

“Challenges faced by Women Entrepreneurs with special reference to MSMEs in the State of Punjab”

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ABSTRACT

Entrepreneurship may be defined as a medium through which commence and innovation are initiated and hence the growth of an economy is accelerated. The Indian economy is amongst the largest and the fastest growing economies of the world. An entrepreneur shapes the economy by generating new wealth, new value and jobs through the invention of new innovative products and services.

Women Entrepreneurship is nothing but the frame of mind which every woman has in her but has not been utilized in India in the way in which it should be. “You can tell the condition of a nation by looking at the status of its women”. - Jawaharlal Nehru

Women entrepreneurship is defined as “An enterprise owned and controlled by a woman, having the minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.” Today the social and economic status of women is a reflection of the society's development.

OBJECTIVES: The current study conducted in the Ludhiana district in the State of Punjab to know about the problems faced by women entrepreneurs with special reference to MSMEs.

METHODS/STATISTICAL TOOL: Chi-square test along with the percentages has been used as a tool for Data Analysis.

Key Words - Entrepreneurship, Women Entrepreneurship, MSMEs, economy, Entrepreneur.

MSME

Table 1: Division of manufacturing sector of MSMEs as per MSMED Act, 2006

Manufacturing Sector	
Enterprises	Investment (plant & machinery)
Micro Enterprises	< or = 25 lakh rupees.
Small Enterprises	> 25 lakh rupees but < or = 5 crore rupees
Medium Enterprises	> 5 crore rupees but < or = 10 crore rupees

Source MSME.gov.in

Table 2: Division of Services sector of MSMEs as per MSMED Act, 2006

Service Sector	
Enterprises	Investment (in equipment)
Micro Enterprises	< or = 10 lakh rupees:
Small Enterprises	>10 lakh rupees < or = 2 crore rupees
Medium Enterprises	> 2 crore rupees < or = 5 crore rupees

Source MSME.gov.in

. The distinctive feature of the Micro, Small and Medium Enterprises (MSMEs) is smaller amount of capital investment and high labor absorption which have given weights to this sector. As per MSME Annual Report, 2012, around 98% of the Indian women entrepreneurs fall in the category of micro-enterprises and this fact thus indicates the apt role the MSME sector plays to devise the entrepreneurial capability of the 'better half' of our Indian society.

MSMEs in Punjab

According to Industrial and Business Development Policy 2017- Punjab, the state is a realm of approximately 1.6 lakh MSME units. MSMEs are considered one of the significant pillars of the industrial growth of the state. The industry of Punjab is outshined by small and medium

enterprises. The major MSME units of the state are Auto Components, Bicycle Parts, Hosiery, Sports Goods, Agricultural Implements and many others. Many micro enterprises with the distinct feature of only 1-9 employee requirement constitute major portion of enterprises in Punjab. Women are engaged in Aachar making, Murabba making, beauty parlours, Boutiques, bakeries etc,

Kumar, J., & Kannan(2014). Rural women entrepreneurs encounter many problems which are very discouraging for them. The issues like the conflicts between the business and family, financial constraints, illiteracy, low risk-taking attitude due to financial dependence, lack of vision and leadership, dearth of information and assistance, paucity of training and development, mobility constraints, lack of quality infrastructure, high level of corruption, male-dominated society etc. makes their work very hard. Even the utilization of varied support schemes implemented by the agencies of the Ministry of Rural Development and Ministry of Micro, Small and Medium Enterprises is very limited.

Randhawa, V.& Gupta, P. (2014) in their study revealed the problems experienced by women entrepreneurs when they ventured out to carve their own identity in the tradition-bound male-dominated society in the Kandi area of Punjab. Major challenges were of personal, technical and socio-psychological nature.

However, the precondition of their entrepreneurial growth comprised of the provision of credit, good education, higher skill-based training, and the infrastructural support was a major setback for them.

Singh, R.(2012).through his study concluded that Women are unable to pitch funds because neither they own any property nor the banks consider them for loans. The other problems are the shortage of raw material and necessary inputs, competition for male counterparts, Limited Mobility, family responsibilities, Male dominated Society, Lack of education, Low Risk-Bearing Ability because they are not self-dependent.

Bitla, S. & Shah,k. (2015). Conducted a study in Bhiwandi city of Mumbai on various business ventures owned by women entrepreneurs like- Ladies Garments & Fashion Boutiques, Beauty salons, Catering, Coaching classes, Dieticians and Health trainers and Imitation jewelry. The researchers revealed that gender inequality, lack of financial assistance, difficulty in borrowing funds from banks and other financial institutions are major challenges for women entrepreneurs.

