

SANGLI DISTRICT: A CASE STUDY OF THE OBSTACLES AND OPPORTUNITIES FACING FEMALE ENTREPRENEURS

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Abstract

HRD aimed at empowering women in business is underfunded in India, particularly in remote regions. Women in the upper classes are more knowledgeable about their opportunities, privileges, and status in society than those in the middle classes. Ladies worry about what will happen if their positions shift. India has many government initiatives that help women-owned businesses. Women with high school diplomas or more are often cited as examples of "self-entrepreneurial" urbanites. Women are thriving as entrepreneurs despite the hazards of trying out new concepts. The public has become more conscious of the issue as more women launch their own companies. Sociologists, political figures, and other social experts are taking note. Women business owners across the country have benefited from national conventions, seminars, and training. Women Company owners have been under researched despite their significant impact on the national economy. Occasionally, a wife's company was given a boost after the passing of her husband. Despite their differences, they were able to establish and successfully run a business. Because of the love and support of their family, they were able to enjoy life despite their many obligations. Everyone possesses the power, independence, decision-making capacity, creativity, diligence, consistency, tenacity, self-respect, and exceptional skills necessary to realise their dreams. They've won a bunch of awards, including "Multitasking," "Laghudyojak G S Parakhi," "SangliZilla Yashasvi Udyojakta Purskar," "Sakal, MITCON," "Zilla," and more. Despite their hectic plans, they found time to volunteer with organisations like Rotary, Lions, Mahila, and Tanishka.

Keyword: Sociologist, Decision Making Capacity, Exceptional Skills

INTRODUCTION

In India, particularly in rural areas, Human Resource Development programmes that aim to support and encourage women company proprietors receive insufficient funding. Women from affluent backgrounds are more aware of their presence, their rights, and their working circumstances than those from middle-class backgrounds. Because of the potential backlash, women are hesitant to alter their traditional positions. There are a number of government-backed programmes and regulations in place to help women entrepreneurs succeed in India. The "self-entrepreneurial" variety is often represented by urban women with a high school diploma or higher. Women's progress, in defiance of the limits that are often regarded as a barrier, is moving towards success despite the risks and difficulties of implementing their company plans.

The Indian government has enacted a number of laws and programmes with adaptable provisions specifically designed to aid women company proprietors [2]. Empowering women through education and access to funding or beginning a small business would help not only the women who receive it, but also their families, communities, and countries because women

spend 90% of their revenue in these areas. If women have equitable access to education, health care, and the ability to start any new venture, "the economic, social, and political repercussions extend well beyond the home," as stated by US Secretary of State Hillary Rodham Clinton [3].

In his speech to the nation on August 15 (India's 68th independence anniversary), the venerated prime minister said, "Brothers and sisters, I want to ignite the youthful generation, especially those who are into the industrial sector." I want the message that Indian industry can deliver zero errors and a "hero effect" to the world's brightest young minds by reaching out to those who are thriving in technical education. We should make it a point to produce reliable products that can hold up to everyday use. To me, it's more important to do right by our women, who are becoming influential leaders on the national and societal stages.

When given the opportunity, women are anxious to share their knowledge and expertise. Rarely are women's efforts to the success of the family business acknowledged, even by male family members. While males dominate the public sphere, women lead many businesses in the private sector (especially the enterprises wherein the women needs to carry the controlling & monitoring share). It is common practice to only reveal the identity of a female leader with official power over such matters, despite the fact that the implementation of such areas is largely managed by males. Women constitute approximately half of the world's population, and their fiscal contributions are expected to be substantial. Dr. M.A. Sudhir estimated in 2007 [4] that only 30% of the world's population was worked, yet this 30% was responsible for 60% of all working hours, 10% of global income, and less than 1% of global property.

There are many questions brought up by women's economic autonomy that few people are prepared to discuss openly. The erotic power dynamics in our society are bound to change as a result. They are capable of achieving their own objectives, helping other women, and raising children without the help of men. Women who are educated and who are able to depend on themselves may be agents of societal change, and there is evidence to support the claim that these women also have better family lives. Multiple studies from around the world cast light on the challenges faced by women entrepreneurs. There are three stages that all businesses, regardless of their gender, must go through: invention, nurturing, and nourishment.

