

# ENTREPRENEURIAL CHALLENGES: WOMEN ENTREPRENEURS' PERSPECTIVES IN MYSURU

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## **Abstract**

*Entrepreneurship is the core of economic development and entrepreneur is a key factor of entrepreneurship. In present times, women are an emerging economic force. Social and economic development of women is necessary for development of any country. Though women want to start own business they still face many hurdles to be more successful in our Indian environment in a way in which it should be. Due to changing environment, now men are easily accepting the women entrepreneurial opportunities. Hence, in this arena topic has found its importance and the main purpose of study is to find out various challenges faced by women entrepreneurs. The sample of 30 women entrepreneurs were chosen from Mysuru city and the data was collected through well-structured questionnaire. The Data has been analyzed by using statistical tools namely Excel and SPSS. Reliability of the questionnaire has been tested by using Cronbach's alpha which arrived at the value of 0.78. The study revealed Personal skills development is one of the biggest challenges which need to be addressed. Moreover, the inspiration or motivation for stepping into entrepreneurship is self-motivated. Hence, it can be stressed that in order to provide an aid for coming up with more ventures, particularly to women entrepreneurs, there is an urgent need to boost their self-confidence, skills and handling emotional quotient is required.*

**Keywords:** Challenges, Motives, Personal Skills, Women Entrepreneurship.

## I. INTRODUCTION

Entrepreneurship refers to setting up a new business to take advantages from new opportunities. Entrepreneur is the key factor of entrepreneurship and now women are successful in this as they have qualities desirable for entrepreneurship development. Entrepreneurship is a suitable profession for women than regular employment. Women are taking interest in the entrepreneurship in present years than past. The women have achieved immense development in their mind. With increasing dependency on services sectors, many opportunities are there for women. In the process of Entrepreneurship, women have to face various challenges and these challenges get doubled because of their dual role as earner and homemaker. In India most of the homemakers want to start their own business but there are many challenges which they need to overcome. (Kaushik, 2013).

## II. REVIEW OF LITERATURE

**Goyal and Parkash (2011)** emphasized that the educated women do not want to limit their lives within the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite of all the social hurdles, India is brimming with the success stories of women. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.

**Shanta (2013)** observed from his study that Women are very good entrepreneurs and prefer to choose the same as they can maintain work life balance. Even though having many successful Women Entrepreneurs in our country, due to male dominated culture there are many challenges which women entrepreneurs face from family & Society.

**Orhan and Scott (2001)** made an effort to study the causes that encourage women to enter in to trade. The in-depth interview technique was used to gather the information in the study. They denoted that numerous motivating issues i.e. “pressure of surroundings, push factors and pull factors, dynastic fulfillment and natural progression, no other option and strained entrepreneurs” were observed in the study.

**Khanka (2009)** carried out a study in Assam to recognize their entrepreneurial enthusiasm. He found that the entrepreneurs were mainly forced by the requirement for financial realization, individual development, independence and respect. Moreover, it was viewed that the aspiration to donate to the society was not observed as a significant motive to become an entrepreneur. The study did not reveal any considerable distinction in the inspirations of men and women entrepreneurs.

**Kantor (1999)** rightly argued that women often experience greater constraints on their economic actions relative to men. **Mayoux (2001)** also noted that there are certain factors that limit women entrepreneurs' ability to take advantage of the opportunities available to them in their environment and these factors have been identified as the reasons why their business fail (**Kantor,1999**).

### III. OBJECTIVES OF THE STUDY

The study has been carried to fulfill the following objectives:

- To examine the challenges faced by women entrepreneurs in Mysuru.
- To analyze the significance of demographical factors with respect to challenges faced by women entrepreneurs in Mysuru.

