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## FAMILY AND FINANCIAL PROBLEM FACED BY WOMEN ENTREPRENEUR WITH SPECIAL REFERENCE TO UJJAIN DISTRICT

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**UJJAIN**

### ABSTRACT

*Though we are in the 21<sup>st</sup> century today, every platform announces new policies for women advancement every day, it is accepted that the success of a society or country is impossible without the partnership of women, still when it comes to the problem of women entrepreneur, the situation is the same today as it was many decades ago. The educated Indian women have to go a long way to achieve equal right and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. But it is well-known fact that the management quality is inborn in women because they manage their house very well. In terms of increased educational status of women and varied aspiration for better living necessitated a change in the life style of Indian women. Then, what are those reasons due to which leaving some exception. This research paper discusses some of the major problems which influence the growth of women entrepreneur units in Ujjain. For analytical purpose family and Financial problems/ obstacles/ barrier of women entrepreneur are taken into accounts.*

### KEYWORDS

Ujjain district, financial problem, women entrepreneur.

### 1. INTRODUCTION

**W**omen entrepreneurs are not proving successful like male entrepreneur probably the main reason behind this is the various problems or liabilities of women which the male entrepreneur does not have to face. The male entrepreneurs are usually troubled by basic problems. But along with, the women entrepreneur has to struggle with various other external and internal problems.

The emergence and development of women enterprise unit has an impact on the overall enterprise development in India. In simple terms, growth implies strength and stamina and it enables a business enterprise to face, challenges, problems, opportunities. Growth also ensures the survival of the business even in adverse times. The influencing factors may have both a positive taken into and a negative impact on the growth of women entrepreneur. Women not only face problems as entrepreneur but as women themselves. And therefore compared to men the problems of women entrepreneurs are numerous. The problems range from mobilizing various resources including problem of capital, technical, problem of land/ shed/ water/ taxes, problem of family support as well as problem of government support and the like. Hence their problems arise both from within and outside and also differ from many and similar to all, whereas for some other it is more specific and related to the line of activity of the enterprise. Some have the obstacles of the external environment; whatever be the problems there is no prescribed formula to deal with them. The problem has to be dealt with them by the entrepreneur themselves otherwise it would affect the working of the enterprise itself. Efficient and timely handling of the problem leads to their success.