Tyagi, P. (2017) through her study revealed that 57,452 Entrepreneurship units that are registered in India and out of this Women Entrepreneurship units were 18,848 i.e 32.8%.

The researcher pointed at the poor participation of females in entrepreneurial activity as they contribute to nearly half of the Indian population. The highest number of Women entrepreneur Units are registered in Tamil Nadu followed by UP, Kerala. Punjab is ranked at 4th position. Many financial institutions are also unconvinced about the entrepreneurial abilities and skills of women and thus they find difficulties in getting loans as bankers put forth unrealistic conditions and women's inability to fulfill them.

Kaur. R.(2014) identified the characteristics qualities of successful women entrepreneurs along with the strategies that they follow to run their ventures. Women must be provided few facilities like- entrepreneurial awareness, orientation and the skill development programs to enhance their contribution to Entrepreneurship and the overall economic growth of the nation.

The objective of the study:

1. To study the problems faced by women entrepreneurs in starting and running the business venture
2. To analyze whether the problems faced by women are associated with their education level.
3. To analyze whether the problems faced by women are associated with their age.

Hypothesis

H₀₁: There is no relation between age of women entrepreneur and the personal problems faced by them.

H₀₂: There is no relation between age of women entrepreneur and the social problems faced by them

H₀₃: There is no relation between age of women entrepreneur and the financial problems faced by them

H₀₄: There is no relation between age of women entrepreneur and the managerial problems faced by them

H₀₅: There is no relation between age of women entrepreneur and the problems of governmental support faced by them

H₀₆: There is no relation between age of women entrepreneur and the problems of Human Resources faced by them

Hypothesis is tested at 5%(or .05) level of significance.

RESEARCH METHODOLOGY:-

The data has been collected from Ludhiana District of Punjab from the micro units where the number of employees ranges from none to 10. A sample of 125 women entrepreneurs based on convenience sampling has been taken for the study.

Both the primary as well as the secondary data has been used to to achieve the desired objectives of the study. The researcher will go through the questionnaire process that would be filled by the women entrepreneurs of the selected sector using convenience sampling. The data is collected through interview schedule and questionnaire from Ludhiana District of Punjab. The data analysis is done using IBM SPSS Statistics. Secondary data has been collected from a number of institutions and internet-based various government reports. The women entrepreneurs will be represented on the basis of their demographic profile- income, age etc.

Table 3 : MSME units taken for study(Micro Units)

S.No	Particulars
1	Beauty Parlors
3	Boutiques
4	Food processing-Murabba, Achar and papad making
5	Bakery
6	Agricultural and related products

Data Analysis

From a total of 125 questionnaires 100 were completely filled and the results are based on these 100 filled questionnaires.

Analysis of various socio-demographic Variables-

Age of the Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25yrs	4	4.0	4.0	4.0
	25-30 yrs	12	12.0	12.0	16.0
	30-35yrs	18	18.0	18.0	34.0
	35-40yrs	31	31.0	31.0	65.0
	40-45 yrs	24	24.0	24.0	89.0
	45-50yrs	9	9.0	9.0	98.0
	Above 50 yrs	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Majority of women entrepreneurs in Micro business are of 35-40yrs age group followed by 40-45 yrs and 30-35 yrs. In Ludhiana district Sikh women comprises more of the entrepreneurs

while Christian women are rarely found in Entrepreneurship.

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sikhism	56	56.0	56.0	56.0
	Hindu	30	30.0	30.0	86.0
	Muslim	10	10.0	10.0	96.0
	Christian	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Marital_status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	85	85.0	85.0	85.0
	Unmarried	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Majority of women entrepreneurs are married.

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Illiterate	18	18.0	18.0	18.0

10 th	27	27.0	27.0	45.0
12 th	31	31.0	31.0	76.0
Graduation	12	12.0	12.0	88.0
Diploma	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Nearly 18% of women entrepreneurs in Ludhiana District are illiterate.

		Nature_of_family			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nuclear	66	66.0	66.0	66.0
	Joint	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

		Number_of_family_members			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	12	12.0	12.0	15.0
	4.00	26	26.0	26.0	41.0
	5.00	21	21.0	21.0	62.0
	6.00	9	9.0	9.0	71.0
	7.00	11	11.0	11.0	82.0
	8.00	12	12.0	12.0	94.0
	9.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Most of the women entrepreneurs belong to nuclear families having 4-5 family members.

