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An Overview of Women Entrepreneurs in Bihar

ORIGINAL ARTICLE



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Abstract

Bihar is situated in the eastern part of India, bordering Nepal. It is known as third-largest state by population. Bihar considered as a centre of power, culture and learning. After more than five-decade of planned economic development, Bihar isn't yet reached the status of an industrially developed nation. There is lack of entrepreneurship which is one of the significant factors responsible for this. As Bihar is a male-dominated society, women entrepreneurs are absent. Although the scenario has changed in the last decades, there are some factors which still lagged for women. Such factors are work and life unbalance, her responsibilities towards family and business, gender biases, unfriendly technology, etc. Addressing the importance of women entrepreneurs in economic development, this paper highlights future research directions. The present paper investigates the opportunities and challenges of women entrepreneurs in Bihar. This research work

is based on secondary data and observation. The secondary data which have been collected from various journals, articles, blogs, websites, etc. This paper also throws light on the pull and push factors, which plays a prominent role in the life of many women entrepreneurs.

Key Words

Women Entrepreneurs, Economic Development, Entrepreneurs, Bihar.

Introduction

In a few decades, there is an essential topic of literature on entrepreneurship that has been noticeable. However, the issue “entrepreneur” was not at all. As we see in the history of economic thought, several economists have emphasized the aptness of entrepreneurship in economic activities. According to the economist Schumpeter (1911, 1950), an entrepreneur is a person who is ready and able to convert a new idea. It consists of introducing a new product, a new method of production, opening up a new market, conquering a new source of an idea, supplying new material or semi-manufactured goods, and carrying out new industry like creating a monopoly in the market.

As in the words of Kirzner and Schumpeter (1973, 1999), they observed that entrepreneurs try to take advantage of profit opportunities, but as in Schumpeter’s view, entrepreneurs learn from past mistakes and try to correct them.

In 1921, Knight explained uncertainty as an essential factor for entrepreneurs as they have to decide in the uncertain world. In 1990, Baumol explored that entrepreneurs are inventive and creative in search of appropriate means to increase their wealth, value, power of an entrepreneur. On the other hand, there is an increase in the number of active participation of entrepreneurs. An entrepreneur is always ready to take active participation in an economy that can make their ideas into a business and is prepared to bear the risk of uncertainty and face the challenges. Technological progress plays a dominant role in the growth-enhancing process for facilitating the production process and increasing competitiveness in the firm, according to economists H.H.Stevenson and J. C. Jarrillo.

From the various studies, the observation came that women's education is the most powerful tool for changing societal positions. According to Pandit Jawaharlal Nehru, "If you educate a man, you educate an individual; however, if you educate a woman, you educate a whole family. Women empowerment means mother India empowered".

Review of Literature

Bowen & Hisrich (1986), explored various research work done in entrepreneurship, including women entrepreneurs. They gathered many studies so that women entrepreneurs are well educated, but the managerial skills are shallow, affecting their productivity and being more masculine.

Damwad (2007), explained the experiences obstacles women face in Denmark, Norway, Finland, Iceland, and Sweden. He identified some barriers: lack of knowledge, lack of managerial skill in the business world, financing, marketing, entrepreneurial activity, lack of growth, and work-life balance.

Singh (2008), explores the reasons and motivating factors behind the entry of females into entrepreneurship. He discussed the obstacles and challenges faced by Indian women entrepreneurs, such as family responsibility, gender discrimination, lack of interaction with successful women entrepreneurs, problems in getting a loan, absence of a network, etc.

Lall and Sahai (2008), evaluated a study on challenges and issues of women entrepreneurship. Data for the analysis have been collected by convenience sampling and stratified sampling from women entrepreneurs working in the Lucknow area. The study also explained a business owner's perception, self-esteem, and growth and expansion problems.

Goyal and Prakash (2011), published a report on "India: Problem and Opportunities for Women Entrepreneurship". This paper concluded that women enter the enterprises because of other people's success stories, creating jobs in the economy, helping financially in the family, etc.

A.B.M.Siddique (2015), Socio-Economic Theoretical Framework of Women Entrepreneurship Development in Bangladesh found that socio-economic factors of women entrepreneur development in Bangladesh that increasing entrepreneurship activities contribute to the economy's growth. The Bangladesh Government has adopted various policies to develop rural women entrepreneurs, but implementation arises. Such complications are illiteracy, lack of training facilities, lack of primary education of women, and experiences of rural women entrepreneurship.

In the paper, Gupta and Aggarwal (2015), entailed "Opportunities and challenges faced by Women Entrepreneurs in India", highlighted that women entrepreneurs are now exploring popularity to contribute to the growth and development in the business world. The present paper said that Indian women face various challenges in their life.

Sunanda V.M. and Hiremani Naik.R. (2017) discussed the critical factors which motivate women to become successful entrepreneurs. According to the author, women entrepreneurs can transform families and society in recent years and contribute to entrepreneur development. There are various problems faced by women entrepreneurs such as lack of education, lack of finance, lack of training facilities, etc.

Rai (2018), conducted research work on “Issues and challenges of women entrepreneur in India”. In India, women entrepreneurship is acquiring importance in liberalization and globalization. The various policy and institutional shaping to give them training, developing entrepreneurial skills, and educating vocational course encloses the horizon for women empowerment in India. In recent times, women are not only homemakers but also part of the development of the economy.

Research Methodology

The following paper is based on secondary data. The data have been collected from different articles, journals, working papers, blogs, websites, published books, etc. This paper is based on an empirical study.

