

# Mapping Constraints and Navigating Enablers: An Holistic Approach for Skill Development and Women Entrepreneurship in Micro, Medium and Small Scale Enterprises (MSMEs)

1-Dr.MUBARK OMAR MUAS MUSA

2-Dr.Khalifa Abdalla kashtia

Economics and Political

Faculty of commerce

Bani Walid University-Libya

Tarhuna Azzaytuna University-Libya

## Abstract

**Purpose** –To identify constraints and enablers for skill development and women entrepreneurship in Micro, Medium and Small Scale Enterprises (MSMEs)

**Design/methodology/approach** – For the purpose of identifying constraints and enablers for skill development and women entrepreneurship, literature was screened and discussions were conducted with few women entrepreneurs.

**Findings** –The study identified various factors that constraint skill development and women entrepreneurship viz. family commitment, lack of knowledge and experience, inadequate capital, marketing skills etcandalso the factors that enable skill development and women entrepreneurship are Personal Attitude, Skill, Knowledge & Competencies, Achievement Need, Financial Support from the government.

**Research implications** –This study will provide an insight to policy makers, researchers and support organizations to work on the factors restricting women entrepreneurship in India. Women involvement in business and job creation may be enhanced and it may ensured that women take active part in development of national economy.

**Keywords:** Constraints, Enablers, Skill Development, Women Entrepreneur, MSMEs

## Introduction

Skill Development and Women Entrepreneurship are two major focus areas these days. Amongst various other factors, the factors related with family support specially the customs and regulations related with marriage, influences women to opt for entrepreneurship as an occupation (Monolova, 2008).Although a great number of women employees are working in various organizations at different levels, but this is observed that organizations many of the times lag behind in providing suitable workplace and flexibility so that women employees can get job satisfaction and can attend to their families and children appropriately(Muhammad, 2008).Due to this reason women in growing economies get inclined towards creating such workplaces for themselves where they get freedom to care for their children and family and at the same time become economically independent (Gem

report, 2004). Unsatisfactory working conditions force women to look for home based business opportunities (Brush, Carter and Gate wood, 2006).

Various potential entrepreneurs get motivation to start their own venture with a desire to accomplish their aspirations (Mazzarol, Volery, Doss and Thein 1999). Other responsible impacting factors would be a desire for "sense of achievement" (McClelland 1961), "a desire for autonomy" (Bryson, Keeble and Wood 1993), or "greater personal control over their affairs" (Greenberger 1988). Various studies highlight that financial opportunities become a reason for many (Baumol 1968), and sometimes people start their own ventures out of necessity (Hinz & Jungbauer-Gans 1999). Women entrepreneurship is an option to create additional employment and enterprise development. The world population comprises nearly half of women, unless women participate in economic activity there is no ideal economic development for the nation. Women entrepreneurship would achieve gender equality and moreover women empowerment is a stand-alone Goal 5—of the Sustainable Development Goals (SDGs). Although, it is difficult for women to get their skills enhanced time to time and set up their business ventures in the fields of their interest. This study is therefore an effort towards identifying the factors which restrict women in India to initiate their business ventures, so that they can be improved. At the same time the reasons which motivate women to become entrepreneurs were also identified, so as to propose a framework for growth of women entrepreneurship in the country.

### **Review of Literature**

Women face a variety of challenges which includes personal factors; family support; social pressure; financial constraints; lack of knowledge about latest technologies and developments; poor know how of gadgets; restricted mobility and accessibility to markets; insufficient education; and various such related issues constraints women entrepreneurship in Indian context (Chakravarty, Kumar and Jha, 2013; Das, 2000; G.Vijaya Bharathi and S.Masthani, 2014; Kavitha. R & D. Rajan ,2014;). Growth of women entrepreneurship in any economy signals the level of prosperity and development of that nation. In India, majority of factors identified by researchers can be grouped into three broad categories ,viz. personal (lack of self confidence, lack of motivation, poor knowledge and awareness) ; financial (lack of financial assistance) ; society related (socio cultural barriers and family hesitations) (G. S. Shikhare, 2014). Various researchers have worked on status of rural women in india and scope for their skill development and participation in entrepreneurial activities. One of the significant barriers realized for rural women entrepreneurs is the social pressure (Bhavana V. et al.2014; C. Eugene Franco, Sharmi Selvakumar, 2016). Male dominance prevails and all the major decisions in the family related to finance and job profiles etc are being taken by male members. Women rarely have the privilege to participate in the decision making process of family (Meenakshi Kaushal, 2014). In spite of the all the constraints which women face in setting up of their venture or running their business, there are numerous opportunities for women entrepreneurs in India and lots of women are trying to establish themselves through their courageous efforts. The prospects of entrepreneurship can be rewarding for women if they get required financial assistance, support of family and society. Women need self motivation and self confidence to grow as entrepreneurs. Women entrepreneurs may get support from their friends to start the business. While few women need to start their own business because