### IV. SCOPE OF THE STUDY

The research study has been confined to Women Entrepreneurs who have set up their ventures in Mysuru. The research emphasized on different Challenges which are faced by Women Entrepreneurs namely (1) Personal or Individual which particularly focused on self- confidence, Combining work & family life, Technical Expertise & Personal Skills (2) Domestic & Social which highlighted on handling multiple roles, Adequate co-operation from family members, Enjoying women's liberty and Ability to handle social challenges (viz., gender discrimination) and (3) Governmental challenges basically consisting of Limited awareness of government trainings, Large number of official formalities, Lack of specific policies related to interest of women entrepreneurs and Inadequate access to finance programs.

### V. RESEARCH METHODOLOGY

**Collection of Data:** The Primary data constituted structured questionnaire which has been administered to the mails of women entrepreneurs through Google forms. The study is also based on secondary data collection through various modes of web resources, research articles in various reputed journals, conference papers and dailies.

**Sampling Technique:** The study has been conducted by using simple random sampling technique.

**Sample Size:** The sample size was limited to 30 as a part of pilot study.

**Method of Data Analysis:** Percentage analysis method was used to analyze and interpret the results obtained.

## VI. RESULTS AND DISCUSSIONS

The analysis of challenges faced by women entrepreneurs has been done in three phase namely Personal or Individual, Domestic & Social and Governmental challenges. However the following table depicts the demographic profile of respondents.

### VI. a Demographic Profile

**Table No. 1: Demographic profile of respondents**

Factors	Particulars	Frequency	Percentage (%)
Age	< 30 Yrs	03	10
	31- 40 Yrs	18	60
	>41 Yrs	09	30
Marital Status	Married	27	90
	Unmarried	03	10
Qualification	PUC	00	00
	Graduate	03	10
	Post-Graduate	27	90
	Others	00	00
Family type	Joint	15	50
	Nuclear	15	50
Number of dependents	< 2	09	30
	2-3	12	40
	>3	09	30
Workers' employed	1-2	21	70
	3-5	03	10
	>5	06	20
Type of Establishment	Newly established	24	80
	Family based	06	20
Working hours	2-4 hours	09	30
	4-8 hours	15	50
	>8 hours	06	20

(Source: Primary Data)

It can be highlighted from the table no. 1 that demographic profile comprises of:

- Majority of the respondents are between the ages of 31-40 years.
- 90 percent of the respondents are married
- The highest qualification of the women entrepreneurs of the survey is post-graduation.
- The responses obtained were equally from joint and nuclear family.

- The above table depicts that the respondents had 2-3 dependents in majority.
- 70 percent of the entrepreneurs had 1 to 2 workers employed in their enterprise.
- The research study was able to procure the responses that are 80 percent from the newly established enterprises.
- 4 to 8 hours is considered to be working hours as revealed by majority of women entrepreneurs.

## VI. b. MOTIVES BEHIND STARTING A VENTURE

The research study also focused on to find the motive behind to start a venture with the options as depicted in the following table:

**Table No. 2: Motives behind starting a venture**

Motives	Frequency	Percentage (%)
Advice from Family members	09	30
Advice from Friends	03	10
Advice from Relatives	00	00
Self-motivated	18	60
Inspired by role models	00	00
<b>Total</b>	<b>100</b>	<b>100</b>

(Source: Primary)

It is clear from the above table that the women entrepreneurs in Mysuru are largely motivated to start the new venture through self-motivation which comprised to 60 percent of the respondents. They are also motivated from family members and friends that stood at 30 percent and 10 percent respectively.

