



START UP BARRIERS: WOMEN ENTREPRENEURS

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Abstract

In the globalized world, women entrepreneurs are playing a vital role in the economic development and social progress as a whole. Indian women entrepreneurs are considered as an individual or a group of women who are starting a business independently which will drive sustainable economic growth and generate large scale employment opportunities. A start-up is an entrepreneurial business which had been raised recently and rapidly developing which intends to meet market centric needs like providing good quality products or service. The role of women has been explicitly recognized with a market shift in the approach from women welfare to women development and empowerment and today they have to face start up constraints due to global factors. So it is necessary to focus on the barriers a women entrepreneur faces while starting or running a new start-up. Indian Women entrepreneurs operate business as sole proprietor or as joint venture, which will make sustainable economic development and create large extent employment opportunities. The significance of new business start ups for women entrepreneurs is to reduce the dependency on others.

Key words: Women Entrepreneur, Empowerment, Women, Development, Start-Up, Kudumbasree.

Introduction

In the 18th century, women had a significant role in economy and a definite status in the social structure. Women's informal trading activities in the international distribution system have been well documented since early 1950s. Since 1970 systematic efforts have been made by the Government to promote self-employment among women. Women entrepreneurship in India became popular in the late 1970s and now more and more women are emerging as entrepreneurs in all kinds of economic activities.

In the 21st century women are becoming experts in all the fields. With the growing awareness about business and the spread of education, they have entered in new areas such as engineering, electronics and energy and acquired expertise in these fields. Many of the new industries are headed and guided by women. However, in India a large number of highly educated women do not seek employment. Marriage and family have always been the first choice for most Indian women. Female role prescriptions have created mind blocks. Men are more likely to engage in entrepreneurial activities (Gopal, M.V, 2005).

In the globalized world, women entrepreneurs are playing a vital role in the economic development and social progress as a whole. Indian women entrepreneurs are considered as an individual or a group of women who are starting a business independently which will drive sustainable economic growth and generate large scale employment opportunities. A start-up is an entrepreneurial business which had been raised recently and rapidly developing which intends to meet market centric needs like providing good quality products or service. The significance of new business start ups for women entrepreneurs is to reduce the dependability on others. The role of women has been explicitly recognized with a market shift in the approach from women welfare to women development and empowerment and today they have to face start up constraints due to global factors. So it is necessary to focus on the barriers a women entrepreneur faces while starting or running a new start-up.

Statement of the problem

Indian Women entrepreneurs operate business as sole proprietor or as joint venture, which will make sustainable economic development and create large extent employment opportunities. The significance of new business start ups for women entrepreneurs is to reduce the dependency on others.

Objective of the study

- The broad objective of this study is an attempt to analyze the contribution of women start-up in economic development, and to study the impact of income on barriers faced by women entrepreneurs in Start-up, and to know the various factors responsible for encouraging women to become entrepreneurs.

Hypothesis

The null hypothesis of the study was

- There is a major impact of income on barriers faced by women entrepreneurs in Start-up.

Review of Literature

Jalan, N. et.al., (2018) in their study entitled “Identifying elements of Women Entrepreneurs” analyzed that Women entrepreneurs are essential element for Indian society. By creating the opportunities for women entrepreneurs to flourish, countries are investing in their national well-being and competitiveness. Many women founder trial to access the capital, technology, networks and knowledge that they need to start and grow their business. India lags behind in employment for women. According to a report by Genpact, women are still greatly outnumbered by men, comprising about 25% of the total workforce, with only 15% of companies having women on their boards. Some say that, this is mostly because traditional cultural norms encourage marriage and familial

duties, rather than career and entrepreneurship. While it's challenging to find aggregated data, the Global Entrepreneurship Monitor (GEM) has found 126 million women operating their own businesses. Out of 126 million, 98 million operate established businesses (over three and a half years).

