

## A sociological study on obstacles of women entrepreneur in bangle stores

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### Abstract

Empowerment is a multi – dimensional process which should enable individuals to realize their identity and powers in all spheres of life. Women owned business are highly increasing in the economies of almost all countries. Entrepreneurship can help women economic independence and improve their social status. Women entrepreneurs have many problems in India. Very few women entrepreneurs are in big enterprises. Women entrepreneurs are face lot of problems in establishing and running of business. Women in empowerment status economically through entrepreneurship which ultimately endeavors social development and the difficulties faced in women entrepreneurs. A study was carried out with the sample of 50 Bangle stores women entrepreneur in Hassan city of Hassan district of Karnataka state. For this study, qualitative method was used. The analysis has been done on the basis of in-depth interviews with those who are Bangle stores women entrepreneur in Hassan city. For this study, data was collected from 50 Bangle stores women entrepreneur by using both purposive and random sampling. The present paper aims to find out the obstacles of bangle stores women entrepreneurs. The main finding of the study shown that majority of bangle stores women entrepreneurs are facing heavy competition in their business.

**Keywords:** Women and Entrepreneurship.

### 1. Introduction

The word woman has its great significance in the very existence of mankind. The importance of woman can be judged in many roles as mother, sister, wife, etc. She plays a vital role in the development of society is of utmost importance. Empowerment refers to self-decision regarding education, participation, mobility, economic independency, public speaking, awareness and exercise of rights, political participation and many more factors ensure women empowerment.

Women are one of the greatest assets in a society. They are equal to men in all aspects. They are moreover perfectionists in all spheres. All that they need in today's world is a bit of empowerment and it is the duty of every society to provide this. The empowerment of women occurs in reality, when women achieve increased control and participation in decision making that leads to their better access to resources, and therefore, improved socio-economic status.

Entrepreneurship is considered as the engine of economic growth and development of a country. It constitutes the vital and dynamic ingredient to economic and social transformation of the nation. Oxford Advance Learner's Dictionary defines the term entrepreneur as one who makes money by starting or running business, especially when this involves taking financial risk. Entrepreneurship is the process of launching a venture and managing it.

Women entrepreneurs may be defined as the woman or a group of women who initiate, organize and operate a business enterprise. Women owned business are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. 'Women Entrepreneur' is a person who accepts challenging role to meet her personal needs and become economically

independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world.

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 and appreciate their abilities. It enhances their status and leads to integration of women in nation building and economic development.

Women entrepreneurs have many problems in India. Very few women entrepreneurs are in big enterprises. Women entrepreneurs are facing lot of problems in establishing and running of business. On account of gender bias of the society women entrepreneurs face problems at every stage of operation. This study is about obstacles of women entrepreneur in bangle stores. Bangle stores women are facing many obstacles in their business. For these we are trying to find the solution through the sociological study.

### 2. Objectives of the study

1. To collect the information about demographic profile of the respondents.
2. To study the Obstacles of bangle stores women entrepreneurs.

### 3. Research Methodology

The present study is based on the primary data which is collected from bangle stores women entrepreneurs in Hassan city of Karnataka state. Through the purposive and random sampling methods 50 bangle stores women entrepreneurs were selected to generate primary data. Detailed information of the attitudes and opinions of the respondents were collected through pre-tested structured interview schedule which is comprised of pre-coded and open – ended questions regarding objectives of the research. The primary data was collected employing interview schedule directly from the respondents and the secondary data were collected from books, journals and website related to women entrepreneurship. The data collections are processed in a systematic way. The data are

edited for checking their completeness and accuracy. The data is tabulated and processed in the table by using computer.

### 4. Limitation of the study

The present study had some limitations. It exposed to a difficulty of getting most reliable information about obstacles of women entrepreneurship. The respondents were not fully aware about the research being conducted on them which resulted are fewer co-operations by them. Moreover observations of this study were based on the research field study of only a small scale entrepreneurship of Hassan city which is a small part of Karnataka.

