

WOMEN ENTREPRENEURS AFFECTING FACTORS IN RURAL INDIA

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Abstract

Entrepreneurship is the core of economic development. The motto of this paper is to study how women in rural areas are facing challenges in entrepreneurship. In this regard, the paper gives information about the affecting variables and their impact on orientation and satisfaction. The proposed model and hypotheses were tested by using the data collected from boutiques, beauty parlors, carpet making units, and general stores in West Godavari district of Andhra Pradesh (India). The paths were created for evaluating the cause and effect of relationship between different factors viz., social, psychological, financial, push, pull factors, problems, and entrepreneurial orientation and satisfaction. The key finding of the paper is that all factors affect orientation highly as compared to satisfaction. The implications of research findings for researchers and practitioners are discussed and the suggestions have also been provided.

Key Words: Women, Satisfaction, Rural India, Psychological Factors

Introduction

Entrepreneur is important factor of entrepreneurship and present women are successful in entrepreneurship because they have desirable qualities for the entrepreneurship development. Entrepreneurship refers to set a new business to take advantage from new opportunities. It is a suitable profession for women than regular employment. Increased participation of women in the labor force creates challenges for them to balance work and family obligations. The situation becomes more complicated in patriarchal societies such as India due to women's stereotypical domestic roles, religious prescriptions as well as cultural norms and values. This study aims to explore different influencing factors on women's work and family roles in the unique Indian socio-economic and cultural environment. Women are showing more interest towards the Entrepreneurship in present years than past. Women are having immense development in their mind. With increasing dependency on services sectors, there are more opportunities for women. During last twenty years, increasing number of Indian women have entered into the field of entrepreneurship and also they change the face of business. Women have been taking interest in recent year in self business. In the process of Entrepreneurship, women have to face various problems and these problems get doubled because of her dual role as earner and homemakers. In India most of the homemakers want to start their own business but there is so many problems faced by them. They feel frustrated in dual role. Govt. started several programmed for the training of women entrepreneurship. Training program create the interest among women and helpful to increase the skills and also to build the social attitude, high

confidence. Based on the interpretive phenomenological approach (IPA), this study explores different influencing factors on women's work and family roles in the unique Indian socio-economic and cultural environment. The methodology helped to analyze data about challenges faced by women entrepreneurs to achieve work-life balance as well as to have an insight about some of the techniques and effective strategies they use to balance work and family obligation.

Literature Review:

The importance of female entrepreneurs:

In 2010, 104 million women in 59 economies which represent more than 52% of the world's population and 84% of world GDP embarked on new venture creation and development. These self-employed women comprise between 1.5% and 45.4% of the adult female population in their respective economies. Frequently, businesses owned by women are privately owned and depend largely on the owner and her skills or competencies. Entrepreneurial competencies have been identified as a specific group of competencies relevant to the exercise of successful entrepreneurship. Such entrepreneurship is often associated with the survival and development of small and new businesses. Interest in entrepreneurial competence derives from the supposed link between competencies and the birth, survival and growth of a venture. There is evidence to suggest that understanding of the competencies in small businesses will support the development of competence, and, will, in turn, have consequences for successful business growth, in one of the few studies to examine a range of entrepreneurial competencies in women, found evidence of the link between an entrepreneur's skills and venture

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performance and growth. Most of the previous studies on the entrepreneurial competencies of female business owners have focussed on specific aspects of their competencies or skills, and specifically consider women's competencies relative to those of their male counterparts. For example, there is evidence that women business owners tend to feel that social adroitness and interpersonal skills are their strongest personal assets .On the other hand, there is a considerable body of research that suggests that women may be weaker in financial skills than men More specifically, women frequently rate themselves as less competent in financial skills than do men In a review of the literature note that there is a solid base of empirical research demonstrating that for the most part male and female business owners do differ in some fundamental ways with respect to their:

- Social and human capital;
- Motivations;
- Goals and success criteria;
- Growth orientations;
- Strategic choices; and
- Use of financial capital.

Women business owners may be disadvantaged in their access to various entrepreneurial capitals, given their personal backgrounds and employment experiences and the socio-economic and cultural context in which their businesses operate. Accordingly, there are grounds for further exploration of the unique competencies exercised by female entrepreneurs. Indeed, recent reviews of the literature have acknowledged that many gaps exist in the knowledge regarding female entrepreneurs and their businesses. Relevant to this study, there is a distinct gap in the understanding of competencies in female entrepreneurial businesses.