Neera Pal (2016) in her study entitled "Women Entrepreneurship in India: Important for Economic Growth" analyzed that the emergence of the women entrepreneurs and their contribution to national economy is visible in India. The number of women entrepreneurs has grown up in a period of time, especially in the 1990s. The women entrepreneurs need to be lauded for their increased use of modern technology, finding a place in the export market, creating a sizable employment for others, increased investments and setting the trend for other women entrepreneurs in the organized sector. Indian women business owners are changing the face of the present businesses, both figuratively and literally. The expansion of women-owned businesses and dynamic growth is one of the defining trends of past decade and all indications are that it will continue unabated. For more than a decade, the number of women-owned businesses has grown at 1/2 to two times the rate of all businesses. Even much important, the expansion in the employment and the revenues has exceeded growth in numbers.

Gopikala, K (2014) in her study on "Women Entrepreneurship in India: Challenges and Opportunities" identified on the areas of meaning and definition of entrepreneurship, concept of women entrepreneurs in India, problems of women entrepreneurs, types of women entrepreneurs and opportunity recognition in development arena. The paper also highlights on the dynamic need and career option through entrepreneurship, youth enterprise and entrepreneurship development in India and various entrepreneurship training programmes incorporating entrepreneurial motivation as specialized inputs through different institutions in India, entrepreneurial opportunities in the future. The conclusions were drawn 'Entrepreneurship is a composite skill that is a mixture of many qualities and traits such as imagination, risk taking ability to harness factors of production which suggest measures to improve the entrepreneurship and in particular on women entrepreneurship.

Dr. Sunil Deshpande et.al., (2009) in their research paper "Women Entrepreneurship In India (Problems, Solutions & Future Prospects of Development)" exhibits the encouraging and discouraging factors in an enterprise and to provide solutions to the various problems faced by the women entrepreneur group. For the betterment of women entrepreneur emphasize should be on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy.

Singh et.al., (2008) in their study entitled on "An Insight Into The Emergence Of Women-owned Businesses as an Economic Force in India" identifies the reasons & influencing factors behind entry of women in entrepreneurship. It explained the characteristics of their businesses, obstacles and challenges in Indian context. And also mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. In this study suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work,

projecting & pulling to grow & support the winners etc. The study advocates for ensuring synergy among women related ministry, economic ministry & social & welfare development ministry of the Government of India.

Methodology

The area selected for study was Thiruvananthapuram district of Kerala. The sample for the present study is selected on the basis of simple random sampling. In the first step the researcher has selected the population through census method and from that population the sample for descriptive study was selected. The sample size of the present study is fifty women entrepreneurs who started a new business in their career and they were selected on the basis of random sampling. All the women were given a questionnaire to know the factors influencing, while starting a start-up their impact on start-ups.

The data for the present investigation was collected by the investigator from the women entrepreneurs. A well prepared questionnaire was used to collect the require information for present investigation. The samples were selected randomly and the investigator approached each women entrepreneur personally and requested to fill the form individually.

The questionnaires were collected from the respondents were arranged in an order numbered and the data were coded. The data were carefully consolidated using an Excel sheet for further analysis. The consolidated data in MS Excel sheet by the investigator was rechecked twice to avoid the common errors and were tabulated for interpretation using SPSS.

Results

i. Factors influencing the enterprise of the women entrepreneurs

Factors influencing the enterprise among the selected entrepreneurs are discussed under the following headings:

- i. Motivating factors for starting an enterprise
- ii. Factors crucial for the success of an enterprise
- iii. Personal traits of entrepreneurs