### 2. OBJECTIVES OF THE STUDY

1. To study the family problem of women entrepreneur.
2. To study the financial problem of women entrepreneur.

### 3. LITERATURE REVIEW

Bakker and Schaufeli (2005), pressures from the job and family domains are often incompatible, giving rise to imbalance. Therefore, the concept of WLB along with its implications is a core issue that must be investigated as more women become entrepreneurs in Indian society. [1] Dilip Kumar (2006) has elaborated on some of the issues faced by entrepreneurial women, such as a shortage of finances, male dominance, limited mobility, a lack of education, required motherly duties and a lack of achievement motivation. [2] Nayyar et al. (2007) suggested that Poor location of unit, tough competition from larger and established units, and lack of transport facility, lack of rest and sleep and non-availability of raw material were the significant problems faced by entrepreneurs. The factors causable to these problems were; difficulty in affording own vehicle, not being popular, heavy schedule of work and long working hours [3]. Singh (2008) identify the reason and the influencing factors behind the entry of women in entrepreneurship. He explains the characteristics of their business in Indian context and also obstacles and challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneur social acceptance as women entrepreneur family responsibility, gender discrimination, missing network, low priority, given by bankers to provides loan to women entrepreneur [4]. Vatharkar (2012) examined the problems faced by women entrepreneurs in Pune district at various levels in their journey as entrepreneurs and also found the factors motivating these women to become entrepreneur. The study found that women entrepreneurs face lots of problems at start-up as well as operating stage like, role conflict, lack of motivation, lack of finance, maintaining balance between work and family life, discriminating treatment, understanding government rules and regulations, etc. Further, it is noted that these women entrepreneurs are both "willing" as well as "forced" entrepreneurs. For some of them, factor motivating to start their own enterprise is to support family financially, while for some of them it is the urge to be economically independent [5]. Parveen, 2013: Development of Rural Women Entrepreneurs by Workshop Training is being planned and it is found that workshops controlled by different NGO's helped rural women to offer financial support, business education and mentorship. The study analyze that trained rural women entrepreneurs have good business skill and abilities. Hence, they can easily entree to the different markets and start business on sustainable root. As far as untrained rural women are troubled, they have to face a lot of problem in managing their business. Another outcome of this study is that the unmarried rural women entrepreneurs that they can face another problem to take bank loans because there is a possibility of change of their living destination after marriage. So that the unmarried women entrepreneurs when getting married that have more difficulty for the business because they have to bear double responsibilities, at their home and at work. In current scenario the percentage of unemployment among qualified and educated women is increasing in rural areas, it is necessary to support and promote rural entrepreneurship as it will create more opportunities for rural societies [6]. Senthilkumar, Vasantha and Varadharajan, 2012: Male dominated society and women are not treated as one and the same partners both inside and outside four walls of the house. A study on women entrepreneurship development is managed and it is found that the Indian women enjoy unfavourable status, literacy rate of the women is low in the society, low work participation rate and our old traditions and limitations arresting to women within four walls of their houses also make their situations for the unfavourable. These factors combine to serve as non-conductive condition

for the development of women entrepreneurship in the country. The entrepreneurship development program of rural women is expectedly low in India. This shows that very limited percentages of women are involved in the total selfemployed persons in India.[7]Ramasetu (2015) studied the difficulties and issues tackled by urban working females in India and found that women undergo psychological and physical pressure, lack of suitable balance between employment and family maintenance, unfair management in the place of work, tensioned life and work place discernment. [8]

#### 4. FAMILY PROBLEM

In India, mainly a women duty is to look after her children and manage the other members of the family. Man plays a secondary role only. In case of married women, she has to strike a fine balance between her work and family. Her total involvement in family leaves little or almost no time or energy to be diverted for the business activities. Support and approval of husbands seems to be necessary condition for women entry into business. Accordingly, the educational level and family background of husbands also influence women participation in the field of enterprise.

##### 4.1 PROBLEM OF FAMILY TIES

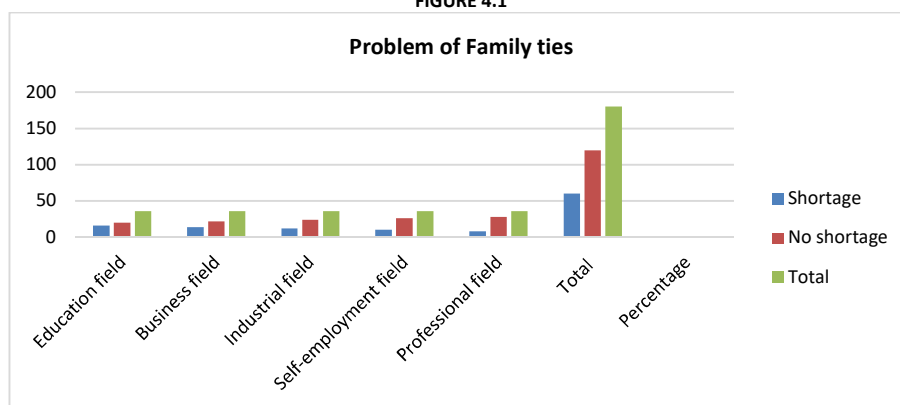
Women in India are very emotionally attached to their families. They are supposed to attend to all family work, to look after their children and other family members. The family member always thinks that the woman of the family doesn't go any were. They are over burden of the various responsibilities like extra attention to their children, husband and other member of the family. They spent their lot of time and energy to their family. It will be very difficult to handle and run such enterprise successfully. Through the survey researcher may find that there is a family ties with the family