## VI.c. TYPES OF CHALLENGES

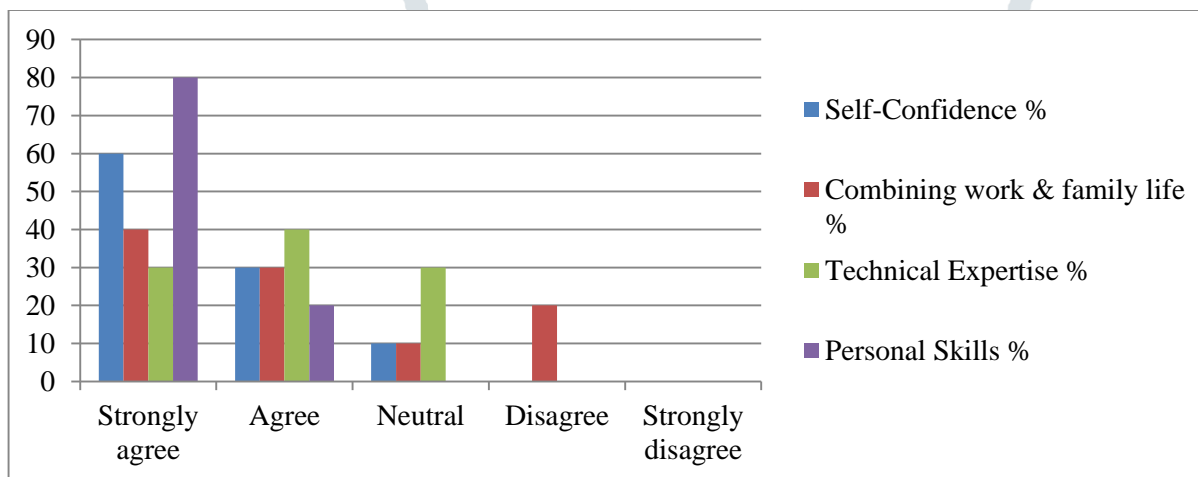
### VI.c.(i) Personal or Individual challenges

They were particularly focused on Self-Confidence, Combining work & family life, Technical Expertise & Personal Skills. Confidence believes in thy-self, feeling comfortable in true-self, knowing individual's worth. Entrepreneurs who are very confident are better poised to start and succeed in the business. A research review, never the less revealed that numerous studies found that women entrepreneurs struggle with combining the demanding and time consuming entrepreneurial activities with their domestic responsibilities and ambitions. Studies of 21<sup>st</sup> century exhibited that digital skill, along with drive for innovation is a key factors. Personal Skills such as goal oriented, risk taking capability, assertiveness sounds greater for a women being entrepreneur.

**Table No. 3: Personal or Individual challenges**

Particulars	Self-Confidence %	Combining work & family life %	Technical Expertise %	Personal Skills %
Strongly agree	60	40	30	80
Agree	30	30	40	20
Neutral	10	10	30	0
Disagree	0	20	0	0
Strongly disagree	0	0	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

(Source: Primary)

**Chart No. 1: Personal or Individual challenges**

(Source: Primary)

The above table no. 3 and chart no. 1 shows that majority of the respondents strongly agree that self-confidence is definitely a vital factor for a women entrepreneur whereas diverge opinion is obtained in case of combining work and family as 20 percent of the respondents disagree, however, 40 percent along with 30 percent of the respondents strongly agree and agree respectively. The majority of the respondents are on a positive note supported by 40 percent and 30 percent in case of agree and strongly agree respectively with respect to technical expertise. Significant factor that contributed for the success of women entrepreneur as supported from the data in the above table personal skills (80% strongly agree).

### VI.c. (ii) Domestic & Social challenges

They were basically highlighted on handling multiple roles, adequate co-operation from family members, Enjoying women's liberty and Ability to handle social challenges (viz., gender discrimination).

