



# Problems and Prospects of Women Entrepreneurs in Navi Mumbai: A Case Study

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## Abstract

Entrepreneurship as a strategy to promote enterprise can be successful only if the same is duly imparted and conscientiously induced. This argument holds strong particularly when such a strategy is being tried on women. In today's Indian society women play altogether a different role. Women in business are a recent phenomenon in India. Today they are no longer confined to the kitchen and the four walls of the house. But they have been actively participating in every economic activity and successfully providing that they can excel in any activity. There are many successful women entrepreneurs in our country constitute 48.15% of the total population, as per census 2001. It is seen that many women entrepreneurs are motivated on their own to start their own enterprises many of these women entrepreneurs actually do not receive any structured entrepreneurial input. The article deals with the problems which these women entrepreneurs confronts and then highlights the prospects.

Key Words: Women Entrepreneur, Problems and Prospects, Economic development

## Introduction:

Like many other countries of the world, India is endowed with rich natural resources and these have to be used properly by adopting modern technology, for the growth and development of the economy. The economic development of a country means a process by which the per capita income of that country moves upwards over a period of time. Over the years, there is a rapid growth of women entrepreneurs all over the world. Entrepreneurship is essential for proper use of renewable and non renewable natural resources and to provide employment to the unemployed youth. Many women entrepreneurs are playing a vital role in this direction through creation of utilities and generation of employment. However many women entrepreneurs have also been facing problems from different angles and these need to be resolved by providing necessary support in finance, production, marketing and improvement in social cultural environment.

Schumpeter argues that the entrepreneur is an innovator, one that introduces new technologies into the workplace or market, increasing efficiency, productivity or generating new products or services (Deakins and Freel 2009).

Shackle argues that the entrepreneur is a highly creative individual that imagines new solutions providing new opportunities for reward (Deakins and Freel, 2009).

These are a few definitions from the entrepreneurship field but show the complexity and lack of cohesion between academic research (Gartner, 2001). Most research focuses on the traits of the entrepreneur. Cope (2001) argues that although certain entrepreneurial traits are required the entrepreneurs behaviour are dynamic and influenced by environmental factors.

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, initiate or adopt a business activity are called business entrepreneur. The

Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to a woman.

## Role of women as an Entrepreneur's:

➤ **Imaginative:** It refers to the imaginative approach or original ideas with competitive market. Well-planned approach is needed to examine the existing situation and to identify the entrepreneurial opportunities. It further implies that women entrepreneurs have association with knowledgeable people and contracting the right organization offering support and services.

➤ **Attribute to work hard:** Enterprising women have further ability to work hard. The imaginative ideas have to come to a fair play. Hard work is needed to build up an enterprise.

➤ **Persistence:** Women entrepreneurs must have an intention to fulfill their dreams. They have to make a dream ifused into an idea enterprise; Studies show that successful women work hard.

➤ **Ability and desire to take risk :** The desire refers to the willingness to take risk and ability of proficiency in planning making forecast estimates and calculations.

➤ **Profit earning capacity:** She should have a capacity to get maximum return out of invested capital.

In nutshell, women entrepreneur are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise.

## Scope and methodology

The present study covers problems and prospects of women entrepreneurs in Navi Mumbai into different aspects. The study is based on the primary data collected through pre-tested questionnaire. The questionnaire is prepared and presented personally to 75 semi-urban women entrepreneurs to collect the required information by random selection of samples in and around the areas of Navi Mumbai.

## Objective of the study

The study analyses the problems and prospects of women entrepreneurs in the areas of Navi Mumbai from different aspect and offers useful suggestions to overcome these inherent problems.

## Problems and prospect of women entrepreneur

Finance plays a vital role in the production and distribution of a product. The women entrepreneurs are suffering from inadequate financial resources and working capital. Women entrepreneurs lack access to external funds due to their



inability to provide tangible security. Very few women have the tangible property in hand.