TABLE 4.1: PROBLEM OF FAMILY TIES

Category	Educational field	Business field	Industrial field	Self-employed field	Professional field	Total	Percentage
Ties	25	22	26	20	19	112	62%
Unties	11	14	10	16	17	68	38%
Total	36	36	36	36	36	180	100%

Source: primary data

FIGURE 4.1



There are many problems to run or concentrate on your enterprise. Some of issues are created by the family in front of women. In such issues family ties between the women and their family member may be created. By the survey it may be find that there is main problem of family ties. It may be observed that the table 4.1 shows that 112 respondents out of 180 say that there is a family ties between the family and women work. The respondent said that sometime it will very typical to run the enterprise. Because family can't help in the enterprise. They give more emphasis to family ties and relationship. They said that business success also depends on the supports of the family members extended to women in the business process. And 68 respondents said that there is no issue of family and women.

##### 4.2 PROBLEM OF FAMILY OBLIGATION

Family obligations also a barrier of women for becoming a successful entrepreneur in both developed and developing country. It has been seen that many women take one step to self-employment or industrial or business field to gain more control over their time. But to run all those fields it takes long hours, but because of family responsibility and children care are frequently seen as women duties, many business women face conflict in their work and family commitment. It is common to find women owner of an enterprise. Particularly those are mother, displaying the feeling of guilt because they do not fulfil the traditional women role. Sometimes it may see that there is conflict between the work of women entrepreneur and family obligation. The table shows that the family obligation arises or not to the women entrepreneur of Ujjain district.

TABLE 4.2: PROBLEM OF FAMILY OBLIGATION

Category	Educational field	Business field	Industrial field	Self-employed field	Professional field	Total	Percentage
Obligation	26	24	25	20	21	116	64%
No obligation	10	12	11	16	15	64	36%
Total	36	36	36	36	36	180	100%

Source: primary data

FIGURE 4.2

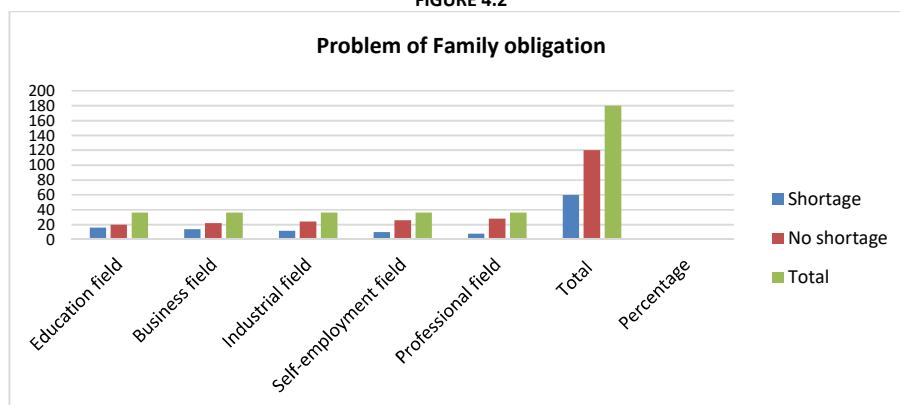


Table 4.2 shows that women entrepreneurs have a problem of family obligation. Because the family members think that the women can't take care the home and family. 116 respondent say there is a family obligation and 64 respondents said that is no obligation.

