

CHALLENGES & PRESENT STATUS OF WOMEN ENTREPRENEURSHIP IN HARYANA

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Abstract:

Entrepreneurship generally refers to the rapid growth of new and innovative businesses, based on the ability to recognize business opportunities or combine resources in novel ways. There are a number of accepted definitions of entrepreneurship (and entrepreneurs). It can be understood as the ability to amass the necessary resources to capitalize on new business opportunities. Entrepreneurship may also be the act of creation requiring the ability to recognize an opportunity, shape a goal, and take advantage of a situation as entrepreneur's plan, persuade, raise resources, and give birth to new ventures. The study will carry out that women entrepreneurs are facing many problems and challenges in small-scale units. The forecast problem that is upcoming for small sector is the unhealthy competition with various categories of enterprises including MNC's large, medium and small and micro categories. The cost and quality of product of all these are different. There is strong case for level- playing- field for healthy competition of these entrepreneurs.

Keywords: Entrepreneurship, Enterprise, Skill Development, Growth etc

Introduction

Entrepreneurial development is a systematic and an organized development of a person to an entrepreneur. The development of an entrepreneur refers to inculcate the entrepreneurial skills into a common person, providing the needed knowledge, developing the technical, financial, marketing and managerial skills, and building the entrepreneurial attitude. Entrepreneurial development program may be defined as a program designed to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capabilities necessary for playing his entrepreneurial role effectively. Economic growth hinges upon entrepreneurship. A vibrant entrepreneurial climate provides new jobs, increases competitiveness, and produces novel goods and services. It is not surprising, therefore, to learn that policymakers attempt to increase entrepreneurial activity in numerous ways. The scope of this study is to find out the perception of entrepreneurs about the problems and prospects of entrepreneurship development. This study will reveal the facts which are important to develop entrepreneurship and economic development in India. The small business sector was called the Small Scale Industries (SSIs) sector till 2001-02 when the Third All India census on SSIs was held. But keeping in view the different investment limits within the SSIs the Fourth Census held in 2006-07 divided this sector into three categories of units such as:

Micro Enterprise: Those with investment on plant and machinery up to Rs.25 lakh

Small Enterprise: Those with investment on plant and machinery between Rs. 25 lakh to 1 crore.

Literature Review

Sanchita (2010) observed that management problems and constraints experienced by entrepreneurs in Small Scale industry of Haryana including lack of confidence, problems of finance, working capital, Socio-cultural barriers, production problems and inefficient marketing arrangements. To solve the management problems of for women entrepreneurs in Haryana specially in Small Scale sectors, there is a strong case for simple and systematic procedures at all administrative levels for ensuring the planned

benefits to the needy women entrepreneurs for optimal utilization without underutilization and wastage of scarce financial resources. Sanchita (2009) in her study observed that in order to harness the potential and continued growth and development of women entrepreneurs it is necessary to formulate appropriate strategies for stimulating, supporting and sustaining their efforts in this direction

Kulkarni (2010) studied the obstacles for the development of women entrepreneurs in Pune region and found that the majority of women entrepreneurs faced micro factors related to economic problems due to lack of finance and modern technology. The second restriction is the macro factor which is related to competition. To stay alive in the male dominated business, women entrepreneurs have to be stronger emotionally. Women entrepreneurs have to keep on proving their qualities more loudly than the male counterparts. Third macro factor related to external environment is the geographic problems concerned with the distance, communication mode, channels of distribution etc.

Mehta and Mehta (2011) studied the opportunities and challenges of rural female entrepreneurs in Silli, Jharkhand, India and found that the main challenges faced by rural women in business are educational and work background. The study further indicated that various State Small Industries Development Corporations, the nationalized banks and even NGOs are organizing various programmes for development of women entrepreneurs.

Thangaraju (2011) measured the responsible factors for entrepreneurial motivation, problems and growth of women owned businesses in Erode District, Tamil Nadu. The study comprises a sample of 305 women entrepreneurs from Erode district, Tamil Nadu. The study revealed that the major problem was not availability of finance but repayment of it. The repayments are difficult due to low paying capacity, which is affected by lack of education, poor skills, and certain problems related to marketing, viz., lack of mobility, biased attitude towards women and caste to which they belong and poor infrastructural support. Hence, if women have to succeed as entrepreneurs, they have to be educated, skilled and trained sufficiently.

