

COMPARISON BETWEEN WOMEN AND MEN ENTREPRENEURSHIP

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ABSTRACT

In last decade women have come out of their old and strict social environment and have started to work shoulder to shoulder with men but still they are lagging behind men as India is high on the gender inequality rate. It stand on the 132 out of 187 countries on the gender inequality index according to the United Nations Development Program's Human Development Report 2013. Despite of all the inequality and disparity in India the women of the India are fighting for themselves and proving themselves in all the sectors. In this paper research is done to find out those area where there is need to pay attention for the overall development of the women entrepreneurship as well as the nation. The study is going to reveal the actual facts behind the socio economic curtains that will help us to deeply understand the actual position and efficiency of the policies of the government and the label of women entrepreneurship in India. There's no denying the fact that Indian women have come a long way, but according to facts shown by the Sixth Economic Census by the National Sample Survey Organisation (NSSO), they still have a long way to go when it comes to matching the numbers with their male counterparts. The reason behind this gender gap in the India entrepreneurship sector is due to unequal inheritance rights for the women, family opposition, work restriction, finance problem, male dominated societies. That may be acting as a limiting their means to start-up capital and collateral. The Female Entrepreneurship Index (FEI) released in 2015 by the Global Entrepreneurship and Development Institute (GEDI) That India ranked 70 out of 77 countries. The FEI ranking is significant because it does not consider the number of women entrepreneurs, but ranks a country based on favourable conditions provides for female entrepreneurship. This paper aims to highlight the challenges faced by women entrepreneurs due to gender equalities.

Keywords-women entrepreneurs, position, gender gap.

INTRODUCTION

Women constitute almost half of the world total population. But their representation in gainful employment is comparatively low as compared to men. In the most of the countries, average earning of women are lower than those of men¹. As there was an ancient Sanskrit adage that 'Udhyogam Purusha Laksham' i.e. Industry is the

ornaments of men, this gender inequality create negative impact on women, and it also significantly impacts how economies and countries grow. But this concept is wrong as now a day, women are playing very important role in all walk of life. Many women proved that they are more capable of doing things with more efficiency than men, especially in decision making, thanks to their sincerity, patience and hard work. In the view of above qualities, they are also becoming good entrepreneurs for the development of business and industry. The cause of development of entrepreneurship among women has been taken up by several women organisation, governmental and government sponsored organisation throughout India in recent years. McKinsey report shows that by bridging the gender gap in the labour force, India stands to gain as much as 2.9 trillion of additional annual GDP in 2050. From my own experience that I have had interacting with a number of women entrepreneurs while interviewing them , most of them talked about three common hurdles that they need to pass in order to become a significant, successful entrepreneur in India.

Firstly, they have to work twice as compared to their male counterparts in order to be taken seriously in the Indian entrepreneurship world.

Secondly, there's a huge shortage of successful Indian entrepreneur female role models and mentors.

Thirdly, there are still a number of gender specific jobs and roles, with Entrepreneurship being considered a man's domain.

STATE BY WOMEN ENTREPRENEURSHIP DEVELOPMENT

In what could be seen as a sign of change and hope, the survey shows that out of the total 14 percent of female Indian Entrepreneurs, around sixty percent of are from the disadvantaged communities. In fact, our very own Prime Minister NarendraModi, who has a special interest in the Indian start up sector, had recently launched the Stand-up India scheme, under which banks will be giving loans of up to Rs.1 crore to SCs, STs and female entrepreneurs. While the Indian start up scene is currently tilted towards the men, but it strongly believe that Indian women has the potential more than men to catch up to them and transform entrepreneurship into a level playing field in India

WOMEN ENTREPRENURSHIP IN INDIA

STATES	NO. OF UNITS REGISTERD	NO OF WOMEN ENTREPRENURS	PERCENTAGE
TAMIL NADU	9618	2930	30.36
UTTAR PRADESH	7980	3180	39.84
KERALA	5487	2135	38.91
PUNJAB	4791	1618	33.77
MAHARASTRA	4339	1394	32.12
GUJRAT	3872	1538	39.72

KARNATKA	3822	1026	26.84
MADHYA PRADESH	2967	842	28.38
OTHER STATES AND \UTS	14576	4185	28.71
TOTAL	57452	18848	32.82

Another interesting fact from above it revealed that the Southern part of India was more habitable and warm towards women entrepreneurs as compared to the northern part. About 1.08 million of the female-headed companies have their base in Tamil Nadu, followed by Kerala with 0.91 million and Andhra Pradesh with 0.56 million. A major reason for this could be the favourable sex ratio pattern visible across almost most of the Southern India states.

