

Women Entrepreneurs in Micro Enterprises in Bhopal Region Challenges and Prospects

Dr. Kanchan Bhatia

SIRT, Bhopal, (M.P.) India

Shivangi Dwivedi

GGITM, Bhopal, (M.P.) India

I. INTRODUCTION

Entrepreneurship refers to setting up of a new business to take advantages from new opportunities. Entrepreneur is the key factor of entrepreneurship and now women in India are also successful in this as they have qualities desirable for entrepreneurship development. Entrepreneurship is a much suitable profession for women than regular employment.

A micro enterprise is an enterprise where investment in plant and machinery [original cost excluding land and building and the items specified by the Ministry of Small Scale Industries vide its notification No. S.O. 1722(E) dated October 5, 2006 does not exceed Rs. 25 lakh.

(a) Characteristics of Entrepreneurs

To be a successful entrepreneur one has to acquire and develop certain qualities, namely:

- 1) High motivation for achievement of goal,
- 2) Insatiable drive and persistent enthusiasm,
- 3) Ready to take risk and face challenge,
- 4) Technical expertise,
- 5) Spirit of innovation,
- 6) Hard working, dedication, commitment and self – confidence
- 7) Willingness to take advice/ learn from the failure and use of Feedback.
- 8) Effective management of time.

(b) Women Enterprises In India: A Brief Overview

The Government of India has defined women enterprise as “an enterprise owned and controlled by women having a minimum financial investment of 51 % of capital and giving at list 51 % of the employment generated in the enterprise to women.” In India the following features have been found in respect of woman entrepreneurship.

- 1) Women account for only 5.2% of the total self-employed persons in the country.
- 2) There were more than 1, 53,260 woman entrepreneurs claiming 9.01% of the total entrepreneurs in India during 1998-99.

II. CHALLENGES FOR WOMEN ENTREPRENEURS

As family members are not in favour of supporting their ladies to take up the business in which they have skills, naturally they will be unwilling to support with the finance required for starting a business unit. The problems faced by woman entrepreneurs are briefly analyzed below:

- (a) Start-up finance is a great problem
- (b) Hesitation and lack of marketing skills
- (c) Lack of Legal know-how
- (d) Lack of Management Skills
- (e) Limited Working Capital Management
- (f) Limited Access to Technology
- (g) Misbehavior and belittling treatment by their male-counterparts
- (h) Lack of Confidence
- (i) Decision relating to site selection for establishment of enterprise of for women is based on proximity to home

III. STUDY CARRIED OUT IN BHOPAL REGION

The study was conducted in four zones of Bhopal. Random technique was adopted for the selection of study area. A sample of 100 women respondents (25 from each zone) was taken at individual level not in the partnership. Business taken for the study was beauty parlors, Nursing homes, boutiques and general stores. The sample was selected using non random opportunity sampling techniques and case study techniques. In this study the data was collecting with the following tools

1. Economic, managerial profile
2. Socio-demographic profile.
3. Personality evaluation questions

IV. RESULT & ANALYSIS

- (a) **Results:** Socio-economic and demography profile of women entrepreneurs are presented in table no. 1

Table 1

Socio-demographic-economic profile		
Socio-Demographic characteristics Respondent		
100 Age in years n %		
18-25	21	21
26-35	26	26
<35	53	53

Education		
Illiterates	9	9
SSC	38	38
Intermediates	23	23
Degree	27	27
Post graduate	03	03
Marital status		
Unmarried	9	9
Married	71	71
Widow	15	15
Divorce	5	5
No. of children		
None	8	12
1	26	26
2	44	40
>2	22	22
Income		
Rs. 150000-350000	42	42
Rs. 350000-700000	38	38
<700000	20	20

- (b) **Analysis:** Out of the women entrepreneurs surveyed under the study, 53% belong to the age group of 36 years and above followed by the age group of 26-35 (26%) and 18-25 (21%) 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 that women are inclined towards business ventures, in this age due to the economic pressure they face. The demands of the family as their children are growing and more leisure time they get. 42% of women interviewed belong to the low income level that is Rs. 150000 -350000. And only 20% women are above Rs. 700000. 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 (Rani, 1992) Majority in this was 38% 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 was shown by those women who are married and have child.

