

## **Problems Faced by Women Entrepreneurs in Rural Area**

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### **ABSTRACT**

Entrepreneurship Development in rural area is an important factor in the economic growth of any country and development women entrepreneurship in rural area is an essential part of human resource development. Women are driving various enterprises in the rural economy and are almost twice as likely to set up their own business as those living in towns. In India, entrepreneurship among women is of recent origin. Family back ground is an important factor that influences the woman to start their own business. Women entrepreneurs have started showing more interest because it provides them an opportunity to be own boss. In today's era, women are using their creativity, ability and hard-work to prove their capabilities. Women entrepreneurs are able to innovate new products, to take the risk, coordinate administration with effective leadership in all aspect of their businesses. Though, they are working very effectively but they have many barriers in starting and running their own business because of lack of capital, family problem, family responsibilities, Various norms & customs etc., This paper helps to understand various problems faced by the women entrepreneurs in the rural area & suggests various measures to overcome those problems.

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**Key words:** Women Entrepreneurs, Rural Area, Entrepreneurship Development

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### **Introduction**

The traditional set up is changing in the modern era. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. Earlier, women were associated with 3 Ks – Kitchen, Kids and Knitting. It can be traced out as an extension of their kitchen activities mainly to 3Ps like Pickles, Powder & Papad. Women are playing a significant role in the progress and development of the economy both in their home and outside the home also. There are around seven lakhs villages in India and also that more than 70% of our population live in villages & half of them are women. Rural women frequently have primary responsibility of agricultural production, in addition to domestic responsibilities and childcare & adult care. In developing countries like India where economic status of

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women is very pathetic especially in rural areas and opportunities of earnings are very less, in this scenario the Self Help Groups (SHGs) have paved the way for economic independence of rural women.

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Women entrepreneurs are motivated by internal factors such as the family background, education background, and the desire to do something independently. By Schumpeterian, "Women who innovate, imitate or adopt a business activity are called as women entrepreneurs". By Govt.of India, "An enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women is called as women entrepreneurs". By Jawaharlal Nehru, "You can tell the condition of a nation by looking at the status of its women." A rural woman entrepreneur is a woman or group of women who undertake to organize and run an enterprise in the rural area. Women from middle class and upper-middle class are included themselves in income earning activities at their own level. Such rural women are involved in number of entrepreneurial activities like making papad, pickles, dairy products, etc. Self-employment gives economic status to rural women in her overall development.

### **Problems Faced By Women Entrepreneurs**

In rural area the women entrepreneurs have to face lots of problems related to finance, family, society, security, etc. Some of them are listed below.

1. Dual Role Aspect
2. Lack of Security
3. Inadequate Working Capital
4. Lack of Financial Knowledge
5. Lack of Family Support
6. Discouragement by Family
7. Prejudice against Women
8. Male Domination
9. Lack of Economic Freedom
10. Illiteracy Among Rural Women
11. Less Risk Bearing Capacity
12. Lack of Information and Assistance
13. Lack of Infrastructure

### **Objectives of the Study**

The main objective of the study is to understand the various problems faced by rural women entrepreneurs in Malegaon Taluka & Nearby places & also to suggest various measures to overcome those problems.

### **Review of the Literature**

*Kalpana P. Nandanwar (2011)*, mentioned that Lack of financial resources, Lack of knowledge such as marketing, sales, account maintenance, Un-stable legislation regulating business activities for example registration, accounting, Less support from financial institutions, particularly in obtaining micro credit, Lack of central controlling authority are some of the problems of entrepreneurs in rural areas. There are large number of opportunities available for the rural entrepreneurs what is needed at core area of rural development is pull together a unique package of resources to exploit an opportunities. Dreams, determination, willingness to take the risk are some of the main feature of the entrepreneurs.

*Suvarna Sable (2011)*, The women entrepreneurship development especially rural women entrepreneurial development should be given top priority because of historically initiation and sustenance of economic development depends upon the women entrepreneurs. Better supply of women rural entrepreneurs in any country can be an asset and inspiration for adequate development of an Indian economy. The Indian GDP since 2006 is above 6 percent and at present it is 7.5% but contribution of women in it is very less. The GDP can be doubled if women development is at par with men. Hence development of women entrepreneurs is main key of Indian economic development. Today, women entrepreneurs have been in short supply. In spite of the various measures taken by the government and preferential treatment given to entrepreneurs to develop the entrepreneurs, the progress is not as much progressive as desired due to various challenges faced by the women. The social challenges are still exist. Rural women entrepreneurs faced social challenge while conducting entrepreneurship & are social behavioral barriers, gender role ideology, psychological barriers, delimiting the outside movement, general social attitude of society and caste consciousness.

