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A study on the Development of Women Entrepreneurship in Ghaziabad, UP, India

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Abstract

This study examined the Development of Women Entrepreneurship in Ghaziabad city. Women entrepreneurship growing concept in these days giving a new definition to the world women are showing their talent in all fields competing equally with the men. Women entrepreneurship is essential for every nation. If we want to compete with well developed nations, both men and women should participate in all activities on equal basis. In India the situation is different certain superstitions, controls on women in kept in back. Women success is there in all areas like house wife, teacher, professor, lawyer, engineer, doctor, pilot, scientist, technocrats, economists, etc., in fact, women can manage the home efficiently, and why cannot she manage the business in an efficient manner. The success of women not in equal in all countries, based on social, cultural, demographical, geographical environments it is changing from one country to another country. Now, Women required certain unique motivational factors apart from economical support, government support. These unique motivational factors stand up women to get success as a women entrepreneur. The present paper focuses on the growth and performance of women entrepreneurs in India and the problems and challenges which are faced by women entrepreneurs in Ghaziabad city. It also focuses on initiatives taken by the government for women entrepreneurs. The present paper also focuses that the factors which motivate women to become successful entrepreneurs are achievement motivation and human relation.

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Introduction

The entrepreneur acts as catalyst for change in the world of business. He or she is an independent thinker who dares to be different in a background of common events. The literature of entrepreneurial research reveals similarities, as well as differences, in the characteristics of entrepreneurs. Main characteristics of entrepreneurs are personal initiative, the ability to consolidate resources, management skills, desire for autonomy and risk taking. Other characteristics include aggressiveness, competitiveness, goal-oriented behavior, confidence, opportunistic behavior, intuitiveness, reality-based actions, ability to learn from mistakes and the ability to employ human relations skills (Kent et al., 1982; Montagno & Kuratko, 1986; Begley & Boyd, 1987 and Kuratko, 1997).

Hisrich & Brush (1985) explain entrepreneurship as a process of creating something different with value by devoting necessary time and effort, assuming the accompanying financial, psychic and social risks, and receiving the resulting rewards of monetary and personal satisfaction. Various authors like (Cunningham and

Lischeron, 1991; Steward & Roth, 2001 and Kirby, 2005) emphasize that there is no universally accepted definition of entrepreneurship.

Vesper (1983) viewed entrepreneurship as “the creation of new independent businesses” whereas Ronstadt (1984) perceived it “as a dynamic process of creating incremental wealth. This wealth is created by individuals who assume the major risks in terms of equity, time, and/or career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources”. Moore and Buttner (1997) view entrepreneur as “someone who has initiated a business, is actively involved in managing it, and owns at least 50 percent of the firm”. However, Learned (1992) explains entrepreneur as an individual or individuals who may attempt or who are attempting to found a business.

Global Entrepreneurship Monitor (GEM, 2000) explain entrepreneurship in a broader perspective as “any attempt at new business or new venture creation, such as self-employment, a new business organization, or the expansion of any existing business, by an individual, a team of individuals, or an established business”.

Drucker (1986) has explained the concept of entrepreneurship as that neither it is a science nor an art. It is a practice. It has a knowledge base. Knowledge in entrepreneurship is a

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means to an end. Indeed, what constitutes knowledge in practice is largely defined by the ends, that is, by the practice. Entrepreneurship is the purposeful activity (including an integrated sequence of decisions) of an individual or group associated individuals (Cole, 1959) while Lockwood (1965) views entrepreneurship as the ability to recognize and exploit economic opportunity.

Theoretical Foundations of Entrepreneurship

Entrepreneurship has sustained the interest of motivation research, behavioral scientists and management practitioners. The research on entrepreneurship has grown dramatically over the years. As the field has developed, research methodology has progressed from empirical surveys of entrepreneurs to more contextual and process-oriented approach. A theory of entrepreneurship is defined as verifiable and logically coherent formulation of relationships, or underlying principles that either explain entrepreneurship, predict entrepreneurial activity (for example, by characterizing conditions that are likely to lead to new profit opportunities to the formation of new

enterprise), or provide normative guidance (Amit et al., 1993; Bull & Thomas, 1993; MacMillan & Katz, 1992 and Shane & Venkataraman, 2000). In the study of contemporary entrepreneurship, one concept recurs: entrepreneurship is inter-disciplinary. As such it contains various approaches that can increase one's understanding of the field (**Gartner, 1990; Herron et al., 1992 and Bull & Willard, 1993**). Thus, there is a need to recognize the diversity of theories as an emergence of entrepreneurial understanding.

