

## A Study on Women Entrepreneurs running Small Enterprises in and around Chandigarh

Ms. Archan Upadhyay\*

### Abstract

*Entrepreneurship is the only key that provides more job providers than seekers. The role of this concept is manifold in the increased economic activity within the country. Women entrepreneurs are leading their way to success but have to pass various hurdles in their path to success. This study was conducted on fifty women entrepreneurs through Judgemental sampling in Tricity. The enterprises selected for study were Handicrafts, Designer clothes, Bakery Business, Organic Dairy Business, Chocolate Business, Designer Jewellery Business boutiques etc. Female Entrepreneurs faced financial problems, problems in managing personal and work life etc. The study suggests that the problems can be solved if the budding female entrepreneurs get support from all fronts be it societal, professional, government and family.*

**Keywords:** Women entrepreneurs, social achievement, retail business, motivators, seed capital, MSME.

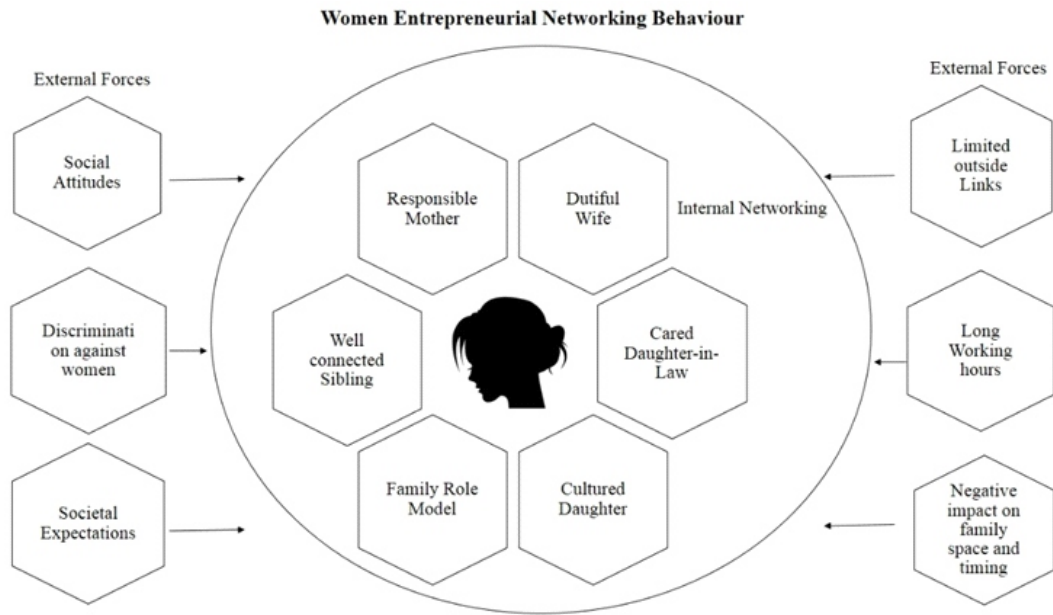
### Introduction

Jawahar Lal Nehru has remarked "when a woman moves forward, the family moves, the village moves and the nation moves."

Women have struggled in all spheres of life be it personal or professional. They have to prove themselves every day as Mothers or Sisters or Wives or Daughters or Girlfriends or Entrepreneurs. All eyes are always judgemental. In spite of all odds WOMEN ENTREPRENEURS have done wonders with their ventures. Many opportunities come but these are always accompanied with big obstacles and challenges.

Balancing work life with family life is very difficult for women entrepreneurs as they have big responsibility of Home Managers too. The way they manages internal and external forces for networking business is beyond imaginations, it feels like as if they have some magic wand that does wonders for them... But the magic wand is their undying spirit, unmatched energy, In-depth knowledge, visionary insights, proactive behaviour and the list is never ending that Build dynamic "WOMEN ENTREPRENEURS".

\* Lecturer in Management, Gianjyoti Institute of Management and Technology, Phase-2 Mohali



**Figure 1 – Women Entrepreneurial Networking Behaviour**

**Objectives Of The Study**

1. To study the motivators for MSME Women Entrepreneurs
2. To study the Behaviour of society, family and government towards MSME Women Entrepreneurs
3. To study Challenges faced by MSME Women Entrepreneurs and Suggest necessary strategies to lessen the problems and its Impact.

**Review Of Literature**

Das Mallika(2010) examined the problems faced by women entrepreneurs and the major reasons that were acting as motivators and demotivators for them. As usual the major obstacles were the conventional ones faced by many female business women. The study also examined the role of government and other stakeholders and their impact on the success or failures of budding business women.

