



## **A STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEURS IN MUMBAI REGION**

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### **Abstract:**

This research is designed to analyze the various challenges faced by women entrepreneurs in Mumbai region. The main objectives of the research are to analyze social - cultural and personal issues faced by the women entrepreneurs in their business endeavors. The research is descriptive in nature. Convenient sampling method is used. Well-structured questionnaire employed to get primary data from 140 respondents belonging from Mumbai region. From the analysis, it is clear that there are slightly more than quarter of the respondents facing social - cultural and personal issues. Though, the study shows that there is a decent level of support system in place to encourage women entrepreneurs.

**Keywords:** Women Entrepreneur, Mumbai reign, Social - cultural issues, Entrepreneurial life.

### **Introduction**

Entrepreneurship is a very trending term these days. It is defined as the process of thinking something innovative and converting these ideas into new business. Now this business typically begins with small businesses like that of a startup company. It is also explained as the tendency and willingness to develop, organize and manage a business or venture taking up any of its risk with a motive of making money. But if we look at already existing definitions, it throws light only on launching and running of businesses due to high risk involved in launching it. As a result to it major chunk of businesses had to close up due to either lack of funding or a bad business decisions. If we look back to the days of 20<sup>th</sup> century, we will realize that women operated small business with a motive of

supplementing their income. Moreover they were also trying to avoid poverty or were replacing the income from the loss of a spouse. This was also a reason that the ventures ran by women were not considered as entrepreneurial. Many of them had to take care of their family responsibilities as well. For example with some strong barriers to educational and employment opportunities, Black women were given low paid jobs and domestic work. Looking back to the days of mid-18<sup>th</sup> century, there were certain jobs tend only woman like brothels, alehouses, taverns, and retail shops. Thereby these businesses were not seen as reputed one .Society glared upon women involved in such businesses because they detracted from the women's supposed gentle and frail nature. This was also the time when more women came out from the oppression of society's limits, and began to emerge into the public eye. Keeping all the disapproval of society aside, women such as Rebecca Lukens prospered like anything. Although the truth is these female entrepreneurs served most of female consumers, so they were making great strides for the society. Anyhow Women managed to get the right to vote in the year 1920 and two years later Clara and Lillian Westropp started the institution of Women's Savings & Loan as a way of teaching women how to be smart with their small saving. With the growth of society, female entrepreneurs became more influential. During World War II, many women entered the workforce, filling job vacancies that men had left behind to serve in the military. Also some women of their own community, took these jobs as a tribute to their nation while others started businesses of their own. One among these women was Pauline Trigere, who came to New York from Paris in 1937 started a tailoring business that later transformed into a high-end fashion house. Martha Stewart and Vera Bradley were known as one of the powerful twenty-first percent women who owned businesses. The audience was also becoming more interactive and motivating these female entrepreneurs, acknowledging the valuable contribution they were making to towards the economy.

### **Problem Statement:**

- The problems faced by women entrepreneurs are Problem of Finance, Stiff Competition, Limited Mobility, Family Ties, Lack of Education, Male-Dominated Society and Low Risk-Bearing Ability.
- The research conducted to throw light on this issues and to let women know the benefits of becoming the entrepreneur.
- To help about Women Entrepreneurship in Mumbai Region, to understand the perception of local people regarding NGO and taking suggestions from local people for improvement.
- Research Objectives set as for the study:
  - To understand about “Women Entrepreneurship” and areas of operations;
  - To identify issues and challenges that are faced by women Entrepreneurs in business related factors
  - To understand social - cultural issues faced by the women entrepreneurs
  - To understand personal issue faced by the women entrepreneurs

### Significance of the Study:

The need for study is to identify in which field of expertise the women Entrepreneurs is mostly operating. It also helps in understanding various challenges faced by women when she is starting her own business. It also helps to know whether it is difficult for women in getting funds and at the same time to know whether it is easy to make good network in male dominate society. This study also helps in understanding various schemes that government is providing for women entrepreneurs.

### Literature Review:

Lots of research has already been done across the world on women Entrepreneurs to understand various challenges face by women while starting any business. **Sivalognatham, (2018)** did a study wherein he saw problems faced by entrepreneurs in different socio individual aspects. **Rajani, (2018)** focused on training needs of women entrepreneur before opening any venture in order to under Socio-Cultural impact. **Prasad and Rao (2018)** focused on 'Financial foundation of women entrepreneurship finding the accompanying reality: (1) First generation entrepreneurs are less successful (2) Business set up by the entrepreneurs before marriage are least successful (3) Business advanced by entrepreneurs after marriage and having grown up kids are progressing rapidly. **Hina Shah and Punit Saurabh (2015)** conclude that even though there have been some successful strategies towards the development of women entrepreneurship, there needs to be done more towards this so that such ventures can help in poverty alleviation of South Asian region. **G. Palaniappan et al. (2012)** focused on areas wherein women have been successful in breaking a taboo of staying at home by just entering to different kinds of professions. This study also helped us to know the different factors influencing women to become entrepreneurs and also understanding their major strength and weakness.

