

Scenario of Women Entrepreneurs in Rajasthan State

Sachin Gupta

ABSTRACT

The contribution of women and their role in the family as well as in the economic development and social transformation is pivotal. Women constitute 90 percent of total marginal workers of the country.

"You can tell the condition of a nation by looking at the status of its women."

Jawaharlal Nehru

The number of women entrepreneurs has grown over a period of time, especially in the 1990s. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. Women took lead roles in family and business domains in 21st century besides shouldering traditional responsibilities. Entrepreneurship is the core of economic development. It is a multi-dimensional task and essentially a creative activity. Now a days women have been recognized as successful, rewarding, and strong entrepreneurs as they have qualities desirable for entrepreneurship development. The present study aimed to understand the scenario of women entrepreneurs in Rajasthan State. Further, the study explores the motivation criteria, main reason for starting their own enterprises or business and obstacles faced by women entrepreneurs.

Key Words

Women Entrepreneurs, Venture, Enterprise, Obstacles.

Introduction

Since Entrepreneurship is booming but without participation of women it will be not in full form. Although the status of women of Rajasthan has changed and educational status of women has also improved. Women Entrepreneurs are making a significant impact in all segments of the economy. Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

Objective and Methodology

The objective of the study was to understand the scenario of women entrepreneurs in Rajasthan state. Along with this, objective was to assess the obstacles faced by women entrepreneurs in starting their own enterprise. The study was conducted among women entrepreneurs in Rajasthan. Information was collected from 200 women entrepreneurs through personal visits by the investigator himself with the help of an interview schedule. The researcher contacted all the respondents personally and an appointment was fixed at the respondent's place at a convenient time. The tool was developed in Hindi in the light of objectives for easy understanding. After finalizing the tool, the investigator recorded the information. Four districts were chosen for study in Rajasthan : These are Jaipur, Ajmer, Bhilwara, and Udaipur because of familiarity of an investigator to these districts.

Results and Discussion:

General information of the respondents regarding financial skills, handling family responsibilities, awareness about the training programme, access to new technology, family support for a woman, advice etc are presented in this section. Being a woman they have to face a lot of constraint that create hindrances in their success. Some of the constraints faced by them and their opinion are shown:

1. **Lack of financial skill:** Lack of financial skill creates a constraint for women entrepreneur because they lack information on how to go about securing a loan. In this study researcher found 50 women entrepreneurs out of 250 admitted that they have a lack of financial skill and this affects their business. Majority of women are undecided about that. The inference can be drawn since numbers of educated women are increasing in Rajasthan the chance to having knowledge and awareness about getting finance is also increasing.
2. **Difficulty in handling family responsibility and work together:** The Indian women face main difficulty in handling family responsibility and work together. The researcher found 85 women entrepreneurs strongly agree on this, for 58 women entrepreneur it is a challenge to handle family and work together. More than half women entrepreneurs disagree. This means that because of higher education women are becoming more balanced and they know better the priority of work and able to easily manage work and family together.
3. **Poor awareness about a training programme:** Lack of exposure of training is also a constraint for a women entrepreneur. In this study different opinion was found. Approx 7 percent respondents are strongly agreed, but 129 women entrepreneurs disagree on this. This means women of Rajasthan do not know the importance of entrepreneurship development programme.
4. **Lack of access to new technology:** Access of new technology is advantageous for any business. The researcher found in his study that lack of access to new technology acts as a weakness for many women entrepreneurs and so many

women entrepreneurs have neutral opinion on this because they are mainly service provider and do not use new technology.

5. Lack of family support for a woman: Family support is must for successfully running their enterprise. Different opinions were found on lack of family support. Inference can be drawn from the study that women are getting more family support as society is becoming more aware and is giving more freedom to women to fulfill their dreams.
6. Lack of advice: Opinion of women entrepreneur was sought on getting advice from someone. Getting advice from expert is not a challenge for them because in most of the cases, they were taking advice from their husband. Very few women reported that getting advice from someone is a problem for them because they are unable to find the right person for guidance.

Motivation To Self-Employment: The purpose of this section was to determine main motivational factors for women's entering self-employment.

Table-1

Motivating Factor	Frequency	Percentage
Need for independence	8	53.33
Making Money	14	93.33
Social Status	2	13.33
Develop hobby	2	13.33
Special Interest	1	6.66
To make my own decision	1	13.33
Did not to want to works for other	5	33.33
Self Satisfaction	1	6.66

- **Multiple responses**

Table 1 depicts that making money stands out to be the main motivational factor for more than ninety percent of the women interviewed. However, according to Lavoie (1992), potential for financial gain was not the primary motivating factor for women: Women were more likely to start a business for the challenge and opportunity for self-fulfillment. More than fifty percent of the women entrepreneurs established their business for their own independence. The third outstanding reason to start the venture was not to work for others social status, develop hobby, special interest, to make own decisions were other motivational factors put forward by few respondents. One of the respondent remarked, " She wants to take business of gift packing forward and to prove that gift packing is such a business that can generate a good amount of money and set an example for others."

Obstacles facing participating women entrepreneurs: The respondents were requested to indicate the obstacles that they are facing while managing their business.

Obstacles	Frequency	Percentage
No obstacles	1	6.66
Financial Question	8	53.33
Inadequate capital	10	66.66
Employee related	8	53.33
Family pressure	2	13.33
Pressure of childcare	0	0
Social environment	1	6.66

- **Multiple responses**

DeWine and Casbolt (1989), Neider (1987), Stevenson (1986), Aldrich (1989), Hurley (1991) concluded that women faced greater difficulties in acquiring venture capital, lack of financial resources and skills, have fewer informal support systems and networks and have less direct, relevant experience than men.

Conclusion:

This paper tried to bring the picture of women entrepreneurs of Rajasthan State. With the result of increasing educational status, the constraints faced by a women is decreased at some level but still there is a need to motivate women and provide them sufficient opportunity for taking benefit of their skill. There is a need to identify the main constraints faced by women and recommendations for solving them.

References:

- Aldrich, H. (1989). *Networking among women Entrepreneurs*, Praeger, New York.
- DeMartino, R., Barbato, R. (2003). "Differences between women and men: exploring family flexibility and wealth creation as career motivators", *Journal of Business Venturing*, 18 (6), 815-832.
- Lavoie, D. (1992). *Women in business: A Collective Profile*, A resource guide to selected research on women-owned businesses in Canada (1975-1991), Federal Business Development Bank, Canada.
- Retrieved from: www.youthkiawaaz.com Retrieved from:
www.indainmba.com
- Stevenson, L.A. (1986). "Against All Odds: The Entrepreneurship of Women", *Journal of small Business Management*, 30-44. Retrieved from: <http://qualresearch.wikispaces.com/file/view/against+all+odds.pdf>