Table: 2 Investments Invested By Women

Table 2

Investment	Respondent(n)
Rs. 1000000-1500000	22%
Rs. 1500001-2000000	65%
Rs. 2000000-2500000	13%

Table No. 2 showing the investment by the women entrepreneur in the business. In the study there are only 22% women who invest Rs 1000000-1500000 in the business like small store. Nearly 65% of the women were those who invest in the field of beauty parlor and boutiques. They spend up to Rs 2500000 in the business .Only 13% women has interest in the others field who invest more than Rs 2500000 in the business. Some of the women are aware about the support system of the govt. from banks, but many more are not aware about the loan system. Only few % of women are taking support from the financial institution. Many of the women taking supports from the relative and money lenders not from the govt. support because they said about the delay from the banks and long procedures. 47% women are said that they do not know the bank procedure and it is very long process.

Table No. 3: No. Of Hours Devoted For Their Business
Women entrepreneurship also affects the no. of hours devoted in the business.

Table 3

No. of hours	Respondent(n)	100(%)
2-4 hrs	19	19
5-7 hrs	51	51
8-9 hrs	27	27
>9 hrs	3	3

In the study of data we find that only 51% women are working for 5-7 hrs. 19% 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 27% 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 3% women who are totally devoted to their business. For the women it is impossible to give more hrs 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.

(c) **Support from the Government**

Governments at the Centre as well at the State designed a number of schemes and programmes for the support of entrepreneurs in general and for women entrepreneurs in particular. The schemes of the Govt. of India include the Support for Training and Employment Programme (STEP) aims to raise the incomes of the women by updating their skills in the traditional sectors, such as dairy development, animal husbandry, handloom and social forestry. Since the inception of the programme in 1987 about 3.32 lakh women have been benefited through 61 projects as at the end of March 2000.

(d) **Association Promoting Women Entrepreneurs**

A brief analysis of various associations and agencies that are functioning at State and national levels to promote women entrepreneurs are discussed as follows:

- (a) Self-Help Groups (SHGs)
- (b) Federation of Indian Women (FIWE)
- (c) Women's India Trust (WIT)
- (d) SIDBI Small Industries Development Bank of India (SIDBI)
- (e) SIDO Small Industries Development Organisation (SIDO)
- (f) Consortium of Women Entrepreneurs in India (CWEI)
- (g) NABARD National Bank of Agriculture and Rural Development (NABARD)
- (h) Development of Women and Children in Rural Areas (DWCRA)
- (i) Self-employed Women's Association (SEWA)

The government also provides following Subsidies and incentives:-

- (a) Subsidy for Technical know-how & Feasibility Reports
- (b) Development Plots / Development Areas/ Mini Industrial Estates
- (c) Incentives for quality Certification
- (d) Margin Money Loan
- (e) Margin Money loan for Nonresident Keralites
- (f) National Equity Fund Scheme (NEF)
- (g) State Investment Subsidy

V. SUGGESTIONS

There are some suggestions for promotion of the women entrepreneurship which emerge from the present study.

- (a) The product must fit the need through bottom up approach.
- (b) Some women need some technical training.
- (c) Some women need the support from the financial institution.

- (d) Gender specific training is must to the women entrepreneurs to suit socio –economic-demographic Condition.
- (e) Public speaking scheme also provided by the govt. to the women entrepreneurs
- (f) Need of Pre –entrepreneurial training to the women entrepreneur.
- (g) Make a social culture relation.

VI. CONCLUSION

Women in India now have the potential to grab the opportunities. All they need now is the platforms to showcase their talent. Women entrepreneurs face so many problems in aspects of financial, marketing, health, family, and problems. Some more user friendly guidelines should be given by the govt. and the financial institutions to the women entrepreneur time to time. What women need for enterprises like training, some financial support and motivation at all levels-home, the society and the government. Creating awareness among the women regarding entrepreneurship and the sources of funds should be given higher priority by the Government.

REFERENCES

- [1] Corner, L. (1988), Women and economic development and Co-operation in Asia-Pacific Economic cooperation.
- [2] Women Entrepreneurs in India: A Socio economic study of delhi-1975-76, Mittal Publication, New Delhi.
- [3] Ramya, N. (2006). Problems of women entrepreneurs, Third concept, pp.39.
- 7. Saritha, R. (2007). Women Entrepreneurship: Problem and Need for Environmental Alterations India. *Economic Empowerment of Women*. pp.57.
- [4] <http://www.nfwbo.org/Research/8-21-2001.htm>
- [9] Damwad (2007). Women Entrepreneurship-A Nordic Perspective. August 2007.
- [5]http://shodhganga.inflibnet.ac.in/bitstream/10603/367/1/2/1_2_chapter4.pdf
- [6] <http://rbidocs.rbi.org.in/rdocs/content/pdfs/87139.pdf>