Various schools of entrepreneurial thought are discussed that throw light on the various theories involved in entrepreneurship.

Schools of Entrepreneurial Thought

The concept of entrepreneurship is being investigated at macro and micro levels. The following schools of thought are presenting the concept giving focus on different aspects.

Review of Literature

Young (1971) in his study, "Micro Sociological Interpretation of Entrepreneurship", concluded that entrepreneurial activity is generated by particular family traits, backgrounds and experiences and as a member of certain ethnic groups that reflected their general cultural values in the professions they chose. These personality characteristics are the forceful reflections of these antecedent conditions and these constitute an

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independent factor, which mediates structural factors and consequent economic growth.

Zimare (2006) in a “Socio-Economic Study of Women Entrepreneurs” on women entrepreneurial determination and an analysis of the impact of women entrepreneurial activity on industrial development in general and impact of micro level family economy of the women entrepreneurial households in particular. Majority of the women enterprises in the survey area were found to have been established during the period of the 1980’s, because up to the 5th Plan, which was redesigned by the Janta Government, the industrial policy of India was dominated by Nehruvian model of socialistic pattern of large-scale industries.

Further, majority of women’s industrial units were started with their own capital or by family support and very few of them are found to have obtained support from financial institutions. The role of financial institutions and government machinery has not been satisfactory in accelerating the women entrepreneurship development. Another important observation of the study worth mention is the dominance of the locals rather than by migrated women in the area of business activities. Local Maharashtrian women started most of the industrial units owned by women.

Coleman (2002) observed some of the possible constraints faced by women business owners. Although results do not demonstrate evidence of non economic discrimination against women-owned firms, they do reveal that certain characteristics typical of many women-owned firms, including small size, limited prospects for growth and profitability, and failure to provide collateral or guarantee, reduce the likelihood of obtaining debt capital.

Orhan & Scott (2001) revealed in a study that female entrepreneurs start with less capital and their enterprises stay smaller in terms of employment and turnover compared to businesses led by male entrepreneurs.

Haynes & Helms (2000) found that women owned businesses that used bank loans as a primary source of start-up capital outperformed those that used alternative funding resources. The authors focused on the importance of having relationship with a bank in place at the time of business launch. Authors also concluded that entrepreneurs who were in the engineering discipline and also those who had received higher education in other disciplines have proved to be more successful. Similarly, the successors of the persons who were serving in the engineering industry also were successful entrepreneurs – even on caste basis. So it was concluded that caste, education and parental occupations have greater impact on attaining higher degree of entrepreneurial success.

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Read (1994) reported that women were more likely to use their banks for a source of advice, but men were more likely to respond to that advice. In addition, 12.5 percent of the women business owners reported that they believed they had experienced gender related discrimination in their banking relationship.

Buttner & Rosen (1992) reported that women were more likely to attribute the denial of a bank loan to gender bias than were men, but there was evidence that some of the differences were based on the gender stereotypes held by the capital providers.

The research findings supported the existence of stereotypes (lender preconceptions that women did not possess the characteristics necessary for successful entrepreneurship). The research found that lending institutions perceived women business owners to be less successful than men **Buttner & Rosen (1988)**.

Brush (1997) conducted a qualitative study using a focus group methodology and found that gaining start-up capital was not nearly as difficult as acquiring growth capital. Successful women entrepreneurs believed they were perceived as “riskier” loan prospects, and less credit worthy than their male counterparts, despite having a business track record of solid sales and profits. Further author revealed that there are several obstacles faced by the women entrepreneurs, which includes: women not being taken seriously, child and dependent care responsibilities, lack of growth and expansion capital and lack of entrepreneurial education & training.

Loscosso & Robinson (1991) reported that women owned businesses had lower sales volumes and lower incomes as a result of positioning in less profitable industries, as well as lack of access to capital, and inability to secure government contracts.