Umamaheswari (2011) measured the growth and the factors influencing the growth of women enterprise units in Dindigul district of Tamil Nadu and found that the variables, namely, age of the enterprise, location of the unit, nature of the unit sources of labor, traditional nature of business, and professional management have influence on the level of growth. Apart from these, other variables, namely, technically qualified entrepreneurs, past experience of the entrepreneurs and the special skill possessed by the entrepreneurs also influence the level of growth.

Chanchan (2013) identified and analyzed the pull and push factors associated with the development of women entrepreneurs in Manipur and found that irrespective of education level and income group, the financial constraints are the main reasons for women taking up entrepreneurship.

Tuschano (2013) studied the women entrepreneurs in unorganized sector in Vasai Taluka in Mumbai. The study showed that women largely belonging to lower ncome or middle income group of Vasai Taluka were found in micro businesses in unorganized sector. There was a mix of traditional and modern businesses. These businesses operated under condition of extreme shortage of all types of resources and are outside the range of social security. Women entrepreneurs faced infinite problems in business. The amount of investment was low which limit their businesses to small size. It enforced them to use traditional tools and trust on cheap raw material. Lack of skills and professionalism in business affect their income.

Raman & Jayasingam (2008) studied on Motivational Factors Affecting Entrepreneurial Decision: A Comparison between Malaysian Women Entrepreneurs and Women Non Entrepreneurs. This study was based on 225 women entrepreneurs, engaging in the manufacturing, trading and services sectors in Small and Medium Industries in Malaysia. They revealed from the study work core, exploring inner talent and doing something creatively is the most important motivating factor for women entrepreneurs

Jesurajan & Gnanadhas (2011) Studied Factors Motivating Women To Become Entrepreneurs in Tirunelveli District by the way of primary data of 300 Women Entrepreneurs and they revealed from the study that 'Economic Independence and Challenge, Market Potential, Family Background , Usage Of Funds are the Major Motivational Factors that Affecting The Women For Becoming The Entrepreneur.

Behara & Niranjan (2012) studied on rural women entrepreneurship in India .This study was an attempt for real problems and motivational factors with a real Case study in Andhra Pradesh. The study revealed the major factors influencing the women entrepreneur are Economic independence, Establishing their own creative idea, Establishing their own identity, Achievement of excellence, Building confidence, Developing risk-taking ability, Motivation and Equal status in society

Objectives of the Study:

The Broad study of the identifying the future prospective in WOMEN entrepreneurship development in Haryana To achieve the subjective the following sub study the study identified.

- I- To find the current status of women entrepreneurship.
- II- To identify the challenges in women entrepreneurship.
- III- To find out the future prospective of women entrepreneurship.
- IV- To identify the factor's contribution to growth of women entrepreneurship
- V- To suggest innovative model for quality of women entrepreneurship.

Problems Faced By Women Entrepreneurs In Haryana –

1. **No Policy at the National Level.** Though Government of India is fully aware about the importance of entrepreneurial development, yet we do not have a national policy on entrepreneurship. It is expected that the government will formulate and enforce a policy aimed at promoting balanced regional development of various areas through promotion of entrepreneurship
2. **Problems at the Pre training Phase.** Various problems faced in this phase are — identification of business opportunities, finding & locating target group, selection of trainee & trainers etc.
3. **Over Estimation of Trainees.** Under EDPs it is assumed that the trainees have aptitude for self employment and training will motivate and enable the trainees in the successful setting up and managing of their enterprises. These agencies thus overestimate the aptitude and capabilities of the educated youth. Thus on one hand the EDPs do not impart sufficient training and on the other financial institutions are not prepared to finance these risky enterprises set up by the not so competent entrepreneurs.
4. **Lack of Education:** In India literacy among women is very low. Due to lack of education, majority of women are unaware of technological developments, marketing knowledge, etc. Lack of information and experience creates further problems in the setting up and running of business enterprises.