POLICES AND SCHEMES FOR DEVELOPMENT OF WOMEN ENTREPRENEURS IN INDIA

The world conference of the UN for women at Copenhagen on July 30, 1980 adopted a programme of the action aimed at promoting full and equal opportunity treatment for women in employment, work and other opportunities in both urban and rural areas. The first National Convention of women entrepreneurs held at NewDelhi in November, 1981, called for priority to women in the allotment of land, sanction of power and industrial licence etc. It has recommended the special training programmes for women, simplification of loan procedure counselling service, centralised marketing service. After that many such conferences were held in different part of the world for the improvement of women in economic life and participation in industrial activities. The government of India also realised that economic development is not possible without the active participation of women ,hence Indian government has taken many lead role in providing more and more assistance to women entrepreneurs, so that more and can be attracted to this field. Many integrated scheme of assistance to women entrepreneurs for identification, selection training, and consultancy and escort services apart from loan facilities at concessional terms¹.Government programmes and schemes are:

1. SCHEMES OF MINISTRY OF MSME

- Mahila Coir Yojana
- Trade related entrepreneurship assistance and development (TREAD) scheme for women.

2. RESUME ON THE INDIRA MAHILA YOJANA(IMY)

- IMY was launched in 200 blocks of the country on 20.8.95.its objectives are:
- Awareness generation among rural women
- Economic empowerment of the women
- Women group themselves according to socio-economic status
- IMY will formulate district level plan reflecting women priorities

3. PROGRAMMES FOR GROUP FORMATION AND TRAINING IN PRODUCTIVE SKILL

The Mahila Mandals Programme began in 1954 its main objectives is to provide women with training better method of household management. They were to serve as forums through which gram sevikas imparted many skills. The programme was to provide initial support in the form of fund, equipment's, personnel, and access to other appropriate agencies from which the women might require assistance.

4. NATIONAL PERSPECTIVE PLAN FOR WOMEN

The NPPW was issued by the government of India in 1988. Its purpose to assess the extent to which women have been integrated into India's development and make recommendation towards the equity and social justice for women.

5. SCHEME OF MINISTRY OF WOMEN AND CHILD DEVELOPMENT

- Support to training and employment programme for women (STEP)
- Swayam Siddha

6. DELHI GOVERNMENT'S STREE SHAKTI PROJECT

7. SCHEME OF DELHI COMMISSION FOR WOMEN (RELATED TO SKILL DEVELOPMENT AND TRAINING)

8. INCENTIVES TO WOMEN ENTREPRENEURS SCHEME, 2008, GOVERNMENT OF GOA

9. MAGALIR UDAVI SCHEME, PUDHUCHERRY GOVERNMENT

10. FINANCING SCHEMES BY BANKS/FINANCIAL INSTITUTION'S

11. RASHTRIYA MAHILA KOSH

The Government of India established a Rashtriya MahilaKosh (National Credit Fund for Women) on 30th March, 1993.

PROBLEM FACED BY WOMEN

Gender discrimination continues to be an enormous problem within India society. Women are commonly married young quickly become mother and are burden by stringent domestic and financial responsibility .they are frequently malnourished since women typically are last member of a household to eat and the last to receive medical attention .Additionally ,only 54 percent of Indian women are literate as compare to 76 percent of men. Women receive little schooling, suffer from unfair and biased inheritance and divorce law. These all prevent women from accumulating substantial financial assets, making it difficult for women to establish their own security and autonomy. Women has lot of skill in them but the main problem there is

nobody to train and initiate them in craftsmanship, training and skill training is the basic for any entrepreneurship

The problem of women entrepreneurs are follows:

