

WOMEN ENTREPRENEURSHIP IN HARYANA -PROBLEMS AND PROSPECTS

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Abstract-This research delves into the primary determinants that impact women's entrepreneurship, emphasizing the incentives and obstacles encountered by female entrepreneurs. The study looks at how factors including years of business experience, marital status, and educational background affect entrepreneurial objectives like being independent, improving family welfare, and changing society, using data from 123 respondents. The results show that women entrepreneurs are motivated by a combination of social and personal objectives, with financial independence and family support standing out as key drivers. However, depending on their educational background and business development stage, women can encounter a variety of obstacles. Among the main challenges are lack of funds, social hurdles, work-life balance concerns, and gender discrimination. The study also emphasizes the importance of education, demonstrating that women who have completed more school report fewer obstacles than do their male counterparts. It's interesting to note that the findings show that women who are just starting out in company face higher societal and financial barriers than women who have been in the industry longer. Despite these revelations, the study has certain drawbacks. The small sample size and geographic focus may have contributed to the results' limited generalizability. Additionally, self-reported data is used in the study, which increases the risk of bias. The results indicate that helping women entrepreneurs requires tackling societal and financial constraints, especially in the early phases of entrepreneurship. To encourage women's entrepreneurship, policymakers should concentrate on establishing an enabling environment that includes financial access, skill development, and gender-equal laws. The understanding of women's entrepreneurial journeys will be further enhanced by broadening the scope of research across various industries and countries.

Keywords: Entrepreneurship, finance, business, gender, challenges

INTRODUCTION

About women entrepreneurs, India is undoubtedly witnessing a shift in this era of globalization, digitization, and start-up booms. Women entrepreneurs nowadays come from all walks of life and from all regions of the nation; they are not just from wealthy or well-established business families (Rani 2017). Women's participation in entrepreneurial endeavors can significantly advance social and economic advancement (Ozaralli and Rivenburgh 2016). From goddess to devadasi, from pure to vulgar, from supreme to oppressed, women in India have undergone transformations (Wilson 2020; Jansi et al. 2019).

As per the Ministry of MSME, "A Small-Scale Industrial Unit/Industry related Service or business enterprise, managed by one or more women entrepreneurs in proprietary concerns, or in which she/they individually or jointly have a share capital of not less than 51% as Partners/Shareholders/Directors of Private Limited Company/Members of Cooperative Society." Women are the foundation of society, and when they are empowered, the entire world is empowered, according to the Ministry of MSME. Through its various programs, the Ministry of Micro, Small, and Medium Enterprises (MSME) empowers women entrepreneurs by fostering their creativity and fostering their sense of self. Since the beginning of the Prime Minister's Employment Generation Program (PMEGP) Scheme and through January 23, 2019, women entrepreneurs have established 1.38 lakh projects. Approximately 30% of all PMEGP projects are started by female entrepreneurs. Women entrepreneurs are eligible for 25% and 35% subsidies for projects established in urban and rural areas, respectively, under the program's Special Category. In addition to MSME, the Indian government has done several actions to promote the safety and empowerment of women. The welfare of women in India has increased thanks to programs like Beti Bachao, Beti Padhao, Stand Up India, Mission Indradhanush, Mudra Yojana Scheme, TREAD (Trade Related Entrepreneurship Assistance and Development) Scheme, Mahila Udyam Nidhi Scheme, Annapurna Scheme, Stree Shakti Package for Women Entrepreneurs, Bhartiya Mahila Business Bank Loan, Dena Shakti Scheme, Udyogini Scheme, Cent Kalyani Scheme, and many more.

Women entrepreneurship in Haryana has become a significant driver of socio-economic change, with women increasingly stepping into entrepreneurial roles across various sectors. This shift reflects broader transformations in the state, where traditional gender roles are gradually evolving, and women are gaining more agency in economic activities. However, the

