

Research Article

Entrepreneurial role stress and constraints faced by women entrepreneurs

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SUMMARY : Women have to perform various duties and responsibilities because of having multiple roles at home and in surviving and managing an enterprise in these circumstances. They stress that kind of stress is known entrepreneurial stress. For making stressful condition, some factors are known as constraints. Therefore, keeping in view, present study was conducted to know entrepreneurial role stress and constraints faced by 200 women entrepreneurs of Agra district (100 urban women entrepreneurs running boutiques and beauty parlours and 100 rural women entrepreneurs running dairy enterprise) during the year 2005. Percentage was used for analysing and calculating the collected data. The finding of the study showed that the mean number of role stress conditions faced was 4.02 which indicate that women entrepreneurs on an average faced low to high number of role stress condition while co-efficient of variation value of 80.92 suggest that women entrepreneurs were highly heterogeneous with respect to the number of role stress conditions. Women entrepreneurs were facing “lack of credibility”, “lack of social mobility and “dual responsibilities. Women entrepreneurs faced less number of constraints (1-9). Women entrepreneurs expressed that “lack of knowledge about agencies and institution working for entrepreneurs was a major constraints affecting their entrepreneurship development. Women entrepreneurs complained “lack of knowledge about” technical know how about the unit. “frequent and higher need of finance”. Out of financial obstacles, entrepreneurs were facing lack of sufficient working capital for the enterprise. Out of the constraints regarding man-power, women were facing “non-co-operative attitude of workers and “non-availability of skilled labour .Women entrepreneurs were facing constraints regarding raw material and marketing. Raw materials require “diligent selection” for satisfying consumer needs. In reference of marketing, entrepreneurs were facing “competition from established and larger units in that line” and “difficulty in getting money from buyer after sale/service (57 per cent)”. It can be suggested to Government and concerned organization should do effort at both the level. Stress and constraints are seen more in urban instead of rural because people are migrating for earning a living towards urban. Conclusively, distribution of resources is decreasing day by day. In parallel of it, Government is doing effort for minimizing urban entrepreneurial role stressful conditions and constraints instead of opening entrepreneurship developing Institutes/units in rural so that migration could be stopped and resources can be enjoyed according to proportion sharing.

KEY WORDS :

Entrepreneurial, Role,
Role
stress, Role
conflict,
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