

Women Entrepreneurship: Its Problems And Prospects: A Study Of Sivasagar District, Assam

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Abstract:

In this paper an attempt has been made to study about the prospects and problems of women entrepreneurship of Sivasagar. It is also analysed the motivating factors for which they more prone to entrepreneurial development activities in the selected area. The present study also provides the suggestions for development of women entrepreneurship in selected areas of Assam.

Keyword: Women entrepreneurship, problems, prospect, Sivasagar, Assam.

Introduction:

In India women's subordination has historical roots. The Manusmriti shows that during childhood a girl should live under the control of her father, similarly in adulthood she should be under the control of her husband and in the age of old, she could be under the control of her sons- it means a women should never be independent. In the age of rapid industrialization, a nation's basic resource is its human capital. As a developing country, India, kind of major challenges faced in its development process which involves- how to decrease poverty level, how to increase the level of income, how to generate new employment opportunities, how to decrease regional imbalances etc. but with the coming of the concept of LPG (Liberalization, Privatization and Globalization) India's economy changed in a drastic way right from foreign relations to

domestic trade. It tends India to a growth trajectory which transmitted India from a struggling economy to the world's one of the fastest growing major economy, surpassing China. Another major changed has to be motivated a host of entrepreneurs, big and small who has created value and increased in the economic development of the country.

The position of women and their status in any society is an index of its civilization. Women are to be regarded equal partners in the process of development. Now they have been actively participate in the mainstream of development even though they represent equal proportion of the population and labour force. Earlier women are the means of survival of their families, but are generally unrecognized and undervalued, being placed at the bottom of the pile.

Women as an independent target group, account for 495.74 million and represent 48.3% of the country's population as per 2001 census (Kurukshetra, 2007 March). No country can achieved its potential without adequately investing in and developing the capabilities of women. In the interest of long term development it is necessary to facilitate their empowerment. Women are almost half of the population having enormous potential but being underutilized or un-utilized for economic development of the nation. Therefore it becomes most essential that women should acquire the qualities of capabilities, leadership, decision making, and intellectual economic ability to perform their responsibilities ably and efficiently. Now-a-days gender equality and women empowerment especially entrepreneur development has become crucial for the achievement of the inclusive development of the country. The new generation, women have successfully overcome the clutches of the male –dominated society and have proved themselves beyond doubt in all spheres of life-including the world of entrepreneurship. It is to be mentioned that in the process of empowerment, economic upliftment and economic independence becomes an indispensable

essential for entrepreneurship development as it is the basic structure on which socio-economic development of rural women can be achieved.

Empowerment of women proves to be a very important factor in eradicating poverty by remunerative and non-remunerative work in home and the community as a whole.

The Government of India have been initiated various plans and schemes for upliftment of women empowerment. These are Beti Bachao Beti Padhao Scheme, Ujjawalla, Sakhi Niwas, Self-Help Group, Pradhan Mantri Rozgar Yojana, Annapurna Scheme, Bhartiya Mahila Bank Business Loan etc.

Basic Concept of Entrepreneurship:

Entrepreneurship is an innovative and dynamic process in which an individual engage in economic activity to generate income through new and innovative business ideas. With the passage of time, entrepreneurship has expanded expeditiously with enterprises which have capabilities to greet the challenges of the global pressure. With the coming of the process of industrialization, individual entrepreneurs have rising in different sphere of life. Most of the women with small income are likely to become entrepreneurs. Most of the women entrepreneurs are married. Especially on India, the concept of women entrepreneurs is an urgent need. There are most of the factors responsible to motivating the women members of the family to start up their own ventures.

Women Entrepreneurship:

Women entrepreneurship indicates the women member who initiate organize and operate business enterprise. A women entrepreneur thus means a innovative, creative and undertake risks, manage economic uncertainty involved in running a business enterprises.

Objectives of the Study:

- i. To find out the problems and prospects of women entrepreneurship in Sivasagar district.
- ii. To analyse the problems and give suggestions to motivate women entrepreneurship in Sivasagar.