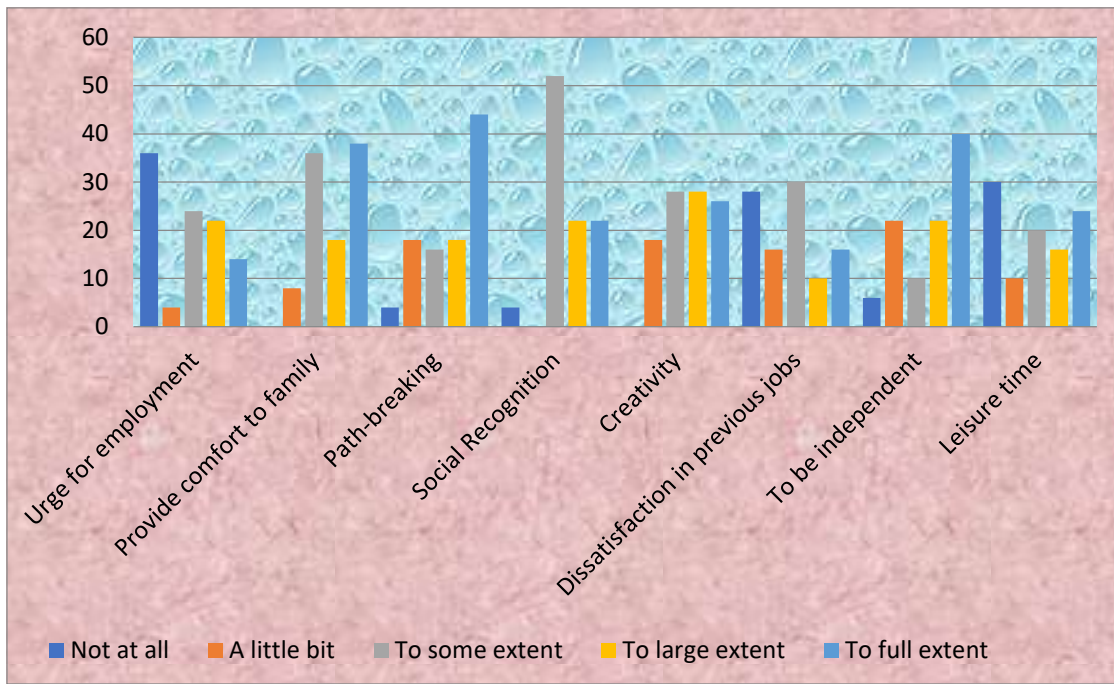
i. MOTIVATING FACTORS FOR STARTING AN ENTERPRISE

Table I shows the extend of motivating factors for starting an enterprise

TABLE I
EXTEND OF MOTIVATING FACTORS FOR STARTING AN ENTERPRISE

Sl. No	Motivating factors	Extend of motivating factors for starting an enterprise									
		to full extent		to large extent		to some extent		a little bit		not at all	
		No	%	No	%	No	%	No	%	No	%
1	Urge for employment	14	14.0	22	22.0	24	24.0	4	4.0	36	36.0
2	Provide comfort to family	38	38.0	18	18.0	36	36.0	8	8.0	-	-
3	Path-breaking	44	44.0	18	18.0	16	16.0	18	18.0	4	4.0
4	Social Recognition	22	22.0	22	22.0	52	52.0	-	-	4	4.0
5	Creativity	26	26.0	28	28.0	28	28.0	18	18.0	-	-
6	Dissatisfaction in previous jobs	16	16.0	10	10.0	30	30.0	16	16.0	28	28.0
7	To be independent	40	40.0	22	22.0	10	10.0	22	22.0	6	6.0
8	Leisure time	24	24.0	16	16.0	20	20.0	10	10.0	30	30.0

Table I show the various motivating factors like urge for employment, comfort to family, path breaking, social recognition, creativity, dissatisfaction in previous jobs, to be independent, leisure time. Urge for employment is not considered as a motivating factor by the majority of the women entrepreneurs thirty six percent (36%). Most of the women entrepreneurs were doing some work along with their business. Thirty eight percent (38%) of the women entrepreneurs accept that the main reason for starting an enterprise is to provide comfort to the family. Among the women entrepreneurs forty four percent (44%) of them believe that path breaking is another motivating factor for starting an enterprise. Fifty two percent (52%) of them accept to some extent social recognition is a motivating factor for starting an enterprise. Twenty eight percent (28%) of the women entrepreneurs believes that creativity is another motivating factor for starting an enterprise. Among the women entrepreneurs thirty percent (30%) accept that dissatisfaction in previous jobs may also be a motivation factor for starting an enterprise. Majority forty percent (40%) of the women entrepreneurs believes that to be independent is also a motivating factor for starting an enterprise. Among the women entrepreneurs thirty percent (30%) of them were not accepting that leisure time is a motivating factor (Figure 1).