**4.3: PROBLEM OF DOMINATION BY HUSBAND**

Category	Educational field	Business field	Industrial field	Self-employed field	Professional field	Total	Percentage
Dominated	20	24	20	25	18	107	59%
Not Dominated	16	12	16	11	18	73	41%
	36	36	36	36	36	180	100%

Source: primary data

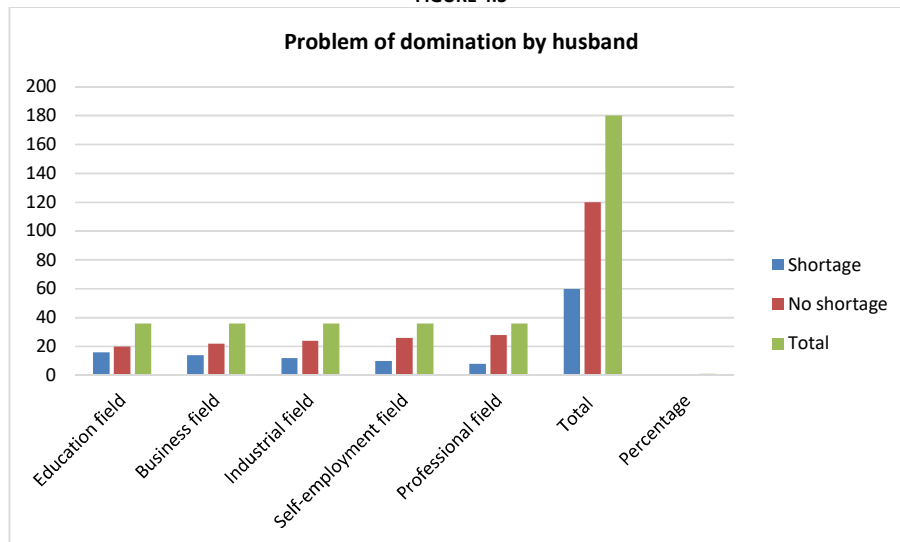
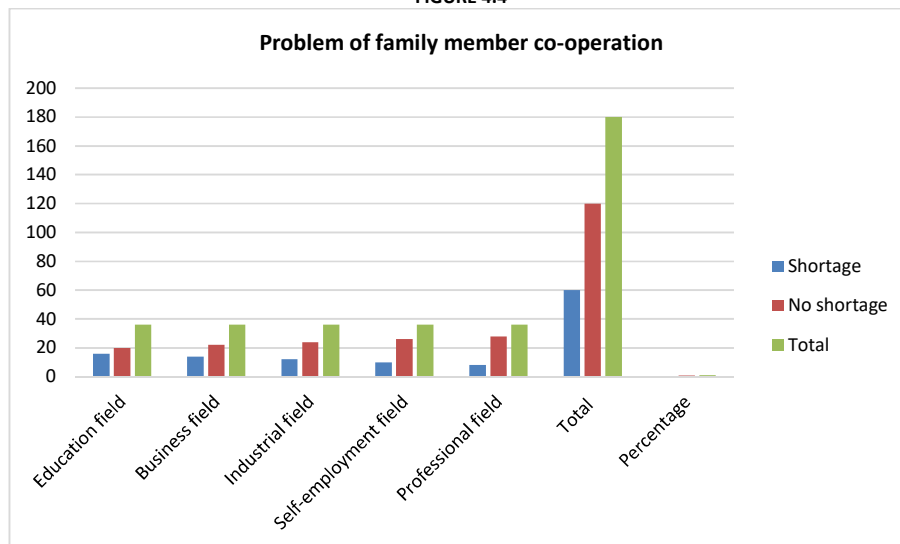
**FIGURE 4.3**

Table 4.3 shows that the women entrepreneurs have a problem of domination by husband and other family member. Out of the total respondent, 107 respondents are dominated by the husband and their family members. Most husbands create several problems in front of women entrepreneurs. They observed that they are exploited by the family members and their husband. As they become busy due to the expansion of her business, or start their enterprises it results in increased burden of household chores on her family members. And 73 respondents say that they don't dominated by their husband and family member. All are they help in their business.