they need to support their families financially (G.Vijaya Bharathi and S.Masthani, 2014). Women need to struggle for the smooth functioning of their business ventures (Dheeraj Gandhi, Vaibhav Sharma, 2014). Women Entrepreneurs need to manage various levels of barriers like gender related biases, lack of family support, cultural and societal barriers, access to Financial availabilities of less awareness, various types of family responsibilities etc. As Women Skill development and Entrepreneurship can contribute towards growth of society in a meaningful manner, so this study focussed towards studying the factors responsible for promoting as well restricting women involvement and success in these fields.

### Methodology

For the purpose of identifying constraints and enablers for skill development and women entrepreneurship, literature was screened and discussions were conducted with few women entrepreneurs.

### Research Objectives

1. To identify the factors that constraint skill development and women entrepreneurship.
2. To explore the factors that enable skill development and women entrepreneurship.

### Discussions

In this study, based on the literature an attempt was made to identify various constraints and enablers for skill development and women entrepreneurship.

#### A. Constraints

- i. **Family Commitment-** Absence of family support and commitment towards development of women entrepreneur is one of the most important factor that constraint promotion of skill development (Das,2000; Garg and Agarwal,2017; Goyal and Parkash, 2011;Krishnamoorthy and Balasubramani, 2014;Naser et.al, 2009).
- ii. **Lack of Knowledge and experience-** Women Entrepreneurs might face problem due to lack of managerial knowledge and experience (Das,2000;Garg and Agarwal,2017; Naser et.al, 2009; Sunagar and Jigalur, 2013) Most of the women entrepreneurs are not aware about various subsidies and other incentives and rely on her savings (Garg and Agarwal,2017).
- iii. **Inadequate Capital-** Inadequate Capital might restrict women entrepreneurs from attending various skill development trainings and other activities and setting up their own business venture(Das, 2000; Goyal and Parkash, 2011; Naser et.al, 2009; Sunagar and Jigalur, 2013; Tambunan,2009).
- iv. **Marketing Skills-** For a successful business organization effective marketing skills is required .Generally female entrepreneurs have poor networking skills with less knowledge and experience about the market (Das,2000;Garg and Agarwal,2017; Sunagar and Jigalur, 2013).

#### B. Enablers

- i. **Personal Attitude-** Desire to achieve something motivates women entrepreneurs .Personal attitude, passion and desire to develop skills and prove oneself is one of the most dominating factors that motivates the women entrepreneurs (Mazzarol, Volery, Doss & Thein 1999; Singh,1993).

- ii. Achievement Need-** Achievement need motivates women entrepreneurs to be independent that ultimately improves their position in society and achieving high status in society (Jyoti et.al 2011; Krishnamoorthy and Balasubramani, 2014).
- iii. Financial Support from the government-** Financial support from the government is influencing factor that encourages Women's participation and involvement in skill development initiatives (Jyoti et.al 2011; Krishnamoorthy and Balasubramani, 2014).

### Conclusion:

Entrepreneurship is an ever emerging field. Present Prime Minister's vision of promoting entrepreneurship and skill development in the country is the major motivation behind this study. The study identified factors that constraints skill development and women entrepreneurship viz. Family Commitment, Lack of Knowledge and experience, Inadequate Capital, Marketing Skills etc. and also the factors that enable skill development and women entrepreneurship are Personal Attitude, Skill, Knowledge & Competencies, Achievement Need, and Financial Support from the government.

This study provides a reflection on the enabling factors and the constraints towards promotion of Skill Development and Entrepreneurship amongst Women in MSMEs. Also, more focused supports can be extended to Women so as to encourage their level of participation and involvement in skill development initiatives.