EXTEND OF MOTIVATING FACTORS FOR STARTING AN ENTERPRISE

FIGURE 1

ii. Factors crucial for the success of an enterprise

Table II depicts the opinion of the women entrepreneurs on factors crucial for the success of an enterprise

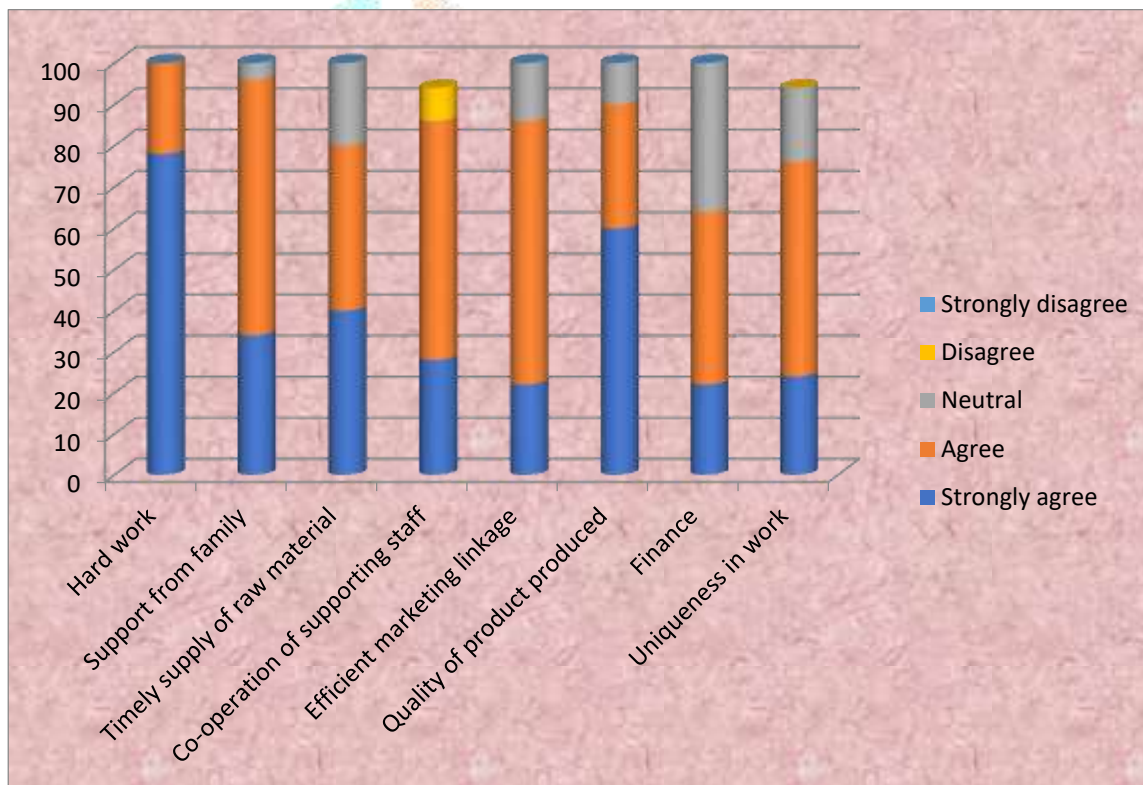
TABLE II

OPINION OF THE WOMEN ENTREPRENEURS ON FACTORS CRUCIAL FOR THE SUCCESS OF AN ENTERPRISE

Sl. No	Motivating factors	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
		No	%	No	%	No	%	No	%	No	%
1	Hard work	78	78.0	22	22.0	-	-	-	-	-	-
2	Support from family	34	34.0	62	62.0	4	4.0	-	-	-	-
3	Timely supply of raw material	40	40.0	40	40.0	20	20.0	-	-	-	-
4	Co-operation of supporting staff	28	28.0	58	58.0	-	-	8	8.0	6	6.0
5	Efficient marketing linkage	22	22.0	64	64.0	14	14.0	-	-	-	-
6	Quality of the product produced	60	60.0	30	30.0	10	10.0	-	-	-	-
7	Finance	22	22.0	42	42.0	36	36.0	-	-	-	-
8	Uniqueness in work	24	24.0	52	52.0	18	18.0	-	-	6	6.0

The above table shows the opinion of the women entrepreneurs on factors crucial for the success of an enterprise. Seventy eight percent (78 %) of the women entrepreneurs strongly agree that hard work is one of the crucial factors and sixty two percent (62%) of them agree that the family support is a major factor for the success of an enterprise. If the materials are not available in time then it will affect the work and make lots of loss in the business. Hence forty percent (40%) of the women entrepreneurs strongly agree that the success of an enterprise is determined by the timely supply of raw materials and fifty eight percent (58%) of women entrepreneurs expressed that the co-operation of supporting staff is considered as an important factor for the success of the enterprise.

