WOMEN ENTREPRENEURS: A STUDY OF CURRENT STATUS, CHALLENGES AND FUTURE PERSPECTIVE IN THE STATE OF HIMACHAL PRADESH

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ABSTRACT

The growth and development of women entrepreneurs have accelerated because entrepreneurial development is not possible without the active participation of women. Women have a key role in the economic development of a country. Moreover, Asian women now hold key positions in government as well as in private sector and many have also gone into managing their own business enterprises. In India, women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio-economic conditions.

Present study seeks to analyze the socio-economic characteristics, current status (financial status, social status and decision making status) and various challenges faced by the women entrepreneurs in terms of financial problems, marketing problems, manufacturing and labour problems. This study has been conducted on 276 sample respondents in the five districts (Mandi, Kullu, Hamirpur, Bilaspur and Kangra) of Himachal Pradesh. This paper also highlights various aspects of women entrepreneurs, schemes designed and implemented by several financial institutions and state level agencies for development of women entrepreneurship in India.

Keywords: Women Entrepreneurs, Socio-Economic Characteristics, Current Status, Challenges, Financial institutions.

INTRODUCTION

“Women perform 66 percent of the world’s work, produce 50 percent of the food, but earn 10 percent of the income and own 1 percent of the property” (World Bank 2011, 1).

Women constitute almost half of the total population in the world. But their representation in gainful employment is comparatively low. In most countries, average earnings of women are lower than those of men (Mathur 2011).

In Hindu scriptures, a woman is admired and preached in the name of Durga, Saraswati, Parvati and Kali, but in real life she is treated as abla (weak and dependent). Women in traditional societies are still confined to the four walls of home, children, household affairs
and family rituals. Very few get the opportunity to come out of the four walls and enter economic activities (Ahuja 2011).

Since ages India has been men-dominated country, but time is changing now. Women in India have outraged the fact that since hundreds of years they had been following the orders of men. They now know their rights and duties and with the spreading awareness amongst the women they are now no less than the men. They are walking with men at the same pace in each and every field (Ganeshmurthy 2008).

Women entrepreneurs are fast becoming a force to consider within the business world and are not only involved in business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Educated women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men (Masood 2011).

Today, many women have established their own economy i.e., entrepreneurial empire and are now ruling their world as they wished to. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. They are successful in all spheres and have shifted from kitchen to higher level of professional activities.

**STATUS OF WOMEN IN INDIA**

In developing countries like India, earlier marriage was the only career for most women. Women were restricted to selected professions such as teaching, nursing and office work. Over the years, more and more women are going in for higher, technical and professional education (Mathur 2011).

In former days, for women there were 3 Ks- Kitchen, Kids, Knitting, then came 3 Ps- Powder, Papad, Pickles and now at present there are 4 Es- Electricity, Electronics, Energy, Engineering (Mangayarkarasi 2013).

Women entrepreneurs manufacturing solar cookers in Gujarat, small foundries in Maharashtra and T.V. capacitors in Orissa have proved beyond doubt that given the opportunities, they can excel their male counterparts. Smt. Sumati Morarji (Shipping Corporation), Smt. Yumutai Kirloskar (Mahila Udyog Limited), Smt. Neena Malhotra (Exports) and Smt. Shahnaz Hussain (Beauty Clinic) are some exemplary names of successful and talented women entrepreneurs in our country (Rahman & Thakur 2009).

**CONCEPT OF WOMEN ENTREPRENEURSHIP**

Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. It is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage growing every year. If the prevailing trends continue, it is likely that in another five years, women will comprise 20% of the entrepreneurial force (Saidapur 2012).
Entrepreneurship is essential for increasing production, utilizing materials and employing human resources, and ameliorating the problems of unemployment. The basic objective of developing entrepreneurship is to enable the society generate productive human resources as well as to mobilise and sustain them for the subsequent process of development (Begam 2006).

Entrepreneurship has gained currency across the globe and female-entrepreneurship has become an important module. India is one of the fastest emerging economies and the importance of entrepreneurship is realized across the gamut.

REASONS FOR STARTING BUSINESS BY WOMEN

Most of the women start a business due to some distressing event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation (Goyal & Parkash 2011). The following are the major reasons for women becoming entrepreneurs:

1. **Need of Money**: The desire and need to generate income in households where income is low or where wage earners have been laid off.