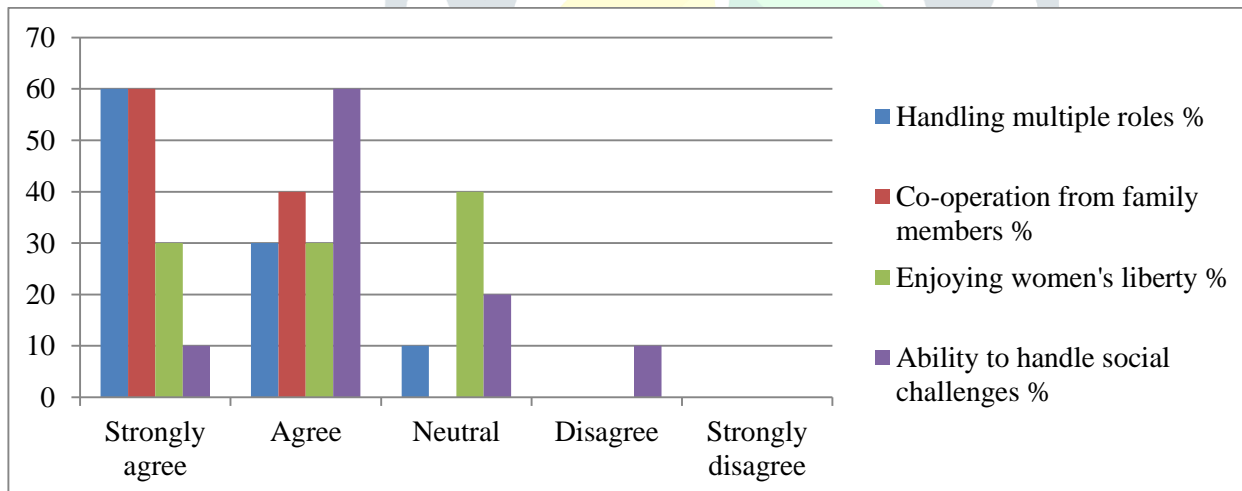
Handling multiple roles indicates that women entrepreneurs continue to face multi-tasking whirlpool along with other challenges. Adequate co-operation from family members can be considered as elementary factors. Enjoying women's liberty and ability to handle social challenges viz., gender discrimination depicts that despite the mass entry of women in exclusively male domains, glass ceilings have not been shattered.

**Table No. 4: Domestic & Social challenges**

Particulars	Handling multiple roles %	Co-operation from family members %	Enjoying women's liberty %	Ability to handle social challenges %
Strongly agree	60	60	30	10
Agree	30	40	30	60
Neutral	10	0	40	20
Disagree	0	0	0	10
Strongly disagree	0	0	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

(Source: Primary)

**Chart No. 2: Domestic & Social challenges**



(Source: Primary)

From the above table and chart it is clear that women are still dominantly playing a multiple roles which is supported by 60 percent of the respondents who have strongly agreed, along with majority of the respondents (60% strongly agree & 40% agree) seek cooperation from family members as a significant factor. Women entrepreneurs are longing to enjoy the liberty as supported from majority of the respondents that is 30 percent



strongly agree and agree each. Majority of the respondents (60%) agree that ability to handle social challenges is one of the vital factors to be addressed

### VI.c. (iii) Governmental challenges

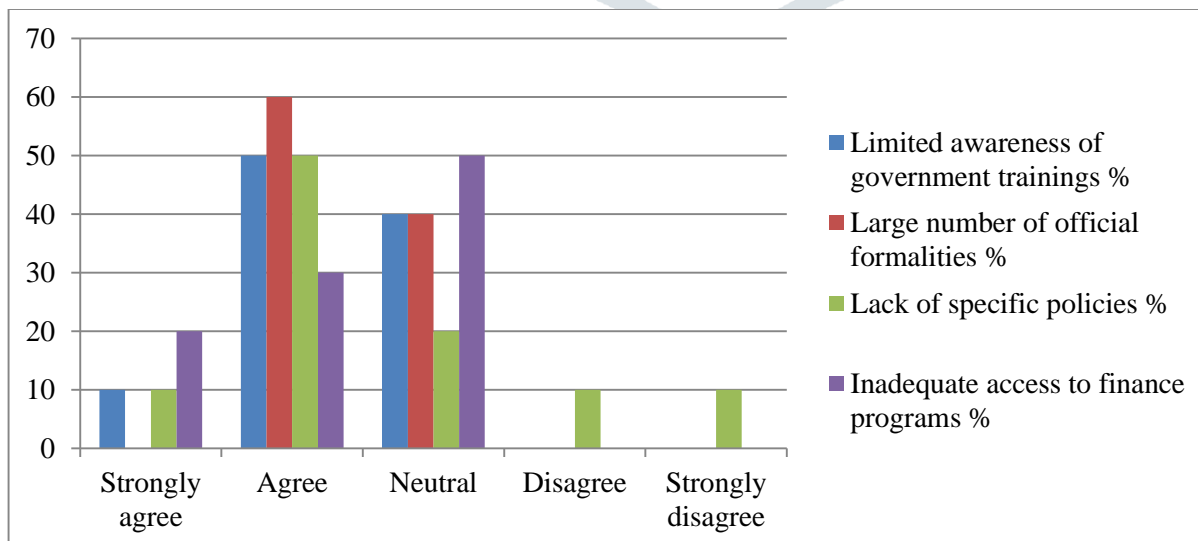
It specifically comprised of Limited awareness of government trainings, Large number of official formalities, Lack of specific policies related to interest of women entrepreneurs and Inadequate access to finance programs. The women entrepreneurship problems range from mobilizing various resources including problem of capital, marketing, problem of infrastructure and vitally lack of government support.

