

WOMEN ENTREPRENEURSHIP: A STUDY ON STRUGGLE AND PREDOMINANCE OF WOMEN

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ABSTRACT

Women entrepreneurs are growing quickly in several global areas. Women's latent business ability has developed along with their social awareness. The "skill, knowledge, and adaptability" of women in business attract males. Aspects of women entrepreneurs' contributions are examined in this study. This study's aim is to answer particular issues scientifically. The study's principal purpose is to expose the hidden reality.

KEYWORDS: *Entrepreneurship, Women, Struggle, Predominance Etc*

Article History

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INTRODUCTION

"Entrepreneurship" is defined as a creative and inventive input to the ecosystem, as well as the capacity to "recognise, start, and exploit" economic possibilities that present themselves. Regardless of the country, enterprises and entrepreneurship are essential components of the country's industrial development. There is an even more emergent and improving environment in which there are numerous inventions adorning the accessible opportunities, resources, and newly apprenticed entrepreneurial routes. All developing countries ascribe themselves to the different dimensions of the expansion of entrepreneurship. Women control more than twenty-five percent of all enterprises in emerging economies, and as a result, women-owned firms in countries such as "Africa, Asia, Eastern Europe, and Latin America" are rapidly expanding. Women entrepreneurs are thriving in a number of areas throughout the world, thanks to a change in the economy brought about by the market. The hitherto unrecognised entrepreneurial quality of women has especially been increasing in tandem with the growing understanding of their economic function and status in society as a whole. "Skill, knowledge, and flexibility" in a corporate entity are the most significant reasons for a woman to ascend to the top of their respective organisations.

REVIEW OF LITERATURE

According to a study, women in India are less likely than males to pursue a profession as an "Entrepreneur" since they shoulder a disproportionate share of family responsibilities. Untrained women selected employment such as "sales girl, telephone operator, tailoring, and beauty parlours." Women who are well read choose careers such as "academics, medical, law, manufacturing, and so on." Women from binuclear families, according to research, experience less stress than women

from nonbinuclear homes; no doubt, they communicate their concerns to other members of the family. As represented by Surti, Sarupria, and Dalpat in the year 1983. There have been no such large-scale investigations of the family histories of "Women Entrepreneurs" done to date. They come from a diverse range of backgrounds. Although the fact is that there was a time when women were not permitted to work in the family company and were only welcomed as office employees, as shown by Hugron in the year 1989.

According to Kaur, Annadurai, and Sharma in the year 2000, an analysis revealed that forty-three percent of feedback givers were agricultural labour, agriculture thirty-nine percent were agriculture, and nineteen percent were from the non-agriculture segment, which included both government and business employees. During an investigation into rural women entrepreneurs in Tamil Nadu, it was discovered that 40% came from families with an annual income of up to Rupees thousand, while 29% came from families with an annual income ranging from Rs. 12,000 to Rs. 20,000 and Rs. 20,000 to Rs. 50,000, respectively, according to the findings. According to Kaur, Annadurai, and Sharma (2000), just two percentages of them had yearly incomes ranging from Rupees 50,000 to Rupees 1,00,000 in the year 2000.

RESEARCH METHODOLOGY

The purpose of the current research endeavour is to conduct an investigation on the contributions produced by circumstantial and non-circumstantial female entrepreneurs. The goal of this research is to discover solutions to specific questions via the use of scientific mechanisms. The study's primary goal is to uncover the truth that has been concealed or has not yet been discovered.

OBJECTIVE OF THE STUDY

1. To identify the reasons that made them take over/start the business unit.

This investigation was carried out by the administration of a structured questionnaire, which was deemed to be the most appropriate method for gathering a large number of replies. The information was also acquired from a variety of secondary sources, such as magazines, newspapers, and journals. The "Entrepreneurs" who were selected for the assessment were from "manufacturing, trading, and service divisions," according to the report. The women entrepreneurs that took part in this study were recruited from the Indore and Bhopal regions, respectively.

DATA ANALYSIS AND INTERPRETATION

As per the objective of the study various questions have been framed and the responses of the respondents residing in both the regions have been recorded. **Analysis of the data is shown below:**

Purpose of Undertaking the Business

Table 1

S. No.	Options	Bhopal Division	Indore Division
1.	Wanted to do something challenges for economic independence?	58	66
2.	Saving the business due to the passing away of father/ brother/ spouse	12	04
3.	To shoulder the responsibility accident/illness of father/spouse because of	06	06
4.	Were compelled to get into entrepreneur careers	24	24
	Total	100	100

There has been an inquiry into the purpose of establishing the business unit. As a response to the aforementioned question, 58 percent of women from Bhopal district and 66 percent of women from Indore district claimed that they entered the business world to show themselves and to accomplish something novel. When their husband, father, or brother died, 12 percent of people in the Bhopal area and 4 percent of people in the Indore area were compelled to go into business. The other 30% of women from both research groups were driven to enter the corporate world for a variety of reasons, including an accident involving a family member who was already in the firm.

