

Entrepreneurial obstacles and remedial measures – An empirical study on women entrepreneurs of Karnataka state

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Abstract: *Entrepreneurship is the process of starting a business or organization. In this process entrepreneurs are facing many hurdles or business challenges. This research study tries to discuss and bring into attention the fundamental key areas of women entrepreneurial obstacles. This study covers important information about women entrepreneurship, namely: entrepreneurial obstacles and remedial measures to overcome from their challenges. Interview and questionnaire methods were applied for collecting the data. The data analysis was done by using the sample size of 250 women entrepreneurs. The study reveals that how these entrepreneurs are over come from their obstacles. This study is limited to Karnataka state and applied judgmental sampling technique used for the analysis.*

Keywords: Challenges, Entrepreneur, Opportunities, Measures, Women

Introduction

As per the MSME 2014 report Karnataka is in 3rd position of women entrepreneurial area. Kerala in number one position and Tamilnadu in 2nd position.

Entrepreneurs are leaders willing to take risk and exercise inventive, taking advantage of market opportunities by planning, organizing and employing resources. Entrepreneurs play very vital role in socio-economic welfare of the country. They identify the need of their business; purchase the other factors of production and co-ordinate for productive process. They are the innovators, researchers and risk takers of the company. In a developing country like India, the role of entrepreneurship development is more important than that in developed countries, so far as a creation of self-employment opportunities are reduction of unemployment solutions are concerned. As per the latest survey by The Global Entrepreneurship Monitor (GEM) survey 2013, taught as the largest annual study of Entrepreneurial dynamics in the world. It states that the total early stage entrepreneurial activity index for India stands at 9.9% compare to 10.7% for Singapore, 14% for China and 12.7% for the US. Most of the early stage entrepreneurs fall in the age of 25-34 years. Around 61% of people are considered, entrepreneurship as a good career choice. Entrepreneurship contribute to 1) Economic growth and 2) Job creation

Women Entrepreneur

Meaning: “Women Entrepreneur” may be defined as the woman or a group of women, who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial

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interest of 51 percent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women who innovate initiate or adopt business actively are called women entrepreneurs. Women entrepreneurship is based on women participation in equity and employment of a business enterprise. India needs to really bring about some drastic improvement both at the government level and at the grass-root level to remove the gender discrimination which is encountered at every stage of business development, particularly in issues related to funding. The new generation of women-owned enterprises is actively seeking capital for their businesses, using modern technology to find and create a niche in both the domestic and export markets. While women owned businesses possess the potential and are capable of contributing much more, it is essential to formulate strategies to invigorate, support and sustain their efforts in the right direction. They work in a wide range of sectors from trade and services, to manufacturing, tailoring, beauty parlors, printing and many more. Many women after experiencing life as an employee in the services sector have been inclined to adopt entrepreneurship, this not only gives them much-needed flexibility with regard to their respective work but also empowers them to do things differently and, in many cases, more effectively says Shayeri Chahal co-founder of FLEXIMOMS.

Literature Review

The major challenges for women entrepreneurs are startup capital, work life balance, location identification (Syed Shah Alam, 2012). In micro enterprises major obstacles are production, marketing and labor (Hareena & P. Mohamemed 2014). Gender discrimination is the major challenge and source of capital identification is very minute obstacle for an women entrepreneur (Hema Miriji, 2015). Information and communication technology has positive impact on entrepreneurship but women are facing this as major obstacle in their business (Motilwa, 2015). A major change has to take up in the society and in the people mindset to remove the women entrepreneurial obstacles (Chinnadurai. P, 2015). Overcoming from obstacles government has to support women entrepreneurs in fairs, exhibitions and to encourage women to take up entrepreneurship as career and need to simplify the government rules and regulations (Shivalika Vipul Patel 2015). In women entrepreneurship obstacles are two types general problems and specific problems of an entrepreneurs (Geetha Devi 2016). Major problems of women entrepreneurs are negotiation, bargaining, marketing skills (Nazrul Islam, 2016).

Study Objectives

1. To analyses on different kinds of entrepreneurial obstacles of women entrepreneurs.
2. To understand the women entrepreneurial remedial measures to overcome from their entrepreneurial obstacles / challenges.

Obstacles for Women Entrepreneurs

Women entrepreneurs are facing many obstacles in their business and those obstacles are very common for all the entrepreneurs. As per the research understood about few main obstacles which are commonly faced by women entrepreneurs before starting and after starting their enterprise.

