

A Study of Development of Entrepreneurship among Women in Rural Sectors of Assam

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INTRODUCTION

Entrepreneurship have been described using various terms such as flexible, dynamic, creative, innovative etc. it is also believed to be an important instrument for economic growth which results in new business creation. According to A.H Cole entrepreneurship is “the purposeful activity of an individual or group of associated individuals undertaken to initiate, maintain or aggrandise profit by production or distribution of goods and services”.

Entrepreneurship has contributed a lot in initiating socio- economic development. As a developing country, India is facing serious unemployment problem among the youth of our country. Only few changes in the government policy will not help in achieving economic growth, so encouraging and promoting entrepreneurship will help bring self-sufficiency among entrepreneurs. The concept and area of entrepreneurship, is considered to be one of the emerging field for research. Entrepreneurship is a dynamic activity which helps entrepreneur to bring changes in the process of production, innovation in materials, creator of markets etc. It helps to foresee risk and uncertainty with a view to achieve certain motive. It means doing things in a new and effective way. The best way of entrepreneurship is starting a new business venture. An entrepreneur is an Economic agent who plays a vital role in economic development of a country. An entrepreneur is an individual with knowledge, initiative, drive and spirit of innovation who aims at achieving goals. Nowadays women entrepreneurs are also increasing. It is the process where women organise all the factors of production and provide employment to others. Women entrepreneur may be defined as women, group of women initiate, organize and run the business enterprise. During the last two decades, women have entered the field of entrepreneurship and contributing to the economic development in increasing numbers.

OBJECTIVES OF THE STUDY

1. To explore women entrepreneurs and study the influencing factors for opting entrepreneurship as a career option.
2. To study the social- economic characteristics of women entrepreneurs.
3. To study the problem and the challenges they face to recommend few suggestions for the growth of women entrepreneurs.

METHODOLOGY

Type and sources of data:

Primary data are used for this research. The primary data are collected by using questionnaire method, survey method, observation methods etc. and also various literatures so far published in newspapers, magazines and books are reviewed.

Tools and techniques are used to collect and analyse the data collected. Various statistical tools like ANOVA and chi- square are used to analyse the data collected regarding women entrepreneurs. In order to analyse the position of women entrepreneurship at micro level, Case Studies are conducted. The current status and performance of women entrepreneurs in study area are analysed with the help of both primary and secondary data sources. Also sources like reports released by Government of India are also analysed.

DISCUSSION

PROBLEM FACED BY WOMEN ENTREPRENEURS:

With the introduction of new economic policies, there are lot of improvement in the business sectors. Women entrepreneurs are contributing a lot towards the society but still there are few problems that women face in our society. Women face problems like women has to bear the burden of both business and domestic commitments. Even the society does

not have equal attitude towards women. They also face difficulties in getting loan or credit facilities. Due to male dominance women are discriminated in every field, and create barrier in the path of success. The male superiority ego creates problem for women in starting her own business.

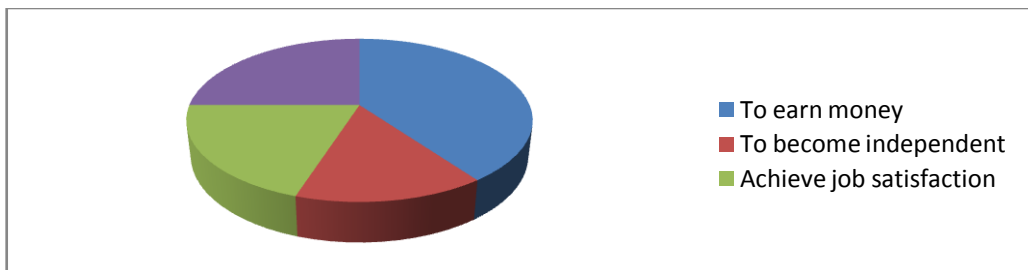
Even the female literacy rate is very low in our country. Due to which they cannot become financially independent and cannot take independent decisions. Our government is taking various steps towards fulfilling those gaps but still more changes are required in this field. Overall, it has been noticed that although there are lot of motivational factors, women find it difficult due to above mentioned problems.

MOTIVATIONAL FACTORS FOR ENTERING INTO ENTREPRENEURSHIP:

There are many factors for which women choose entrepreneurship as career option. Some are- to earn money, to become independent, achieve job satisfaction, self-independent etc. Nowadays women are making their presence almost in every field such as fabrics, engineering textile designing etc.

Generally, women were motivated for improving its economic conditions. They are encouraged to have its own independent occupation. Even there are other factors which compel women to take up business for fulfilling its responsibility towards family. Sometimes lack of unemployment also forces people to choose entrepreneurship as a career option.

Figure 1 – showing the factors that inspire one to go for entrepreneurship



CONCLUSION

In conclusion it can be said that there is scope for development of entrepreneurship. A proper evaluation is required in the field of women entrepreneurship. It was observed that motivation factors are missing due to lack of proper information.

A lot of efforts are already given by Government- both Central and state for the development of entrepreneurship but there are few areas which is not observed till date. There are various schemes available by government but due to lack of information they are not used properly. The establishment of entrepreneurial organisation in India has not been easy process, especially women entrepreneurs’ enterprises because of challenges and problems related with the entrepreneurs even till date. The attempt has been made to gather information, evaluate and analyse women entrepreneurship, its role and problem faced by them. The primary reasons for the backwardness of women entrepreneurship is the lack of institutional support and also lack of family support. The women entrepreneurs face many problems like household responsibilities, male domination, lack of education, lack of information and experience etc. The government has to play a more active role in this matter. The government can start more entrepreneurship Development Programmes for women. Lack of awareness towards various schemes and facilities provided by the government is also an obstacle in the path of success. NGOs can play a major role in this process by coming forward and motivating young entrepreneurs.

SUGGESTION

Even though we know that entrepreneurship is not free from problem, young entrepreneurs should be motivated with proper financial facilities like MUDRA loan from financial institutions and also through government schemes like Skill India, Make in India etc to make them economically sound to efficiently run the business. Also various awareness programmes should be organised to make potential entrepreneurs more aware like PM

Kaushal Vikash Yojana. Even entrepreneurial development agencies play a very important role in motivating them and to find out people with high entrepreneurial value which are highly neglected by the society. Initiative like Reduction in Angel tax will boost the entrepreneurial system in India.

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