



Problems faced by women entrepreneurs regarding start-up, current operations and in manufacturing

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ABSTRACT

For women entrepreneurs, starting and operating business involves considerable role and difficulties because in the Indian society women have always performed a subordinate role. Women entrepreneurs in India represent a group of women who have broken away from the beaten track and exploring new vistas of economic participation. The trend setters for women's economic emancipation have shown courage, tenacity, resolution, far sightedness and vision by enabling women to become entrepreneurs and participate fully and more effectively in a wider range of economic and especially industrial activities. While entering business, count upon family support right from its setting up, managing, establishing and diversification. The problems of women entrepreneurs have not been studied in a systematic way. Only few researches have been conducted in India on women entrepreneurs. Thus, it was urgently needed to conduct research on the problems of women entrepreneurs. The study was conducted in Nagpur city of Maharashtra state. Two hundred, randomly selected business and manufacturing units were used to incorporate the effective sample from the four directions of the city as well as from centre.

INTRODUCTION

Entrepreneurs play a vital role in economic development of nation. The emergence of entrepreneur in a society, to a great extent, depends on the economic, social, religious, cultural and physiological factors prevailing in the society.

Entrepreneurship amongst women is a recent phenomenon. With the socio-psycho, cultural, and economic changes, women are slowly entering into the field of entrepreneurship. The percentage of women's participation in working group is increasing. Women are found to be engaged in different types of industries, traditional as well as non-traditional, such as engineering, electronics, readymade Garments, fabrics, eatables, handicrafts, plastics, ceramics, printing, toy making etc. Entrepreneurs usually require financial assistance of some kind to launch their ventures. According to a report by the United Nations Industrial Development

Organization (2001) 'despite evidence that women's loan repayment rates are higher than men's, women still face more difficulties in obtaining loan often due to discriminatory attitude of banks and informal lending groups'.

Purpose of study:

A new approach is necessary to study the role of entrepreneurship leading to the economic development. The present study was therefore designed to fill up this lacuna in the field of entrepreneurship of women. Problems of women entrepreneur is the specific focus of this study.

The study was conducted with the objective to devise an entrepreneurial behaviour scale to measure the entrepreneurial behaviour of women entrepreneurs, to test the validity and reliability of the scale, to study economic, the social, personal characteristics of selected women entrepreneurs, to study the motivating factors, and problems faced by entrepreneurs during