2. **To Become Independent**: Women work because they don’t want to remain dependent upon their husbands or of male members of their family for their extravagance etc.

3. **To Build Self Image**: Some women desire to build their own image and don’t prefer to be called as only somebody’s daughter.

4. **Demographics**: Divorce and family disruption factors are also responsible for women to work outside home and earn money for their livelihood.

5. **Technology**: Technology makes it possible for women to work productively from home and to stay actively involved in the lives of their children. 27% of women with home based businesses have children under the age of 18, 25% have children as young as 6 years old and 30% have children less than 6 years old. To a much greater extent than men (56 to 48%) women starts a business to supplement income and to manage family responsibilities. Women-owned businesses are no passing fad. They are crucial to a healthy economy. They typically require little or no investment, they can be headquartered in the home, and they give women flexibility in balancing their work and family lives. Technology allows the cultivation of clients nationwide and even worldwide and there are lots of resources to help women get started.

SCHEMES FOR WOMEN ENTREPRENEURS IN INDIA

Development of women has been a policy objective of the government since independence. Until the 70s the concept of women’s development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach that recognized the mutually reinforcing nature of the process of development. The 80s adopted a multi-disciplinary approach with an emphasis on three core areas of health, education and employment. Women were given priorities in all the sectors including SSI sector.
Government and non-government bodies have paid increasing attention to women’s economic contribution through self-employment and industrial ventures (Natraj & Gordon 2007; Hattangadi 2007). There are several schemes for women operated by different departments and ministries. Some of these schemes are mentioned below:

1. Integrated Rural Development Programme (IRDP)  
2. Khadi And Village Industries Commission (KVIC)  
3. Training of Rural Youth for Self-Employment (TRYSEM)  
4. Prime Minister’s Rojgar Yojana (PMRY)  
5. Entrepreneurial Development programme (EDPs)  
6. Management Development programmes (MDPs)  
7. Women's Development Corporations (WDCs)  
8. Marketing of Non-Farm Products of Rural Women (MAHIMA)  
9. Assistance to Rural Women in Non-Farm Development (ARWIND) schemes  
10. Trade Related Entrepreneurship Assistance and Development (TREAD)  
11. Working Women’s Forum  
12. Indira Mahila Yojana  
13. Indira Mahila Kendra  
14. Mahila Samiti Yojana  
15. Mahila Vikas Nidhi  
16. Micro Credit Scheme  
17. Rashtriya Mahila Kosh  
18. SIDBI’s Mahila Udyam Nidhi  
19. Mahila Vikas Nidhi  
20. SBI’s Stree Shakti Scheme  
21. NGO’s Credit Schemes  
22. Micro & Small Enterprises Cluster Development Programmes (MSE-CDP)  
23. National Banks for Agriculture and Rural Development’s Schemes  
24. Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)  
25. Priyadarshini Project- A Programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains  
26. NABARD- KfW-SEWA Bank Project  
27. Exhibitions for women, under promotional package for Micro & Small enterprises approved by CCEA under marketing support
LITERATURE REVIEW

In India women entrepreneurs emerge mostly because of the ‘push factors’ i.e., responsibility thrust on them. In western societies, women in service tend to become entrepreneurs because of job discrimination, constraints on promotion, sexual harassment at workplace, influence of mentors and mass media communication (Berns 1986).

A research study revealed that women who ventured into business primarily had to keep themselves busy. 85.5% of them were married, 65.2% were in age group of 36 to 45. 1.7% had children above age of 10 years. They had given preference to manufacturing industry (66.6%) as compared to service industry (18.8%) and trading (14.6%) (Tinati 1988).

In a study on entrepreneurial success and profiles of women in Madras and Pondicherry revealed that 12 per cent of women entrepreneurs belonged to age group of 20-30 years, 44 per cent belonged to 31-40 years age group, whereas 36 per cent belonged to 41-50 years age group and only 8 per cent of the women entrepreneurs belonged to 51-60 years age group (Jayshree & Sugirthavothy 1991).

