

**PERFORMANCE, PROBLEMS AND PROSPECTS OF
WOMEN ENTREPRENEURS: A STUDY WITH SPECIAL
REFERENCE TO KALABURAGI DISTRICT.**

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CHAPTER VI

SUGGESTION AND SCOPE FOR FUTURE RESEARCH WORK

Based on the findings of the study, the following suggestions have emerged.

6.1 Suggestions based on demographic characteristics of women entrepreneur

- Based on the age factor, age category 31-40 has been identified as the potential age of women entrepreneur, being an entrepreneur in the backward area is a challenging task to any women. These women have forced women entrepreneurs who look for sources of income to support the family. Entry into entrepreneurship profession at an early age will help in economic development of nation in general and women in particular
- As majority of them are illiterate or less qualified, the entrepreneurial activities undertaken by them do not require much education as it did not have a direct influence on the activities. Education status of women helps them to do micro enterprise activity in a better way. Hence "Betibachavo" and "Betipadaavo" should be considered seriously by every citizen. Then we can expect opportunity based entrepreneur in this backward region
- The outcome of the research brings out the fact that most of the enterprise's activities are initiated by married women or else widow, this shows that women are coming into the business world due to the family circumstances. Awareness programmes should be conducted so as to attract all age category women. Especially, young and energetic women who are really interested to showcase their skills and talents in an innovative way. Women entrepreneurs involved in state level business perform better than others at inception stage. Women entrepreneurs involved in state level business perform better than others at inception stage.
- The majority of women entrepreneurs belong to the nuclear family; husband being the only bread winner of the family, because of growing demands of children's family is in need of extra income. Hence, the wife (women) has to support the family with an additional family income. This type of family has forced the women to indulge in entrepreneurial activities, a women entrepreneur from joint families has to face a lack of support from family members because of

their different roles and responsibilities. Thus, awareness programmes and counselling should be conducted for the family members of the women entrepreneurs.

- Overall, women in Kalaburagi district who are involved in the business are having the business background in their maternal family as well as in their in-laws family. That clearly shows that women family background played a pivotal role in the process of emergence of entrepreneurs in the district.
- Women in-laws family annual income is good compared to their maternal family annual income. This shows the emergence of entrepreneurship among women has improved the financial condition of their family. Entrepreneurial Awareness Camps need to be conducted in taluka wise areas with a view to making women aware of their hidden entrepreneurial capabilities.

6.2 Suggestions based on the business profile (entrepreneurial activity) of women entrepreneur:

- The majority of women entrepreneurs had no previous experience of doing business and most of them were involved in a trading activity. Women entrepreneurs should have some prior knowledge or skill before starting the enterprise. It is advisable to undertake feasibility study and risk assessment before starting the business. It is suggested to spend time with an existing entrepreneur and go to the market, see how the existing entrepreneur manages the business. As women entrepreneurs opt for entrepreneurship as career sometimes under supplement or compulsion. Awakening of women to the possibilities of easily accessible and manageable micro-enterprises with respect to manufacturing and service sectors should be introduced to potential women entrepreneurs
- Entrepreneurship among women was found even 20-25 years ago. Most of them have established their business unit with the experience of the tradition in their family or out of compulsion. The majority of the women started very recently by the motivation of their friends, relatives, and husbands etc. Successful entrepreneurs who have direct contact and influence in taluka places should play a vital role in shaping and guide other women in running an enterprise

- The majority of the respondents have not registered those who have registered among them only few business have registration in women entrepreneur name otherwise it is in the name of the male member of the family. As now it has become online which is again posing many problems in front of illiterate or less qualified women. The DIC may develop a newer procedure through which it can monitor and restrict by which fake, ghost and surrogate entrepreneurs are not registered. Training programs may be designed specifically for women in Information Technology so as to have a deep insight into the technology.
- In the district, sole proprietorship form is the most popular one among the women entrepreneurs. It may be due to the business operated by women tends to be small, lower investments, lack of outside interference, quickness in decision and independence in working. women entrepreneurs need to undertake Informal training in the form of one-to-one business or technical advice must be given to women micro entrepreneurs and the training must focus Business Creation, Business Plan, Market research, Sales Forecasting, Sales promotion, Cash flow forecasting, Action planning, Financial management to understand its finer implications, Gender analyses and Confidence building components. Such nature of training will enhance the performance of women micro entrepreneurs.
- Over 43.4% respondents have created self-employment. And 56.6% respondent has created employment. Women entrepreneurs by getting involved in micro businesses can strengthen the industrial base, they can provide employment opportunities and achieve balanced growth. Thus, the emergence of women entrepreneurs can contribute a lot to the industrial development of the backward region.
- The majority of women in the district are involved in the business from owned home, rent commercial, roadside, it was found that nature of workplace premises is not a problem for women to get involved in the business. But still, in this task role of women organizations may be enhanced to provide the space and production facilities at village level and taluka level so that the women micro enterprises can utilise the production centre facilities to make their produce more quality and also market them through common outlets.

