



A Study on Problems and Challenges of Women Entrepreneurs in Mysore District

UGC sanction No. 1486-MRP/14-15/KAMY008/UGC-SWRO

A Minor Research Project Report Submitted

To

University Grants Commission

South Western Regional Office
PK Block, Palace Road, Gandhinagar
Bangalore – 560 009

Submitted By:

Dr. Bhavani M

**Associate Professor and Head
Department of Studies in Commerce
SBRR Mahajana First Grade College, PG Wing
Pooja Bhagavat Memorial Mahajana Education Centre**

**Reaccredited by NAAC with 'A' Grade
Recognised by UGC as 'College with Potential for Excellence'
Mysuru 570 016**

2017

CERTIFICATE

This is to certify that the Minor Research Project work entitled “**A study on Problems and Challenges of Women Entrepreneurs in Mysore District**” sanctioned by UGC No. 1486-MRP/14-15/KAMY008/UGC-SWRO submitted by **Dr. Bhavani M**, Associate Professor and Head, Department of Studies in Commerce, Post Graduate Wing of SBRR Mahajana First Grade College, Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru 570 016, Karnataka to University Grants Commission, South Western Regional Office, PK Block, Palace Road, Gandhinagar, Bangalore – 560 009 during 2016-17.

I further certify that the present embodied work here presented is original and carried out according to the plan in the proposal and guidelines of the University Grants Commission.

Dr. C K Renukarya

Dr. Bhavani M M.Com, M.Phil., PhD
Associate Professor and Head
Department of Studies in Commerce

DECLARATION

I, **Dr. Bhavani M**, Associate Professor and Head, Department of Studies in Commerce, Post Graduate Wing of SBRR Mahajana First Grade College, Pooja Bhagavat Memorial Mahajana Education Centre, Mysuru 570 016, Karnataka, hereby declare that the Minor Research Project Report entitled “**A study on Problems and Challenges of Women Entrepreneurs in Mysore District**” sanctioned by UGC No. 1486-MRP/14-15/KAMY008/UGC-SWRO submitted by me to University Grants Commission, South Western Regional Office, PK Block, Palace Road, Gandhinagar, Bangalore – 560 009 during 2016-17 is the bonafide research work. I further declare that the results here presented are original and carried out according to the plan in the proposal and guidelines of the University Grants Commission.

Dr. Bhavani M
Principal Investigator

A Study on Problems and Challenges of Women Entrepreneurs in Mysore District

Executive Summary:

In India women participation in higher education especially in technical education has been significantly growing to make their careers stronger as the need for one more income at home is becoming necessary. Women are exploring new avenues of economic participation and find the entrepreneurship as one of the ways to be successful personally and financially. There is an enormous interest among the Government, NGO, researchers, national and international agencies to know and understand the issues of women entrepreneurs. Women entrepreneurs have been making a significant impact in all segments of economy. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Though the number of women who undertake entrepreneurship is increasing each year, those numbers are not really encouraging. As compared to men, women are less motivated to be an entrepreneur due to various reasons: fear, lack of motivation, opportunities and lack of direction etc. Thus, the current study aims to understand the problems and challenges faced by women entrepreneurs in Mysore district and also to study the motivational factors influencing them to start the business.

Objectives of the Study

1. To study the socio-economic background of the women entrepreneurs in Mysore district.
2. To know the entrepreneurial traits or characteristics applicable to women entrepreneurs in Mysore district.

3. To identify the motivational factors to start the business among women entrepreneurs in Mysore district.
4. To understand the problems faced by women entrepreneurs in Mysore district.
5. To give suggestions based on the findings of the study.

Research Methodology

The research is descriptive in nature. The research work is based on primary data that was collected from the sample respondents through survey method by administering the questionnaire developed for the purpose. Other information relevant for the study has been collected from secondary sources such as journals, magazines, published and unpublished research works and websites.

The study was confined to women entrepreneurs who are in Mysore district. A sample of 100 women entrepreneurs have been identified and considered for the study. However, only 74 women entrepreneurs qualified for the final analysis. The data was collected by using questionnaire method and it is analysed by applying appropriate statistical tools using SPSS. Reliability, validity and normality test was conducted using the designed questionnaire through a pilot study. After finding the questionnaire is reliable, the final data survey was conducted. Several hypotheses were framed and tested with the help of statistical tools like Z-test, ANOVA Factor analysis.