Buttner & Rosen (1989) reported that lending officers didn’t perceive any differences in the quality of plans prepared by men and women.

Haynes and Haynes (1999) used the National Survey of small business finance to examine the women access to institutional and non-institutional lenders in 1987 and 1993. While women owned small businesses showed a higher probability of borrowing from family and friends, the results suggested that women owned small businesses had gained access to line of credit loans from commercial banks at par with the men owned small business in the same period of time.

McKechnie et al. (1998) reported an evidence of discriminatory behaviors in the personal interactions between female business owners and bank managers. However, **Coleman (2000)** concluded that lenders did indeed discriminate, but on the basis of firm

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size, preferring to lend to larger and more established firms, thereby limiting their involvement with women-owned firms which were generally smaller. He reported that access to financing did not differ by sex but by the size of the firm. Similarly, Carter & Rosa (1998) reported that women were more likely to be refused credit on the basis of their lack of business experience and their domestic circumstances.

Objective

- To examine the Problems faced by the respondents, of the entrepreneurs in Uttar Pradesh Region.

Women entrepreneurs encounter the following problems: financial constraints, overdependence on intermediaries, scarcity of raw material, intense competition, high cost of production, low mobility, family ties, social attitudes, lack of education, absence of ambition for achievement, lack of training, lack of family support, lack of practical knowledge, lack of self-confidence, inadequate marketing facilities and inadequate managing skills. There are umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise.

Male dominated society: - The utmost constraint to women entrepreneurs is that they are women. A male dominant social order is the biggest hurdle to them in their way towards business success. Male members consider it to be a big risk funding the ventures run by women.

Distrust in the entrepreneurial abilities of women: - The financial institutions do not trust the entrepreneurial abilities of women. The bankers put impracticable and absurd securities to get loan to women entrepreneurs. According to the report by the United Nations Industrial Development Organization (UNIDO), “despite evidence that women’s loan repayment rates are higher than men’s, women still face more difficulties in obtaining credit,” often due to biased attitudes of banks and informal lending groups.

Inadequate financial resources and working capital: - Entrepreneurs generally need financial assistance of some kind to take-off their ventures- be it a formal bank loan or money from a savings account. The women entrepreneurs are suffering from inadequate financial resources and working capital. They do not have access to external funds due to their incapability to provide tangible security. Very few women have tangible property in hand.

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Family obligations: - Women's family obligations also restrict them from becoming effective entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business." The financial institutions dishearten women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The consequence is that they are compelled to depend on their own savings, and loan from relatives and family friends.

More importance to family ties and relationship: - Indian women give more importance to family ties and relationships. Married women have to make a reasonable equilibrium between business and home. Moreover, the success of a business depends on the support of the family members to married women who are engaged in the business process and management.

Lack of managerial skills: - Another dispute is that women entrepreneurs have low-level management skills. They have to rest on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business.

Hard competition between male and female: - The male-female competition is another reason which develops hurdles in the path of women entrepreneurs in the business management process. In spite of the fact that women entrepreneurs are good in keeping their services prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition.

Low mobility: - The confidence to travel across day and night and even different regions and states are less found in women as compared to male entrepreneurs. This shows the low level of freedom of expression and freedom of mobility of women entrepreneurs

Lack of knowledge of availability of raw-materials: - Information of different sources of raw-materials availability and high negotiation skills are the basic prerequisites to run a business. Receiving the raw materials from different sources with discount prices is the factor that defines the profit margin. Lack of knowledge of availability of the raw-materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneurs' business adventures.

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Lack of education: - Knowledge of modern technological changes, know how, and education level of the person are the major factors that affect business. The literacy rate of women in India is found at low level compared to male population. Many women in developing nations lack the education required to build up successful entrepreneurship. They are unaware of new technologies or inexperienced in their use, and often incapable to do research and gain necessary training.

Inability to take risks: - Low-level risk-taking attitude is another factor affecting women entrepreneurs. Investing money, maintaining the operations and ploughing back money from surplus generation requires high risk-taking attitude, courage and confidence.