**Kaur, Parminder and kaur, G. (2014)**

analysed the issues for women entrepreneurs in Punjab. This study was conducted on women who are self-reliant and working endlessly to be independent. As per the study, Majority of them are only engaged in the conventional works undertaken by women such as apparel making. The study also revealed the role of female family members and their support for the business.

**Kumar, Parveen. (2018)**

stated that the women in new India should not be sitting in the homes and doing the daily chores for family, however they should move out to earn for themselves and their families too. They should get their own identity in the world as that is the need of the hour. The study focussed on the evolution of women entrepreneurs in India. The researcher focused on the importance of women in business and the evolution of female entrepreneurs in India.

**Nayyar Pooja et al (2007)** examined the status of women entrepreneurs in Himachal Pradesh. The study also analysed the government and family support available to the female business workers in the region. The study also examined the opportunities used by them and the problems variations among women entrepreneurs in Himachal Pradesh with other states.

### Research Methodology

**Sample and Sampling Method:** A total of 100 Micro Small and Medium Scale Women entrepreneurs from Tricity were interviewed. Respondents were selected using Judgemental sampling Method

**Data collection:** Data was collected from both the sources Primary sources and secondary sources. It was collected from Micro, Small and Medium Women entrepreneurs in Tricity using structured google form/questionnaire.

**Secondary Data:** was collected from the magazines, Research Journals, Newspapers, and Reports of various MSME Related Websites. The main sources of external information were reference books, e-magazines, online and published articles on MSME.

**Data Analysis:** Data analysis was performed using analytical tools like Measures for Central Tendency Frequency Method Calculations.

### RESULTS & DISCUSSIONS

The study revealed that 88% of women entrepreneurs are engaged in Micro and Small Scale business and the remaining 12% are engaged in Medium business. Furthermore, 60% deals in services and remaining 40% are engaged in consumer durable & non durable goods.

Majority 48% of women entrepreneurs are graduates followed by 32% undergraduates and 20 % post graduates. Majority 40% of them are married, 44% are unmarried, and 14% are divorcees, and 2% are widows.

**Help at Home:** 62% enjoy the services by maid followed by 18% have the support of their parents and 20% survives without any help at home.

**Always worked for self:** Majority 64% of the women entrepreneurs stated that they have always worked for themselves.

**Present Business The First Enterprise:** The analysis stated that 60% women entrepreneurs aren't of the viewpoint that the current business is their first business 28% said they possess old business that are still running successfully, 2% stated they have sold old business and 10% said their business failed.

**Created Present Enterprise by Self, Or It Is a Family Business, or a Business Purchased:** Majority 56% stated that they created their own business themselves, 20% stated it's a family business and 24% bought the business from others.

**Hours Per Week Dedicated To Business:** Majority 62% of the women entrepreneurs dedicate 110-150 hours weekly to their business followed by 32% to 60-100 hours, and remaining 6% to 150 + weekly hours

**Table 1: Showing Starting stage and Current stage comparisons in Problems Faced by number of Women Entrepreneurs in Tricity**

Sno.	Problems	Start ing Stage	Current Stage	Change
1	No Obstacles	2	5	+3
2	Financial problems	18	22	+4
3	Managing work and family life	12	34	+22
4	Finding right contacts for business	24	20	-4
5	A question of self confidence	18	8	-10
6	Inadequate information for starti ng new venture	14	10	-4
7	Gaining respect from people	08	05	-3

It is evident from the Table no. 1 that in initial stages of business 2% of respondents stated no obstacles but at present 5% are facing no obstacles as such. There is an increase in the financial problem as it has increased by 4%. Majority of the women entrepreneurs are facing tough time in managing their Work life and Personal Life as there is a huge increase in this problem by 22%. The problem of finding

right contacts for business has seen a decline by 4%. The problem of questioning self-confidence has decreased by 10%. The problem of inadequate information on starting a new venture has seen a decline by 4% and Problem in Gaining respect from people has also seen a decline by 3%.

**Table 2: showing motivators (rank wise) that stimulated female Business Women to start their own venture**

Sno.	Motivators	Rank	Percentage %
1	Profit making/money making	4	15
2	<b>Didn't want to work for others</b>	1	36
3	Need for control and freedom to make own decision	2	18
4	Social status	5	8
5	Self achievement	3	16
6	Confidence in products and services offered	6	7

It is evident from the Table no. 2 that 36% of women entrepreneurs wanted to be in the business as they didn't want to work for others and ranked it as the greatest motivator amongst all, followed by 18% ranked 2nd position to the need for power for making independent decisions followed by 16% ranked 3rd to self-achievement, followed by 15% ranked 4th to profit making, followed by 8% ranked 5th to social status and Surprisingly confidence in products & services offered was ranked the least motivator amongst all by 7% respondents.