### Research Methodology:

A Convenient sampling design is adopted.

### Data Analysis & Interpretations:

Age of the Respondents in the survey.		
Age Group	% Analysis	Interpretation
15 -25	9	When survey was conducted it was found that around 37% of women entrepreneurs were between age group of 26-35 and there were less number of women entrepreneurs between the age group of 15-25.
26 - 35	37	
36-45	35	
46 - 55	19	
Total	100 %	
Educational Qualification of the respondents.		
Qualification	% Analysis	Interpretation
Illiterate	1.3	When survey was conducted it was found that maximum number of women entrepreneurs were Graduate i.e around 46% women entrepreneur from
Below Matriculation	5.5	

<b>SSC</b>	18	sample size of 140 and there are less number of women entrepreneur who were PhD, Airlines Management and below Matriculation.
<b>HSC</b>	15.2	
<b>Graduation</b>	46	
<b>Airlines Management</b>	4.4	
<b>Post-graduation</b>	8.3	
<b>Phd</b>	1.3	
<b>Total</b>	<b>100%</b>	
<b>Experience in their field of expertise.</b>		
<b>Years</b>	<b>% Analysis</b>	<b>Interpretation</b>
<b>0-5yrs</b>	49	When survey was conducted it was found that only 49% responds from the total sample population has got experiences between 0-5 years and 11% responds from total sample population has got experiences of more than 15years.
<b>6-10yrs</b>	26	
<b>11-15yrs</b>	14	
<b>15 above</b>	11	
<b>Total</b>	100%	
<b>Type of family of the respondents.</b>		
<b>Family</b>	<b>% Analysis</b>	<b>Interpretation</b>
<b>Joint Family</b>	31	When survey was conducted, it was found that the maximum number of women entrepreneur comes from nuclear family rather than joint population.
<b>Nuclear Family</b>	69	
<b>Total</b>	100%	
<b>Occupation of the respondents in the Mumbai</b>		
<b>Occupation</b>	<b>% Analysis</b>	<b>Interpretation</b>
<b>General Store</b>	32	When survey was conducted it was found that majority of women entrepreneur are into business of General store and Bakery. This is because there is no much risk involved, less expertise is required as compared to the other business at the same time very less funds is required for starting the business.
<b>Bakery</b>	32	
<b>Candle</b>	4	
<b>Coaching Class</b>	6	
<b>Canteen</b>	6	
<b>Dairy Business</b>	4	
<b>It Services</b>	13	
<b>Miro Finances</b>	3	
<b>Total</b>	<b>100%</b>	
<b>It is very difficult to build strong network for the Women Entrepreneurs in the modern business arena.</b>		
	<b>% Analysis</b>	<b>Interpretation</b>
<b>Strongly Disagree</b>	15	When survey was conducted it was found that the maximum number of women Entrepreneurs agreed on the statement saying that they has to face difficulty in building strong network in the modern era i.e around 18% women entrepreneur strongly agreed and 39% agreed with the statement.
<b>Disagree</b>	7	
<b>Neutral</b>	21	
<b>Agree</b>	39	
<b>Strongly Agree</b>	18	
<b>Total</b>	<b>100%</b>	

<b>Women Entrepreneurs always face the fear of failure while starting the business by their own.</b>		
	<b>% Analysis</b>	<b>Interpretation</b>
<b>Strongly Disagree</b>	13	From the survey, we can understand that nearly 47% respondents from the total population sample indicated that they strongly agreed with the above statement and 7% respondents say that they agreed with the statement. Also about 26% respondents replied that they are having neutralized response about the statement.
<b>Disagree</b>	7	
<b>Neutral</b>	26	
<b>Agree</b>	7	
<b>Strongly Agree</b>	47	
<b>Total</b>	<b>100%</b>	
<b>There's always males dominance whenever a women starts a new business.</b>		
	<b>% Analysis</b>	<b>Interpretation</b>
<b>Strongly Disagree</b>	27	From the survey, we can understand that almost 36% respondents say that they neutrally responded to the statement, whereas almost 29% respondents replied that they agree with the said statement and nearly 27% respondents replied that they disagreed with the above statement.
<b>Disagree</b>	4	
<b>Neutral</b>	36	
<b>Agree</b>	4	
<b>Strongly Agree</b>	29	
<b>Total</b>	<b>100%</b>	
<b>It is difficult for the women to get funds/ finance for startup a business.</b>		
	<b>% Analysis</b>	<b>Interpretation</b>
<b>Strongly Disagree</b>	19	From the survey, we can understand that 51% respondents agreed with the above statement, almost 7% respondents replied as they agreed with the statement and nearly 23% respondents say that have a neutral opinion about the statement that to get funds for women entrepreneur is very difficult.
<b>Disagree</b>	0	
<b>Neutral</b>	23	
<b>Agree</b>	7	
<b>Strongly Agree</b>	51	
<b>Total</b>	<b>100%</b>	
<b>The women entrepreneurs never get any social support while starting up a business.</b>		
	<b>% Analysis</b>	<b>Interpretation</b>
<b>Strongly Disagree</b>	21	From the survey, we can understand that around 26% respondents replied that they strongly agree with the statement and they never get social support while doing the start-ups. Also nearly 22% respondents replied that they agreed with the statement that they face lot many pressure from the society while having a startup.
<b>Disagree</b>	20	
<b>Neutral</b>	11	
<b>Agree</b>	22	
<b>Strongly Agree</b>	26	
<b>Total</b>	<b>100%</b>	
<b>Society is not welcoming Women Entrepreneurs.</b>		
	<b>% Analysis</b>	<b>Interpretation</b>
<b>Strongly Disagree</b>	21	From the survey, we can understand that around 34% respondents replied that they strongly agreed with the statement society is not welcoming while doing the start-ups; nearly 10% respondents replied that they
<b>Disagree</b>	8	
<b>Neutral</b>	27	
<b>Agree</b>	10	
<b>Strongly Agree</b>	34	