**TABLE 4.4: PROBLEM OF FAMILY MEMBER CO-OPERATION**

Category	Educational field	Business field	Industrial field	Self-employed field	Professional field	Total	Percentage
Co-operation	11	14	16	12	17	70	39%
Non-cooperation	25	22	20	24	19	110	61%
Total	36	36	36	36	36	180	100%

Source: primary data

**FIGURE 4.4**

The table 4.4 show that the family member can cooperate with the women entrepreneur or not. it is one of the important obstacles. Out of the total respondents 110 of respondent says that there is lack of cooperation with the family members. They face the lack of cooperation of their family members, and 70 respondents have said that there is co-operation with their family members. They said that the family members help in the enterprises. They cooperate with them.

## 5. FINANCIAL PROBLEM

Finance is the foundation of business. It is a life blood of business. No business can be started without neither finance nor is its development possible. The success of business depends upon sufficient finance and its effective management.

Women entrepreneur face a series of problems right from the beginning till the enterprise functions. Being a woman itself possess various problem to a women entrepreneurs. The problem of Indian women pertains to her responsibility towards family society. Women entrepreneur suffer a lot in raising and meeting the financial needs of the business. Bankers, creditors and financial institution are not coming forward to provide financial assistance to women borrowers on the ground of their less credit worthiness and more chances of failure. Usually women entrepreneur faces the problem of shortage of finance. At the time of starting as well as during operation of their business enterprises problem of getting loan and subsidy and margin money requirement, time taken to process loan etc. Availing the financial assistance to the women entrepreneur is also a big problem. Most of the entrepreneurs rely on family finance or at the maximum on partners and friends. Even among the few who sought financing from external sources it was found that it is a major problem.

Finance is a critical resource for venture creation. It is very important that women entrepreneurs have adequate knowledge and information of the various financial institution which are rendering financial incentives and many other help for the women entrepreneurs in the region. Financial problems faced by women entrepreneur are of various types like; problem of liquidity, inadequate credit, gender discrimination at the time of sanction of loans, poor loan proposal, high rate of interest, lack of fixed capital etc.

Finance can be provided by the banks and institutions extend their maximum support in the form of incentives, loan, schemes etc. Even then every women entrepreneur may not be aware of all the assistance provided by the institution. Adequate financial support accelerated the success of an enterprise. If an entrepreneur is unable to mobilize the needed finance, her dream will not come true. Finance is essential to start as well as to run a business enterprise. Most of the women entrepreneurs are facing financing problem at the time of starting as well as during of their business enterprise. So the sincere efforts taken towards women entrepreneur may not reach.

### 5.1 PROBLEM OF OBTAINING THE START-UP CAPITAL

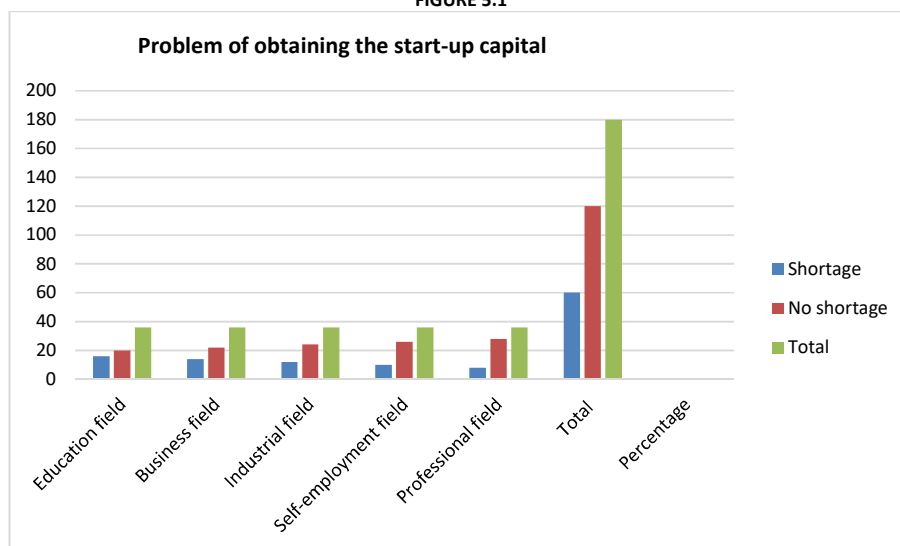
Women entrepreneur always suffer from inadequate financial resources and working capital. They lack access to external funds due to absence of property. Because women do not have property in their names. Getting sufficient money to start a business was considered to be the biggest hurdle face by women. However, fewer women saw the financing of their business as a problem- possibly because women tended to start business ventures which were more modest in nature. Below table shows the problem /obstacle in front of women entrepreneur sometime its minor or sometime it major.