Table 1 shows that 73.33% of women entrepreneurs in the study area have stated the problem of lack of finance.

**Table – 1 Opinion of Women Entrepreneurs regarding lack of finance**

Opinion	Number of women entrepreneurs	Percentage
Yes	55	73.33%
No	20	26.67%
Total	75	100%

Women Entrepreneurs can solve this problem through financial assistance of some kind to launch their ventures - be it a formal bank loan or money from a savings account. However many women entrepreneurs suffer from lack of knowledge regarding assistance from financial institutions on the one hand, and lack of collateral security and guarantee on the other. In view of this, many women entrepreneurs in the study area have not availed the credit facilities from the financial institutions. The opinion of women entrepreneurs regarding assistance from financial institutions is shown in Table 2. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. The bankers put unrealistic and unreasonable securities to give loan to women entrepreneurs. According to a 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 discriminatory attitudes of banks and informal lending groups (UNIDO, 1995b).

Table 2 shows that 69.33% women entrepreneurs in the study area have stated the lack of assistance from financial institutions.

**Table –2 Opinion of Women Entrepreneurs regarding assistance from financial institutions**

Opinion	Number of women entrepreneurs	Percentage
Yes	52	69.33%
No	23	30.67%
Total	75	100%

Marketing is an essential channel into entrepreneurship. To establish any business women entrepreneur have to channelize their business through marketing which becomes a difficult task being a women entrepreneur. The opinion of women entrepreneurs regarding marketing capabilities is shown in Table-3

Table -3 shows that 53.33% of women entrepreneurs facing problem in their marketing capabilities due to competitors.

**Table –3 Opinion of Women Entrepreneurs regarding Marketing Capabilities**

Opinion	Number of women entrepreneurs	Percentage
Yes	40	53.33%
No	35	46.67%
Total	75	100%

Marketing capabilities can be improved by educating or

training the women entrepreneur in their respective field. Many business women struggle to gain market and its products popular. Women should get proper resources to advertise their business. The opinion of women entrepreneurs regarding the training is shown in table 4.

Table 4 shows that 52% of women entrepreneurs are not been trained properly due to lack of training facilities from government and non- government agencies in their respective areas.

**Table –4 Opinion of women entrepreneurs regarding Training**

Opinion	Number of women entrepreneurs	Percentage
Yes	39	52%
No	36	48%
Total	75	100%

Women entrepreneurs have sought training in the field of management of small enterprises, marketing and quality control aspects.. Women entrepreneurs if trained properly will increase the productivity and performance and minimize the cost of production.

Indian women gives more emphasis to family ties and relationships. Married women have to make a fine balance between business and home. More over the business success depends on the support of the family members extended to women in the business process and management. The greatest deterrent to women entrepreneurs is that they are women. Women plays multiple roles in an Indian family. She has to work hard to satisfy all the members in accordance with her different roles and therefore they also have to work for their livelihood. Few women can devote all their time and energy to their business. The opinion of women entrepreneurs regarding family problems is shows in Table 5

Table -5 shows that 84% of women entrepreneurs are facing family problems during starting their business

**Table –5 Opinion of Women Entrepreneurs regarding Family Problems**

Opinion	Number of women entrepreneurs	Percentage
Yes	63	84%
No	12	16%
Total	75	100%

Women entrepreneur can overcome family problems strategically by shouldering dual responsibility & Time management acquiring education, skills & go for confidence building trainings.

