

Women Entrepreneurs: Locale Support and Socio Economic Barriers

¹Chitra Sharma Mishra & ²Dr. Sukhmani Waraich

¹Research Scholar, IKG-PTU, Kapurthala, Jalandhar (India)

²AP (Finance/HR) KCL-IMT, (Supervisor ID-11090101), IKG-PTU, Kapurthala, Jalandhar (India)

ARTICLE DETAILS

Article History

Published Online: 02 June 2018

Keywords

women entrepreneurs, involvement in entrepreneurship, socio economic support and barriers

*Corresponding Author

Email: [mishrachitra76\[at\]gmail.com](mailto:mishrachitra76[at]gmail.com)

ABSTRACT

Women are playing a vital role in the family, in society and in economy as well. They know actually how to balance the environment and work properly in the adverse situation. Only a push is required to justify their identity and sky is the limit. In this paper we go through the local and family support and the social economic conditions of women. We have taken the data of some working women who worked from their homes and have started their venture with little capital and successfully operating with proficiency with the adverse philosophy of the family and society and also facing different kind barriers and try to tackle accordingly.

1. Introduction

With the economic growth the place of women entrepreneur is also being identified and to endorse their role several steps are also being taken by government. Entrepreneurship in women is the recent phenomena and women are playing dual role as a home maker in the society and as an entrepreneur in the society. Women are encountered with particular problems like family accountability or so. Women have to overcome all these problems or barriers to enter in the business world and fetch the same openings like their counterpart. There is ever increasing participation of women in any business venture but conditionally the place of women is to be improved as working women and self employed women in the society. Nicholas and Victoria, (2010), for many grounds the position of women is to be reflected in the economic growth of any country. The particular research investigated enterprising movement along with scrutinized the inducements of women involvement in the workplace and discovered that women entrepreneurial movement contributes an imperative part in social and economic matters.

2. Concept of Women Entrepreneurs

Women Entrepreneur is a person who begin, systematize and activate a business venture, there may be women or group of women. Women entrepreneurs is defined by the Government of India as "an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women".

3. Family Support and Socio Economic Barrier

During the last decade women entrepreneur has been identified as an essential unexploited basis of economic development. Now women entrepreneurs are the job creators for themselves and others and by having remarkable instinct also wage alliance with unusual way outs to the administration, institute with organizations and enterprise dilemmas as well as to the utilization of female enterprising prospects.

Syed Shah Alam, MohdFauziMohdJani, Nor Asiah Omar (May 2011) explored in Southern region in Malaysia the main issues that influence the achievement of women entrepreneurs. The outcome recommended that family assistance, societal knot and inner enthusiasm influence definitely and considerably to the positive outcome of women entrepreneurs in the tiny enterprises. It had also revealed that in the earlier period, women hardly ever endeavor into business undertaking not for the reason that of not having any interest however as the scarcity of openings. A review performed in the United Kingdom presumed that the space among men and women entrepreneurs in the area was finishing due to the broad openings that are being generated worldwide for women entrepreneurs to initiate fresh enterprises.

Not every women is thinking about to be a business women but still they depict a minority of all women entrepreneurs. Nicholas and Victoria, 2010; Nan and Maria, (2007), grouping of pull and push objects and valuable guide or counselor, individual attribute like possibility of not a success, didactic stage, originality and imagination, revolutionary activities, determination and marital class are principal grounds for the support of women entrepreneurship to initiate a fresh venture is recommended in the study. Main barriers in the path of women:

- Family environment
- Shortage of capital
- Incomplete or partial professional education
- Lack of experience
- Proper requirement of guidance and a good mentor
- Problems in startups and at operational level activities
- Problem of moving around
- Male dominating Society

Aparijita Sinha portrays the many difficulties that are borne by the women entrepreneurs from the preliminary to the operating of the business venture. A few of the dilemma examined in this analysis are- over loaded with household liabilities like additional concentration to spouse, kids and in-

laws that consumed maximum of their pre planned schedule and enthusiasm, domination of male in the society, insufficiency of basic education that is why women entrepreneurs always persist in shadow besides the advancement of innovative technology, fresh techniques of manufacture, marketing and further governmental assistance that will promote women to boom. Societal obstacles, deficiency of basic objects, hard-hitting competitiveness and dearth of self-reliance are other reasons to de motivating women entrepreneurs. Because of the dishonest government bureaucrats there were technical stoppage for different permits, power supply, and water and shed allocations, official requirements have also turn out to be a main hurdles for women entrepreneurs.