TABLE 5.1: PROBLEM OF OBTAINING THE START-UP CAPITAL

Category	Education field	Business field	Industrial field	Self-employed field	Professional field	Total	Percentage
Minor obstacle	12	16	14	18	20	72	40%
Major obstacle	24	20	22	18	16	108	60%
Total	36	36	36	36	36	180	100%

Source: Primary data

FIGURE 5.1



The table 5.1 shows that according to problem obtaining the start-up capital is different in all fields. We take educational field 24 respondents have faced the problem in obtaining start-up capital and accept it as a major obstacle. And in that 12 respondent said there is no problem to obtaining the start-up capital and accept as minor obstacles. 20 respondents also faced the problem in obtaining of start-up capital in business field. Entrepreneur feels major obstacle and 16 respondents feel it is a minor obstacle. In industrial sector 22 respondent find it is a major obstacle, 14 respondent find it is a minor obstacle. In industrial sector, the entrepreneur needs more capital to invest in plant and machinery and more space for factory. In self-employment and professional sector women entrepreneur relatively feel less painful the difficulty of obtaining capital to start their enterprise. In self-employment sector there is equal ratio of obtaining the start-up capital, in which 18 respondents has feel major obstacle and 18 respondent felt minor obstacles. And in professional sector 16 respondent said that it is a major obstacle to obtaining the start-up capital and 20 respondent said that there is minor obstacle to obtaining the start-up capital.

### 5.2 PROBLEM OF AWARENESS OF FINANCIAL SCHEMES AND FACILITIES

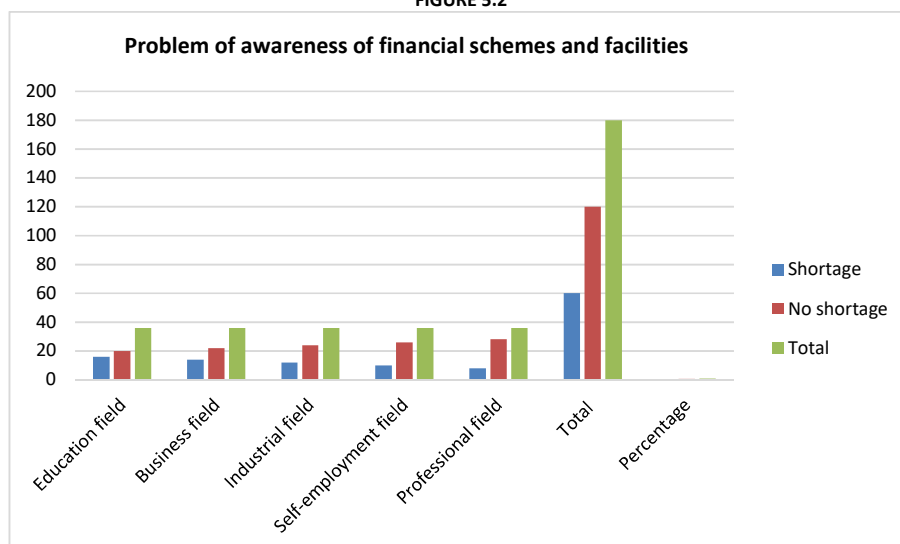
Sometime women entrepreneur doesn't have the knowledge about different financial schemes (yojana) and facilities. It is also considered as a big hindrance for them as they are unable to take the advantage of these yojana and facilities.