<b>Total</b>	100%	agreed with the statement that society is not welcoming while having a startup.
<b>It is difficult for women to balance their personal life &amp; entrepreneurial life.</b>		
	% Analysis	Interpretation
<b>Strongly Disagree</b>	13	When survey was conducted it was found that 26% strongly agreed followed by 11% respondents agreed that it is difficult for women to balance their personal life and entrepreneurial life.
<b>Disagree</b>	11	
<b>Neutral</b>	39	
<b>Agree</b>	11	
<b>Strongly Agree</b>	26	
<b>Total</b>	100%	
<b>There is lot of role conflict that women feel while they start their business by their own.</b>		
	% Analysis	Interpretation
<b>Strongly Disagree</b>	23	When survey was conducted it was found that 24% respondents strongly agreed followed by 10% respondents agreed that there is a lot of role conflict that women feel while they start their business.
<b>Disagree</b>	7	
<b>Neutral</b>	36	
<b>Agree</b>	10	
<b>Strongly Agree</b>	24	
<b>Total</b>	100%	

### Hypothesis Testing Analysis:

- t-Test

#### Hypothesis-

H0 = There is no significance different between mean score of women entrepreneurs in nuclear and joint family on their role conflict / Work life balance.

H1 = There is a significance different between mean score of women entrepreneurs in nuclear and joint family on their role conflict / Work life balance.

		t	df	Sig. (2-tailed)	Mean Value	
					Nuclear	Joint
<i>Role Conflict</i>	Equal variances assumed	-2.614	65	0.011	2.227	3.022
	Equal variances not assumed	-2.683	44.748	0.011		

#### Interpretation:

From the above sig value test it is clear that, sig value is 0.11 which is above the threshold value of 0.05, so H0 is accepted. Thus, there is no significance difference between mean score of women entrepreneurs in nuclear and joint family on their role conflict / Work life balance.

- One-Way Anova

#### Hypothesis-

H0 = There is no significant difference in difficult in getting fund and respondents' education.

H1 = There is a significant difference in difficult in getting fund and respondents' education.

<i>Difficult to get fund</i>					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.231	4	2.558	2.893	0.029
Within Groups	54.814	62	0.884		
Total	65.045	66			

**Interpretation:**

From the above sig value test it is clear that, sig value is 0.29 which is above the threshold value of 0.05, so H0 is accepted. Thus it is concluded that, there is no significant difference in difficult in getting fund and respondents' education.

**Findings:**

1. Most of the women entrepreneurs faced problems in funding.
2. Majority of women faced difficulty to build strong network in the modern business arena.
3. Majority of Women Entrepreneurs face the fear of failure while starting the business by their own.
4. Most of them believed males dominance whenever a women starts a new business.
5. Most of them feel there is lot of role conflict while they start their business by their own.
6. Maximum women faced difficulty to balance their personal life & entrepreneurial life.

**Suggestion and Conclusion:**

Factors like networking competing in male dominance society, lack of access to fund and lack of social support are the main social related challenges. Fear of failure, work life balance and role conflict (personal as well as professional) are main personal challenges to women entrepreneur.

**Scope for further research:**

1. Further this research can be taken to analyse challenges specific to any domain like IT, educational institutes, Hospitality and management.
2. Further research can be done with wider geographical coverage.
3. Further research can be extended in order to understand the challenges faced by women entrepreneur to avail government schemes and initiatives.
4. Further research can be taken in understanding traditional woman entrepreneur and new age women entrepreneur.
5. Further research can be taken in understanding in depth knowledge of their own domain.

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