		Annual_income_of_husband			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Applicable	15	15.0	15.0	15.0
	1-1.5 lakhs	14	14.0	14.0	29.0
	1.5-3 lakhs	12	12.0	12.0	41.0
	3-4.5 lakhs	13	13.0	13.0	54.0

4.5-6 lakhs	19	19.0	19.0	73.0
6-7.5 lakhs	15	15.0	15.0	88.0
7.5-10 lakhs	10	10.0	10.0	98.0
above 10 lakhs	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Women whose husband's income ranges between 1.0-10.0 lakhs annually take up entrepreneurship

		Residence			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	urban	61	61.0	61.0	61.0
	Rural	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

The sample consisted of majority of urban women entrepreneurs.

		Location_of_entreprise			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	71	71.0	71.0	71.0
	Rural	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Most of the enterprises were located in urban areas. Even the women from rural areas are doing Business in Urban areas. Women entrepreneurs give employment to 1-8 persons in their venture.

		Number_of_employees			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	31	31.0	31.0	31.0
	2-4	27	27.0	27.0	58.0
	4-6	30	30.0	30.0	88.0
	6-8	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Do you face problems while running your business?

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Yes	99	99.0	99.0	99.0
	No	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

99% of women entrepreneurs agreed that they face problems while running their business.

Age of respondent and Personal problems faced by them

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	3.199 ^a	6	.784
Likelihood Ratio	2.886	6	.823
Linear-by-Linear Association	.625	1	.429
N of Valid Cases	100		

a. 9 cells (64.3%) have expected count less than 5. The minimum expected count is .02.

Now here the assumption that expected count should be less than 20% is violated as the table is bigger than 2*2. So here the likelihood ratio is used and interpreted that since the Asymptotic ratio is more than the level of significance i.e .05 so I accept the null hypothesis and conclude that no relation between age of women entrepreneur and the personal problems faced by them.

Age of respondent and social problems faced by them.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.697 ^a	6	.846
Likelihood Ratio	3.824	6	.700
Linear-by-Linear Association	.022	1	.882
N of Valid Cases	100		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .40.

Since the likelihood value is much bigger than the significance value of .05 again the null hypotheses is accepted and thus can be concluded that there is no association between age and the social problems faced.

Age of respondent and financial problems faced by them.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8.056 ^a	6	.234
Likelihood Ratio	6.507	6	.369
Linear-by-Linear Association	.628	1	.428
N of Valid Cases	100		

a. 9 cells (64.3%) have expected count less than 5. The minimum expected count is .22.

Since the likelihood ratio is bigger than the level of significance thus the null hypothesis is accepted and it can be concluded that financial problems faced by women entrepreneurs are indifferent towards their age.

Age of respondent and Human Resources problems faced by them.**Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	1.788 ^a	6	.938
Likelihood Ratio	2.295	6	.891
Linear-by-Linear Association	.319	1	.572
N of Valid Cases	100		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .54.

The null hypothesis is accepted and concluded that women entrepreneurs of any age suffers due to problems related to Human resources,i.e their employees

Age of respondent and marketing problems faced by them.**Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	3.152 ^a	6	.790
Likelihood Ratio	3.714	6	.715
Linear-by-Linear Association	1.228	1	.268
N of Valid Cases	100		

- a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .66.

The null hypothesis is accepted and concluded that women entrepreneurs of any age suffers due to problems related to Marketing of their products/services.

Age of respondent and Technological problems faced by them.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	4.769 ^a	6	.574
Likelihood Ratio	5.482	6	.484
Linear-by-Linear Association	1.786	1	.181
N of Valid Cases	100		

- a. 9 cells (64.3%) have expected count less than 5. The minimum expected count is .20.

The null hypothesis is accepted and concluded that women entrepreneurs of any age suffers due to problems related to Technology.

Age of respondent and problems related to the government support faced by them.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2.447 ^a	6	.874
Likelihood Ratio	3.129	6	.792
Linear-by-Linear Association	1.028	1	.311
N of Valid Cases	100		

- a. 6 cells (42.9%) have expected count less than 5. The minimum expected count is .78.

Accepting the null hypothesis it can be concluded that women entrepreneurs of all the ages suffer the problems related to the government support.

Conclusion

Women entrepreneur of any age suffers due to personal, social, marketing, raw materials, employees related, and financial problems. Thus age of the entrepreneur does not affect the problems faced by them.

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