**Table No. 5: Governmental challenges**

Particulars	Limited awareness of government trainings %	Large number of official formalities %	Lack of specific policies %	Inadequate access to finance programs %
Strongly agree	10	0	10	20
Agree	50	60	50	30
Neutral	40	40	20	50
Disagree	0	0	10	0
Strongly disagree	0	0	10	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

(Source: Primary)

**Chart No. 3: Governmental challenges**



(Source: Primary)



The above table no. 5 and the chart no. 3 exhibited that most of the respondents (50% strongly agree) opined that there is an in-depth need of awareness of government trainings. 60 percent of the respondents perceived that large number of official formalities is a hindering factor whereas 50 percent of the respondents opined that there is limited awareness regarding to specific policies pertaining to women entrepreneurs. Interestingly, majority if the respondents (50%) are neutral in their opinion about inadequacy of accessibility to finance programmes.

## VII. FINDINGS

- Personal skills development is one of the biggest challenges which need to be addressed.
- None of the respondents have disagreed for the need of improvisation in the factors of self-confidence, technical expertise and combining work with family life. This in-turn seeks the attention that there is an innate need to fulfill the knowledge of technological orientation attaining a mutual consensus between work and family.
- Women playing versatile roles from homemaker and being a part of dual earner couple is the prominent challenge which need to be tuned up with the cooperation of the family members as opined by majority of the respondents.
- The deterrent factors such as glass ceiling and male domination are still playing its own role in the society. It is being supported by the respondent which is depicted in the table no. 4. This issue is of a social concern and which has to be addressed from the societal aspects as per the time demands.
- From the study it can be inferred that though the government has come up with various schemes pertaining to women entrepreneurs, there is still a gap in reaching needy individuals as it is highlighted (table no. 5) that there is lack of awareness of government trainings and inadequate access to finance programs.
- Simplification of official formalities in fulfilling to start up a new venture is an innate need as opined by the respondents. Complete awareness of specific policies is also considered as one of the vital challenges in running the business which is showed in the chart no. 3.
- The study also revealed that the inspiration or motivation for stepping into entrepreneurship is self-motivated. Hence, it can be stressed that in order to provide an aid for coming up with more ventures particularly to women entrepreneurs, there is an urgent need to boost their self-confidence, skills and handling emotional quotient is required.

## VIII. CONCLUSION

Women Entrepreneurs continue to face the multi-tasking whirlpool, along with handling multiple roles, social challenges, lack of personal skills, limited knowledge of technology, inadequate access regarding government trainings, financial aid and lengthy official formalities. The purpose of this research paper was to examine the challenges encountered by women entrepreneurs in Mysuru pertaining to Personal or Individual, Domestic & Social and Governmental challenges. The analysis undertaken revealed that women entrepreneurs have stressed for the need of improvisation in the factors of self-confidence, technical expertise and combining work with family life. This in-turn seeks the attention that there is an innate need to fulfill the knowledge of technological orientation attaining a mutual consensus between work and family. Furthermore, Simplification of official formalities in fulfilling to start up a new venture is an innate need. Complete awareness of specific policies is also considered as one of the vital challenges in running the ventures successfully.

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