*Arun Kumbhar & Dilip Kumbhar (2011)*, Entrepreneurship can help women's economic independence and improve their social status. Automatically the women get empowered once they attain economic independence. The development of women entrepreneurship enables society to understand & appreciate their abilities. It enhances their status and leads to integration of women in nation building and economic development. The entrepreneurship among women will help them in earning money and becoming economically independent.

Due to social networking women will develop self-confidence, awareness and ability to marshal environmental support. This will lead to an improvement is not only the women, from the point of view of better health, education and skill but an improvement in her living condition also by being able to use better house, better sanitation, facilities and infrastructural facilities. This will lead to saving of resources like time, energy, transforming women into stronger personality and an overall improvement in her quality of life.

*Jitendra AHIRRAO & M.N. SADAVARTE (2010)*, mentioned that dual role of women is the major constraint of women entrepreneurs, male domination, lack of economic freedom, absence of family encouragement, problems of public relation, Lack of exposure, No risk bearing capacity, Lack of self-confidence and fear of social security. Women assume too many roles in a family. She has to be a mother for her children and a housewife to the rest of the family. The long cherished role of mother and housewife hampers her to devote full time and efforts for her entrepreneur role. The serious barrier to women entrepreneurs is the persistence of the belief held by both men and women is that, the entrepreneurship is a male domain. It is also mentioned that the family members do not encourage women when they start an enterprise. At a time, the entire family stands as one side against the women member. Even when she becomes a successful entrepreneur, the family fails to encourage her to go further and further to achieve greater targets. There is a general feeling that women may not have risk bearing capacity, self-confidence and they may have the fear of social security to travel and involve in business dealings during nights and odd hours.

### **Research Methodology**

To understand the challenges & problems faced by the women entrepreneurs in rural area, the primary data is collected from rural women entrepreneurs in Malegaon Taluka & nearby places through an interview. In Malegaon Taluka, women entrepreneurs are emerging in various fields like General stores, Bangle selling, vegetable selling, Catering Services, Making papads, pickles, dairy items, Tailoring, Petty Shops, Spinning & Weaving Cotton, Handicrafts, Beauty Parlour, Dairy Farming, Job Works (Typing, Xerox, Lamination, Computer Center, STD/ISD booth, etc.), agricultural labour work, etc. Since most of the women entrepreneurs are running small-scale units also. 100 rural women entrepreneurs are selected by simple random sampling techniques. Supplementary data is obtained from secondary sources like newspapers, journals, magazines, books, etc.

### Limitations

1. This study has been conducted within a short time frame.
2. The study does not consider each and every women entrepreneur. i.e. Interviews of only few entrepreneurs are taken by the author.
3. The study is limited to Malegaon Taluka only.

### Data Analysis

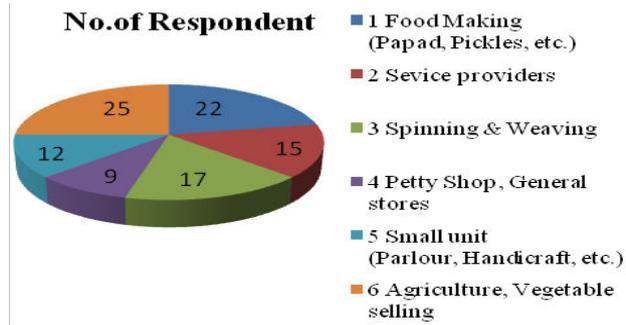
**Table 1:** Distribution of the Respondents by Nature of Business

Sr.No.	Business	No. of Respondents
1	Food Making (Papad, Pickles, etc.)	22
2	Service providers	15
3	Spinning & Weaving	17
4	Petty Shop, General stores	09
5	Small unit (Parlour, Handicraft, etc.)	12
6	Agriculture, Vegetable selling	25
	Total	100

Interpretation: From the above table it is observed that maximum no. of women are engaged in food making business & in agricultural activities ie. 22% & 25% respectively. Remaining is engaged in service providing, small shops, parlours, spinning & weaving cotton.