Results

The result of analysis socio-economic characteristics of women entrepreneurs reveals that, majority of the respondents, about 69% are belong to forward community. About 87% of the women entrepreneurs belong to First Generation Entrepreneur (FGE) group who started their business on their own ideas. It was found that about 61% of the enterprises are service sector enterprises. Majority of the woman entrepreneurs have

started their business as proprietorship companies. About 39% of the entrepreneurs have started their business under partnership.

Most of the women entrepreneurs have registered their business to enjoy legal advantage. Majority of the woman entrepreneurs have already taken life membership of professional bodies like, Women in Small Enterprises (WISE) women wing of Mysore Chamber of Commerce, Association of women entrepreneurs of Karnataka (AWAKE), ASARE an alumni association of Rural Development and Self-employment Training Institution (RUDSET). The women entrepreneurs gain skill, communication, Entrepreneurship Development training (EDP's) organized by these professional bodies. Also these professional bodies are offering learning sessions on creating awareness on Goods and Service Tax (GST), intellectual property right, listing of securities in stock exchange, and how to do fund raising.

Salient Findings

Following are the important findings from the study:

- Women entrepreneurs who belong to backward community are more motivated compared to other communicates. It has been revealed that they are facing more problems compared to others.
- The characteristics such as grabbing opportunity, need for achievement, creativity, internal locus of control of women entrepreneurs are more applicable to the respondents who are running the service sector enterprises.
- The factor analysis reveals that the women entrepreneurs of Mysore district possess or driven by the following characteristics: Management Capability & Grabbing Market Opportunity, Need for achievement, Innovative, Creativity and Internal Locus of Control.

- The motivational factors influencing the women entrepreneurs to start their business are self-accomplishment, hygiene factors, utilization of knowledge and skills, time management and profit motive, need for independence, support from family and Government and enjoying more responsibility in family business.
- Finance is very important problem women entrepreneurs in Mysore district are facing. They experienced the discrimination showed by financial institutions while sanctioning loan for female entrepreneurs. One of the main reason for facing the problems of finance is they have weak collaterals which results in working capital shortage also less funds while running the business.
- Another business challenge faced by the women entrepreneurs are, competition from the male entrepreneurs, exploitation by middlemen, poor qualified labour and rigid legal formalities while registering the business. Many of them have expressed that they have lack of awareness on availability of loans and schemes. They also face the barriers in the operational side of running business.
- The important problem experiencing by the women entrepreneurs in Mysore district is lack of management skills. Such as lack of knowledge in managing people, funds, machines, lack of knowledge in estimating operating and marketing cost etc.,
- Another important problem faced by the entrepreneurs are, family and education issues. Some of the entrepreneurs have felt that there is male domination in family while taking decision relating to business which is also a demotivating factor. Because women has to play multiple role as a mother, business women, wife they end up with the problem of taking care of children in the family when

they are into business tour or work. Many women entrepreneurs are lacking in professional education and access to the new technology which is very important for the development of entrepreneurship now a days.

- Women entrepreneurs in Mysore districts are facing another important problem is problem of mobility. Many of them have felt that there is restrictions in the family for traveling for business purpose also it is difficult to maintain networking and business contact because of the social restrictions when compare to male entrepreneurs.
- Women entrepreneurs are also facing enterprise problems like challenge in marketing product and supplier credibility while running the business.
- Women entrepreneurs are experiencing personal problems like fear of failure, heavy household responsibility. Because they are responsible for managing house as well as business, there is always conflict within them that whether they will be able to perform both the roles properly or not which leads to fear of failure.
- Majority of the respondents have expressed that the supporting system like technical and managerial training, arranging national and international exhibition by the associations or from the Government, maintaining the business women's directory to have more contact, development of infrastructure and conducting the workshop, seminar from the professional bodies to enhance their knowledge in entrepreneurial skills are necessary for the success of the enterprises.

Conclusion

The present study attempted to find out the objectives framed in the introduction chapter. The findings are found to be quite interesting and revealing for further research and necessary interventions to promote women entrepreneurship. The study reveals the motivational factors such as self-accomplishment, hygiene factors, utilization of their knowledge and skills, support from their families and government influencing them to start their business. Therefore these aspects should be further strengthened. The study further reveals that women entrepreneurs are having problem of finance, business challenges and competition, lack of management skills, family and education issues, problems of mobility, enterprise problems, and personal problems. The success of the women entrepreneurs is depending on motivating them to gain self-confidence, family and Government support, more professional education to carry on their business successfully. It is necessary for the women entrepreneurship development association to give more attention to the learning needs by organizing skill workshops, and training programmes in educating them with new structural changes which they need to adopt in the enterprises.