TABLE 5.2: PROBLEM OF AWARENESS OF FINANCIAL SCHEMES AND FACILITIES

Category	Education field	Business field	Industrial field	Self-employment field	Professional field	Total	Percentage
Awariness	10	11	09	15	19	64	35.55%
Unawariness	26	25	27	21	17	116	64.44%
Total	36	36	36	36	36	180	100%

Source: Primary data

FIGURE 5.2



With women entrepreneur it may happened that they have inadequate dissemination of information by appropriate authorities. It may be inferred from the information that various schemes offered by governments other financial institution and banks are not availed by the deserving women entrepreneur. The table 5.2 shows that 64 respondents don't consider that this lack of awareness about financial schemes (yोजना) is a problem as many of them depend on their own source of finance. Activity wise information knows that 26 respondents of education sector, 25 respondents of business sector, 27 respondents of industrial sector and 21 respondents of self-employment sector and 17 respondents of professional sector are facing the problem of unawareness of financial schemes and facilities to large extents.

TABLE 5.3: PROBLEM OF ASSISTANCE FROM GOVERNMENT

Assistance from government	Education field	Business field	Industrial field	Self-employment field	Professional field	Total	Percentage
No assistance	26	25	27	21	17	116	64%
Assistance	10	11	09	15	19	64	36%
Total	36	36	36	36	36	180	100%

Source: Primary data

FIGURE 5.3

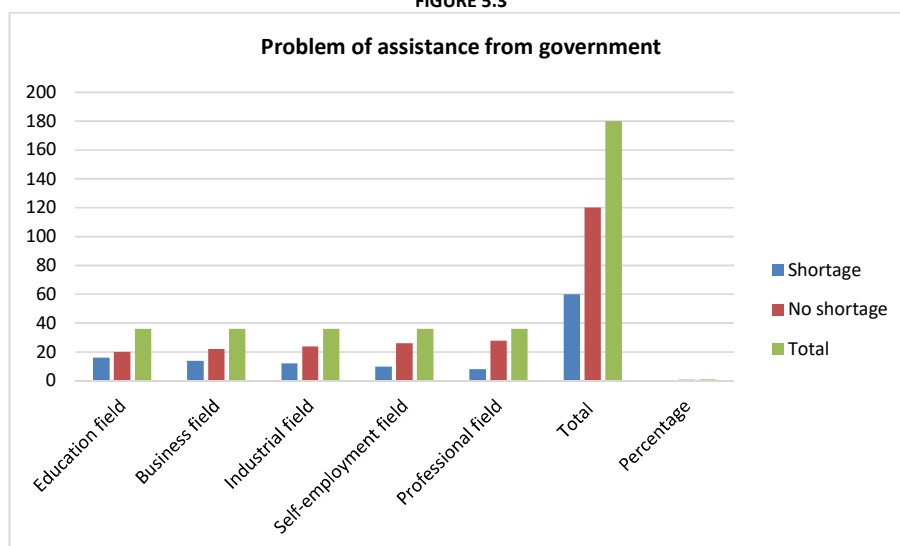


Table 5.3 shows the reveals that majority (64%) of women entrepreneur do not take any kind of assistance from the Government. During the study it was observed that (36%) of respondents take assistance for their enterprises. The policy implication for this are that government should provide lucrative and beneficial assistance to the women entrepreneur so that they take more and more assistance. Micro and small women entrepreneur do not know where to go for the help of government assistance. They faced the problem of insufficient government assistance. But the medium entrepreneur said that they know which government office has to go for government assistance.