Strong desire to do something positive is a high-quality women entrepreneurs who contribute to the position values of family and social life. Women entrepreneurs have to handle the risk and uncertainty involved in the business environment. However women entrepreneurs lack self confidence which is reflected in Table no -6

Table -6 shows that 53.33% of women entrepreneurs have low self confidence in initial stage of their investment

**Table – 6 Opinion of Women Entrepreneurs regarding Self Confidence**

Opinion	Number of women entrepreneurs	Percentage
Yes	40	53.33%
No	35	46.67%
Total	75	100%

Desire to be independent have been one of the main factor motivating the women entrepreneurs to be an entrepreneur. Self-confidence can be achieved by a mindset for a successful business, attitude to risk and attitude towards the society by economic, social responsibility to assume. Other factors are likely to support families, government policies, financial support from public and private institutions, and the environment for women to start business. Knowledge of business administration and women need to stay on the skills and knowledge to acquire all the functional areas of business management training. This can help women excel in decision making and further developing a good business Network. The percentage of women entrepreneurs who have increased their profit are utilizing it into diversifying and expanding their business.

Table 7 shows that 66.67% of women entrepreneurs have been successful in increasing their profit where as the rest were unable to do so.

**Table -7 Opinion of Women Entrepreneurs regarding Profit**

Opinion	Number of women entrepreneurs	Percentage
Yes	50	66.67%
No	25	33.33%
Total	75	100%

Self confidence with proper training can make them increase their income. Profit can be increased by extending and diversifying the investment portfolio.

Women are venturing into diversified fields. It seems that aesthetic goods i.e handicrafts, designer clothes, jewelry is an area where women are more comfortable. Retail business is also very popular as these are very popular as the knowledge required is limited. Therefore Table 8 shows that 86.66% of women entrepreneurs have diversified their business into different sectors.

**Table -8 Opinion of Women Entrepreneurs regarding Extending and diversifying of Business**

Opinion	Number of women entrepreneurs	Percentage
Yes	65	86.67%
No	10	13.33%
Total	75	100%

Saving is the back bone for an entrepreneur which in turn helps to meet the capital requirement and uncertain contingencies. Education would help women become better negotiators . Literacy rates in India are very low. Literacy helps developing entrepreneurial spirit in women. Increase in education rate has opened several opportunities for neo-literate women to step out of the households and involve themselves in some enterprise or a new vocation. It has been shown in Table 10

Table 10 shows that 73.33% women entrepreneurs have

stated that education has increased in their family members due to their enterprise.

**Table -10 Opinion of Women Entrepreneurs regarding Education**

Opinion	Number of women entrepreneurs	Percentage
Yes	50	66.67%
No	25	33.33%
Total	75	100%

Women in their network observed an improvement in their status and now earn more respect from their children, family and society. Their self dependence and confidence have increased excellence and leadership skills. Increased education level helped to enhanced decision making capacities have encouraged women to step out and achieve status. Women empowerment has gained considerable significance in the recent past as an area of policy interventions and initiatives. No country can achieve its potential without adequately investing in and developing the capabilities of women.

**Suggestions:**

Appropriate efforts are required to develop a women entrepreneur and their effective participation in the entrepreneurial activities. From the above analysis of problems and prospects of women entrepreneurs in the study area following suggestions can be taken into account to improve the position of women entrepreneurs.

1. Better educational facilities and scheme should be extended to women entrepreneurs from government.
2. Adequate training program on managerial skills to increase their managerial capabilities should be provided. Vocational training to be extended to women entrepreneurs that enable them to understand the production process and production management.
3. Formation of more self help groups.
4. More opportunities to be given to women to avail the benefits of entrepreneurship development program by setting is an entrepreneurial cell area wise.
5. Making provision of marketing and sales assistance from government part.
6. Financial institutions should provide more working capital assistance both for small scale and large scale ventures.

**Conclusion:**

Entrepreneurship helps women grow financially as well as the nation to move ahead. The economic progress of India depends on the productivity of both male and female workforce. Women are now participating in all productive activities and are at par with men unfortunately women have to face problems and challenges in competitive business environment. The major factors responsible for increase in participation of women in economic activities have been spread of general and technical education, growth of IT sector and entrepreneurship as a career. Therefore it is utmost important that they are been provided with support into finance, marketing and production which will enhance them to come forward and have a bright future and prospects.

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