- 1) Shortage of raw material-women entrepreneurs find it difficult to procure raw material is due to inadequacy of raw material and high price.
- 2) Stiff competition-women entrepreneurs have to face severe competition from organised industries and male entrepreneurs. Due to imperfect organisation setup many units failed.
- 3) High cost of production-Another problem which undermines the efficiency and restricts the development of women enterprises is the high cost of production. Government assistance in the form of grants and subsidies to some extent enables them to tide over this difficulty.
- 4) Shortage of finance and credit- women and small entrepreneurs always suffer from inadequate financial resources and working capital. They are lacking access to external funds due to absence of tangible security and credit in the market.
- 5) Not proper arrangement for marketing-women entrepreneurs find difficult to capture market, they have to depend upon middle man for their product marketing and they charge large chunk of profit.
- 6) Access to Technology-For women entrepreneur, the lack of finance and credit also denies access to modern technology as they cannot buy proper tools and equipment to improve their products.at the same time, their demand for training in business and technical skill is low because of their poor self-sphere system. They have to play multiple roles and responsibility and lack of time available for attending training course which could improve their skill and productivity.
- 7) Gender role Ideology-As entrepreneurs at work, women tend to make special efforts to make colleagues and co-workers feel more at ease.an old concept of gender role has a deeper impact on women in that they often find it difficult to interact and discuss professional issues as equals as they have been trained to listen, obey and leave discussion to men.

PRIMARY SIMILARITIES BETWEEN MALE AND FEMALE ENTREPRENEURS

Primary similarities between male and female entrepreneurs could be found in their motivation for starting their own business. These similarities included a desire for financial security, a need for autonomy, and a response to the identification of profitable business opportunities. Several studies have found that female and male entrepreneurs are more similar than different. Early studies exploring why females become entrepreneur found they gave similar responses to their male counterparts such as need to achieve and independence. Contemporary research also supports similarities. Females in traditionally dominated male industries gave

similar reasons for operating their own businesses such as the desire for independence. Another study reports that no differences exist regarding personal goals such as independence, achievement and economic necessity both males and females value self-respect, freedom, a sense of accomplishment, and an exciting life both males and females held initial optimistic expectations regarding their ventures. However, several studies found differences between male and female entrepreneurs.

BASIS FOR COMPARISON BETWEEN MALE AND FEMALE ENTREPRENURS

1) Education-The overall literacy percentage among female is 46 in India. A women is discouraged to learn more than the male member of the family due to which they are lack in education, she is unaware of technological knowledge, marketing knowledge etc.

2) Type of business started -Male and female entrepreneurs do not start the same types of businesses. Female led businesses are more likely to be found in personal services and retail trade and less likely to be found in manufacturing and high technology. In addition women start businesses that are less growth-oriented and less driven by opportunity and more oriented toward wage substitution. Some researchers argue that gender differences in the types of businesses than men and women found are the result on socialization and structural barriers. Women tend to work in certain occupation and industries because these occupations and industries are more socially acceptable for women, and because women face obstacles to working in other industries and occupations. In addition, some businesses cannot be started easily by people without the appropriate educational background. This is particularly the case for businesses that rely heavily on technology.

3) Opportunity identification-Female entrepreneurs search for new business opportunities differently than male entrepreneurs for a variety of reasons. First, many opportunities are identified through information that is transferred through social networks. Women have different types of social networks than men. As a result, they have access to different sources of information about opportunities. For instance, male entrepreneurs to identify opportunities through conversations with investors and bankers because, on average, they know more investors and bankers as compare to women they have more opportunity than women.

4) Efforts expended in a new business creation- Researchers have found that female entrepreneurs, on average, work fewer hours than male entrepreneurs. Studies have shown that women invest less time in the development of their new businesses than men as women has to play dual role, they have to look after home, childcare responsibilities of women lead them to have more trouble balancing business formation and family responsibilities

5) Start-up problems- Research suggests that social norms about the role of women in society, the shortage of female role models, and the greater household burdens faced by women led female entrepreneurs to face more start-up problems, and for those problems to be of greater magnitude, than their male counterpart

6) Confidence in organizing abilities -Because of how men and women are socialized, women have lower levels of career-related self-efficacy than men, particularly in careers that are seen as traditionally male. Because starting a business has been considered a traditionally “male” career, female entrepreneurs are thought to have less confidence in their entrepreneurial abilities than male entrepreneurs. As a result, they are less likely to believe that they can undertake the key in organizing a new venture, such as obtaining start up and working capital and attracting customers.