A study revealed that 68 per cent of the trained rural women had primary school education, 21 and 11 per cent were had middle and higher secondary level education respectively (Mahale, Gavimath & Varghese 1991)

Different studies conducted on women entrepreneurs reveal that entrepreneurship is not a special privilege for the educated, for the women with no formal education or training many venture into business and prove to be successful (Rani 1991).

A study reveals that women take much more time in decision making. Since women are sentimental and guide by emotion rather than calculations, they cannot take quick and firm decision which is very much needed in business ventures. Moreover, they are not very independent; therefore in decision making they are very much guided by others. This is also seen that women are not very aggressive; hence lack emotion stability in dealing the business issues (Sharma 1994).

In case of Kerala, even though the indicators of social development of women are remarkable, the same degree of achievement is not recorded in the economic front as employees and entrepreneurs (Koshy & Joseph 2000).

A study revealed that entrepreneurs face constraints in aspects of financial, marketing production, work place facility and health problems. Financial problems are related to non-availability of long-term finance, regular and frequent need of working capital. Poor location of shop and lack of transport facility are major marketing problems. Production problems included the problem of non-availability of raw material. Entrepreneurs also face health problems such as fatigue, tension, and headache. Women entrepreneurs also face problem of improper water and space facility (Nayyar et al. 2007).

OBJECTIVES OF THE STUDY

1. To find out the relationship between socio-economic factors of women entrepreneurs in the state of Himachal Pradesh;
2. To assess the financial status, decision making status and social status of women entrepreneurs in the state of Himachal Pradesh;

3. To assess the awareness level of women entrepreneurs about different government agencies, financial institutions and schemes provided by them;

4. To identify the different problems faced by women entrepreneurs in running and promotion of their business enterprises;

5. To provide suggestions and recommendations on the basis of present study.

**RESEARCH DESIGN**

The research design adopted for this study was of ex-post facto in nature since the phenomenon had already occurred. Ex-post-facto research is a systematic empirical enquiry in which the researcher does not have direct control over independent variables because their manifestation has already occurred or they are inherently not manipulated (Kerlinger 1973). The study was carried out on women entrepreneurs registered with the Directorate of Industries, Himachal Pradesh. There were 1322 registered women units in the twelve districts of Himachal Pradesh up to 31 March 2011. It was decided to select the top 5 districts (Mandi-462, Kullu-221, Hamirpur-169, Kangra-127, and Bilaspur-124) for the proposed study. With the help of data analysis it was seen that only these five districts were having 1103 units out of 1322 total registered units in the state and contribute 83.43 percent of total units in the state. Most of them were small units run by an individual or a group of individuals. The units were divided into 8 product groups as follows:

1. Textiles & Garments (including knitting, weaving, garments)
2. Food and Allied Products (including spices, composite units, pickles)
3. Repair & Personal Services
4. Furniture and Wood works
5. Manufacturing
6. Printing & Papers
7. Electrical, Electronics, Computers & Data processing
8. Miscellaneous

The final selection of representation sample of 276 women entrepreneurs was done by taking 25 % percent random units from each product group of 5 districts. Thus, the sample was approximately of 276 women entrepreneurs from all five districts. The structured questionnaire was used to collect the primary data from sample respondents.

**RESULTS AND DISCUSSION**

**Socio- Economic Characteristics Of Women Entrepreneurs**

While studying the socio-economic aspects of women entrepreneurs, the researcher had considered several factors like, age, qualification, work experience, family background and family income.
Table 1: Socio-Economic Characteristics of Women Entrepreneurs

<table>
<thead>
<tr>
<th>Age</th>
<th>Product Groups</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>23-30 years</td>
<td>25</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>31-40 years</td>
<td>36</td>
<td>22</td>
<td>2</td>
</tr>
<tr>
<td>41-50 years</td>
<td>24</td>
<td>43</td>
<td>2</td>
</tr>
<tr>
<td>&gt;50</td>
<td>6</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>91</td>
<td>73</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Survey Data

The sample distribution of selected women entrepreneurs according to 4 age groups shows that 49 (17.8%) women entrepreneurs belonged to the age group of 23-30 years. 84 (30.4%) respondents belonged to the age group of 31-40 years. 86 (31.2%) women entrepreneurs belonged to the age group of 41-50 years. It can be concluded that majority (170) (61.5%) of sample respondents were in the age group of 31-50 years. This may be because by this time they are mature enough to start their own professional life. In addition to this, it may also be possible that by this age they are free from major family responsibilities.