The social and cultural contexts in which women live give rise to a unique set of difficulties, and they vary in scope and severity. Gender discrimination is a common phenomenon in many countries, and it has a direct impact on the success of women business owners [5].

Discrimination against women can manifest itself in a number of ways, including detrimental effects on a woman's mental health, societal standing, financial stability, and access to quality education. As attitudes shift, more and more often than not, women are seen as a driving force in the business world.

Their benefits to invention, employment, and economic growth are beneficial to local, regional, national, and international industries at all levels (Bruin, Brush & Welter, 2006) [6]. Women are found to own a variety of businesses in more developed market economies; the percentage is around 25% (Wilson, Kickul & Marlino, 2007). (Wilson, Kickul&Marlino2007) [7]. Social values, aid from the subordinates and the members of the family of women stimulates the man

that freedom appropriately for the economic growth this producing the customary increase in women entrepreneurs (Verhuel, Wennekers, Audretsch & Thurik 2001) [8]. Although women business owners are not operating in a vacuum but are subject to the same macro, regulatory, or institutional framework as their male counterparts, they face greater barriers to working, mobility, and participation in decision making, and have less access to resources to help grow their businesses.

India is a developing nation on the verge of economic growth, and its prowess has already been demonstrated in a variety of arenas. Therefore, the goal of this research is to start a dialogue about the challenges and possibilities that women company entrepreneurs face [9].

LITERATURE REVIEW

Before beginning a new study, it is necessary to review the previous work of other experts in the field. It gives context for the research that will be conducted. Studying the appropriate literature can help the scholar grasp the technique. No study should be started unless it has the potential to advance the current level of knowledge and practice in its respective area. The literature review's dual goals are to introduce the reader to the topic at hand and to make the case for why this particular topic warrants further investigation. The theory and empirical depth of this work is encouraging for the future validity and practicality of research. Primarily and secondarily sourced materials are used to complete this.

The researcher has reviewed some of these books, articles, and other forms of written material, as well as previously submitted and accepted Ph. D. dissertations. The outlines are meant to set the stage for the expansion of women-owned businesses at home and abroad.

The number of women who are starting their own businesses has increased, and with it, societal recognition of these women. Those in authoritative roles, development organizations, and social scientists are starting to take notice. The organizing of national conferences, seminars, and workshops has provided women company proprietors with a wealth of information. Despite the importance of women company owners to the national economy, insufficient research has been done on the subject.

Maintaining and expanding women-owned companies is a long-term endeavor that requires substantial support from the public and the government. If we want to boost the economy, we need to make it easier for women to pursue careers that will benefit them financially and morally. Consequently, it's important to make it a priority to encourage and support female businesses and to help them identify market niches that cater to their needs.

Increased business endeavors contribute to increased output and efficiency by improving the allocation of labour and other resources, generating new employment opportunities, boosting national income and improving the standard of living for individuals.

Mashiuddin (1980)[57] claims that successful and unsuccessful company leaders are very different. One hundred company owners were used in the research; thirty were considered effective, and thirty were considered unsuccessful based on whether or not they (a) routinely

repaid their bank debts, and (b) applied for bankruptcy.

Properties are typically purchased with frequent installment payments. Since their proprietors couldn't afford to keep their businesses open, the bank foreclosed on several structures in the industrial estate. A failure exists when the business owners of shuttered or secured units are forced to rely on contract workers or seasonal employees to keep the doors open. Successful company proprietors were those who were reliable in repaying their loans on time. Entrepreneurs who have achieved great success tend to be friendly and open people who can keep their cool under pressure. The bankrupt company leaders, on the other hand, were portrayed as being more reserved, emotionally unstable, or impacted by their feelings and scars.

STATEMENT OF PROBLEM

The overarching purpose of the study was to gain a better understanding of the socio-cultural factors that influence women entrepreneurs as well as the patterns of female entrepreneurship in the Sangli district in terms of community, occupation, economic origins and motivations, the life framework, and empowerment. Specifically, the researchers wanted to learn more about how women are more likely to start their own businesses than men.

It was found that the challenges that women who owned businesses faced were not singular in nature; rather, these women had to contend with specific obstacles that were a direct result of the fact that they were female. The objective of this investigation is to investigate these challenges as well as the inter-disciplinary relationships between them.

Aims of the Research

- This study's overarching goal is to better understand the socioeconomic status of women company proprietors in the Sangli district of Maharashtra. This research aims to better understand the financial, psychological, social, and logistical challenges women entrepreneurs in the Sangli area experience.