Debra Efroymson, Buddhadeb Biswas, and Shakila Ruma (2007) in their research endeavored to measure which kind of occupation females can perform and the total effective sum of hours they expend while performing, evaluate the market worth of that performance, as well as review the involvements that female create to the nation's community growth throughout their honorary performance. The inference of this analysis is that females are indulged in a remarkable volume of labor that has noteworthy appeal to household, community and the country as well. Therefore males are capable to employ in remunerated work as every job that females perform in the house such as organizing home, washing dishes and clothes, get ready the foodstuff and employing in every job occupies in upbringing their children.

Athena Theodore (1971) states that female have various specialized tendency and vision regarding her wedding, profession, intellectuality and societal transformations. She diffuses the mist with the valuable significant study and monitoring on the logic of the existence of women building up their recognition in the work worldwide.

Superior qualitative details and facts and each and every information and figures are needed to outline business women (demographic data, obstacles to establish and expansion). It would moreover support in endorsing consciousness of the position of business women in the nationally as well as internationally. Employing an enclosed reference in which a widen report of women entrepreneur is maintained and that particular report could be important for the investigation of this detail.

Peter and Alison (2006) highlight confronts associated to clash between work and home life and set-ups faced by women entrepreneurs.

It is the extensive study through which we come to know about the position of women, they are over burdened and require time slot for themselves. Everywhere more or less problem is same, so we need to enhance the status of women and help them to be the constructive part of the society and productive to the economy furthermore.

4. Objectives

- To study the locale or family socio economic barriers that is involved with them.
- To study the various visions of women entrepreneurship.

5. Hypothesis

H₀: Locale support and socio economic barriers are not significantly different from their population means.

H₁: Locale support and socio economic barriers are significantly different from their population means.

6. Methodology

The methodology of this research paper is collect information regarding women entrepreneurs in different phases of their life. The valuable information is assembled with the help of secondary data and related articles and research papers and different sites. The authentic information is shared to justify the concerned topic. The researcher accumulated the data of 30 women entrepreneurs who have started their work with home and with the household activities they have started their own venture and with this they faced numerous family and community barriers, but still they are stick to their profile and doing very good in their area.

The questionnaire was distributed among women and data was analyzed using SPSS 22. The data is non-normalized and for the correct result we have to normalize the data. In the below table there is the test of normality, where Kolmogorov-Smirnova significant value is .200 that is greater than the value of 0.05 and in Shapiro-Wilk significant value is .687 that is also greater than the value of 0.05, so the below table depicts the normalize figures.

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Normal	.095	29	.200*	.975	29	.687

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

After normalize the figures we completed test One Sample Test, that gives the t value + (-.461), we always assume the t distribution symmetrical distribution, so we can take the value of t is positive.

One-Sample Test

	Test Value = 33					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Normal	-.461	28	.649	-.29490	-1.6063	1.0165

In the significant 2-tailed test, the p value is .649 which is greater than the value of 0.05, hence we accept Ho i.e. locale support and socio economic barriers are not significantly different from their population means and we rejected the H1 hypothesis.

Women of all segments have to cope up more or less with the same difficulties, this paper tries to describe the barriers or we can say the obstruction that they have to overcome with courage and the great effort starts with their own family, first inside and then outside of the wall social struggle.

7. Literature Review

Ms Kaur, Gurveen (2017) the research paper highlights on the requirement for a model of sustainable banking that encourages a more comprehensive, environment-friendly, apparent and commercially-viable financial segment and enhanced helping and incorporating women who are the central ingredient of it. Moreover financial literacy for women is only solution, but openness in society also has to participate a big character in connecting this space.

VKrishnamoorthy and RBalasubramani (2014), explored the significant female enterprising inspiration and stimulus features and its influence on enterprising achievement. The research further discovered aspirations, talent and understanding, support of family, business and market probabilities and openings, autonomy, government grants and contentment are the essential enterprising motivational features. The investigation moreover wraps up that aspiration, awareness and understanding and expertise, autonomous elements of enterprising motivational has noteworthy influence on entrepreneurial achievement.

G. Palaniappan, C. S. Ramanigopal, A. Mani (2012) the report scrutinized that females have been booming in breaching their own obstructions within the edges of their abode by accessing into various kinds of specialized and service areas. Ability to do something, understanding and flexibility in business venture are the key motives for females to come forward into any enterprise. This study had also been brought out to examine the motivational and further aspects that have an effect on other women to turn into entrepreneurs, the foremost potency or strength and weak point or limitations of business women and the environmental opportunities and threats that support the entrepreneurship, and to put forward proposals to encourage women entrepreneurship of chosen areas in Tamilnadu. The inference of the study is that due to shortage of proper instruction and guidance and technical training they are not capable to stay alive in the trade. For women entrepreneurs fiscal and funding as well the biggest dilemma

Ikpe et al. (2011), the surroundings of any business participate a bigger task in the utilization of entrepreneurial prospects by women entrepreneurs in that it causes a confront that is mostly out of dominance of women entrepreneurs in a nation.