Table 2: Family Background of Women Entrepreneurs

<table>
<thead>
<tr>
<th>Family Background</th>
<th>Product Groups</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Farmer</td>
<td>38</td>
<td>41</td>
<td>1</td>
</tr>
<tr>
<td>Business</td>
<td>40</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>Govt. Job</td>
<td>0</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Pvt. Job</td>
<td>13</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>91</td>
<td>73</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Survey Data

The above data shows that of majority of selected women entrepreneurs (99) (35.9%) belonged to farmer background. 83 (30.1%) women entrepreneurs belonged to business families. 65 (23.6%) women entrepreneurs were associated with the private job family background. Only 29 (10.5%) women entrepreneurs associated with government job family background were very less in percentage.

Table 3: Family Income (Monthly) of Women Entrepreneurs

<table>
<thead>
<tr>
<th>Family Income</th>
<th>Product Groups</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>&lt;=10000</td>
<td>65</td>
<td>26</td>
<td>6</td>
</tr>
<tr>
<td>10001-15000</td>
<td>16</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td>&gt;15000</td>
<td>10</td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>91</td>
<td>73</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Survey Data
The above data related to family income of women entrepreneurs shows that 145 (52.5%) women entrepreneurs had their monthly family income upto 10,000 rupees. 80 (29%) women entrepreneurs had their monthly family income between 10001 to 15000 and 51 (18.5%) women entrepreneurs had their monthly more than 15000 rupees. It can be concluded that majority of women entrepreneurs had their monthly family income of upto 10000. They might have started their businesses for additional income and family support.

Table 4: Qualification of Women Entrepreneurs

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Product Groups</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>16</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Secondary</td>
<td>29</td>
<td>22</td>
<td>6</td>
</tr>
<tr>
<td>Graduate</td>
<td>36</td>
<td>34</td>
<td>2</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>10</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>91</td>
<td>73</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Survey Data

It can be seen in above table that majority of women were graduates (105) (38%). 46 (16.7%) women entrepreneurs had primary education followed by 89 (32.2%) having secondary education, 36 (13%) post graduation. This also points out that most of the graduated women preferred business than services. They may not get suitable job and need for income generation or creative utilize action of time leads them to undertake entrepreneurship.

Table 5: Work Experience of Women Entrepreneurs

<table>
<thead>
<tr>
<th>Work Experience</th>
<th>Product Groups</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1</td>
<td>54</td>
<td>40</td>
<td>6</td>
</tr>
<tr>
<td>2-4</td>
<td>25</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>&gt;=5</td>
<td>12</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>91</td>
<td>73</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Survey Data

The data shows that the majority of women entrepreneurs were having less work experience before setting up of their business units. 152 (55.1%) selected women entrepreneurs were having one year or less than one year prior work experience. 73 (26.4%) women entrepreneurs were having 2 to 4 years of work experience and only 51 (18.5%) women entrepreneurs having 5 years or more than 5 years of work experience.

FINANCIAL STATUS OF WOMEN ENTREPRENEURS

Researcher had assumed various factors for ascertaining the financial status of business enterprise like total investment in business, source of investment in the business and profitability of business for the present study.
The data reveals that majority of respondents had invested in business Rs 100001 to 200000. 38 (13.76%) respondents had invested less than Rs 50000, 44 (15.94%) respondents had invested Rs 100001-200000, 69 (25%) respondents had invested Rs 100001 to 200000, 63 (22.82%) respondents had invested Rs 200001 to 400000. 33 (11.95%) had invested Rs 400001 to 600000 and 29 (10.5%) respondents had invested more than Rs 600000.

The result reveals that 80 (28.98%) respondents had invested their own funds in the business enterprises. 104 (37.38%) respondents had taken loans from nationalized banks and 70 (25.36%) respondents had taken loans from friends and relatives. Only 22 (7.97%) respondents had taken loans from cooperative banks of Himachal Pradesh.