Methodology of the Study:

Methodology is an important part for conducting any study. It helps to entire study right from the beginning to the end. Through correct methodology, thought can be arranged in a systematic manner. This study is analytical in nature and based on both primary and secondary data. The field of the study is Sivasagar Municipal area of the district. We have taken 90 respondents as our selected sample of the study. The data were collected from both the sources i.e., primary and secondary sources. Primary data were collected through interview schedule and field observation. For secondary data, the data were collected from the books, Governments records etc.

Analysis and Findings of the Study:

In this study, the studied respondent were married, unmarried, widow, divorced etc. Most of the respondents are from the age group of 35-45.

Table No- 1: Women Entrepreneurs

| Area | No. of Women Entrepreneurs | Percentage |
|--|----------------------------|------------|
| Tailoring | 20 | 40% |
| Beauty Parlour | 43 | 86% |
| Small Scale Catering Food Items (Pickles, Pithas, Jolpan etc.) | 7 | 14% |
| Different Crafts (Mekhela Designing, Handmade bag etc.) | 13 | 26% |
| Poultry (Duck and Hen) | 4 | 8% |
| Schools | 4 | 6% |
| Total | 90 | 100% |

The data presented in the above analysed that women entrepreneurs have try to earn money through engage

them in entrepreneurial activities. But it is quite low than male.

Furthermore, majority of their ventures rely on in very low value added service sectors only. They mostly choose sectors like education, food/catering, small scale retail, crafts, poultry etc.

In our study, it was found that in all cases family involvement play a decisive role.

Educational Qualification of the Women

Entrepreneurs:

In this present study, all respondents are literate. So, illiteracy was no obstacle in this case.

| Educational Level | No. Of Women Entrepreneurs |
|-------------------|----------------------------|
| Below Class-10 | 9 |
| 10-12 | 37 |
| Graduates | 30 |
| Masters | 14 |
| Total | 90 |

From the above table, it has been found that out of 90 respondents 9 women member belong to below 10category level of education. 10-12 mid level respondent are highest in numbers. Rest of 30 respondents have completed their graduate level education while 14 no. of respondents have post graduate education level. Furthermore, out of 90 women entrepreneur knew about Government Schemes to promote entrepreneurship journey and its facilities. They were unaware about EDP's in various sectors.

Probable Problems and Future Challenge:

- i. The Indian women have the basic responsibility to look after children and other family members. The male plays a secondary role in functioning of the family. Under such circumstances, the married women have the difficulty to maintain equal balance between her business and family. The total involvement of the women in family matters leads

them less commitment to their business. Thus family support was a must important concern for women entrepreneurship.

- ii. In our study, it was also observed that educational qualification plays a decisive role in the success of women entrepreneurs. With the help of education, a women entrepreneur aware about their technology and market knowledge. They were very much satisfied in their scale of business only. Usually they are less risk takers. Thus, due to the lack of education, they cannot motivate to tackle their success in business. In this context, there is an urge in them to make their small scale enterprises increase and develop for better future.
- iii. Due to lack of financial assistance, the women entrepreneurs unable to start business than male. The women find it harder to expand and grow their rate of scale in business. The women entrepreneurs suffer from shortage of financial assistance.
- iv. Scarcity of raw material is another major hindrance of women entrepreneurs. Scarcity of raw materials and essential inputs are getting at a high prices make them failure to boost up women entrepreneurship.
- v. Women entrepreneurs unable to compete in the changing scenario. India has the third largest start up base in the entire world.

Conclusion:

From the present investigation, it is revealed that women in India are now a vital importance to have the bright future in family, society and country. The increasing confident of women as entrepreneurs has led to significant trade, commerce and economic development in the country. This entrepreneurs shape the economy by generating new wealth and new jobs and by inventing new products and services. In real terms, it is an attitude to create something new and an activity which creates value in the entire social-economic system.

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