

Problem faced by women entrepreneurs in entrepreneurship development

■ ANCHAL SINGH AND SUKHAJEET KAUR

Received: 16.10.2012; Accepted: 21.05.2013

See end of the paper for authors' affiliations

Correspondence to :

ANCHAL SINGH
Department of Food and
Nutrition, Punjab Agricultural
University, LUDHIANA (PUNJAB)
INDIA
Email:nut09pau@gmail.com

■ **ABSTRACT** : Entrepreneurship is a creative human act involving the mobilization of resources from one level of productive use to a higher level of use. It is the process by which the individual pursues opportunities without regard to resources currently controlled. Finance is a most important aspect of any business. It was observed that 87 per cent of the subjects faced problems. It was noticed that 40 per cent of the subjects faced problems of availability of long term finance. Regular and frequent need of working capital and non-availability of long-term finance was found to be a problem faced by women entrepreneurs of Ludhiana. There are other several problems like marketing problem, work place problem, production problem which were faced by women entrepreneurs in *Kisan mela* of PAU (Punjab Agricultural University, Ludhiana).

■ **KEY WORDS** : Entrepreneurship, Marketing problem, Work place problem, Production problem, Women entrepreneurs

■ **HOW TO CITE THIS PAPER** : Singh, Anchal and Kaur, Sukhajeet (2013). Problem faced by women entrepreneurs in entrepreneurship development. *Asian J. Home Sci.*, 8 (1): 356-358.

Entrepreneurship is the practice of starting new organizations or revitalizing mature organizations, particularly new businesses generally in response to identified opportunities. In the words of former President of India, A.P.J. Abdul Kalam, “empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to development of a good family, good society and ultimately a good nation” (Sharma, 2006). Mehta (2006) revealed that 90 per cent of the rural women are unskilled and 88 per cent are illiterate which make them vulnerable to exploit and economically dependent on men. No serious efforts have been made to improve the condition of women. There is a need to promote as entrepreneurship through which women of rural areas are empowered. Pooja *et al.* (2007) depicted the problem faced by women enterprise with the objectives of the endeavour were to ascertain the financial, marketing and production constraints faced by women in their enterprises, assessment of their health status, work place facilities and to develop guidelines for becoming a successful entrepreneur. Poor location of unit, tough competition from larger and established units, lack

of transport facility, lack of rest and sleep and non-availability of raw material were the significant problems faced by entrepreneurs. The factors causable to these problems were; difficulty in affording own vehicle, not being popular, heavy schedule of work and long working hours. Common entrepreneurial problems can be dealt by formulating self-help mutually aided groups. Support mechanism such as institutional credit need to be strengthened to keep entrepreneurs aware about loaning schemes/credit facilities for further expansion. According to Kamulun and Kumar (1992), non-availability of raw material was one of the reasons to the slow growth of women entrepreneurs. Other production problems were non-availability of machine or equipment, lack of training facility and non-availability of labour. Non-availability of long-term finance, regular and frequent need of working capital and long procedure to avail financial help was found to be the financial problems faced by respondents based on the multiple responses given by them. Non-availability of long-term finance was found to be a problem faced by women entrepreneurs of Ludhiana (Kapoor, 1998).

The present study was undertaken to determine the challenges faced by women entrepreneurs in entrepreneurship

development. Punjab Agricultural University, Ludhiana was selected purposively for the study. The subjects selected for the study were entrepreneurs who participate in Kishan Mela. The information was collected by interview-cum-survey method regarding the general and specific information by using questionnaire.

The experimental findings obtained from the present study have been discussed in following heads:

Problem faced by respondents :

It was observed (Table 1) that 87 per cent of the subjects faced the problems and 13 per cent did not face any problem.

Table 1 : Problem faced by respondents	
Problem faced	%
Yes	87.00
No	13.00

Other problem faced by the respondents have been presented in Table 2.

Table 2 : Problem faced by respondents	
Problem	%
Financial problems	
Availability of long term finance	40.00
Regular and frequent need of working capital	27.00
Long procedure to avail financial help	33.00
Marketing problems	
Lack of demand in local market	33.00
Tough competition from larger and established units	27.00
Poor location of shop	13.00
Lack of transport facility	13.00
Lack of marketing centre	13.00
Production problems	
Non-availability of raw material	20.00
Non-availability of machine or equipment	13.00
Training facility	13.00
Repairing facility	13.00
Non-availability of labour	20.00
Non-availability of shop / place	20.00
Work place facility problems	
Space	33.00
Artificial light	20.00
Ventilation	13.00
Water	33.00

Financial problems :

It was found that 40 per cent of the subjects faced problems of availability of long term finance and 33 per cent faced problem due to long procedure to avail financial help.

Marketing problems :

It was found that 33 per cent of the subjects were found to face marketing problems due to lack of demand in local market and 27 per cent due to tough competition from larger and established units.

During the process of marketing of products, women entrepreneurs faced certain problems viz., poor location of shop, lack of transport facility and tough competition from larger and established units.

Production problems :

It was found that 20 per cent subjects faced production problems due to non-availability of raw material, 13 per cent due to non-availability of machine or equipment and 13 per cent due to training facility.

Work place problems :

It was observed that 33 per cent subjects faced work place problems due to unavailability of proper space for their enterprise.

The work place facility problems faced were viz., inadequate work place for water, less entrance for natural light and improper space for work. According to Ahlawat (1999) women entrepreneurs faced the problem of lack of proper places.

Conclusion :

Entrepreneurship is a creative human act involving the mobilization of resources from one level of productive use to a higher level of use. It is the process by which the individual pursue opportunities without regard to resources currently controlled. Entrepreneurship involves a willingness to take responsibility and ability to put mind to a task and see it through from inception to completion. Another ingredient of entrepreneurship is sensing opportunities, while others see chaos, contradiction and confusion. Entrepreneurship is considered to be a significant determinant of economic development. Essence of entrepreneurship is going against time with maturity and serving as a change agent. Entrepreneurship is considered to be a significant determinant of economic development. Therefore, it can be concluded that entrepreneurship plays a very important role in women empowerment. Women entrepreneur faced several problem in their entrepreneurship development but they overcome this problem.

Authors' affiliations:

SUKHAJEET KAUR, Department of Home Science Extension Education, College of Home Science, Punjab Agricultural University, LUDHIANA (PUNJAB) INDIA

■ REFERENCES

- Ahlawat, T.** (1999). Impact of financial assistance schemes on economic empowerment of women. M.Sc. Thesis, C.C.S. Haryana Agricultural University, Hisar (HARYANA) INDIA.
- Kamulun, N. and Kumar, A.** (1992) Entrepreneurship Development in Orissa: Some Issues. *Yojna*, **16**(2): 18-19.
- Kapoor, K.** (1998). Entrepreneurial behaviour: A study of selected women entrepreneurs. M.Sc. Thesis, Punjab Agricultural University, Ludhiana (PUNJAB) INDIA.
- Mehta, Minakshi Sudarshan** (2006). *Empowering rural women*. Anmol Publications Pvt., Ltd. INDIA.
- Pooja** (2007). Causes and constraints faced by women entrepreneurs in entrepreneurial process. *J. Soc. Sci.*, **14** (2): 99-102
- Sharma, S.** (2006), Educated women, empowered women, *Yojana*, **50**(12): 52.

8th
Year
★★★★★ of Excellence ★★★★★