**Table 2:** Problems faced by Women Entrepreneurs

Sr. No.	Challenges	No. of Respondents
1	Dual Role of Women	38
2	Male Domination	07
3	No Risk-Bearing Capacity	08
4	Lack of Economic Freedom	11
5	Lack of Self Confidence	13
6	Fear of Social Security	10
7	Lack of Family support	07
8	Problems in Public Relation	06
	Total	100



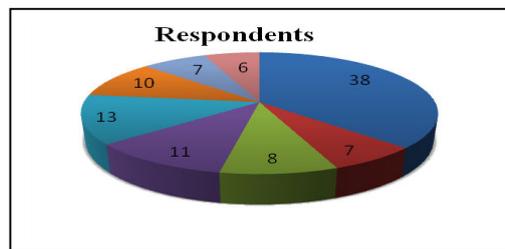
**Chart 1:** No. of Respondents

Interpretation:

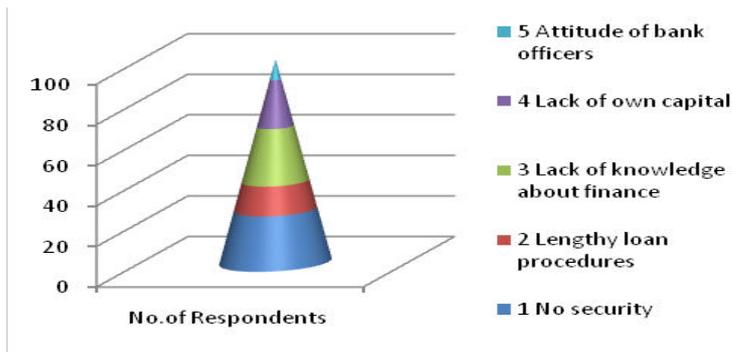
From the above chart, it is analyzed that maximum women face the challenge of dual role in family like mother, wife, sister, etc. & that’s why it becomes difficult for them to run their business. Some of the respondents face the problems like male domination, economic problems. 6% women responded that their family creates problems if they make public relations. 13% of them don’t have self confidence.

**Table 3:** Financial problems faced by women entrepreneurs in rural area

Sr.No.	Financial problems	No. of Respondents
1	No security	26
2	Lengthy loan procedures	14
3	Lack of knowledge about finance	27
4	Lack of own capital	23
5	Attitude of bank officers	10
	Total	100



**Chart-2:** Respondents



**Chart 3:** No. of Respondants with problems faced

Interpretation: From the above chart, it is analyzed that 27% women are facing the problem of lack of financial knowledge, 26% women can't provide any security for taking loan, 23% don't have own capital, 14% thinks that applying for loan is lengthy process & requires lots of documents & 10% are facing the problem of attitude of bank officers.

### Findings

Out of the total respondents highest number of women entrepreneurs don't have any knowledge of finance or the procedure of taking loan from the banks. The study shows that lack of security is also one of the constraints of rural women entrepreneurs because properties of the family are in the name of male family members. At the time of the interview, number of respondents told that they were discouraged from unfair attitudes of bank officers & family also.

### Suggestions

It is necessary to increase the opportunity of self-employment for educated un-employed women through the development of rural entrepreneurship because the self-employed entrepreneur creates not only her employment but also creates employment opportunities to other rural people also. It is most important to create a favorable atmosphere for a healthy development of women entrepreneurship.

Following suggestions have made to solve the problems of women entrepreneurs in rural areas.

- 1 Governments should assist woman entrepreneurs to participate in international trade fair, exhibition and conferences.
- 2 Government & NGOs should conduct programmes to identify the potentialities of women who can become successful entrepreneurs.
- 3 When women work outside the home, they face the problem of dual role and they are in a conflicting frame of mind whether to give priority to home or career. Hence, husbands and other family members should share the households activities.

- 4 Government should organize training programmes to develop skills, professional competencies, and Leadership quality & also provide information of marketing and finance at village.
- 5 The procedure and formalities of the bank should be simplified and the required documents should be minimized. Moreover, all the documents shall be in regional language.

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