Research Questions

- How women business owners hire a disproportionately high number of female workers?

Research Methodology

Women business owners in Sangli District who have filed their companies were the only people included in the research. It was important to get a good cross-section of the different types of businesses run by women in the Sangli District and different MIDCs when choosing the businesswomen to examine in depth. To this end, everything is separated into distinct categories based on the types of businesses they serve and the locations of their respective industrial sites. Depending on the region and type of business, anywhere from 1% to 82% of business owners are women. The nine MIDCs that make up Sangli district are spread out across the district's numerous talukas, each of which has its own unique geography and set of businesses. Because of these geographical differences, a stratified random selection strategy must be considered to adequately characterise the community. The secondary data came from

a number of places, including the Sangli District Industries Council's (DIC) yearly reports and records, women-run businesses' annual reports, official government reports, library sources, and so on. The history of entrepreneurs, what they are, what they do, how they are categorised, and the difficulties they face have all been detailed by the study's authors. Theories of business, female entrepreneurs, female entrepreneurship, successes and failures, obstacles and possibilities, future hopes and tax breaks are also discussed. Industrial situation in Maharashtra and MSME, Overview of SSI sector, involvement of women in SSI sector, organisation of women businesses, short industrial description of Sangli district, industrial regions in Sangli, DIC centre Sangli, and so on are all covered in the study. That's why it's important to detail which businesses are included in the group, investigated, and reported on.

Research Design

The Exploratory Study design was chosen by the researcher as the method to acquire the data. Exploratory Research studies can also be referred to by their more formal name, formularize research studies. The primary focus of this study was to examine the objective of these kinds of research is to construct the problem in a way that is more precise, investigation or of generating working hypotheses from a potentially open-minded vantage point view. The development of new concepts and ideas is accorded a significant amount of weight in such research insights. Therefore, the research strategy that is appropriate for such investigations needs to be sufficient in its adaptability to make it possible to take into account various elements of a subject challenge that is being investigated, the existence of which might require modifications to the overall structure of the research.

research like these are frequently discussed.

- a) A review of relevant previous research
- b) Experience report
- c) An investigation into thought-provoking instances

a) A review of relevant previous research : A survey of the relevant literature is a technique for carefully formulating hypotheses that have been stated by earlier researchers. These hypotheses can be examined, and their applicability can be evaluated using further research. In addition to conducting a bibliographic review of previous research, researchers should also endeavour to apply concepts and theories that have been established in other research settings to the topic at hand.

b) Experience report : An experience survey involves conducting a survey among individuals who have had actual hands-on experience with the issue that is being researched. A survey like this one is conducted with the goal of gaining new ideas and gaining insight into the relationship between the variables that are being researched. In order for such a study to conduct a survey, individuals who are knowledgeable and have the potential to contribute fresh ideas may be carefully selected as interviewees in order to guarantee a representative of a variety of types of experience. The selected individuals could then be subjected to a discussion with the investigator. The researcher is responsible for preparing an interview timetable for the structure

of systematic questioning. Therefore, the researcher might be able to more precisely describe the problem with the help of the experience report.

c) An investigation into thought-provoking instances : Insight-stimulating instances are analysed through a technique called intensive study of existing records. During this process, it is possible for an unstructured conversation to take place. The attitude of the investigator, the level of earnestness with which the study is conducted, and the researcher's capacity to integrate disparate pieces of information into a coherent whole are the primary characteristics.

The researchers settled on an observational research strategy as the best option after weighing all of the relevant factors. The investigator created a structured questionnaire and conducted conversations with the interviewees who were chosen from the population. Because conducting a survey of a population takes a lot of time, there is a high demand for the resources that are needed, there is a lack of qualified personnel available to conduct the survey, etc., and so it is necessary to choose the sample design before conducting the survey.

DATA ANALYSIS

Survey A statistical software is used to evaluate the study's findings. The personal information, company information, obstacles faced by women business owners, and other information relevant to the study topics are collected from respondents, and descriptive statistics on frequency distributions are computed based on their answers to each item. The profile takes into account a wide range of factors, including age, marital status, level of schooling, professional training, number and ages of children, job history prior to beginning the business, entrepreneurial background, number of dependents, family support, attitude, etc.