If not Entered the Business then would have done

Table 2

S. No.	Options	Bhopal Division	Indore Division
1.	Taken up a job	60	52
2.	Enjoyed hobbies	06	22
3.	Continued to be housewife	10	24
4.	Any other	24	02
	Total	100	100

60% of women from the Bhopal region and 52% of women from the Indore region say that if they were not in business, they would be pursuing some other job; however, the remaining women have given other career options for passing their time, such as participating in hobbies or being a housewife, among other things.

Agency Approached for Guidance

S. No.	Options	Bhopal Division	Indore Division
1.	District Industries Centre	36	40
2.	Non-government Association	20	14
3.	Entrepreneurship Development Associations	30	08
4.	Any other	14	38
	Total	100	100

Before starting a business, it is necessary to receive some form of guidance. 30% of ladies from Bhopal district and forty percent from Indore district have approached the District Industries Centre for the registration of their business units; from there, they received some information on how to start a new business. 20% of ladies from Bhopal district and fourteen percent from Indore district have approached Non-Governmental Organizations (NGO) for assistance. 30% of those from Bhopal district and 8 % of those from Indore district approached the Entrepreneurship Development Association and received some kind of training before starting their own units, and 14% of those from Bhopal district and 38% of those from Indore district approached other organisations, such as the MSME, before starting their ventures.

Table 3

S. No.	Options	Bhopal Division	Indore Division
1.	Nationalized Bank	32	24
2.	Private bank	40	62
3.	Co-operative Bank	8	04
4.	Not applicable	20	10
	Total	100	100

An overwhelming majority of female entrepreneurs who were asked where they had sought loan assistance said they had turned to private banks for assistance. Private banks have provided loans to 40 percent of Bhopal residents and 62 percent of Indore residents. Nationalized banks have provided loans to 32% of people from the Bhopal region and 24% of

people from Indore. Female entrepreneurs operating on a modest scale were identified; these women favoured cooperative banks, with an 8 percent representation from the Bhopal district and just a 4 percent representation from Indore district. At long last, there are a few women entrepreneurs who are operating on a large scale and who prefer to work with foreign banks; their percentage in the Bhopal district is 20%, while their percentage in the Indore district is 10%.

Availability of Sufficient Govt. and NGO's Organizations

Table 4

S. No.	Options	Bhopal Division	Indore Division
1.	Are sufficient	54	36
2.	Not enough	14	14
3.	To be increased	22	40
4.	No idea	10	10
	Total	100	100

Several governmental and non-governmental organisations work in the state to promote “women entrepreneurs”. When asked if these groups aid our female entrepreneurs, we received the following response. 54% of women entrepreneurs from Bhopal district said these groups are adequate if they keep operating like way, whereas just 36% of women entrepreneurs from Indore district said the same. Contrarily, few women picked the second choice, i.e. insufficient. Their share is 14% in both categories. The third approach was to know if more organisations were required. According to the statistics obtained, 22% in Bhopal and 40% in Indore districts said yes, additional organisations should be formed to help women improve. Several women stated that they were unaware of any government or non-government organisations that actively work for women, as their family members typically guided them. However, there is a slight difference in opinion in Indore district, where ladies say that if the government wants to encourage more females to start their own businesses, it should consider opening more organisations working to help women entrepreneurs in various fields.

When we asked our “women entrepreneurs” from both divisions if they had enough funds to start a new business, 38% of those from Bhopal said yes, and 54% of those from Indore said yes. 34% of Bhopal respondents and 20% of Indore respondents said they have accounting challenges due to poor record keeping. 4% of women entrepreneurs in Bhopal district stated they managed loan repayment concerns whereas no one in Indore district chose this option. 24% of Bhopal district respondents and 26% of Indore district respondents said they managed other financial difficulties such as where and how much to invest, how to keep track of money invested or spent in various departments. Clearly, the most pressing issue faced by “women entrepreneurs” from both divisions was a lack of working capital, because anytime a new initiative, unit, or firm is launched, money is required to get things done.

Findings of the Study

Our women entrepreneurs took use of the above-mentioned assistance. Their divisions, they claim, have enough agencies to aid them financially and guide them. Many state governments run programmes to help “women entrepreneurs” create their own businesses with the help of the federal government. In conclusion, both small and large businesses demand loans. To start their businesses, most “women entrepreneurs” needed a loan. However, they needed money at various stages of their operation.

They favour private banks to nationalised banks because they are less formal. However, they admit that private banks offer somewhat higher interest rates than nationalised banks, but it is not the main reason they favour private banks. For economic independence and to prove their identity, the majority of female entrepreneurs took jobs. For them, it was luck and determination that propelled them into the world of commerce.

CONCLUSION

According to the available statistics, today's women are capable of handling several responsibilities and are confident in entering any field to establish their uniqueness. Some women entrepreneurs conduct business owing to situations such as loss of a father/brother/spouse/accident/illness of their own. As a result, women are pleased with the assistance provided by government and non-government organisations to current and emerging “women entrepreneurs”.

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