

“A STUDY ON CHALLENGES FACES BY WOMEN ENTREPRENEURS IN SURAT”

Nidhi Khatrani

Student, B. V. Patel Institute of Management

Uka Tarsadia University, Maliba Campus, Bardoli

ABSTRACT:

The research paper is to determine the study of challenges faces by women entrepreneurs in surat. Entrepreneur means brining new ideas, concept, procedures, process and product. Women entrepreneurs also take many efforts to develop their business to uplift their standard of living. The present paper try to study the concept of women entrepreneur and challenges faced by them in India. This paper is mostly based on primary data and; for the identification of these issues the authors have reviewed different research articles and reports. Findings of this study reveal that absence of balance between family and career, limited access to finance, socio-cultural barriers, illiteracy or low level of education, access to networks, access to policymakers, marketing and entrepreneurial skills, lack of self-confidence and mobility constraints are major problems of women entrepreneurship development.

Keywords: Challenges, Women entrepreneurs.

1. INTRODUCTION

Women Entrepreneurship:- as defined as an adult woman who undertakes to organize own and run an enterprise. Her illustration about women entrepreneurs in India, represents a group of women who have broken away from the beaten track and exploring new vistas of economic participations. The task of women entrepreneurs has been full of challenges and yet they have steer clear of prejudice opposition, constraint and have established themselves as successful entrepreneurs. When we speak about the term “Women Entrepreneurship” we mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society.

2. RESEARCH METHODOLOGY

The research design of this study is descriptive in nature. primary data used to investigate the study of challenges faces by women entrepreneurs in surat. The major interest, however, is in the use of primary data via the questionnaire method. The data is gathered using a structured questionnaire, and the sample size is 141. The frequency, normality test, hypothesis, cross tabulation, chi-square tests were used to analyze the data.

Objective of research

- To focus on the challenges faced by women entrepreneurs in India and how to overcome them.
- To study the problem faced by small scale women entrepreneurs in Surat.

- To identify the needs of women entrepreneur in Surat.
- To exhibit the encouraging and discouraging factors in an enterprise.

3. LITERATURE REVIEW

The review's goal is to provide context for justification for the research conducted. It is description of what has been published on a topic by accredited scholars and researchers, and it discusses published information in the specific subject area and, at the time, within a specific time period. It is emphasized that this chapter is so important that its omission represents the avoidance or absence of a major element in research. This chapter provides briefs overview of studies on the concept of performance appraisal conducted by various scholars and experts. An attempt was also made to identify the gaps in the literature.

Ramija b (2019) the researcher conducted research on topic rural women entrepreneurs in India. The main objective to identify challenges for women entrepreneurs. Women entrepreneurship has been recognized as an important source of economic growth. Researcher used survey method. The researcher sample size is 300 respondents. The status of women in India has been subject to many great changes over the past few millennia. With a decline in their status from the ancient to medieval times, to the promotion of equal rights by many reformers, their history has been eventful. Women in rural India, despite suffering from the problems like health, malnutrition, repeated childbearing, and lack of education, engage themselves in direct and allied agricultural activities, run small shops, sell by-products or handcraft products and thus generate additional income for the family.

SONU(2019) Researcher has conducted research on Challenges for Rural Women Entrepreneurship in India. The main purpose of the study is to analyze challenge faces by the rural women entrepreneur in India and give some suggestion related to improvement in rural women entrepreneur situation in India. This paper is descriptive in nature use secondary data for data collection from journals, newspaper, internet etc. The role of rural women in the Indian economic development is inevitable. In the today scenario, women not entered in only selected profession but capturing all profession. But rural women faces lot of problem in starting and running of business, so there is urgent need to promote women and introduce schemes for the benefit of the women and society.

Sheweta Gaur& Vijay Kulshreshtha & Dr. Ravi Chaturvedi(2018) From the various research papers studied several challenges faced by women entrepreneurs have come into focus. The main objective To understand the concept and emergence of women entrepreneurship in India. Researcher used secondary data and information have been analyzed for preparing the paper extensively. From the research papers studied several challenges faced by women entrepreneurs have come into focus. These include balance between family and career, socio-cultural barriers, male dominated society, illiteracy or low level of education, dearth of financial assistance, lack of technical knowledge, marketing and entrepreneurial skills, lack of self-

confidence and mobility constraints. Now the time has come for women to come out of the burden of housework and give way to their creativity and entrepreneurship.