### 5. Results and Discussion

**Table 1:** Demographic Profile of the respondents

Sl. No.	Options	Frequency	Percent
<b>Age</b>			
01.	21-30	06	12
	31-40	32	64
	41-50	10	20
	Above 51	02	04
<b>Religion</b>			
02.	Hindu	42	84
	Muslim	05	10
	Christian	03	06
<b>Caste</b>			
03.	Brahmins	06	12
	Vokkaliga	16	32
	Lingaitha	09	18
	SC	10	20
	ST	01	02
	Others	08	16
<b>Educational Qualification</b>			
04.	1-10	16	32
	PUC	21	42
	UG	08	16
	PG	05	10
<b>Marital status</b>			
05.	Unmarried	10	20
	Married	36	72
	Divorcees	00	00
	Widows	04	08
<b>Family Structure</b>			
06.	Joint family	07	14
	Nuclear family	43	86
<b>Occupational background</b>			
07.	Employed + Business	11	22
	Only Business	39	78
<b>Source of support to their business</b>			
08.	Family members	29	58
	Friends	09	18
	Others	12	24
<b>Monthly Income</b>			
09.	5,001-10,000	17	34
	10,001-15,000	19	38
	15,001-20,000	12	24
	Above 20,001	02	04

The result pertaining to demographic profile of the elder female are depicted in table 01. The data table 01 revealed that 12% of women are in the Age group of 21-30. In that maximum number that is 64% of respondents are in the age group of 31-40. 20% of respondents are in the age group of 41-

50. Only 4% of women are in the age group of above 51. The data indicated that majority of the respondents (84%) are belongs to Hindu religion. 10% of respondents are belongs to Muslim religion. And 6% of respondents are belongs to Christian religion. It was noticed that 32% of respondents are

belongs to vokkaliga. 18% of respondents are belongs to lingaitha, 12% of respondents are belongs to SC and 2% is ST. 16% of respondents are belongs to other caste. The data indicated that 32% of respondents are in the education level of 1-10. 42% of respondents are in the education level of PUC. 16% of respondents are in the educational level of UG, and only 10% of respondents are in the educational level of PG. It is observed that 72% of the women are in the married group, 20% of the women are in the unmarried group and 8% of the women are in the widow group. The data indicated that 86% of the women entrepreneurs are in the nuclear type of family opted to become entrepreneur and 14% of the women entrepreneur in joint family. It was noticed that our 22% of respondents are from the employed and business background. And 78% of respondents are only from the business background. It is observed that 58% of women are supported by the family members. 18% of respondents are supported by their friends and 24% are being supported by other sources. It is find out that 34% of respondents income is 5,001-10,000, 38% of respondents income is 10,001-15,000, 24% respondents income is 15,001-20,000 and only 04% of respondents income is above 20,001.

**Table 2:** Obstacles of bangle stores women entrepreneurs

Aspects	Frequency		Percent	
	Yes	No	Yes	No
Financial problems	42	08	84	16
Lack of family support	34	16	68	32
Lack of confidence	26	24	52	48
Credit facilities problem	35	15	70	30
Storage of materials	43	07	86	14
Lack of management skills	32	18	64	36
Heavy competition	50	00	100	00
Low level of literacy	27	23	54	46
Low interest for achievement	29	21	58	42
Traditional value system	31	19	62	38
Social barriers	39	11	78	22
Gender difference	28	22	56	44
Family conflict	33	17	66	34
Lack of information	38	12	76	24
Lack of training	27	23	54	46
Lack of profit	41	09	82	18

Table 02 revealed that the opinion of bangle stores women respondents about obstacles of women entrepreneurs.