5. **Duration of EDPs.** An attempt is made during the conduct of EDPs to prepare prospective entrepreneurs thoroughly for the various problems they will be encountering during the setting up and running of their enterprises. Duration of most of these EDPs varies between 4 to 6 weeks, which is too short a period to instill basic managerial skills in the entrepreneurs. Thus the very objective to develop and strengthen entrepreneurial qualities and motivation is defeated.
6. **Social Attitude:** The biggest problem of a entrepreneurship is the social attitude and the constraints in which she has to live and work. Despite constitutional provisions, there is discrimination against women. In a tradition bound society, women do not get pro-active support from family members. Their hopes and aspirations are never cared for in the name of “family prestige” and “discipline”. Preference to boys and discrimination against girls are well known practices amongst majority Indian families.
7. **Non Availability of Infrastructural Facilities.** No prior planning is done for the conduct of EDPs. EDPs conducted in rural and backward areas lack infrastructural facilities like proper class room suitable guest speakers, boarding and lodging etc.
8. **Improper Methodology.** The course contents are not standardized and most of the agencies engaged in EDPs are themselves not clear about what they are supposed to do for the attainment of pre-determined goals. This puts a question mark on the utility of these programs.
9. **Mode of Selection.** There is no uniform procedure adopted by various agencies for the identification of prospective entrepreneurs. Organizations conducting EDPs prefer those persons who have some project ideas of their own and thus this opportunity is not provided to all the interested candidates.
10. **Non Availability of Competent Faculty.** Firstly there is problem of non availability of competent teachers and even when they are available, they are not prepared to take classes in small towns and backward areas. This naturally creates problems for the agencies conducting EDP
11. **Poor Response of Financial Institutions.** Entrepreneurs are not able to offer collateral security for the grant of loans. Banks are not prepared to play with the public money and hence they impose various conditions for the grant of loans. Those entrepreneurs who fail to comply with the conditions are not able to get loan and hence their dream of setting up their own enterprises is shattered. Helpful attitude of lending institutions will go a long way in stimulating entrepreneurial climate.

GOVERNMENT POLICY FOR DEVELOPMENT OF ENTREPRENEURSHIP:

Entrepreneurship Development Program (EDP): The Government also announces from time to time Entrepreneurship Development Program (EDP) especially for the first generation of men & women who desire to be entrepreneur. For the purpose of training and skill development there are three important institutions namely National Institute of MSME, Hyderabad, National Institute of Entrepreneurship and Small Business Development (NISESBUD, Noida and Indian Institute of Entrepreneurship (IIE), Guwahati and NISC, Delhi.

Prime Minister's Employment Generation Program (PMEGP) launched in 2008-09 also gives special attention to urban and rural men & women by providing them subsidy at the rate of 25 to 35 percent of the project cost in urban and rural areas respectively. Bank finance in the form of loan is 95% of the

project cost for women.

Ministry of Women and Child Development of Government of India does play an important role for all round development of women and provides support to women to empower themselves. It has launched 22 the National Mission for Empowerment of Women (NMEW) in March, 2010. The mission has the network of various State Mission Authority (SMAs) at state level. Besides that there are two important schemes of the ministry which can act as complement to the process of development of women entrepreneurship. These schemes are named as Rajiv Gandhi Scheme for Empowerment of Adolescent Girls- Sabla and Support to Training and Employment Programme (STEP) for women. 'Sabla' was launched in 2010 with one of the objectives to provide vocational training to girls aged 16 and above under National Skill Development Program.

Conclusion:

During the study it is observed by the that most of the women entrepreneurs were not aware about the various promotional programs and policies announced by the Government to provide assistance to them. Through the highly educated women entrepreneurs are in demand for matrimonial alliance because most of the business families are interested to avail the benefits of various schemes for women empowerment and the subsidies and the matrimonial value is highest in pharmaceutical enterprises. Further, encouraging women entrepreneurship calls for zero rate of interest instead of providing subsidies to them. For increasing the economic viability of women enterprises the stake holding of banks can be increases by associating banking manpower in every women enterprise. This will create further job opportunities for women in commercial banks who can better channelize their energies in women enterprises. For bringing efficiency, sufficiently and equity in the women enterprises, there is need of proper pricing policy. In order to harness the potential and continued growth and development of women entrepreneurs, it is necessary to formulate appropriate strategies for stimulating, supporting and sustaining their efforts.

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