- Most of the women target market is a local market. Marketing operations of many sample micro enterprises reached beyond the taluka, district and even covering the state. It is a remarkable achievement of women micro enterprises and shows that their greater potential for growth. Efforts should be made to locate entrepreneurial potentialities amongst housewives and opportunities should be provided to them.
- The Government should provide marketing facilities to women entrepreneurs by organising buyer-seller meets at Taluk, District and State level.
- A marketing consortium may be constituted by the government for taluka level. The constitution of the consortium should provide to include only small women entrepreneurs as its members and its services should be meant exclusively for women entrepreneurs.

6.3 Suggestions based on Purpose for women entrepreneurship

- Prime motivators of women for entrepreneurship in this region are self-motivated. Considering the need for women entrepreneurs in taluka places to join the mainstream, planners should plan and develop programmes especially for women in taluka places.
- It was found that women have strongly agreed that they started their business out of necessity. Banks and financial institutions must come forward to support and motivate women to start the units
- Respondent strongly disagrees that they always wanted to start own business. Women entrepreneurship in this developing district must be moulded properly with entrepreneurial traits and skills to be competent enough to sustain and strive for excellence in the entrepreneurial arena.
- Respondent strongly disagrees that heard Success stories of friends and relatives. Contact with entrepreneurs, how they made it and a visit to their enterprises would be an eye opener. The use of visits to business premises, video film shows, dramas, puppet shows, group meeting etc. will help in motivating the potential women entrepreneurs
- Respondent strongly disagrees that wanted to use Government subsidies, incentives & concession. By offering attractive incentives and concessions,

women can be drawn to the entrepreneurship in relatively underdeveloped districts. Financial assistance or subsidy payment should be need-based, instalments advancing in smaller amounts as per the demand of the entrepreneurs should be made available.

6.4 Suggestions based on Perception of women entrepreneurship

- Women strongly agreed that they are innovative, are ready to take risk in their business activities, are good organiser for the day to day activities, but when it comes to take a decision women strongly disagree with quick decision it was found that they are unable to take quick decision and hesitate to exhibit leadership qualities it may be due to the protected life they led since from childhood. On a regular basis at least six-week long EDPs have to be organised before starting an enterprise and while running an enterprise. All participants should be genuine. EDPs must aim at upgrading the know-how and developing leadership, and decision-making skills based on the requirements
- It was found that women have strongly disagreed that it is easy for women to maintain business. “Women Entrepreneurs Association” in taluka level should be made. For all the women entrepreneurs to gather at a place where they can have discussions, introductions representations and much more to count.
- It was found that women have strongly disagreed that women are treated equally with men in running the business. lectures, printed material, discussions, institutional and non-institutional skill training for imparting first-hand technical knowledge in production, processing, procurement and management should be provided to women who are interested or already engaged in various enterprises
- Respondents disagree that women can effectively discharge the dual role(business women/housewife), Set up of industrial estates exclusively for women entrepreneurs may be very useful for the potential women entrepreneurs
- Respondent strongly agrees that there is a lack of encouragement, recognition and appreciation from family. In order to promote the women entrepreneurship, Central and State Government should introduce a package of schemes exclusively for the promotion of women entrepreneurs in the backward developing districts.

6.5 Suggestions based on Performance

- The majority of the entrepreneurs had started their business with their own funds. Financial institutions should take steps to attract the women entrepreneurs and make their schemes and services women entrepreneurship friendly. Assistance should be given to genuine and potential women entrepreneurs only.
- The problem of lack of finance faced by many women and majority of them Borrowed money from their friends, relatives and money lenders. Some of the women entrepreneurs are unable to repay, as the interest rates are high. Money lenders (private finance) association must come forward to keep nominal interest rate to women entrepreneurs.
- It is analysed and found out from last three years performance, the respondent feels that their business is profitable. Robust inherent willpower from women is required.

6.6 Suggestions based on Prospect

- Most of the respondents strongly disagree for ‘existing market and existing product’ and even for ‘existing market and new product’. Organize a marketing consortium for the marketing of products produced by women entrepreneurs.
- The majority of the women entrepreneurs were having the idea of Market development i.e. most of the respondents strongly agree with new market and existing product. Motivation and assistance may be given to women entrepreneurs to sell their products by participating in trade fairs and exhibition at the district level, state level, national and international level.

