



Non Business Issues are Major Impediments Affecting Women Entrepreneurs

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Abstract: Women entrepreneurs are a term used frequently to describe female founders and operators of manufacturing or service businesses. Women play a special role in bringing up kids in a way that helps them grow up to be contributing members of society. As any entrepreneur, women must devote a great deal of attention to running their company in today's cutthroat marketplace. A successful businesswoman must balance her responsibilities as a homemaker and an entrepreneur, which calls for certain extraordinary traits. This essay highlights several particular issues facing female entrepreneurs that researchers and decision-makers should take into account when formulating ideas for policies that are specifically targeted at women.

KEYWORDS - *Capacity to take risks, limited mobility, internal locus of control, wider contact, and physical inactivity.*

INTRODUCTION

There is still a sizable amount of untapped human resources, which has the power to guarantee any nation's progress. Women make up roughly 50% of Indian voters, making them a group that all candidates in each constituency should pay attention to (N.K.Shinghal, 1993). In developing nations, women's unemployment has been rising at a significantly faster rate than men's (Gulab Singh Azad, 1988) 130 million women worldwide comprise the astonishing 70% of the world's poorest population. Each day, these ladies make less than \$1. About 10% of the world's revenue goes to women, and just 1% of those women may be considered wealthy (Vidhaben Shah, 1995). Gender parity must be a component of any nation's plan to end poverty (UNDP, 1997). The country's problems with unemployment and poverty must be addressed by empowering women to fully participate in its economic and social growth. Women must be integrated into the mainstream of productive, gratifying employment in order to address the unemployment issue and grant equality to the other half of the human race.

Many research on female entrepreneurs were conducted to determine their potential and challenges. Women company owners struggle with arranging their finances and businesses (Robert D.Hisrich and Candida G.Brush, 1986). Divorce is more likely to occur in entrepreneurs who are more dedicated to their firms than to their wives (Russel R.Taylor, 1988). Policymakers must pay attention to the fact that women's unemployment is either low or on the decline (Shanta Kohi Chandra, 1991). Indian women business owners have low self-esteem and a paltry feeling of personal effectiveness (Bhavani and Jothi, 1991). Women have a very high fear of failing, thus they prefer to take the fewest possible risks to secure their success (Madhura M.Chatrapathy, 1989). Women are far more likely to like the more manufacturing than service sector (Ellen A. Fagenson and Eric C. Marcus, 1991). There is little information and expertise about women who own businesses (Lois A Stevenson, 1991). Women are reported to have a very low degree of entrepreneurial engagement and technology endeavours, far lagging behind men in these areas (Regina Papa, 1993). Several of the methods have been implemented by agencies and groups focused on the economic advancement of women without taking into account their actual needs (Rhona Howarth, 1993). Due to mental barriers, women entrepreneurs reject opportunities for success, freedom, and power, but most importantly, they reject the chance to discover their full potential (Amrita Sharma, 1996).

NON-BUSINESS PROBLEMS



The following are the specific problems identified to be important which needs to be addressed for the betterment of the entrepreneurship among women.

a. Low Risk Taking Ability

Risk taking ability is needed to be steadfast in the competitive world. In the recent days, businesses often face fluctuations in demand that need mental calculations to face risks and uncertainties. Studies reveal that women entrepreneurs hesitate to take decisions when uncertainty arises which prevents them from solving business problems and taking decisions.

b. Relay on Externals than Internality

Innovation is needed in business to create new things and change the existing things. Entrepreneurs having internality are creating more and are capable to make decisions on their own without any influence from the factors. Studies reveal that women are mostly influenced externally either by chance or others that affects business decision and inculcating the quality of depending on others.

c. Dual Role Leads to Low Mobility

Women have prime role as a mother, house manager and additionally has to perform entrepreneurial activities to lead a business in a successful way. Subject to the prime role, woman move further more for the economic activities that need support of the family. Anyway, the work burden from both the roles creates stress among women who need some coping mechanism and skill to manage the roles in a successful way.

d. Lack of Wider Contact

Women entrepreneurs have to run their businesses in a knowledge era. Fullest knowledge about the suppliers, customers, competitors, updating the policies and procedures relating to the business which are very important to improve business. In general, women entrepreneurs focus on the information which is very relevant and are uninterested in gathering information and keeping in touch with people.

e. Lack of Physical Fitness

Entrepreneurial activities need mental alertness, problem solving ability and active performance. Physical fitness is very important as sound thinking comes from a sound body. Naturally, women have to raise their children in addition to entrepreneurial activities and need extra-ordinary fitness that is lacking among women entrepreneurs that hinder their development to some extent.

SUGGESTIONS

1. Government and others involving in women entrepreneurial development consider the specific challenges that a woman has to face and develop packages to come up in their life. The training programme should include sensitivity training, developing communication skill, inter-personal skill and time management.
2. There is a need for proper counseling. This can be done by forming a committee consisting of psychologist, sociologist and a few successful entrepreneurs and non-official government agents and social workers with whom a periodical meeting at least once in three months will help to sort out the problems.
3. An exclusive Industrial Estate for women entrepreneurs may be established with assured power, water and other infrastructural facilities which may be available at a concessional rate. In a sprawling area other than school, crèches, market place and park a strong police contingent and a women police booth for watch and ward would develop women entrepreneurs to a great extent.



CONCLUSION

Women entrepreneurs are the contributors of the economic development of a nation. Contribution of women entrepreneurs for solving unemployment and national economic development attract the attention of the government and policy makers. Helping women entrepreneurs to face the challenges will be useful to the nation as a whole to maintain a healthy environment.

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