Neha Wadhawan(2017) Researcher Has Conducted Research On Entrepreneurship: Issues and Challenges to Women of India. The main objective is To study the growing scenario of entrepreneurship in India. The data used for this study is secondary data. In the conclusion the study wants to reveal that government of India has already taken initiatives to contribute towards development of entrepreneurship in India using various policies, development programmes and through agencies and schemes. But still there is scope of improvement in contributions and initiatives which could be taken into consideration for advancement and development of women as an entrepreneur.

4. DATA INTERPRETATION

Table no:-1 Cross tabulation between Age and challenges women faced during the start-up phase in your business.

Challenges	Age	High Relevant	Relevant	Neutral	Irrelevant	High Irrelevant	Total
Doubt of self-confidence	20-24	12	6	9	5	0	32
	25-29	29	22	8	3	0	62
	30-34	24	9	5	4	0	42
	35 above	3	1	0	0	1	5
	Total	68	38	22	12	1	141
Financial issues	20-24	11	7	9	3	2	32
	25-29	20	28	10	3	1	62
	30-34	12	15	7	7	1	42
	35 above	3	2	0	0	0	5
	Total	46	52	26	13	4	141
Lack of information	20-24	9	7	7	8	1	32
	25-29	20	21	16	5	0	62
	30-34	13	13	9	7	0	42
	35 above	1	2	1	0	1	5
	Total	43	43	33	20	2	141
Support from family	20-24	8	9	9	3	3	32
	25-29	14	27	18	2	1	62
	30-34	14	11	10	6	1	42
	35 above	2	2	0	0	1	5
	Total	38	49	37	11	6	141

Combining domestic And professional life	20-24	10	7	8	5	2	32
	25-29	20	28	10	3	1	62
	30-34	12	14	10	5	1	42
	35 above	3	2	0	0	0	5
	Total	45	51	28	13	4	141

Interpretation:- From the above table it can be interpret that, women whose age between 25-29 and 30-34 they faces challenges like doubt of self confidence, financial issues for the start up, lack of information regarding business, support from family for starting business is very less, combining domestic and professional life, etc. for the start up phase in business.

How would you like to educated other women to take up entrepreneurship roles?

Table no:-2.1 sharing motivated videos

	Frequency	Percent
NO	49	34.8
YES	92	65.2
Total	141	100.0

Interpretation:- From the above table and chart it can be interpret that, 65% women sharing motivated videos and educated other women to take up entrepreneurship role. In this case some women can want to motivate other women also to do something so there for they can shared motivated videos so women can see and learn something.

Table no:-2.2 Social media

	Frequency	Percent
NO	65	46.1
YES	76	53.9
Total	141	100.0

Interpretation:- From the above table and chart it can be interpret that, 54% women social media threw educated other women to take up entrepreneurship role.

Table no:-21.4 conducted public seminar

	Frequency	Percent
NO	62	44.0
YES	79	56.0
Total	141	100.0

Interpretation:- From the above table and chart it can be interpret that, 56% women conducted public seminar and educated other women to take up entrepreneurship role.

Table no:-21.5 Develop interactive application for both android and iOS devices.

	Frequency	Percent
NO	86	61.0
YES	55	39.0
Total	141	100.0

Interpretation:- From the above table and chart it can be interpret that, 61% women Develop interactive application for both android and iOS devices and educated other women to take up entrepreneurship role.

5. FINDING

- It is found from the analysis that all of the respondents are female, and most of the respondents are up to 25-29 years of age. Majority of the respondents are married and are graduates.
- It is found from the analysis that majority of women faces lots of challenges like , doubt of self confidence, financial issues lack of information, support from family, combining domestic and professional life, etc. but women can not lose their hopes they can faces all the challenges which is comes from their family, friends, relatives, society, etc.

6. CONCLUSION

From the present studied several challenges faced by women entrepreneurs have come into focus. These include balance between family and career, socio-cultural barriers, male dominated society, illiteracy or low level of education, dearth of financial assistance, lack of technical knowledge, marketing and entrepreneurial skills, lack of self-confidence and mobility constraints. Now the time has come for women to come out of the burden of housework and give way to their creativity and entrepreneurship. Social and political developments in India have also been responsible for determining the role of women in a changing society. The government schemes, incentives and subsidies have stimulated and provided support measures to women entrepreneurs. With the increase in the number of women getting education, there is considerable awareness among women to be self employed thus leading to change in the role of women in the society.

7. REFERANCE

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