### References

- Baumol, W. J. (1968). Entrepreneurship in Economic Theory. *American Economic Review* 58: 64-71.
- Brush, C.G., Carter, N.M., Gatewood, E.J., Greene, P.G. and Hart, M.M. (eds). (2006). "Growth oriented women entrepreneurs and their businesses: a global research perspective", Cheltenham, UK: Edward Elgar publishing ltd.
- Bryson, J., Keeble, D. and Wood, P. (1993). The Creation, Location and Growth of Small Business Service. *The Service Industries Journal*, 13(2): 118-126.
- Chakravarty, S., Kumar, A. and Jha, A.N. (2013). Women's Empowerment in India: Issues, Challenges and Future Directions. *International Review of Social Sciences and Humanities*, 5(1), 154-163.
- Cromie, S. (1994). "Entrepreneurship: The role of the individual in small business development." *IBAR*, 15(62): 62-74.
- Das, M. (2000). Women Entrepreneurs from India: Problems, Motivations and Success Factors. *Journal of Small Business & Entrepreneurship*, 15(4), 67-81. doi:10.1080/08276331.2000.10593294
- Franco, C.E. and Selvakumar, S. (2016). Entrepreneurship - A Key for Women Empowerment. *International Journal of Research – Granthaalayah*, 4(3), 45-51.
- Gandhi, D. and Sharma, V. (2014). Women Entrepreneurship: The Emerging Economic Workforce in the 21st Century. *International Journal of Commerce, Business and Management*, 3 (4), 543-548.

- G.Vijaya Bharathi and S.Masthani (2014). Status of Women Entrepreneurs in Kadapa District, India. *Research Journal of Management Sciences*,3(6), 14-18.
- G. S. Shikhare (2014) Problems of Women Entrepreneurs in India. *Research Front*,2(3), 45-50.
- Goyal, M. and J, Parkash. (2011). WomenEntrepreneurship in India-Problems and Prospects. *International Journal of Multidisciplinary Research*,1(5), 195-207.
- Greenberger, D. B. and Sexton, D.L. (1988). An Interactive Model for New Venture Creation.*Journal of Small Business Management*, 26(3),107-118.
- Hinz, T. and Jungbauer-Gans, M. (1999). Starting a Business After Unemployment: Characteristics and chances of success (empirical evidence from a regional German labour market).*Entrepreneurship and Regional Development* 11(4): 317-333.
- Jyoti, J., Sharma, J. and Kumari, A. (2011). Factors affecting orientation and satisfaction of women entrepreneurs in rural India. *Annals of Innovation & Entrepreneurship*, 2(1), 5813. doi:10.3402/aie.v2i1.7371
- Kavitha, R and Rajan,D. (2014).Empowering Women through Entrepreneurship: Challenges and Advantages. *International Journal of Research and Development - A Management Review*, 40-45.
- Krishnamoorthy,V and Balasubramani,R ( 2014). Motivational Factors among Women entrepreneurs and their entrepreneurial success: a study. *International Journal of Management Research & Business Strategy*, 3(2), ISSN 2319-345X
- Manolova, T.S., Brush,C. G. and Edelman,L. F. (2008). “What do women entrepreneurs want”? *Strategic change*,17(3-4), 69-82.
- Mazzarol, T., Volery, T., Doss, D. and Thein, V. (1999). “Factors Influencing Small Business Start-Ups: A Comparison with Previous Research.” *International Journal of Entrepreneurial Behaviour & Research*,5(2), 48-63.
- McClelland, D. C. (1961). *The Achieving Society*. Princeton NJ., Van Nostrand.
- Meenakshi Kaushal (2014) Problems and Prospects of Women Entrepreneurs. *International Journal Of Marketing, Financial Services & Management Research*, 3 (12), 25-36.
- Muhammad, A. R. (2008). Barriers to development and progression of women entrepreneurs in pakistan. *Journal of entrepreneurship*, 17 (1), 59-72.
- Naser,K., Mohammed, W.R. and Nuseibeh, R. (2009).Factors that affect women entrepreneurs: evidence from an emerging economy. *International Journal of Organizational Analysis*, 7(3), 225-247.
- Sidhu, K. and Kaur, S. (2006). Development of Entrepreneurship among Rural Women. *Journal of Social Sciences*, 13(2), 147–149. doi:10.1080/09718923.2006.11892543
- Singh, K. P. (1993). Women Entrepreneurs: Their Profile and Motivation. *The Journal of Entrepreneurship*, 2(1), 47–58. doi:10.1177/097135579300200103
- Sunagar,B.V, and Jigalur, M.(2013). Critical Issues of Women Entrepreneurship with Special reference to specific business units in North Karnataka. *International Journal of Current Engineering and Technology*,Issue 1.

Tambunan,T.(2009). Women entrepreneurship in Asian developing countries: Their development and main constraints. *Journal of Development and Agricultural Economics*,1(2),27-40.

Available online at <http://www.academicjournals.org/JDAE>

Varshney,B., Agarwal,S. and Rizwan,M. (2014). A Critical Study of Rural Women Entrepreneurship in India. *International Journal of Research in IT, Management and Engineering*, 4(6), 1-12.

