

Problem Faced By Women Entrepreneurs in Satna City (MP)

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Abstract

Entrepreneurship serves as a catalyst of economic development of the largest sections for capital accumulation. In fact economic growth is the result of the effort taken by the entrepreneurs. Similarly entrepreneurs can dictate the economic growth by their actions and decisions. Now many have began to realize that for achieving the good of economic development it is necessary to promote entrepreneurship both qualitatively and quantitatively in the country.

Key Work :Innovations, Risk Taking Organizational Skill, Women Entrepreneurs.

I. Introduction

In under developed economic the need of the entrepreneurship is been recognized as the major factor of growth in an economy. As the number of entrepreneurs increasing in an economic growth rate is high. Reduction of employment and it also help in the economic growth of the country. Entrepreneurship serves as a catalyst of economic development of the country. It is one of the largest sections for capital accumulation. In fact economic growth is the result of the efforts taken by the entrepreneurs only active and enthusiastic entrepreneurs fully explore the potentialities of the country-available resources-labour technology.

II. Objectives of the studies

Our main objective to conduct the research is to identify the problem or barriers which are faced by women in conducting entrepreneurial act our main objective to conduct the research is to identify the problem or barriers which are faced by women in conducting entrepreneurial activities in rural areas.

- To measures the extent of each variable impact on women entrepreneurial activities in rural areas.
- How women respond to their barriers.
- How women cope with their barriers.
- Problems faced by woman entrepreneurs in rural areas of Satna are in compliance with the problems faced by women entrepreneur in other rural areas of India.
- In which activities women of Satna in rural areas are mostly engaged.
- To find the proper solutions of these problems.
- To create awareness in women about their efforts and role in the society.

III. Research Methodology

It is hypothesis testing as much is known about the problem at hand and we are concerned to study that whether the variance in the determined, Independent variable is affecting the success of women entrepreneurial in the rural areas.

Types Of Investigation

In this research we have established a correlation between different variable Variable affecting the women entrepreneurial in the rural areas.

Data Collection Techniques

Data collection Techniques that we have used is Survey.

Tool

- 1 – Questionnaires
- 2 – Observation

➤ Secondary Data – Secondary data is very important, without it one thrash out one's research. In our Research it has got much importance, Major sources of our data are articles on the internet and web.

➤ Primary Data – We collected our primary data from the interview conducted survey and we have also come to know very practical information which reveals much more things.

- Satna City
- Nagod
- Maihar
- Amarpatan

Sample Design:

❖ Target Population.

Act the entrepreneurs / Self employed women of satna.

❖ Sample Population

Area

1. Satna City
2. Nagod
3. Maihar
4. Amarpatan

Sampled Business categories

1. Women doing embroidery work.
2. Women having their own Beauty Parlor.
3. Women who are running Schools in Rural areas.

Sampling Frame –

Infinite population: As our population is infinite so it is difficult to identify all the population and to draw a sample frame.

Sample Methods:

- 1- Probability Sampling.
- 2- Sampling Technique.

Simple random sampling

FORMULA: Population Size/Sample Size.

Sample Size

$$n = (z*s)^2 / E^2$$

Through this formula we have determined the sample size of 60

Field work: To gain our purpose we have surveyed the rural areas of satna and filled our questionnaire from our sampled population.

IV. Data Analysis

Q1.

- a) Age Category
 - Below 18
 - 18-25
 - 26-35
 - 36-45
 - 46-55
 - 55 and above
- b) Your age when you start this business?
 - Below 18
 - 18-25
 - 26-35
 - 36-45
 - 46-55
 - 55 and above

Interpretation In this question is designed to get the personal information about the age of self employed or women entrepreneurs. Most of the women lei in the age group of 18-25 years i.e. 30%.

This question is designed to know that at what age mostly women involve in the entrepreneurial activities and form this we got to know that most of the women stat then own business at the age of 18-25 year.

Q.2 Marital Status

- Single
- Married
- Separated
- Divorced
- Widowed

Interpretation:- In this question to know that how many women entrepreneurs are married or unmarried, separated or divorced and widowed. Thus, we got to know that majority of the women entrepreneurs.

Q.3 Which Person inspires you to do your own work?

- Your family member.
- Your friend.
- one from your neighboring area.
- Any other (_____)

Interpretation:-We have designed this question to know that what is the major inspiration for the women to start their own. Business and from this we have got to know that their family members have inspired them the most to start their own business i.e.50%.

Q.4 Do you have any experience of working before any where?

- Not at all.
- Moderately.
- Somewhat.
- Very much.

Interpretation:-we have designed this question mainly to know whether there women entrepreneurs have any previous work experience and thus from this we have got to know that most of the women don't have work experience.

Q.5 How You can well define the purpose of your job?

- To satisfy your financial needs.
- Desire to enjoy the job for its own rewards
- To prove yourself.
- To become independent.

Interpretation:-This question is designed to know about what is the main purpose for the women entrepreneurs to start this because and we found that mostly women start for satisfaction of their financial need.

Q.6 Do the people in the society criticize upon you for doing this work?

- Not at all.
- Some what
- Moderately.
- Very Much.

Interpretation:-We have designed this question mainly to know whether the women who are doing their own business face any criticism from the society and thus we have got to know there socio cultural constraints are the major problem women are facing now a day.

Q.7 Are you taking any of the following step to enhance your skills?

- Getting education.
- Getting computer training.
- Getting training in the required field.
- Seeking advice from some experience person.

Interpretation:-We have got to know that mostly entrepreneur are getting training in the required to further enhance their skills, while only some of them are getting education but only small percentage as focusing to get the computer training.

Q.8 Is your family supporting you in your activities?