Shastri and Sinha, (2010), even though the control of all individual characteristic for utilization of entrepreneurial alternatives the environmental limitations of surroundings like scarcity of loan and credit and social inequality may obstruct the enterprising courage of women in developing nations.

8. Workforce Contribution in Entrepreneurship

If we look at the picture, in the case of females and young girls, low rate of labor force involvement and high rate of redundancy or unemployment also point out an additional sensitive scarcity of women entrepreneurship in India.

Veena S. Samani, (2008) the thesis work limelight on a particular segment of job section where females occupied in the work of processing of food. The analysis also demonstrates so as to the foremost part of females in Gujarat have capability along with distinctive talent of practicing and food processing. There may be various diversity and amount of food processing, however these ventures have been discovered to be immense accomplishment whether connected with home or not. The current study also puts light on their awareness, approach and performance, knowledge and attitude and hurdles. Therefore, anxiety and stress was the main dilemma borne by all the chosen women. The investigator realized that, nearly the majority of women entrepreneur was of Hindu religion, near to 65% of women connected to nuclear families and little number of females had acquired technical coaching.

There are many broad researches that have come across at the concern of women employment in India. It has also been observed that an extreme diminution in the figure of women employees and their workforce contribution rates. Explanation for the less participation of women in the work is mainly the male overriding situation over the females.

Sharma, Anand & Saha, Sanjoy (2015), some studies also analyzed the urban women employment opportunities found at the national level and valuable fresh and innovative employment generated for urban women. But the study discloses that there has been turn down in occasional jobs for urban women and on the contrary enhancement in the normal and self employment. Likewise another study has gone through at the worth of female occupation and clarifies that women in India are employed in low quality of work as their engagement in work like part time employment, casual sectors and some in the type of unauthorized labor.

Purnamita Dasgupta (2005) exposed in her study that workforce contribution worth of women in non urban India was depressingly affected through basic schooling, possession of property, age and amount of young (below 5 years) in family units. Therefore, monthly per person spending is also depressingly influenced the choice to contribute as the employees and was of larger importance for BPL family units. Moreover, earning worth had an adverse outcome in the involvement of women employee; however that was merely noteworthy for BPL family units.

There is huge contribution of women in the economy in every nation. With the raising phenomena of women entrepreneurship there is lot of awareness among families, bankers, marketers, their counterparts and above all other women aspirants.

9. Reasons to Involvement in Entrepreneurship

There are many reasons why women are indulging themselves in any business activity. In India mostly rural women are ready to do any kind of job and urban women are trying to fit them in particular certified area in which they have justified their job according to their certification. But due to scarcity of opportunities they are not able to get that desired job profile and low profile work is neglected by them. Besides killing their time women converted their household activities in entrepreneurship and utilized their own caliber and skill fully. In such time period they have to wait for long to get profit accordingly. Family constraints, society obstacles, high education but low profile, money management, availability of subsidies and business environment are some of the reasons in which they assume themselves misfit. But to prove their identity as unforgettable and strong part of the society, women are full fledge contribute to the economy and help in upgrading the system and involvement of more women in the entrepreneurship.

- Passionate about self employment
- For positive social changes
- Eliminating the gender gap
- Scarcity of employment in interested region
- Reduction in poverty
- Money is to be reinvested in the economy again
- Enhanced modernization
- Better place in the society
- Creating job opportunities for other women in the same or the different segments

10. Suggestions

Women are multitasking and indulge them in work profile of their choice. The surroundings should be favorable to women for their enterprise and moreover family and society culture has

References

1. Athena Theodore (1971), —The professional Womanll, Schenkman publishing company, Inc. Cambridge, Massachusetts.<http://www.abebooks.co.uk/Professional-Woman-Theodore-Athena-Editor-Schenkman/284635780/bd>.
2. AparijitaSinha, What are the problems faced by Women Entrepreneur in India? www.preservearticles.com/201101153366/problems-faced-by-women-entrepreneur.html

a positive impact on the success of women. With the positive contribution women are playing role model to other women who follow their footsteps. Moreover the economic background should be promoting with good policies and schemes. Government grants and easy subsidies assist them for venturing something unique and making profit out of it.

Kumar (2008) meet with the various assisting organizations had not yet been came across to practical phase in the authentic reason for providing the financial help in easy steps. There is need to reinforce the best efforts to improve the elevation of awareness and attentiveness of unusual grounds of the accessibility of adequate resources or funds to women entrepreneurs.

11. Conclusion

Singh, Surinder Pal, (2008) in this review recognized the causes along with affecting issues following the new openings of females in business activity. He also revealed the problems in the escalation of women entrepreneurship are major absence of interface with flourishing other business women, societal disapproval as women entrepreneurs, accountability of family members, gender prejudice, misplaced system and little precedence approved by banking authorities to grant credit to women entrepreneurs. He also proposed the corrective actions such as endorsing micro or small ventures, unfasten organizational structure, prognostic and dragging to nurture and encourage the frontrunner etc.