6.7 Suggestions based on Promotion

- The majority of the respondents are not a member of any association. Women entrepreneurship Association should be established in local areas where potential and existing women entrepreneurs can meet and try to discuss the problems, share their experience and achievements. The women entrepreneurs who are members of any of the association or the supporting institutions are not facing any problems or less likely to face problem relating to coordinating the different activities of their business and they are doing well. So more awareness should be

created to all the women entrepreneurs to become the members of any of the professional bodies,

- Women started their business without taking any formal training. EDPs should be offered on free of cost, so as to reach even the marginal and potential sections. Women had strongly agreed that attending training programme helps to commence the business. If women are given proper education and awareness about entrepreneurial activities they will become an important source for the economic development of the backward region
- Most of the respondents are not aware of any schemes offered by the government. The government has to take steps for the proper implementation of its policies by establishing co-ordination, linkages and effective communication between government departments and other organisations. The Government must organise counselling sessions and orientation programmes on a continuous basis through its organisations in which it has to educate the women entrepreneurs about its new policies and programmes.
- Women entrepreneurs are eagerly waiting for the financial support provided by the support agencies. Government shall play an active role in providing loan assistance to needy women entrepreneurs through nationalized and cooperative banks. Loan procedure shall be made easy to understand- special officer(women)should be appointed to take care of women entrepreneurs loan transactions
- Reduction of rate of interest, Exclusive loan scheme for women, Reduction of Processing time, Loan without security, the procedure for grant of financial assistance shall have to be simple and less time consuming are recommended by the women entrepreneur for the development of their enterprise
- Women have utilised the financial support provided by Public and Private sector banks, KITSERD, MSME and DIC and non-financial support provided by DIC KITSERD and SSMAS it was found that these support agencies are actively involved in development of women entrepreneur in the district
- Every financial or non-financial institution should conduct Workshops in regional language may be arranged. Non-financial assistance should be provided on the need based.

6.8 Suggestions based on Empowerment

- The majority of the women entrepreneurs think that "Entrepreneurship has empowered women". Developing backward district (region) like Kalaburagi women should enter not only in selected professions but also in professions like Entrepreneurship.
- Most of the women entrepreneurs were strongly agreed for “women encourage other women to become entrepreneurs”. The government should provide the necessary infrastructural facilities in these regions to induce women entrepreneurs to start their activities here.
- Women entrepreneurs should be mentally prepared to bare the business risk, at the same time, it is also necessary to change their mind-set in favour of self-employment.

General suggestion

During the research, the researcher found many hindrance or problems with respect to women entrepreneurial activity so in order to overcome those problems faced by women entrepreneur, the following suggestion are given below for overall development of women entrepreneurship.

- As women can take active participation in their entrepreneurial activity in local market more developmental focus should be given to women run micro businesses.
- Women entrepreneurship in Kalaburagi district is most underdeveloped. It is one of the causes of backwardness of this region. Potential women entrepreneurs should be identified and provided with special training and development programs for developing their innovative drives
- Some of the women entrepreneurs were successfully running their units independently yet surprisingly majority of the respondents opined that it is difficult for women to survive as entrepreneur if there is no help from the male member of their family
- Irregular Power supply: The GESCOM should provide power at low rate and other facilities related to electricity to those units, which are started and operated by women entrepreneurs

- For inculcating Decision making, enhancing leadership qualities, workforce management etc. women need to be trained, as many of them are not having any professional /management education. Institute like GIEMA, DIC, KITSERD, MSME can identify their training needs and design women oriented training & development programs in their respective local area.
- Concession and subsidy should be made available for all type of business rather than providing only specific. Therefore the government should extend the same benefits to all activities.
- Women entrepreneurs in Kalaburagi district are not aware of the schemes and institutions which provide various services. This is due to lack of awareness among women entrepreneurs about services rendered and incentives provided- awareness should be created through different media.
- Problems faced by women entrepreneurs should be addressed and inputs should be provided to enable them to solve their problems by through local women entrepreneur cell.
- State Government should improve publicity regarding the incentives /concessions and organize more awareness programme to potential women entrepreneurs through various media.
- Women 's Industrial Training Centres could be developed at the taluka level to introduce new skills for new occupations
- There is no comprehensive data base available regarding women entrepreneurs. Documentation should be taken up as the major activity.
- Directories of women entrepreneurs should be made separately even in taluka wise, district wise so as to reach every potential women entrepreneur.

Scope for Future Research

This research study reveals that more of the count of the respondents was

- Not registered
- Married-had many of the family responsibilities and relative concerns.
- Necessity based or forced
- Self-finance
- Not attended formal training
- Unaware of government schemes

The researcher found out which was more towards women motivational patterns and their reasons for establishing the business. Some of them were forced by the respective families and to satisfy them had to start an enterprise. Visualizing this study for the futuristic approach might examine the particular issue for women entrepreneurs to the greater depth.

- The present study is limited to Kalaburagi districts from Karnataka only with regard to performance problems and prospects of women entrepreneurship. Similar micro studies for women entrepreneurs in other districts of the backward region can be undertaken on the same theme by potential researchers.
- Comparative study of entrepreneurial motivations, performances, problems and their choice of business are similar or not among Necessity based or aspiration based entrepreneurs
- Comparative study of Necessity based and opportunity based women entrepreneur who is better in performing their entrepreneurial activity.
- It would be worth finding differences in motivation among women entrepreneurs in the backward region and developed region.
- The researcher can identify specifically the problems of three sectors at (i) Conception stage, (ii) Inception stage and (iii) Operation stage. Since the nature of the problems differs in these three stages.
- Analyse the problems of women entrepreneurs in detail at various dimensions and also find out the ways and means to overcome those problems.