7) Risk preferences- Research in sociology and psychology shows that women are risk averse than men across a wide variety of settings. Women display greater financial risk aversion than men. Some studies suggest that this greater risk aversion carries over to female entrepreneurs. As one study shows that a convenience sample of female entrepreneurs have lower risk propensity Scores than male entrepreneurs on a psychological scale. The greater risk aversion of female entrepreneurs is thought to make them less willing to trade potential gain for risk, which leads them to prefer businesses with lower failure probabilities than those preferred by male entrepreneurs. As a result, male entrepreneurs pursue business opportunities that involve more risk than the opportunities pursued by female entrepreneurs. The greater risk aversion of female entrepreneurs also leads them to engage in greater amounts of risk minimizing activity. For instance it was found that the female entrepreneurs focus more on minimizing risk than male entrepreneurs in the business organizing process.

8) Shortage of finance and problem of liquidity-women and small entrepreneurs always suffer from inadequate financial resources and working capital. They are lacking access to external funds due to absence of tangible and credit in the market as compare to men.

9) Operational differences -Many of the operational differences perceived male and female business owners appear to be the same. The majority of the small firm owners, regardless of sex, see marketing, accounting and financial problems to be the major ones facing their firms. No study has systematically addressed business concerns on a comparison basis, but it does appear that women business owners face several obstacles which male business owners no not appear to encounter. Bank officer’s reactions to loan request from women are reported to be unsympathetic and uncompromising. Access to capital is a problem cited in most of the research studies on women entrepreneurs

10) Low mobility-one of the biggest handicaps for women entrepreneurs is mobility or travelling from one place to another. Some of the women entrepreneurs complain Government, clerks and private dealers harass them as women are believed to be less able to go through court proceedings. Men do not face this type of problem.

11) Family – career conflict-married women entrepreneurs have to make a fine balance between home and business their success in this regards also depend upon supporting husband and family One study investigated entrepreneurs and family career conflict⁴³ and found that females reduce family career conflict by spending less time at work, while males increase their time at work.

12) Psychological differences-‘Udhyogam Purusha Laksham’ i.e. Industry is the ornaments of men; this is the psychology prevailing in our society. This create negative impact on women entrepreneurs Because of how men and women are socialized, women have lower levels of career-related self-efficacy than men, particularly in careers that are seen as traditionally male.²⁷ Because starting a business has been considered a traditionally “male” career, female entrepreneurs are thought to have less confidence in their entrepreneurial abilities than male entrepreneurs. As a result, they are less likely to believe that they can undertake the key in organizing a new venture, such as obtaining start up and working capital and attracting customers.

13) Career influences-In the most of study small business owners in the India, women owners were greatly influenced by their husbands and families in making a career choice⁴⁶. Ninety percent of women stated they needed the support particularly the emotional support of their husbands and families. Most of the male business owners in the same study stated that their families had not influenced their career choice. In addition, husbands often received credit for their wives small business careers.

14) Firm’s performance- Studies have shown that performance of female led new ventures lags behind that of male led new ventures sales growth, employment, employment growth, income and venture survival are all lower for female led ventures.⁴⁷ Women owned business have lower sales and employ fewer people than men.⁴⁸

