

# BARRIERS TO WOMEN ENTREPRENEURS IN STARTING START-UPS

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**Abstract: Purpose** – The purpose of this research paper is to explore the barriers which are hurdles in women entrepreneurship development in Haryana. This research study is also insightful exploration of drivers which are play active role in development of women entrepreneurship.

**Design/ methodology/approach** – Exploratory and descriptive research design have been adopted to carry out research objectives. To indentify underlying barriers which are hurdles in women entrepreneurship Exploratory Factor Analysis is used. Data has been collected using structured questionnaire from women entrepreneurs in three districts namely Rohtak, Bhiwani and Hisar.

**Findings** – Findings of this research study confirms that there are various barriers which are hurdles in women entrepreneurship development in Haryana. Study involves eleven variable related to barriers which are hurdles in women entrepreneurship development. Eleven variable extracted into three factors namely Business skills & Dual role, Seeds capital and third is Lack of support Industry experts. First factor is most barriers in women entrepreneurship development.

**Originality/value** – This research article has provided unique insights on barrier which are hurdles in women entrepreneurship development. Through review study it is found that very few studies is conducted to find out barriers which are hurdles in women entrepreneurship development in Haryana

**Key Words:** Barriers, Women Entrepreneurship, Haryana, capital, development.

## 1. INTRODUCTION:

The term entrepreneurship refers to a process which starts with risk taking capacity to create a new venture that satisfied today's consumers and society needs. Entrepreneurship has developed in many ways, person are engaged in new type of technology based new business enterprises. Entrepreneurs are risk taker and grape opportunities in open economy by different innovative ideas. They solve the general public and consumer's burning problems. Governments promote general public, most young people, to start a new business. Today entrepreneurship extended to social entrepreneurship which includes political and social form of business activities. It is seen that young people want to become job provide instead of job seekers. Favorable business environment give birth to thousands of new entrepreneurs every years. To start a new business capital plays a necessary role. Young entrepreneurship needs seed capital to start a new business. Angle and venture capitalist provides seed capital to high value new enterprise.

### 1.1 Women Entrepreneurship

In recent years is witness of high growth of women entrepreneur around world. Pioneer women entrepreneurs come out to grape new market opportunities. Those days are gone when women considered no match for all powerful men in the competitive world. The new generation women across the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship (knowstartup.com). Women entrepreneurship has been accepted as a new wheel of economic growth. They create valuable product for society as well as customers. They independently and smoothly carried out their business. In various field, women entrepreneurs establish new standard of achievement for male dominated society. Women entrepreneurs often face various types of barriers to start their business i.e. gender bias, discriminatory property, cultural practices, matrimonial and inheritance laws and lack of access to formal finance mechanism. Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provides employment to others and manages the business independently.

According to definition given by government of India- "A women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of capital and giving at least 51% employment generated to women"

### 1.2 Industries promoted by Women Entrepreneurs

- Agarbatti making
- Papad making
- Embroidery
- Handicrafts

- Catering services
- Running restaurant, snack bars etc.
- Small retail shops
- Beauty parlors
- Pickle manufacturing etc.

### 1.3 Factors behind growth of women entrepreneurship in India

The modern woman is giving tough competition to male dominated society entrepreneurs in every line of business. Every line of business is not far away the reach of women entrepreneurs. With the experience of kitchen activities, women entrepreneurs start their business in every line of business. With the accessibility of education and family and society support women turn toward 3Ps (Pickle, Powder and Pappad) to 3Es (Energy, Electronics and Engineering). Main reasons behind women emerge as women entrepreneurs are skill, knowledge and adaptability in business. Advancement of technology era gives new birth to new women entrepreneurs. Various types of government incentives are available for women to start new ventures. Progressive approach of governments helps the women emerge as successful entrepreneur. Due to technology advancement and government and family support women turn into job seekers to job providers. There have a lot of another reason behind women entrepreneurship like as divorce, health of family member, economic reasons and so on. Recent years are witness of women turn out women entrepreneurship and many women leave their corporate jobs to start their own business. In recent years is witness of high growth of women entrepreneur around world.



Source: Nehru and Bhardwaj, 2013

## 2. OBJECTIVE OF STUDY:

- 2.1 To identified the barriers which are hurdle in women entrepreneurship development.
- 2.2 To study the demographic profile of women entrepreneurs.

## 3. RESEARCH METHODOLOGY:

### 3.1 Research Design

Exploratory and descriptive research design has been constructed to identified major barriers in development of women entrepreneurship.

### 3.2 Universe of study

Universe of study is supposed to all women entrepreneurs in Haryana.

### 3.3 Sample of study

Population of study is supposed to all women entrepreneurs in Haryana but due to time and budget and time constraints study is limited to district Rohtak, Bhiwani and Hisar only.

### 3.4 Data collection method

To achieve aforementioned research objectives primary as well as secondary data has been gathered.

#### 3.4.1 Primary data

This research study basically based on primary data which is collected with the help of structured questionnaire from women entrepreneurs by direct contract.

#### 3.4.2 Secondary data

This research study also used the secondary data. Secondary data has been collected from various authentic websites, book and reputed journals

### 3.5 Sampling Methodology

For selection of sample unit non-probability “convenient” and “snowball” sampling method is used.

### 3.6 Sample Size

To implementation of factor analysis methodology is necessary sample cases should be at least five times of variables and this also follow thumb rule of factor analysis. Total 150 questionnaires had administered to women entrepreneurs but only 115 found relevant for study.

### 3.7 Statistical methods

To identify barriers exploratory factor analysis is used by SPSS statistical package.

