

Women entrepreneurship: Problems and prospects

■URVASHI PANDE

ABSTRACT

The study was planned with 30 women entrepreneurs who had employed at least two employees. A pre-tested structured interview schedule was made to get the information regarding motivating and facilitating factors, achievement motivation, analysis of their entrepreneurial understanding, attitude towards efficient management, progress, employment opportunity provided by them, future plan and future attitude towards entrepreneurship including their goals and efforts made by them at present to achieve those goals. Findings revealed that majority of them had good entrepreneurial understanding, good attitude towards efficient management and had good progress of their industry. Majority of them were moderate risk takers. Majority of them did not face any problem due to their sex role as a woman while due to their involvement in the venture they faced major problems, lack of the time. Majority of them opined that they would like their children to become entrepreneurs in any line of their own choice. Majority of them had future goal for self to serve the nation, while for the enterprise, they wanted to improve quality global level, make new establishment and become most reliable and reputed unit. Majority of them opined that hard work along with good ideas is the only way to success and advance planning with reference to time was emphasized.

KEY WORDS : Women entrepreneur, Small scale industries, Women empowerment.

How to cite this Article: Pande, Urvashi (2011). Women entrepreneurship: Problems and prospects, *Adv. Res. J. Soc. Sci.*, 2 (2) : 136-146.

Article chronicle : Received : 04.02.2011; Sent for revision : 08.07.2011; Accepted : 10.10.2011

INTRODUCTION

If self help is the best help then self-employment is the best employment and entrepreneurship, the most exciting level of self-employment, in employment one works for others, one works as others want to do. There is no scope for doing as you wish, doing how you wish. But entrepreneurship is the opposite of employment. You work for yourself, achieve a target or a goal set by yourself and reap the satisfaction of having achieved the goal yourself.

Besides this, entrepreneurs are those people who provide employment opportunities to others and become a potent and compulsory factor for any developing economy. The primary objective of any developing country like India is to achieve rapid, balanced and sustained rate of economic growth. Hence, efforts are directed towards the creation of conditions in which a fast development of productive resources can take place and industrialization is the only process which accelerates economic growth and induces social change. Major objectives of industrialization are to promote economic development, increase employment, increase levels of income, strengthen foreign trade, develop strategic industries, safeguard defense requirements, promote entrepreneurship and

effect structural change in the economy. Industrial development depends on a number of factors like entrepreneurship, capital, human resources, technology, government policies, infrastructure, market and natural resources (Acharya, 2001).

The problem of entrepreneurship appears to be the most acute problems faced by the present day developing countries and the shortage of entrepreneurs is possibility the most potent limiting factor of their economic development. Entrepreneurship is the human activity which plays a major role in economic development. At the center of process, man stands as an organizer of the recourses, as worker, and as the user of goods produced. Of these three roles, the organizers function is very important, without him, the recourses of production remain recourses or get wasted and can never become products or services. This signifies the importance of entrepreneurship in economic development and today especially when India has put its foot towards globalization, it needs entrepreneurs who are capable, fast and efficient and can face bravely the competition at global level.

In a fast developing country like India, the forces of commercialization, modernization and industrialization are actively operating and transforming the traditional modes

Author for correspondence:

URVASHI PANDE, Department of Family and Community Resource Management, Faculty of Family and Community Science, The M.S. University of Baroda, VADODARA (GUJARAT) INDIA