concluded that, Majority of the respondents faced the problems of labour absenteeism, followed by Transportation problem, problem of labour turnover, and of skilled labour and lack of knowledge of general management.

3. Technical Problems:

<i>S.No.</i>	<i>Particulars</i>	<i>No. of Respondents</i>	<i>%</i>
1.	Poor record keeping & control	09	36%
2.	Lack of Management Experience	07	28%
3.	Inadequate availability of land, plots and premises	05	20%
4.	Non-Availability of agency to guide	03	12%
5.	Inadequate facilities & Equipments		
Total		25	100 %

Source: Primary data

Thus on the basis of collected data it can be concluded that, the problem of poor record keeping and control was ranked highest in technical problems followed by lack of management experience, inadequate availability of land, plots and premises and non availability of agency to guide.

4. Raw materials, inventory & market problems:

SNo	Particulars	No. of Respondents	%
1.	Poor knowledge of Market & Competition	10	40%
2	Poor Inventory Management	08	32%
3	Inadequate sales promotion avenues	05	20%
4	General difficulties in production process	02	08%
Total		25	100

Source: Primary data

Thus on the basis of collected data it can be concluded that, Majority of the entrepreneurs stated that they had poor knowledge of market, followed by problem of Inventory Management and inadequate sales promotion avenues.

5. Financial problems:

SNo.	Particulars	No. of Participants	%
1	Price fluctuation in Raw Materials	12	48
2	Lack of working capital	07	28
3	Non Availability of loan & Subsidies	04	16
4	Price fluctuation of finished product	02	08

Total	25	100
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Source: Primary data

Thus on the basis of collected data it can be concluded that, Most of the respondents faced the problems of price fluctuations and lack of availability of loan and subsidies facility.

6. Problems of Government Assistance:

<i>S.No.</i>	<i>Particulars</i>	<i>No. of</i>	<i>%</i>
1.	Advisory Organisations became Exploitive & Dishonest	10	40%
2.	Red-Tapism at various levels	06	24%
3.	Lack of Govt. help in technical matters when needed	05	20%
4.	Poor Government assistance	04	16%
Total		25	100%

Sour Primary data

Thus on the basis of collected data it can be concluded that, Majority of entrepreneurs stated that advisory organizations became dishonest and exploitive, there was red-Tapism and poor government assistance.

SUGGESTIONS/RECOMMENDATIONS:

(1) The women an entrepreneur have felt necessity of, “proper sheds and plots”, financial subsidies and "availability of raw materials and adequate and proper transport facilities etc. It is assumed that these factors are needed to be considered mostly by the government and funding agencies for various purposes. But it also tells upon the efforts of the entrepreneurs in accelerating and making available various items of interest, which they could do with the help of agencies working keenly with them. However, it is recommended that necessary programmes for establishing and strengthening of these facilities may be given at proper time and place.

(2) There are many problems in relation to guidance as stated by the respondents. The concentration of managerial problems and Socio-personal problems were found to be of serious nature, which may also be rectified by using the parameters associated to this study.

(3) Respondents have also communicated several financial problems in relation to price-fluctuations, non-availability of loan and funds and their release in time. Attention of the government as well as the voluntary organizations should be drawn in rectifying these problems by making liberal assistance and gearing up the various facilities for enhancement of the status of enterprises.

(4) Finally on the basis of the study, several problems were faced with government assistance, which involves proper policy to help small entrepreneurs, red-tapism, non availability of guidance and advisory service in time, etc.

(5) Obviously, these factors need to be considered in re-framing and re-organizing Entrepreneurial Development Programmes (EDPs) in the country, which will not only benefit the entrepreneurs but will be in the largest interest of the region and country, in achieving higher productivity and prosperity.

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