The result reveals that only 49 (17.7%) respondents were satisfied with the profitability of their business units. 79 (28.6%) respondents were neutral in terms of profitability of their units. The result shows clearly that majority of sample respondents were dissatisfied with the profitability of the business. 148 (53.6%) respondents were dissatisfied with the profitability of business. A null hypothesis was also framed as follows:

**HO: There is no significant impact of age, family background, family income, Qualification and work experience on total investment in business by women entrepreneurs**

It was found that there was significant impact of family income on the total investment in business by women entrepreneurs. Others variables were not having significant impact on total investment in business.

**DECISION MAKING STATUS OF WOMEN ENTREPRENEURS**

The researcher had assumed various factors associated with decision making status and these were power to take manpower recruitment and selection decisions, power to take marketing and selling decisions and power to take major financial decisions.

The result shows that 161 (58.33%) respondents were having high decision making power in terms of manpower recruitment and selection. 57 (20.65%) respondents were having moderate and 58 (21.1%) respondents were having low decision making power in terms of manpower recruitment and selection.

The result shows that 115 (56.15%) respondents were having high decision making power to take marketing and selling decisions. 86 (31.15%) respondents were having moderate decision making and 35 (12.68%) respondents were having low decision making power.

The result reveals that 141 (51.08%) respondents were having high decision making power in terms of taking major financial decisions of enterprises. 109 (38.49%) respondents were having moderate decision making power and 26 (9.42%) respondents were having low decision making power. A null hypothesis was also framed as follows:

**HO: There is no significant impact of age, family background, family income, Qualification and work experience on power to take marketing and selling decisions**
It was found that there was significant impact of age on power to take marketing and selling decisions. Others variables were not having significant impact on power to take marketing and selling decisions.

**SOCIAL STATUS OF WOMEN ENTREPRENEURS**

Social status was also determined by assuming different factors like respect in the family, respect in society and participation in social activities.

The result shows that 104 (37.68%) respondents were having high respect in their families. 91 (32.97%) respondents were having moderate and 81 (29.34%) having low respect in their families.

The result reveals that 124 (44.92%) respondents were having high respect in the society. 107 (38.76%) respondents were having moderate respect in the society and 45 (16.30%) respondents were having low respect in the society.

The result shows that 117 (42.39%) respondents were having high participation in social activities. 81 (29.34%) respondents were having moderate participation in social activities. 78 (28.26%) respondents were having low participation in social activities. A null hypothesis was also framed as follows:

**HO:** There is no significant impact of age, family background, family income, qualification and work experience on participation in social activities

It was found that there was significant impact of qualification on participation in social activities. Others variables were not having significant impact on participation in social activities.

**AWARENESS LEVEL OF WOMEN ENTREPRENEURS**

Awareness level was defined by assuming respondents’ awareness towards various government agencies, financial institutions, schemes and awareness about various EDPs.

The result shows that 81 (29.34%) respondents were having high awareness about the various government agencies and financial institutions. 136 (49.27%) respondents were having moderate awareness about the various government agencies and financial institutions and 59 (33.52%) respondents were having low awareness about the various government agencies and financial institutions.

The result reveals that 87 (31.52%) respondents were having high awareness about different schemes for women entrepreneurs. 155 (56.15%) respondents were having moderate awareness about different schemes for women entrepreneurs and 34 (12.31%) respondents were having low awareness about different schemes for women entrepreneurs.

The result reveals that 91 (32.97%) respondents were having high awareness about various EDP & training programmes. 30 (10.86%) respondents were having moderate awareness about various EDP & training programmes. 155 (56.15%) respondents were having low awareness about various EDP & training programmes. A null hypothesis was also framed as follows:
HO: There is no significant impact of age, family background, family income, qualification and work experience on awareness about the various government agencies and financial institutions

It was found that there was significant impact of age on awareness about the various government agencies and financial institutions. Others variables were not having significant impact on awareness about the various government agencies and financial institutions.

FINANCIAL PROBLEMS OF WOMEN ENTREPRENEURS

Researcher had assumed financial problems for the study in terms of shortages of funds, high rate of interest, and difficulty in getting loans from financial institutions.

The result shows that 141 (51.08%) respondents were having high problems of shortages of funds in their enterprises. 79 (28.62%) respondents were having moderate problems of shortages of funds in their enterprises. 56 (20.28%) respondents were having low problems of shortages of funds in their enterprises.