- Not at all.
- Some w hat.
- Moderately.
- Very much.

Interpretation:-Fending this question is that most of the families of these women entrepreneurs are supporting to some extent.

Q.9 what are your modes of transportations?

- Public.
- Private.

Interpretation:-In this question we come to know that mostly women use public transport and this is major difficulty for these women that they don't have their own transport and lot of time is wasted on waiting for this public transport they have to face criticism of people.

Q.10 What educational background do you know?

- Primary School.
- Secondary School.
- Diploma or Less.
- Bachelors Degree.
- Master Degree.
- PHD Degree.

Q.11 do you face any problem in managing your work and the personal life?

- Not at all.
- A little Bit.
- Moderate.
- Yes a lot.

Interpretation: -This question is designed to know whether there women face any difficulty in managing their work and personal life and we come to know that these women face moderate difficulties in managing this entire i.e.41%

Q.12 you compromise on the quality of raw material in case you lack finance?

- Strongly Agree.
- Disagree
- Neither agree nor disagree.
- Agree.
- Strongly Agree.

Interpretation: This question is designed to know whether these women compromise on the quality of raw material in flourishing their entrepreneurial activities and we come to know that most of the women agreed on low quality material in case they lack finance.

Q.13 How do you rank following in the order of important for entrepreneurial activities.

- A- Finance
- B- Communication
- C- Training
- D- Mobility
- E- Social Support

Interpretation:-In this question we asked about the importance of these things in their entrepreneurial or self employed activities. Which thing is most important and which is least. Here we come to known that finance is most important and then Training, Social support mobility and communication respectively.

Q.14 what do you think govt. should do to promote women entrepreneurial activities.

- A- Open vocational Training Institution in rural areas.
- B- Relaxation in the term of micro finance.
- C- Other _____(please state)

Interpretation:-This question is designed to know that what the government should do for the promotion of their activities. There They have chore the option any other where they have said that they should do workshops or seminars give more opportunities or privileges to these women as well as promote their attempt of this venture.

Q.15 what is the type of enterprise are you engaged in?

Interpretation:-In this question we asked about the types of business they are engaged in and most of these women

Q.16 what was the major source of money you started this enterprise with?

- Borrowed/ got loan from financial institution.
- Saving over a period of time.
- Saving from other enterprise/Business.
- Borrowed from a friend/Relative.
- Help from friend/Relative.
- Other (_____)

Interpretation:-In the question we are concerned to know about that from where mostly women entrepreneurs arrange for their startup finance and thus from this we have to know that the main sources they employ are savings over a period of time and help from friend/relative.

Q.17 Is the enterprise Registered?

- Yes.
- No.

Interpretation:-We have designed question mainly to address one of the most important issues that women are facing because of no registration of their work and even today the percentage of unregistered works is more than the registered and because of this their work is unable to get so much recognition.

Q .18 Does your business have a bank account?

- Yes.
- No.

Interpretation:-We have designed this question mainly to know whether the women who are doing their own business have any bank account of their own business and thus we have found that majority of these business do not have any bank account.

Q.19 Do you contribute money from your business towards household expenditure?

- Not at all.
- Some What.
- Moderately.
- Very Much.

Interpretation:-In this question we are mainly concerned to know that whether these self employed women spend their money in their household and thus we have found that most of these.

20. what was the very first problem that you face while starting your business?

- Finance.
- Social Support.
- Expenditure.
- Mentor.
- Any Other.

Interpretation: In this question we asked from self employed or women entrepreneurs about the very first problem they face at the start of their business and they said that the very fix problem the face is the availability of finance i.e.50%

V. Findings

- We have also found that mostly women are not educated and this thing is creating a lot of hindrance the success of their business.
- After conducting the survey, we find that most of the respondent believes that they are facing a lot of problem regarding their entrepreneurial/ self employed activities.
- After this research we have to know that most of these women are involved handmade embroidery work.
- According to the majority of the respondent the most important problem are finance and then training, Social, Support, Mobility, and Communication respectively.
- We also come to know that most of the business run by then women are not registered and they also do not have any bank account.
- We found that due to lack of awareness of these women they are unable to avail this opportunities being provided by the govt.
- We also find that these self employed women are facing a lot of socio cultural constraints.

VI. Recommendations & Suggestions

- Government should arrange exhibition quarterly, semi annually or annual to promote the work of women entrepreneurs in the rural areas this will provide them a platform where they can bring their work on scenes.

- Government should train the employees who work in the micro financial institution as to how to clean with the customers and tell them the benefits of the scheme.
- Government should do extensive ad campaigns to promote the work of these women not only within the country but also at the intersection.
- Awareness should be created among these women as to how they can gain success in their business by getting proper education and getting required skill.
- Society should not only support but also encourage such women who are source of pride for the nation.
- Special business should be run females so that they do not face any land of problem while travelling the purpose of the part is just to find out the specific weakness that may affect the finding of the study. During this research we face a number of problems due to which the internal as well as external validity of our research affected.

VII. Limitations

- Most of the women are not educated so they are not able to understand some questions.
- Some of the women of beauty parlors were not cooperative
- The target market we are focusing is term rural areas so we have to face some difficulties tracing their home.
- Some family member of illiterate women doesn't allow them to meet with us.
- Due to lack of education of these women we are also facing communication problem.
- Due to social pressure many women know what problem they are facing but they are not allowed.

VIII. Conclusion

- People who have a small scale business and taking up the advantages of government scheme and policies Have even lead to export their product in the international market and helping the nation and society with the revenue. Government should arranged exhibition on quarterly, semi annually bases to promote the work of women entrepreneur in the rural areas as the y will provide them to platform.

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