## 4. DATA ANALYSIS AND INTERPRETATION:

**Table 1: Demographic Profile of Women Entrepreneurs**

Sr. No.	Variables	Categories	Frequency	Percentage (%)
1	Age	Below 25 years	10	8.70
		25-35 years	60	52.17
		35- 45 years	30	26.09
		Above 45 years	15	13.04
		Total	115	
2	Marital Status	Married	65	56.52
		Unmarried	25	21.74
		Window	22	19.13
		Divorcee	3	2.61
		Total	115	
3	Education Qualification	Upto secondary	7	6.09
		Senior secondary	23	20.00
		UG	24	20.87
		PG (including professionals)	60	52.17
		Above PG	1	0.87
		Total	115	
4	Family Type	Joint	90	78.26
		Nuclear	25	21.74
		Total	115	
5	Nature of Business	Trading	26	22.61
		Manufacturing	47	40.87
		Service	42	36.52
		Total	115	
6	Location of entrepreneurs	Rohtak	60	52.17
		Bhiwani	20	17.39
		Hisar	35	30.43
		Total	115	
7	Experience in business	< 1 year	20	17.391
		01-03 years	63	54.783
		03-05 years	20	17.391
		> 05 years	12	10.435
		Total	115	

Table 1 shows the demographic profile of women entrepreneurs. Table shows 52% women entrepreneurs are lie in age group of 25-35 years. It means around 78% women entrepreneurs are age of 25-45%. Table reveals data that married and unmarried are 57% and 21% respectively. 52% women entrepreneurs are holding PG degree followed by 20% UG women entrepreneurs. 78% women entrepreneurs are lived in joint family followed by 25% nuclear family. Around 41% women entrepreneurs are engaging in manufacturing business and 36% in service sector. Sample survey shows that 52% women entrepreneurs are belong to Rohtak.

## 5. EXPLORATORY FACTOR ANALYSIS:

**Table 2: KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.732
Bartlett's Test of Sphericity	Approx. Chi-Square	642.252
	df	66
	Sig.	.000

Table 2 show the sampling adequacy and significant correlation among latent variables. KMO statistics is .732 which is lies in the acceptable limit of .50 to 1.0. KMO statistics confirm the sampling adequacy for further study of variable. Bartlett's tests of Sphericity also confirm the significance correlation among latent variables.

**Table 3: Rotated Component Matrix**

Statements	Component		
	1	2	3
Lack of business management skills.	.589	.467	.114
Arrangement of initial capital to start the enterprise was difficult.	.325	.679	.145
Gender biasness in Society for female entrepreneurs.	.785	.345	.125
Availing benefits from support organizations.	.117	.234	.678
Inter-role conflict. (work/home conflict)	.784	.478	.176
Lack of availability of proper training programmes in up gradation of skill/s.	.689	.467	.134
Managing the work force.	.235	.675	.189
Procurement of capital from banks and other financing agency.	.347	.568	.119
Procurement of plant, raw material and machinery.	.689	.276	.289
Isolation from business network. (working at home)	.236	.298	.478
Pressure of childcare.	.759	.276	.298
Socio-cultural environment. (lack of respect from male community and stereotype)	.654	.487	.287
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 12 iterations.			

**Table 4: Rotated Component Matrix**

Statements	Component		
	1	2	3
Lack of business management skills.	.589		
Gender biasness in Society for female entrepreneurs.	.785		
Inter-role conflict. (work/home conflict)	.784		
Procurement of plant, raw material and machinery.	.689		
Pressure of childcare.	.759		
Socio-cultural environment. (lack of respect from male community and stereotype)	.654		
Arrangement of initial capital to start the enterprise was difficult.		.679	
Managing the work force.		.675	
Procurement of capital from banks and other financing agency.		.568	
Availing benefits from support organizations.			.678
Isolation from business network.			.478
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 12 iterations.			

Table 4 shows the rotated component matrix. Total 11 variables are extracted into 3 factors (Component). First component explored 6 variables followed by 2<sup>nd</sup> component which constituted of 3 variables. Third component explain two variables. Analysis of above table reveals that first component is most powerful barrier to women entrepreneurs to starting startups which included 6 variables. Study also confirmed that 2<sup>nd</sup> component is strongest hurdle in promotion of startups which constituted three variables e.g. Arrangement of initial capital to start the enterprise was difficult, managing the work force, procurement of capital from banks and other financing agency. Study also reveals facts about third strongest barrier which included variables namely availing benefits from support organizations and isolation from business network.

## 6. CONCLUSION:

It can be concluded from the study that women entrepreneurs face several barriers in order to establish themselves. These barriers can be broadly divided into three that is, primary barriers, secondary barriers and other barriers. The primary barriers included lack of business management skills, gender biasness in Society for female entrepreneurs, inter-role conflict, and procurement of plant, raw material and machinery, pressure of childcare, socio-cultural environment. The secondary barriers comprised arrangement of initial capital to start the enterprise was difficult, managing the work force and procurement of capital from banks and other financing agency. Other barriers included availing benefits from support organizations, isolation from business network. It was also found that significant difference exists between the barriers faced by women entrepreneurs of different districts. As fewer studies on women entrepreneurship have been undertaken in the Indian context, mainly in the industrial cities of Delhi, Haryana and Chandigarh more in-depth studies are required. Most of those studies are again is women-run small scale industries rather than women entrepreneurs in general. Although some institutions have launched projects on „Women Entrepreneurs“ and have also arranged a few panel discussions but still we need to gather data and it is this lacuna that the scholars and practitioners in this field should fill in. Even the little data that is available is on the potential women entrepreneurs rather than the operational entrepreneurs.

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