Women start struggling from their home and with the harsh attitude they are ready to face socio economic barriers and we have also seen in our results that these two barriers are not significantly different from their population means. In the current market scenario women are not getting the right opportunity and that possibility to become a successful business person as they should have and promoted for. Policy formation and execution should be according to the economic potential of women so that the skill is to be proper exploited. Women are the extensive part of the economy and without any reason we cannot neglect them. The study made an effort to discover the variation between different set of groups of the critical aspects which are relate with the women enterprising prospects largely. Therefore many topics have been recognized all the way through different review of literature. With the help of real existence the theory is generated and it should also be verified with the real time business persons. These viewed factors may differ from business to business place to place however entrepreneurship in women is the indispensable part for the development of any economy of the nation either it is huge or small.

3. Debra Efroymsen, Buddhadeb Biswas, and Shakila Ruma (September 2007), —The Economic Contribution of Women in Bangladesh Through their Unpaid Labor, Analysis and report writing, WBB Trust - Health Bridge Dhaka.
4. Geeta Kingdon's work (2001), Education and Labor Market Outcomes in India, *Education Economics*, 9(2): 174-195.
5. G. Palaniappan, C. S. Ramanigopal, A. Mani (19 March 2012), —A Study On Problem And Prospects Of Women Entrepreneurs With Special Reference To Erode District, *International journal of physical and social sciences*, volume 2, issue 3 issn: 2249-5894.
6. Ikpe, I., Mat, N., & Razak, R. C. (2011). Attributes, Environmental Factors and Women Entrepreneurship: A Literature Review. *Asian Social Science*, 7(9), 124-130.
7. Kumar A. (2008) Awareness of supporting agencies among women entrepreneurs in small businesses. *The Icfai University Journal of Entrepreneurship Development*, Vol. V, No. 4.
8. Langowitz, Nan; Minniti, Maria (2007) The Entrepreneurial Propensity of Women. *Entrepreneurship: Theory & Practice*, Vol. 31 Issue 3, p341-364.
9. Ms Kaur, Gurveen (2017) "Financial Inclusion of Women Entrepreneurs in India" Assistant Professor Department of Commerce, Sri Guru Gobind Singh College of Commerce, University of Delhi, 2017 *IJEDR | Volume 5, Issue 2 | ISSN: 2321-9939*
10. Nicholas and Victoria, (2010) Incentives and Female Entrepreneurial Activity: Evidence from Panel Firm Level Data. Full Text Available By: Apergis, Nicholas; Pekka-Economou, Victoria. *International Advances in Economic Research*, Nov 2010, Vol. 16 Issue 4, p371-387
11. Peter; Alison, Dawson and Rosa, (2006) Gender and the commercialization of university science: academic founders of spinout companies. *Entrepreneurship & Regional Development*, Vol. 18 Issue 4, p341-366.
12. Purnamita Dasgupta (2005), Female Labor Supply in Rural India: an Econometric Analysis, Working Paper Series No. E/265/2005, Institute of Economic Growth, Delhi.
13. Rosa, Peter; Dawson, Alison (2006) Gender and the commercialization of university science: academic founders of spinout companies. *Entrepreneurship & Regional Development*, Vol. 18 Issue 4, p341-366.
14. Sharma, Anand & Saha, Sanjoy (2015), Female Employment Trends in India: A Disaggregated Analysis, ISSN. 0972 – 8406, *The NEHU Journal*, Vol XIII, No. 2, July-December 2015, pp-18
15. Syed Shah Alam (Corresponding author), Mohd Fauzi Mohd Jani, Nor Asiah Omar (May 2011), —An Empirical Study of Success Factors of Women Entrepreneurs in Southern Region in Malaysia, *International Journal of Economics and Finance* Vol. 3, No. 2.
16. Shastri, R. K., & Sinha, A. (2010). The Socio-Cultural and Economic Effect on the Development of Women Entrepreneurs (with special reference to India). *Asian Journal of Management*, 2(2), 30-34.
17. Singh, Surinder Pal, (2008), An Insight Into The Emergence Of Women-owned Businesses as An Economic Force in India, presented at Special Conference of the Strategic Management Society, December 12-14, 2008, Indian School of Business, Hyderabad.
18. Veena S. Samani, (2008), A Study of Women Entrepreneurs Engaged in Food Processing, Thesis submitted to Saurashtra University for the degree of doctor of philosophy in Home Science.
19. VKrishnamoorthy and R Balasubramani (April 2014), Motivational factors among women [48]. *Entrepreneurs and their entrepreneurial success: A study*, ISSN 2319-345x www.ijmrbs.com vol. 3, no. 2.