The result reveals that 106 (38.40%) respondents were having problem of high rate of interest. 132 (47.82%) respondents were having moderate problem of high rate of interest. 38 (13.76%) respondents were having low problem of high rate of interest.

The result shows that 168 (60.86%) respondents were having high problems in getting loans from financial institutions. 57 (20.65%) respondents were having moderate problems in getting loans from financial institutions. 51 (18.47%) respondents were having low problems in getting loans from financial institutions. A null hypothesis was also framed as follows:

HO: There is no significant impact of age, family background, family income, qualification and work experience on problem of shortages of funds

As a result, a hypothesis was accepted.

MARKETING PROBLEMS OF WOMEN ENTREPRENEURS

Marketing problems were also assumed by the researcher in terms of problem of competition, advertisement and market information.

The result reveals that 129 (46.73%) respondents were having high problems of competition. 107 (38.76%) respondents were having moderate problems of competition and 40 (14.49%) respondents were having low problems of competition.

The result reveals that 60 (21.73%) respondents were having high problems of advertisement. 124 (44.92%) respondents were having moderate problems of advertisement. 92 (33.33%) respondents were having low problems of advertisement.

The result reveals that 38 (13.76%) respondents were having high problems of market information. 115 (41.66%) respondents were having moderate problems of market information and 123 (44.56%) respondents were having low problems of market information. A null hypothesis was framed as follows:

HO: There is no significant impact of age, family background, family income, qualification and work experience on problem of competition
As a result, a hypothesis was accepted.

**MANUFACTURING PROBLEMS OF WOMEN ENTREPRENEURS**

Manufacturing problems were defined by assuming certain factors by the researcher. The problem of raw material, technology and high cost of machines were assumed as manufacturing problems for the study.

The result reveals that 16 (5.79%) respondents were having high problems of raw material. 105 (38.04%) of respondents were having moderate problems of raw material. 155 (56.15%) respondents were having low problems of raw material.

The result shows that 62 (22.46%) respondents were having high problems of technology. 43 (15.57%) respondents were having moderate problems of technology. 171 (61.95%) respondents were having low problems of technology.

The result shows that 100 (36.23%) respondents were having high problems of high cost of machines. 91 (32.97%) respondents were having moderate problems of high cost of machines and 85 (30.79%) respondents were having low problems of high cost of machines. A null hypothesis was also framed as follows:

**HO: There is no significant impact of age, family background, family income, Qualification and work experience on problem of technology**

It was found that there was significant impact of qualification on problem of technology. Others variables were not having significant impact on problem of technology.

**LABOUR PROBLEMS OF WOMEN ENTREPRENEURS**

Researcher had assumed problem of non availability of skilled labour, problem of absenteeism and problem of high wages as labour problems for the study.

The result reveals that 168 (60.86%) respondents were having high problems of non availability of skilled labour. 57 (20.65%) respondents were having moderate problems of non availability of skilled labour and 51 (18.47%) respondents were having low problems of non availability of skilled labour.

The result shows that 88 (31.88%) respondents were having high problems of absenteeism of workers. 95 (34.42%) respondents were having moderate problems of absenteeism of workers. 93 (33.69%) respondents were having low problems of absenteeism of workers.

The result reveals that 91 (32.97%) respondents were having high problem of high wages. 112 (40.57%) respondents were having moderate problem of high wages and 73 (26.44%) respondents were having low problem of wages. A null hypothesis was also framed as follows:

**HO: There is no significant impact of age, family background, family income, Qualification and work experience on problems of non availability of skilled labour**

As a result, a hypothesis was accepted.
CONCLUSION

This study will be helpful in the area of business management and it will be of massive importance as a contribution to database on women entrepreneurs. It may also be helpful to the government officials, policy making and other governmental and non-governmental agencies which are functioning for development of women entrepreneurship.

Women empowerment programmes should be organized by the government, private sector and NGOs to encourage more women to start their own businesses. This will enable them to make more contribution to the nation’s economic development in terms of poverty alleviation, job creation, wealth creation and economic vitality.

The current policies and schemes should be regularly monitored in order to assess their effectiveness and shortcomings.

Effort should be made to establish proper networking among various governmental and non-governmental organizations and awareness campaign should be initiated about the various entrepreneurial opportunities available for women entrepreneurs.

REFERENCES