Overall, 67.1% of female businesses have a bachelor's degree or higher; 13.4% have master's degrees or higher; 12.2% have high school diplomas; 7.3% have standard diplomas; and 0% have any other educational background. The potential of a situation involving working moms taking on the dual role of role model for their children and breadwinner. Statistics show that 86.6% of female businesses are mothers, while only 13.4% are childless. Because being a parent and running a business are both time-consuming endeavors, it's useful to know how old the entrepreneur's kids are. Before beginning a business, researchers must understand the job status distribution so they can identify potential motivating factors for women. Results show that nearly one-third of business owners (29.3%) were previously stay-at-home moms (42.7%). About 14.6% of the population is occupied with school right now. About 11% are actively performing their jobs, while the remaining 2.4% are in some sort of training programme. Half of all women in business got their start in the industry by starting their own businesses; most of these women had no prior experience in the field. A significant portion (almost 28 percent) of them have zero-to-minimal relevant work experience.

It was thought to be important and intriguing to investigate whether women entrepreneurs are more likely to come from a joint family set up or a nuclear family setting that provides enabling conditions in the current research. Having a Mean of 1.37 and a Standard Deviation of 0.485, this variable provides more nuanced knowledge of the respondents and the occurrence of

women businesses.

Based on the data presented above, we learn that while 63.4% of female businesses come from married families, 36.6% come from traditional families. The conventional wisdom holds that women are better off starting businesses within mixed families, as they enjoy the benefits of more social and emotional support, fewer childcare and parenting issues, lighter loads of housework, and reduced stress levels. On the other hand, conventional wisdom holds that women benefit greatly from nuclear family structures because they allow for more autonomy in decision-making, less stifling constraints on their time spent outside the home, and greater exposure to new ideas and perspectives. It's a popular theory that men and women can help each other out around the home more when there are more people living in the household, which frees up women to pursue paid employment. To learn if smaller family sizes encourage business ventures within households.

CONCLUSION

The research and evaluation of the respondents' perspectives throughout the course of the study form the backbone of the findings. They come not only from the interviews with successful female business owners, but also from the books on the topic. The interviews of successful women business owners are also being considered.

This research endeavours to investigate the factors that motivate women in the Sangli district to become entrepreneurs, and it proposes a framework for the growth of women's entrepreneurship by analysing the obstacles they face along their entrepreneurial journeys at multiple levels (personal, social, economic, environmental, expectations, and governmental, among others). According to the research, India is a predominantly patriarchal culture in which women are expected to rely on males for both social and economic support. The results indicate that women looked to business as a way to broaden their horizons professionally, advance their careers, and take charge of their own destinies. This research also showed that female company owners value companies that allow them to succeed at both ends of their busy schedules. They were competing with masculine business owners in the marketplace.

The majority of businesswomen who responded to the poll were married and felt secure in their ability to manage and grow their companies with help from their families. Even though over half of them were previously stay-at-home mothers, they effectively manage the company despite having no prior professional experience or formal business instruction. Establishing and expanding the company are seen as more pressing problems than maintaining a healthy work-life balance. Financing, finding qualified workers, and greater rivalry were significant obstacles for women business owners to overcome when getting started and expanding their businesses. Women company owners also cited help with business planning as an essential component to the development and expansion of their enterprises. Women company owners experience unique obstacles that should be studied and addressed in classrooms. Women business owners face numerous challenges during the start-up and operational phases of their businesses. These include, but are not limited to: juggling multiple roles, managing time effectively, securing adequate funding, and avoiding burnout, avoiding discrimination, learning

the ins and outs of government regulations, and avoiding legal trouble. Women businesses are described as "voluntary" and "forced," respectively. Some women are motivated to launch their own businesses so that they can provide for their families, while others do so because they want to be their own bosses and feel valued for the contributions they make to society. They all prosper with the help of their loved ones. There are many roles that must be filled by a woman entrepreneur before her business can officially launch. Topics covered include: ideation and selection, goal-setting, risk-taking and dealing with the economic risks inherent in business, project planning and management, product analysis, and rip-offs of successful inventions. Structure of a company, funding acquisition, coordination, and management management, direction, and guidance. A woman entrepreneur is someone who comes up with an idea for a company, acts on that idea, organizes and combines the forces of production, runs the business, and accepts the risk and economic uncertainty that comes with that.

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