Among the women entrepreneurs, sixty four percent (64%) agree that efficient marketing linkage is an important reason for the success of an enterprise. Quality of the product produced is strongly agreed by sixty percent (60%) of women entrepreneurs. Forty two percent (42%) of the women entrepreneurs agree that finance is also a factor for the success. Fifty two percent (52%) of the women entrepreneurs agree that uniqueness in work will also be a crucial factor for the success of an enterprise (Figure 2).



OPINION OF THE WOMEN ENTREPRENEURS ON FACTORS CRUCIAL FOR THE SUCCESS OF AN ENTERPRISE

FIGURE 2

iii. Impact of income on barriers faced by women entrepreneurs in Start-up (ANOVA)

Impact of income on barriers faced by women entrepreneurs in start-up is depicted in Table III

TABLE III

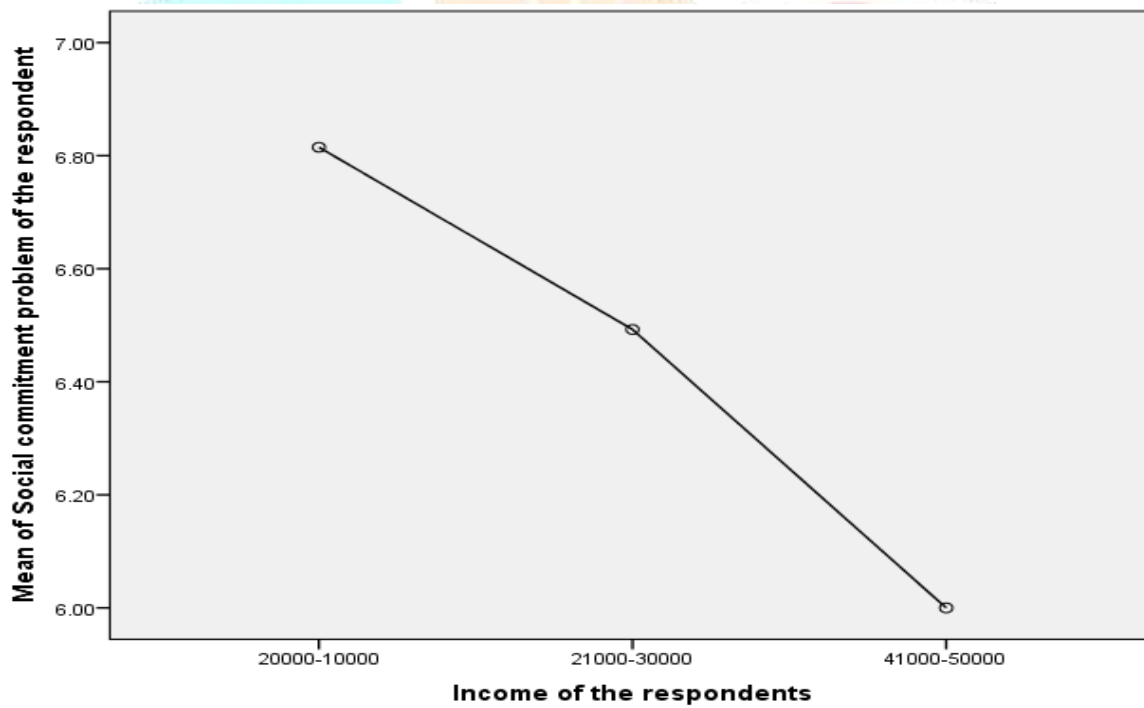
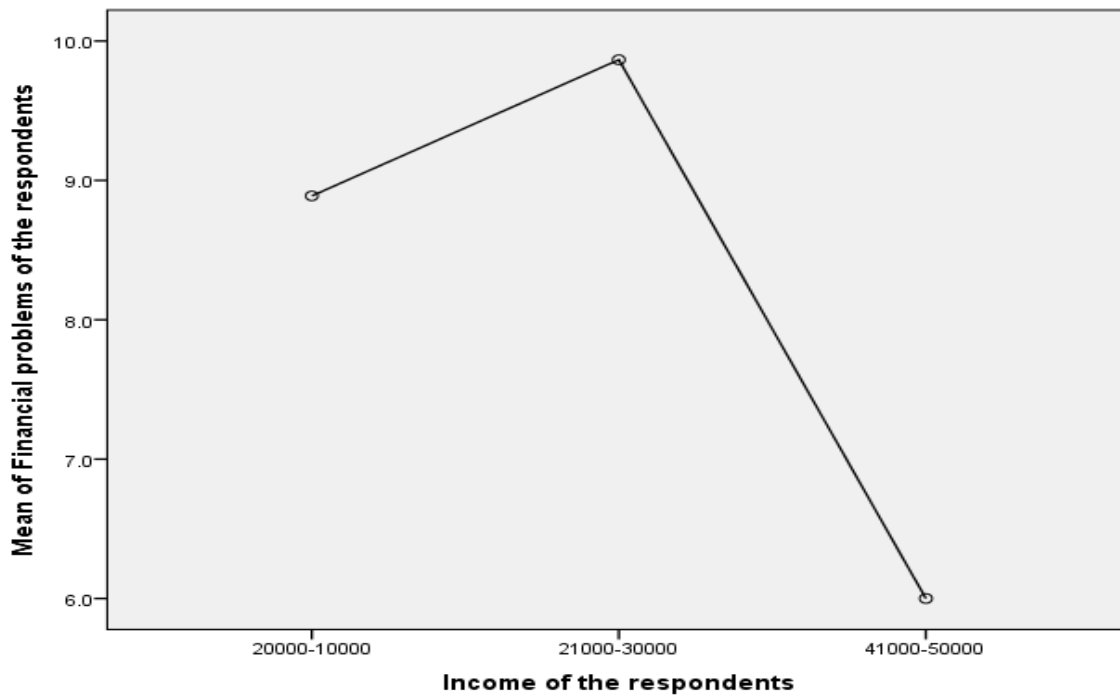
IMPACT OF INCOME ON BARRIERS FACED BY WOMEN ENTREPRENEURS IN START-UP