- Women entrepreneurs always face problem of finance. Bankers ask for sufficient collateral security before sanctioning loan. Women entrepreneurs are unable to provide such security because the properties may not be owned by them. Women entrepreneurs have to depend on the support of male members of their family. The result indicated that 84% of respondents felt that they are facing financial problem.
- In India, it is the women duty to look after the children and other members of family. The family members do not support to women entrepreneur. They involved in their own work. The study reveals 68% of respondents are felt that they are facing lack of family support.
- Self confidence is one of the basic requirements of women entrepreneurs. The data indicated that 52% of respondents are felt that they are facing lack of confidence due to the reason of social attitude towards women entrepreneurs.
- Women are often denied credit by bankers on the ground of lack collateral security. Therefore, women access to risk capital is limited. Our 70% of respondents are felt that they are facing credit facilities problem.
- Women entrepreneurs encounter the problems of storage of materials in bangle stores. The study find out that 86% of respondents are felt that they are facing storage of materials.
- Another vital obstacles encountered by women entrepreneurs is lack of management skills. The study observed that 64% of respondents are felt that they are facing lack of management skills.
- Many of the women enterprises have imperfect organizational set up. In globalization world many women enterprises are increasing day by day. So women have to face a stiff competition in their business field. The study find out that 100% of respondents felt that they are facing heavy competition in their business field.
- Low level of literacy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. This lack of education creates lot of problems in the setting and running of business. 54% of respondents are felt that they are facing the problem of low level of literacy.
- Women exhibit low interest for achievement because their faulty socialization process. 58% of respondents are felt that they are not concentrate only for their achievement. They are proud their husband, children, and parents. Their minds are so conditioned that they do not think of personal achievement. This is the greatest obstacle to become an entrepreneur.
- Women entrepreneur face the difficulty of commanding business confidence and trust in a traditional value system of male dominated society. 62% of respondents are felt that they are depending on traditional value system.
- Women entrepreneurs in India always seen with suspicious eyes, and they are face more social barriers. In that 78% of respondents are felt that they are facing some social barriers. India is a male dominated society. The concept that men are superior and women are inferior is still being believed due to custom, tradition etc. This has made women be subservient, self-effacing and fatalistic. It is known that women are not treated on par with men in this country barring a few exceptions in a few situations. They are discriminated from their childhood. This makes them to under estimate their own talents and powers. They develop inferiority complex and this act as a stumbling block in their attaining economic independence and social status along with men.
- Women entrepreneurs are always face the conflict of performing of home role as they are not available to spend enough time with their families. They spend long time in business and as a result, they find it difficult to meet the demands of their family members and society as well. They are inability to attend in domestic work, time for education of children, personal hobbies, entertainment these reasons are may cause to their family conflicts. 66% of respondents are felt that they are facing family conflict.
- Gender difference is one of the most obstacles of women entrepreneurs. 56% of respondents are felt that they are

facing gender difference. Gender has always been an important factor discussed for entrepreneurial activity like all entrepreneurs; suffer from inadequate financial resources and working capital. The lead access to external funds due to their inability to provide tangible security. Banks have also taken a negative attitude while providing finance for women entrepreneurs. The result in women entrepreneurs are forced to rely on their own swings and loans from family friends. The quantum of such funds is often negligible leading to failure of enterprise.

- Women entrepreneurs have lack of knowledge and information of availability of materials, financial facilities, government help and various kinds of subsidies available. Lack of advanced knowledge is also obstacle of women entrepreneurs. 76% of respondents are felt that they are facing lack of information.
- Many women are become entrepreneurs out of chance and not choice. They also have to play dual role of business women and a care taker of her family as well. As a result, they often lack access to training that will go a long way in helping them in developing business skills. 54% of respondents are felt that they are facing lack of training.
- Lack of profit is one of the most obstacles for women entrepreneur. 82% of respondents are felt that they are facing lack of profit in their business. Due to the reason of many wastage materials in bangle stores and more bargaining from the customers these may cause to lack of profit to bangle store women entrepreneurs.

### 5. Major Findings and Suggestions

The important observations and findings are as follows.

- Bangle stores women entrepreneurs are still facing the problems of finance.
- They are also facing credit facilities problem.
- Majority of bangle stores women entrepreneurs are facing heavy competition in their business.
- They are facing social barriers, gender difference, family conflict, lack of information, and they are in the problem of lack of profit.
- Through these problems we can find that bangle stores women entrepreneurs are in the lack of economic development.

### 6. Suggestions

1. The basic approach should be to inculcate the confidence among women and bring about an awareness of their own potential for economic development.
2. Research and survey should be conducted to solve the problems of women entrepreneurs.
3. Family support should be need for bangle stores women entrepreneurs.
4. For better performances of women participation three factors are required.
  - They should be need of equality
  - They should be need of efficiency
  - They should be need of empowerment
5. The financial institutions and banks which provide finance to entrepreneurs must create a special cell for providing easy finance to women entrepreneurs.
6. Necessary to change the negative social attitudes towards bangle stores women entrepreneurs. Unless the social

attitudes are made positive through education, the women entrepreneur cannot get the required support from their family members.

7. The family members of bangle stores women entrepreneurs should also actively participate and extend all possible support in the matter of managing set up.

### 7. Conclusion

Women empowerment is critical part of all types of development. In the context of the new wave of globalization, open competition, privatization, changes have created not only a new competitive environment for the business world and society but also affected our human resource. Therefore, development of excellence, skill, knowledge should be imparted to women entrepreneurs as women are almost one half of the world's population. "A bird cannot fly with a single wing; a nation cannot be progressive nation if women lag behind". As per concerning our study it deals with the obstacles of women entrepreneurs in bangle stores. In which women are the sufferers even there facing difficulty in doing business so from our study we came to know about the bangle stores women are facing so many obstacles and these obstacles only became an impediment to their overall development. If the women are economically developed the whole society is also develop.

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