#### 5.4 PROBLEM OF WORKING CAPITAL

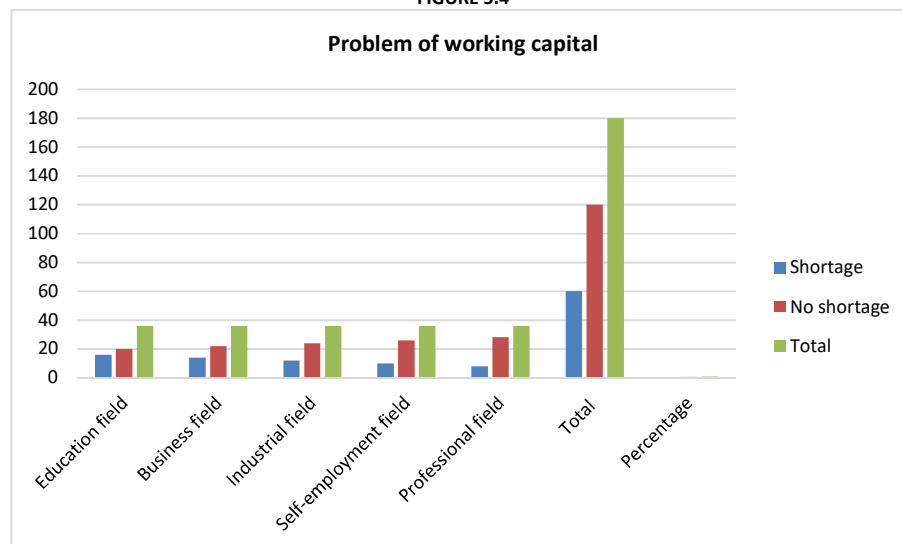
Shortage of finance is also a main problem of women entrepreneur. Women entrepreneur facing the problem of shortage of finance. Firstly, they start their enterprise than after to run properly their enterprise it's very important sometimes they have the shortage of finance. So the responses in this regard are as follow:

TABLE 5.4: PROBLEM OF WORKING CAPITAL

Category	Education field	Business field	Industrial field	Self-employment field	Professional field	Total	Percentage
Shortage	16	14	12	10	08	60	34%
No shortage	20	22	24	26	28	120	66%
Total	36	36	36	36	36	180	100%

Source: Primary data

FIGURE 5.4



The table 5.4 shows that out of 180 sample respondent surveyed 60 women entrepreneur are facing the problem of shortage of finance to a large extent and 120 respondent says finance is not posing any problem in their entrepreneur journey. In activity wise information reveals that, 16 women entrepreneur of education sector, 14 women entrepreneur of business sector, 12 women entrepreneur of Industrial sector, 10 women entrepreneur of self-employment sector and 08 women entrepreneur of professional sector are facing the problem of shortage of finance to a large extent and expressed it as their major problem. This problem is considered a minor problem by 20 respondents of education sector, 22 respondent of business sector, 24 respondent of industrial sector, 26 respondents of self-employed and 28 respondent of professional sector, finance is not a problem in any form. There is no shortage of finance in working capital.

## 6. CONCLUSION

It can be said that today we are in a better position where in women participation in the field of entrepreneurship is increasing at a considered rate. Effort are being taken at the economy as brought promise of equality of opportunity in all sphere to the Indian women and laws guaranteed equal right of participation. There are a number of obstacles to women owned businesses that need to be addressed. Women entrepreneur which need to be tackled in the near future, social security, lack of capital are problems of traditional thought it's hard to strive in male dominated society. The women owned enterprise, which was not able to withstand competition, has gradually become sick.

The study shown that women entrepreneurs are facing the various challenges in front of them although many women have a good potential to become for proving good entrepreneurs. Women entrepreneurs can contribute a lot for the overall economic development of India. Efforts are being taken at the economy as well as global level to enhance women involvement in the enterprise sector. So it is the requirement of time to continue with the trend on educating the women, spreading awareness and consciousness among women to shine in all the fields, making them to aware about their rights and strengths.

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