Table 1: Descriptive Statics Regarding Obstacles Faced By Women Entrepreneurs

Sl. No	Main Obstacles:	F/%	Low	Medium	High	Total No of samples	Mean	Standard Deviation	Remarks
1	Lack of Startup fund	F	33	55	192	250	82.72	18.42	High
		%	1.2	22	76.8	100			
2	Lack of Self confidence	F	30	59	161	250	72.4	25.56	High
		%	12	23.6	64.4	100			
3	Lack of business knowledge	F	18	106	126	250	71.6	22.63	High
		%	7.2	42.4	50.4	100			
4	Lack of awareness about the product /services	F	21	129	100	250	65.52	24.24	High
		%	8.4	51.6	40	100			
5	Lack of Management Skills	F	28	99	123	250	67.92	25.46	High
		%	11.2	39.6	49.2	100			
6	Lack of right manpower availability	F	12	77	161	250	74.24	22.14	High
		%	4.8	30.8	64.4	100			
7	Lack of support from the Family	F	21	89	140	250	71.12	25.77	High
		%	8.4	35.6	56	100			
8	Balancing of work and personal life	F	18	97	135	250	70.88	23.64	High
		%	7.2	38.8	54	100			
9	Lack of technical knowledge	F	15	96	139	250	71.12	23.08	High
		%	06	38.4	55.6	100			
10	Lack of Entrepreneurial skills	F	18	102	130	250	68.96	23.70	High

Source: Author’s Computation

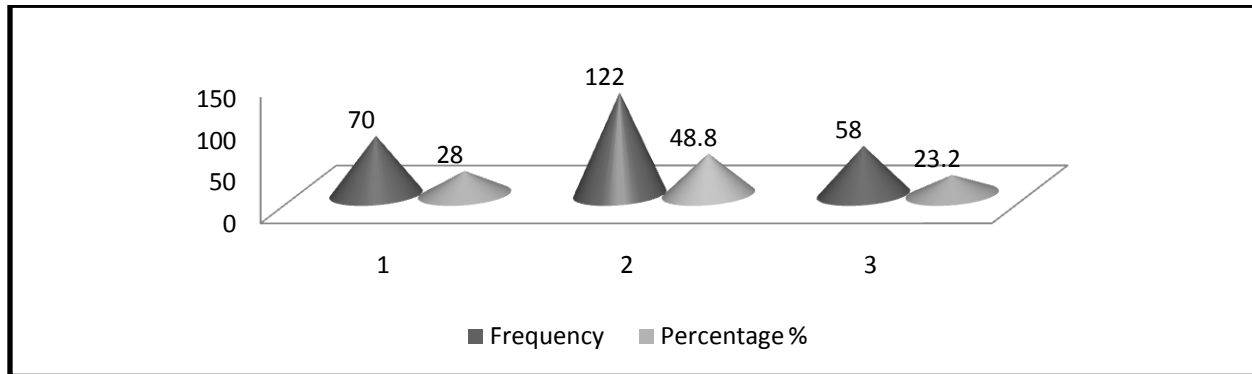
Table 1 there are many obstacles has been considered in this research majorly analyses. It is evident from the descriptive statics that 33 (1.2%), 55 (22%) and 192 (76.8%) of Women entrepreneurs Lack of startup found rated low, medium and high respectively. 30 (12%), 59 (23.6%) and 161 (6.44%) of low, Medium and High respectively rated by women entrepreneur for the Lack of self-confidence factor of push intention. 18 (7.2%), 106 (42.4%) and 126 (50.4%) of low and medium and high respectively rated for lack of business knowledge 21 (8.4%), 129 (51.6%) and 100 (40%) of women entrepreneurs rated low and medium and high respectively rated for lack of awareness about the product / services of push intentional factor. 28 (11.2%), 99 (39.6%) and 123 (49.2%) of low and medium and high respectively rated for lack of management skill of push intentional factor women entrepreneurs rated 12 (4.8%), 77 (30.8%) and 161 (64.4%) of low and medium and high respectively rated for lack of right manpower of push intentional factor. 21 (8.4%), 89 (35.6%) and 140 (56%) of low and medium and high respectively rated for lack of support from the family in the market of push intentional factor. 18 (7.2%), 97 (38.8%) and 135 (54%) of low and medium and high respectively rated for balancing of work and personal life in the market of push intentional factor. 15 (06%), 96 (38.4%) and 139 (55.6%) of low and medium and high respectively rated for lack of technical knowledge in the market of push intentional factor. 18 (7.2%), 102 (40.8%) and 52 (136%) of women entrepreneurs rated Lack of Entrepreneurial Skills. Low, medium and high respectively.

The research study revealed that all women entrepreneurs felt and experienced all the obstacles in different stages of their business. Everyone agreed that all obstacles are they have come across and few of them still they are facing in their business. All these obstacles they considered very high obstacles in their entrepreneurial journey.

Table 2: Overall Results Representing the Obstacles Faced by Women Entrepreneurs in Karnataka state

Class Intervals	Frequency	Percentage %	Mean	Stranded Deviation
(Low) 0-61	70	28	65.48	11.84851
(Medium) 62-73	122	48.8		
(High) 74-90	58	23.2		
	250	100		

Source: Author's Computation



Diagrammatic Representation of Rating Scale Regarding Women Entrepreneurial Obstacles

Table 2 it is evident from that 70 (28%), 122 (48.8%) and 58 (23.2%) of respondents rated obstacles low, medium and high respectively. The average score regarding the obstacles is 65.48. Mean value and with the standard deviation 11.84 the descriptive statistics reveals that majority of the respondents believe that mentioned all Obstacles has been faced.