Managing employees: - Managing employees is another challenge that women entrepreneurs in India face. Finding and retaining good employees is vital for the success of a business, but can be problematic for women entrepreneurs in India. Since women owned businesses tend to be smaller, they are often less likely to provide job security and retain good talent.

Inefficient arrangements for marketing and sales: - For marketing their products, women entrepreneurs are frequently at the mercy of the middlemen who pocket the chunk of profit. Further, women entrepreneurs find it tough to capture the market and make their products popular. This problem is all the more serious in the case of food production and processing ventures.

Initiatives

Government initiatives for Women Entrepreneurs in India

The government of India and the various state governments have come up with policies and programmes to assist women entrepreneurs and help in solving the above stated challenges and problems which they face. A brief account of these policies and programmes are given below:

1. **Policy Initiatives:** Government of India is committed to develop MSMEs in general and women entrepreneurship in particular. In a broad manner the government has implemented the MSME Development Act 2006 which has already come into effect. There is a provision to reserve items exclusively for the MSMEs. At present 20 items are reserved for

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these sectors. However depending on the factors such as

economies of scale, level of employment, prevention of concentration of economic power etc. there are possibilities of de-reservation also. The govt. has also launched National Manufacturing Competitiveness Programme (NMCP) to encourage competitiveness in this sector. Women entrepreneurship has been benefiting from these policy initiatives.

2. **Role of the Ministry of MSME:** The Ministry of MSME is primarily set up to assist various states and Union Territories in the effort to promote growth and development of MSME in general. The two specific schemes to assist the women entrepreneur (a) The Scheme of Trade Related Entrepreneurship Assistant and Development TREAD and (b) Mahila Coir Yojana. TREAD is linked with NGOs wherein the Govt. provide the grant up to 30% of the total project cost and also provide separate grant for research and development. Mahila Coir Yojana is a self-employment programme for women aimed to provide training and ratts for carrying out spinning activities in a subsidized manner.

3. **Entrepreneurship Development Programme (EDP):** The Government also announce from time-to-time Entrepreneurship Development Programme (EDP) especially for the first generation of women who desire to be entrepreneur. For the purpose of training and skill development there are three important institutions namely National Institute of MSME, Hyderabad, National Institute of Entrepreneurship and Small Business Development (NISESBUD, Noida and Indian Institute of Entrepreneurship (IIE), Guwahati and NISC, Delhi. All the institutions taken to gather had trained more than 20,000 women during the 2011-2012.

4. **Prime Minister's Employment Generation Programme (PMEGP)** launched in 2008-09 also gives special attention to urban and rural women by providing them subsidy at the rate of 25 to 35 per cent of the project cost in urban and rural areas respectively. Bank finance in the form of loan is 95% of the project cost for women.

5. **The Ministry of Women and Child Development of Government of India** does play an important role for all round development of women and provides support to women to empower themselves. It has launched the National Mission for Empowerment of Women (NMEW) in March, 2010. The mission has the network of various State Mission Authority (SMAs) at state level. Besides that there are two

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important schemes of the ministry which can act as complement to the process of development of women entrepreneurship. These schemes are named as Rajiv Gandhi Scheme for Empowerment of Adolescent Girls-Sabla and Support to Training and Employment Programme (STEP) for women. „Sabla“ was launched in 2010 with one of the objectives to provide vocational training to girls aged 16 and above under National Skill Development Programme. „STEP“ has been operational since 1986-87 with the objective to ensure sustainable employment and income generation for marginalised and asset less women across the country.

6. **Other schemes operated by different departments and ministries** are: Management Development Programmes, Women’s Development Corporations (WDCs), Marketing of Non-Farm Products of Rural Women, Assistance to Rural Women in Non-Farm Development (ARWIND) Schemes, Micro Credits Scheme etc.

Conclusion

Right efforts on all fronts are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs. Consider women as specific target group for all developmental programmes. Better educational facilities and schemes should be extended to women folk from government part

- Adequate training programme on management skills to be provided to women community.
- Encourage women’s participation in decision- making.
- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Skill development to be done in women's polytechnics and industrial training institutes.
- Skills are put to work in training-cum-production workshops.
- Training on professional competence and leadership skill to be extended to women entrepreneurs.
- Training and counseling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.

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