TABLE- 1: WOMEN ECONOMIC PROFILE

Age in years	Number of women (n)	Percentage(100%)
18 - 25	24	24
26 - 35	29	29
< 35	56	56
Education		
Illiterates	9	9
SSC	44	44
Intermediates	23	23
Degree	27	27
Post graduate	3	3
Marital status		
Unmarried	7	7
Married	74	74

Widow	13	13
Divorce	3	3
Number of children		
None	12	12
1	26	26
2 < 2	44	40
	22	22
Income	47	47
Rs.1500-3500	38	38
Rs. 3500-7000	20	20
<7000		

ANALYSIS:

Most of the women entrepreneurs 56% belong to the age group of 36 and above followed by the age group of 26-35 (29%) and 18-25 (24%) in that order. Hirsch and brush (1986) described the typical women entrepreneur to be about 35 years of age when she start her business. It appears in this age due to the economic pressure. Demand and more leisure time as their children are growing. 47%of women interviewed belong to the low income level that is Rs 1500 -3500. And only 20% women are above Rs 7000. The data shows that economic needs are the essential factor for the women to enter into the entrepreneurship. On the other hand women with small families enter into this type of entrepreneurship. Educational status does not influence women in seeking this type of entrepreneurship. Majority in this was 44% which are belong to only SSC passed women. Only 9% women were illiterate which very low % in total is. 23% were only intermediate and 27% were only graduate. The data shows that only 3% women were post graduate, it means that higher education does not affect the interest of women in this field. The data shows that married women have more interest in the women entrepreneurship. Highest 71% women are involved in the business because they need more financial support than unmarried and others. Only 9% women interviewed that they are unmarried. Widow women also want to start their own business. But only 15% women interviewed that they are widow. This shows that married women take more risk in starting new business. No. of children also affect the women entrepreneurship. In the collection of data only 8% women interviewed that they have no children. 26% women interviewed that they have only one child. Most of the women interviewed that they have two children that is 44%women.Only 22% women interviewed that they have more than two children. This data shows that the single women have no interest in the entrepreneurship. The maximum interest by those women who are married and have child.

TABLE NO. 2: TIME SPENT FOR THEIR BUSINESS

No. of hours	Number of Women(n)	100(%)
2-4 hrs	18	18
5-7 hrs	57	57
8-9 hrs	29	29
<9 hrs	5	5

Women entrepreneurship also affects the no. of hours devoted in the business. In the study of data we find that only 57% women are working for 5-7 hrs. 18% women have only 2-4 hrs for their business. They have their house work and burden of the family work. They have less support from their family. May be they lives in a separate family. Only 29% women gave 8-9 hrs to their business and they have huge family support and husband support. In the study we find that there are only 5% women who are totally devoted to their business. For the women it is impossible to give more hours to the business in the serrate family and unsupported family. Apart from these aspects others problems like finance, marketing, health, family and location were some more areas where the women faced problems in the new ventures. They also need a training of managerial and technical skills.

FINDINGS:

These results show that among other motivational people to start their own businesses, achieving work-life balance is one of the most significant ones. Their own businesses give more flexibility, control and freedom to juggle with their family and social responsibilities. Four main clusters of competencies were identified: personal and relationship, business and management, entrepreneurial, and human relations competencies. Whilst previous research on the competencies of entrepreneurs has identified the two clusters of business and management, and entrepreneurial competencies, the competencies in the other two clusters have received less attention and have not been identified as clusters. Arguably, competencies in these clusters are valued more highly by female entrepreneurs than by their male counterparts. Lack of sufficient time, gender bias, social and cultural norms as well as family responsibilities are the most significant challenges women face to achieve balance in a patriarchal society. Strategic planning, organizing and delegating are the most effective strategies women use to cope with competing roles of work and family.

SUGGESTIONS

There is some suggestion for promotion of the women entrepreneurship to keep in mind the present study.

1. Need of Pre –entrepreneurial training to the women entrepreneur.

2. Some women need the support from the financial institution.
3. The product must fit the need through bottom up approach.
4. Public speaking scheme also provided by the govt. to the women entrepreneurs
5. Some women need some technical training.
6. Make a social culture relation.

CONCLUSION

Women entrepreneurs are facing many problems in all aspects of financial, marketing, health, family, and problems. Some guidelines should be given by the Government and the financial institution to the women entrepreneur at time to time. What women need for enterprises little training, some financial support and motivation at all levels-home, the society and the Government. Its hope that suggestion forwarded in the article will help the entrepreneurs in particular to look this problems and develop better schemes by the government.

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