Remedial Measures for Entrepreneurial Obstacles

It's very difficult for women in the business sector. Being women primary responsibility is family later all other aspects. But so far she proved that she can be able handle multiple activities and successful also. But this dual role or multiple task handling is not an easy task to any women. In process women has to face many obstacles and overcoming from that is a big task for all women entrepreneurs. In this process most of them are successful business entrepreneurs. According to them there is no shortcut for anything, need to face and work hard to overcome from obstacles and deal with diplomatically and sensibly.

- 1) Family Support Overcome from all the above obstacles, research identified that first and for most support from the family is required. If she is married husband has to give full support in initial stage of her business and family members also should support and understand about her requirements etc.,
- 2) Source of capital: Starting of any business initial capital is very difficult for any entrepreneur, in case of women it is double difficult compare to men. In bank for women always ask about securities and other financial institutes also never entertain women for loan and initial capital amount. Most of the women entrepreneurs say that savings need to be done before starting or planning a business and should barrow limited money from relatives, friends and family members. Need to analyses the market and to start a business which is minimum investment. For initial capital sources maximum number of the

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women entrepreneurs invested by their savings. Few of them borrowed from their family members and personal loans.

- 3) Before starting any business need to do market research and analyses: As per the research most of them suggested that should not start business without understanding about the customer expectation and geographical requirements. In this kind of analyses most of the obstacles can be reduced. Market understanding is very important that before starting any business.
- 4) Prior plan and guidance: Most of the entrepreneurs said that without proper and prior plans starting any business is no longer successful and from starting to continues most of the obstructs need to be faced. So, proper prior plan is very important and also these plans should be discussed with few of their knowledge people and should take their suggestions and guidance before stating and after starting in the process of the business. By this way women can minimize their challenges in the stage of entrepreneurship.
- 5) Should attend entrepreneurship programs: All women who are intend to start business should attended few entrepreneurship programs. In this way they can get to know many success stores and hurdles and few new ideas and facing those hurdles and remedial measures.
- 6) Build network and work experience: Prior work experience is very important to start any business. If person wanted to start previous experienced same business then where experience would give all the ideas and solutions for the business and hurdles and challenges can be faced easily. Network is very important in any business; through our network we can solve many problems. Good network is base for success. With the prior experience network can be built and social involvement also gives more opportunities to build a network.
- 7) Must have basic business knowledge and skills: For starting any business we should have basic knowledge about the business and basic skill like marketing, sales and people management and customer interaction. These are the skills are very important. Without having basic skills and knowledge facing problems are difficult.
- 8) Right Manpower Hiring: Initial Man power is very important because good team always give success so. This is one of the main problem for all women entrepreneurs. Should take those people for the team who are knowledgeable and smart worker and responsible.
- 9) Product and services: Should have product and service knowledge and should not depend on any one, as entrepreneur. Yes in the society acceptance of women as entrepreneurs is bit difficult, that is also one of the challenge for them. So should have process of all product and service knowledge and guide a team effectively for the best quality and service.

Research Methodology

The current research is based on primary and secondary data. Primary data collected by 250 women entrepreneurs with the help of questionnaire and personal interview techniques and secondary data has been collected by Research articles, Books and websites. Descriptive analyses has been done with the help of Simple statistical tools like Percentages, Weighted averages, Mean and Standard deviations are used to describe the basic findings of the research.

Limitation of the study

1. Women entrepreneurs meeting schedule and finding the right date for the research is one of the major limitation.
2. Study has limited only 250 women entrepreneur's samplings.

Scope for future study

The current study area of research understands about women entrepreneurs business obstacles is nothing but women entrepreneur's challenges. Future study can be done with respect to the in-depth study of individual challenges (Pre and Post business challenges) facing by women entrepreneurs in their day to day business.

Conclusion

The research study revealed many important points like, Women entrepreneurs are facing many Real time obstacles. Different kinds of obstacles passed by all women entrepreneurs in their business life. Many of them are successful after facing those challenges. Few of them still facing and continuing their business. All women said that mentioned (in Questionnaire) all obstacles highly impacted on their business. These women are also found some of the remedial measures to overcome from those obstacles. Women have primary responsibility of family rest will be later apart so, fulfilling family requirement without any support from their own people would be very difficult for them to be a successful business entrepreneur. As per psychological research found that women has capability of doing or completing multi tasks, because of this power, she is able to handle things at single time. Major obstacles which they considered are those are Lack of right manpower availability, Lack of Startup fund, Lack of technical knowledge, Lack of business knowledge, Lack of support from the family. For their success they found out the root cause and also solution for these obstacles like Manpower hiring and right team members are very important for business success, Family support is the main factor, gaining and updating Entrepreneurial skills and business knowledge, is very important. Sources of capital arrangements, these are the main remedial measures discussed in the research area. As per the women entrepreneurs they say that obstacle's is very common in all the business but how to overcome from that is the real task for everyone. For this there are no shortcuts. Need to work hard.

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