Women Entrepreneurship in India

A women entrepreneur is an individual who allows herself to meet her necessities and to become financially independent. According to the Government of India, they defined a women entrepreneur is, “An enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”.

A women entrepreneur is ready to take risk and prepared to bear uncertainty. Women entrepreneurs incubate new ideas, start their enterprises with their ideas, start their enterprises with their ideas, and become financially independent. In India, women face many problems to set ahead in their business world. Despite many issues and concerns, they are willing to work hard and ready to face the challenge. They follow the principle, “Hard work is the key to success”.

Pull and Push Factors

According to the study conducted, it was evaluated that women were attracted to factors such as being financially independent. (Ibemcha, Chanu, 2018, P.1050) Women enter the entrepreneurial world for a better life and support their families with additional income. So there are some pull factors or motivational factors:

1. Being dominated by men in society, there is a need to do something for women and their self-respect.
2. They are ready to face the challenges and are motivated enough to face challenges and risk making their place in the market.
3. The Government plays a significant role in simplifying policies and providing beneficiaries to women for setting up their enterprises.
4. They have enough determination, which helps them to achieve their goals.

With passing times, women have been moved out of their homes, but she still struggles and fights the orthodox beliefs and thoughts of the people. The push factors/challenges they face are quite similar among the group.

1. **Social Norms:** Due to socio-cultural norms which are present across many centuries. Women in India are generally compressed between traditions and their dreams. They have no freedom to do their work as society is not ready to promote working women as they consider that household chores are the primary work in women’s lives. Their work has been treated secondary compared to the male members of the family.
2. **Lack of self-confidence:** Confidence is not inbuilt in a day; they are like a habit that is inbuilt since childhood. But in reality, women do have not the courage to fight for their dreams even the family members of the women drag them down. They don’t have that much confidence, so they become self-sufficient.
3. **Education:** In India, women’s literacy rate is always lower than men’s. Earlier, education was considered only limited to men and women. The female member isn’t allowed to study. This made ignorance of their right to education and opportunities to entrepreneurship.

4. **Poverty:** It is observed that women are majorly dependent on their male members for financial needs due to male dominance nature. They aren't allowed to become financially independent, and if the situation arises, they get separated from their husbands or become widows. This harshly affects their socio-economic condition and push them towards poverty.

Challenges Faced by Women Entrepreneurship

It has been observed that a woman faces lots of difficulties and challenges in their entrepreneurial world. Since childhood, it has been seen that they don't have such freedom in education, etc. They lack self-confidence and are not ready to take the challenges around them. The challenges are:

1. **Managerial Problem:** Women require training facilities to run the enterprises. They don't have management skills. So, they are lagged to run their enterprises.
2. **Outdated Technology:** Due to low finance, they cannot hire the latest technology. In turn, the product is made of low quality and hinders the development of an organization.
3. **Socio-cultural Barriers:** Women face some family obligations that stop them from doing their business in the outside world. They are expected to handle it, and it becomes difficult to control things.
4. **Problems of Unskilled:** It is easy to find unskilled workers than skilled workers. But the problems arise when their productivity declines; they face low quality of products low demand, which harms productivity.
5. **Illiteracy:** As we all know, Indian women are lagging in education. Even after more than 70th years of independence, many women are still illiterate. Due to low education, most women entrepreneurs lack technology.
6. **Access to Networks:** Women, especially in backward or less developed states or nations, have fewer business contacts, less knowledge to deal with the entrepreneurial world, less bargaining power. All of these limit their growth.
7. **Mobility Constraints:** In India, women's mobility is still limited from one place to another. Going out, moving alone and staying out at night for business purposes is still worked with suspicious eyes; inexperienced women feel comfortable dealing with men who show extra interest in them other than work.

Opportunities for Women Entrepreneurs

Due to several hurdles, women are still doing fantastic jobs nowadays. Despite depending on wages, professionally skilled, highly trained women should be encouraged to run their enterprises. Every woman needs to have a friendly atmosphere to engage heavily in the business world. The various opportunities for women entrepreneurs are:

1. Eco-friendly technology makes women work efficiently and improve their quality of production.
2. **Event Management:** This is the project for managing festivals, events, seminars, conferences. Although women are imaginatively motivated whether they are married, old, young, single, or mother, they can manage.
3. **Herbal and Health care:** It is our essential sector for every woman. They are well represented in herbal and health care.
4. **Technical Services:** Information technology (IT) powered businesses are a significant part of women's business growth.

Conclusion

Women in every nation are vital human resources, and every country should learn to use them as mediators of growth and development in the economy. From the various research papers, articles, and journals,

women entrepreneurs face several opportunities and challenges. The top reason includes balancing between family and office, dominating male society, low level of education, the problem of finance, lack of technical knowledge, low self-confidence, socio-cultural barriers, etc. But leaving behind these hurdles, women should come forward to deal with their problems, make their hobby a business, and become self-sufficient and self-independent. There are many such Government schemes and policies introduced which are helping women in getting their enterprises set-up, they can get finance quickly, they are providing training facilities, setting various entrepreneurial development programs with the increase in awareness among girl child, they are educating, and they are becoming self-sufficient and financially independent.

By the 21st century, the status of women in India has been changed, resulting in more and more women being self-sufficient an increase in higher education with the spread of awareness. Women's work is now shifting from the kitchen towards the entrepreneurial world that wants to be their boss. Although the Government has taken many incentives and women are showing positive results in the field of enterprise still women are facing challenges from society and the family as we have male dominating countries. Therefore, there is an urge for awareness campaigns to be implemented on a mass scale to increase knowledge about business among women.

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