Variables	Problems	Particulars	Sum of Squares	Df	Mean Square	Frequency	P value
Income	Financial problems	Between Groups	90.852	2	45.426	6.419	.002**
		Within Groups	686.458	97	7.077		
		Total	777.310	99			
	Social commitment problem	Between Groups	3.930	2	1.965	1.078	.344
		Within Groups	176.820	97	1.823		
		Total	180.750	99			

*significant at 1% level

Impact of income on barriers faced by women entrepreneurs in start-up was analyzed using financial and social commitment problems. The result pointed that lack of encouragement by financing agencies, harsh repayment rule, insufficient monetary security, pineal interest etc doesn't make a significant change even though the income increased or decreased. A sudden problem in financial management cannot be sustained and hence the substantiated statement is proved.

Social commitment problem proved to be significant over the income. Indifferent attitude of the society changes over time when the income of an entrepreneur is increased. When the women entrepreneur is able to stand on her foot and bring an amount to the family the non-cooperation attitude of the family members diminishes. Women is being measured over her capabilities before the starting stage, through the increase in income the suspicious attitude of people over her skills and talents reduces, later on vanish. Income not only make her accepted rather it opens the way to freedom (Figure 3).



IMPACT OF INCOME ON BARRIERS FACED BY WOMEN ENTREPRENEURS IN START-UP

FIGURE 3

Conclusion

Based on the results obtained for the present study it concluded that as the times are going on changing, the women entrepreneurs are now overcoming all the difficulties and challenges they are facing in the entrepreneurial world. Now most of the women are running their enterprise successfully and even the governments are also taking more initiatives for the start-up now. Through this study I could say that the roles and responsibilities of the women entrepreneurs are doing well and now they all are overcoming all kinds of constraints for running their enterprise successfully. Now most of the women are coming forward into the society and raising their voice for their needs in the society. Since, they play an effective role for contributing a mite to the economic development of the country.

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