15) Expectation for venture performance- Female entrepreneurs has lesser expectations for their business than male entrepreneurs. They expect to generate lower profits and employ fewer people than male entrepreneurs because they are less motivated to make money and more motivated to achieve goals. Male entrepreneurs have greater confidence in their entrepreneurial abilities than female entrepreneurs. These differences in confidence lead male entrepreneurs to form greater expectations for their business to form greater expectations for their business. Female entrepreneurs tend to start types of business that have lower growth and income potential than male entrepreneurs. As a result, the expectations of female entrepreneurs, when are in line with the reality of the business that they start, are lower than those of male entrepreneurs. Female entrepreneurs are more likely to set limits beyond which they do not want to expand their businesses to ensure that they do not adversely affect their personal lives. Female entrepreneurs start smaller scale business than male entrepreneurs; hence their initial expectations for their businesses tend to be lower. This review found that female owned firms are smaller and likely to choose sole proprietorship as a legal form and they are under presented in manufacturing and mostly found in services. Female entrepreneurs also bring different qualities to the business and through hard work they are overcoming many of the challenges they are facing. Women entrepreneurs are making significant progress in the entrepreneurial field and they are making a significant impact on the economy. The problems faced by them are less restrictive than those faced by their predecessors of past decades. Some of the researchers argued that female entrepreneurs still struggle more than their male counterparts. Female entrepreneurs face heavy opposition when it comes to obtaining finance. Male entrepreneurs are more likely to possess management training and skills to possess management training and skills than their female counterparts. Male entrepreneurs are more likely to exhibit autocratic management

style, while female entrepreneurs tend to show participative or consulting management style. In comparison with men, women are less likely to report growth intention. Female entrepreneurs tend to underperform compared to male

16) Social attitudes-the biggest attitude of women entrepreneurs is social attitude and the constraints in which she has to live and work. Despite constitutional equality, there is discrimination against women.

17) Low ability to bear risk-women has comparatively a low ability to bear economic and other risks because they have led a protected life. Inferiority complex, unplanned, growth, lack of infrastructure, late started etc., are other problem of women entrepreneurs as compare to men.

SELECTION OF INDUSTRIES BY WOMEN ENTREPRENEURS

Over the years hundreds of women owned business establishment have mushroomed in most large cities. Percentage of women engaged in different industries:

INDUSTRIES	PERCENTAGE
PARLOURS AND HEALTH CLUB	11%
FOOD	7%
RETAIL	9%
SCHOOL	6%
MARKETING AND ADVERTISING	4%
PAPER AND CERAMICS	7%
LEATHER	4%
ENGINEERING AND ELECTRONICS	12%
REAL ESTATES	3%
GARMENTS	30%
MISCELLANEOUS	7%

REMEDIES TO SOLVE THE PROBLEM OF WOMEN ENTREPRENEURS

Need for environmental change

The environment in which women survive should focus on women as entrepreneurs. Generally, the economic life–style and circumstances of women are acquired through men and thereby they acquire vicarious identity. A conducive environment liberates and gains for women, entitlements and acceptability as economic beings in

their own right. Such an environment can be created by upgrading the general socio economic conditions of women.

Financial cell

A large number of women entrepreneurs have complained that there is a heavy burden of documentation and formalities to obtain the loan. This discourages them therefore, formalities should be reduced and assistance should be provided to female candidates for completing documentation. In various public financial institutions and banks, special cell may be opened for providing easy finance to women entrepreneurs. This cell should be manned by women officers and clerks.

Marketing Co-operatives

Encouragement and assistance should be provided to women entrepreneurs for setting up co-operatives will pool the inputs of women enterprises and sell them remunerative prices

Supply of raw materials

Scarce and imported raw material may be made available to women entrepreneurs on priority basis. A subsidy may also be given to the products manufactured by women entrepreneurs.

Education and Awareness

It is necessary to change negative social attitude towards women. Elders need to be made aware of the potential of girls and their due role in society.

Training Facilities

Training and skill are essential for the development of entrepreneurship .Training schemes should be so designed that women can take full advantage as family members do not like women to go away too far off places for training.

CONCLUSION

On-going description reveals that women entrepreneurs are a vital group for the country's economic development, proper attention and adequate support has been provided to his group. Programmes for the development of women entrepreneurs should focus on major areas. First, social attitudes and discrimination against women need to be removed. Secondly, adequate facilities should be provided to widen entrepreneurial base among women. Women entrepreneurs on their part should adopt modern management concepts and improve their competitive strength. Women entrepreneurship movement in India is still in transitory stage and has a long way to go .Women should realise their power and reach out for new areas and new responsibilities. Thirdly, the existing limit for obtaining working capital from banks without collateral

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