### **Observations:**

Women are venturing into diversified fields i.e. Handicrafts, Designer clothes, Bakery Business, Organic Dairy Business, Chocolate Business, Designer Jewellery Business are the Major areas where women are venturing Business. Small Retail business (stationery shops, confectionery shops, crockery shops, Archies galleries, gift galleries) are also very popular, as these are the areas in which limited Education and business experience are required. Telecommunications, Computer, IT related services are upcoming areas, so most popular amongst younger women (i.e. Cyber cafes, Vodafone service stores, Airtel service stores, exclusive card making and gift wrapping stores, coaching services of all kinds, Organic Farm fresh Vegetables & Fruits, saloons etc.). Most of the entrepreneurs are first generation entrepreneurs.

### **Suggestions**

1. At present as these entrepreneurs are finding it very difficult to manage both family life and work life more support from family members and society is highly

suggested as only then they will be able to work peacefully. For making this happen more baby sitters and nanny services will be required that will open up employment opportunities for women.

2. It is suggested that societal support (i.e. in the form of respect and Acceptance) should be encouraged for the women entrepreneurs in order to reduce and then remove this obstacle that majority of women entrepreneurs are facing not only in India but worldwide.
3. The study suggests that though all of them do not have any formal training in entrepreneurial development or management of small business, they are interested if given an opportunity as they find it very difficult to upgrade their skills simultaneously.
4. The study also advocates that Marketing problems are a major hurdle in the expansion of their business so government should put more efforts in making these entrepreneurs more aware about the available governmental marketing and financial assistance i.e. schemes, programmes.

### **Conclusion**

Women entrepreneurs "Who are they? What do they really want? Are they given equal treatment? The questions are never ending. But the change is inevitable as mental blocks are broken this has led to new developments i.e. changed perceptions for women entrepreneurs, increased support both financial and non-financial. There are women who are no more afraid of societal norms and barriers. The new women are fearless and strong both mentally and physically. They are

ready to take risk with new ventures in the areas that are not explored yet. Many organisations are now there to support especially women entrepreneurs. Slowly but women brigade is gaining importance in the industrial world. The study focussed on the challenges and opportunities experienced by them. There were some old obstacles like social or religious stigma's that are still prevalent in the society but to relief Society is evolving too so that's a good news. Government has provided increased support to them and moreover the family support has increased manifolds. All in all the future holds positivity and success for them. The study suggests the needed support and changes in the society and financial structure. If the family, society and government continued their effective efforts towards the development of women entrepreneurs then the future is very bright for the women entrepreneurs in India.

### **References**

1. Dhillon, P. K. and Malhotra, D (1993)," Motives and Characteristics of successful women entrepreneurs. In *Women Entrepreneurs, problems and prospects*" (Edited by P. K. Dhillon) Blaze Publishers and Distributors, New Delhi.
2. Jayanthi, C. (2003), "Women Entrepreneurs in the New Wave Economic Development Programme", *Yojana*, Vol. 47, Aug. 2003.
3. Kaur, Parminder and Kaur, Gurupdes (2014), "Problems and prospects of women entrepreneurship in Punjab" *Agric. Update*, 9(2): 174-177.
4. KokanBharti, Parikh J Indira (2005), "A reflection of Indian women in entrepreneurial world" Working Paper No 2005-08-07, August 2005.
5. Kumar Parveen (2015), "A Study on Women Entrepreneurs in India", *International Journal of Applied Science & Technology Research Excellence* Vol. 5 Issue 5, Nov-Dec
6. Malik Shiva (2010), "Profile of women entrepreneurs case study of Chandigarh". *Political Economy Journal of India*. FindArticles.com. 19 Nov, 2010. [http://findarticles.com/p/articles/mi\\_7058/is\\_1-2\\_17/ai\\_n28556198/](http://findarticles.com/p/articles/mi_7058/is_1-2_17/ai_n28556198/)
7. Malika Das (2000)," Women Entrepreneurs from India: Problems, Motivations and Success Factors, *Journal of Small Business & Entrepreneurship*, vol.15 (4), 67-81.
8. Pooja Nayyar, Avinash Sharma, Jatinder Kishtwaria, Aruna Rana & Neena Vyas (2007), "Causes and Constraints Faced by Women Entrepreneurs in Entrepreneurial Process", *Journal of Social Sciences*, Vol.14(2), 101-102.
9. Shaik N. Meera and D. U. M. Rao, (2003): "IT for empowerment of Women" *Yojana*, February 2003.
10. <http://ubuntuconsortium.com/files/ubuntu-policy.pdf>