journey of women entrepreneurs in Haryana is complex and multifaceted, influenced by various factors that both encourage and challenge their entrepreneurial endeavors. One of the primary objectives of this study is to identify the factors that encourage women to become entrepreneurs. Understanding these motivators is crucial in developing strategies to further empower women in business and create a conducive environment for their entrepreneurial aspirations. The study also aims to investigate the specific issues and challenges faced by women entrepreneurs in Haryana. Despite the growing number of women-led businesses, rural women often encounter significant barriers, such as limited access to financial resources, inadequate infrastructure, and societal pressures that can stifle their entrepreneurial potential. These challenges require targeted interventions to ensure that rural women entrepreneurs can thrive and contribute effectively to their local economies. Lastly, the research seeks to explore the work-life balance experienced by women entrepreneurs in Haryana. Balancing personal and professional responsibilities is a critical aspect of entrepreneurship, especially for women who often juggle multiple roles within their families and businesses. Understanding how women entrepreneurs manage this balance can provide insights into the support systems and policies needed to facilitate their success.

2. LITERATURE REVIEW

Social conditioning has made women more likely to be reticent, introverted, and home-oriented, according to Singh and Saxena's (2000) research. Gender bias in the home and in society, the burden of family responsibilities, a lack of managerial experience and skills, a lack of business-related information, a lack of achievement motivation, a risk-averse attitude, a lower level of education, shyness in professional interactions, and the lack of financing are some of the difficulties.

In their study, Ganesan et al. (2002) illustrate how women entrepreneurs face several challenges, including access to quick and affordable working capital and equity financing, inadequate marketing support, and infrastructural barriers.

According to Sinha (2003), common problems include finding a work-life balance, low self-esteem, ignorance of business concerns, shyness and reluctance in business transactions, failure to secure formal funding due to inadequate collateral marketing issues, and a lack of business premises.

According to Malyadri (2014) research, most female entrepreneurs who run medium-sized and small businesses face extremely difficult circumstances. He has enumerated the several challenges they encounter, including locating locations, locating consumers for their goods, obtaining information and financing, and gaining access to training, particularly in remote areas. In addition to all of these challenges associated with managing the businesses, they also must deal with social and economic constraints. They have little schooling, oversee all household duties, and must get permission from family members before traveling to training sessions or trade shows.

According to Sabiha Fazalbhoj (2014), registering rural women as government-registered enterprises will open doors for the nation's economic growth. Additionally, he claims that women entrepreneurs may operate even more effectively in both urban and rural regions if the government offers financial support by adding them to the registered industries.

The study by Neera Pal and Shakuntala Misra (2016) emphasizes the facts regarding the contribution of female entrepreneurs to economic development as well as the difficulties they face. According to the survey, they can handle both work and home equitably. They aid in India's economic development.

According to Shastri et al. (2022) research, women entrepreneurs in Rajasthan are mostly motivated by internal factors such as growth, innovation, autonomy, and rejecting traditional gender identity. Moreover, institutions present obstacles rather than serving as a source of inspiration for female entrepreneurs. The absence of social capital and gender stereotypes are the two biggest obstacles facing female entrepreneurs. Entrepreneurial roles are viewed as more masculine than feminine in patriarchal settings. Furthermore, a negative informal institutional environment is expressed in cultural norms that are mirrored in the lack of social capital that bridges gaps and bonds, respectively, in the form of networks and family support.

According to Dixit (2023), the study's major topics include financial independence, women's empowerment, social identity, autonomy, mobility, gaining self-confidence, creativity and invention, satisfying motivations, action and social learning, and setting standards (benchmarks). The findings demonstrated that social entrepreneurial leadership has a major impact on women's empowerment through benchmarking.

3. OBJECTIVES AND HYPOTHESIS OF THE STUDY:

1. To explore the key factors that encourages women to become entrepreneurs.
2. To investigate the specific obstacles that female entrepreneurs must overcome in Haryana.
3. Examine how women entrepreneurs in Haryana manage their work-life balance, assessing the impact of their entrepreneurial activities on personal and family life.

4. RESEARCH METHODOLOGY OF THE STUDY

In this research study conducted in Haryana and primary as well as secondary data were utilized to investigate the factors influencing women entrepreneurship in the region. Structured questionnaires were used to gather primary data from a sample of 124 female entrepreneurs. The surveys asked questions about the demographics, business motivations, and challenges that the women entrepreneurs experienced. This methodology facilitated the acquisition of primary data directly from the intended audience. Secondary data, which offered a wider context and supporting information for the research, were obtained from government publications, scholarly journals, and other studies on entrepreneurship. To evaluate the data, the Chi-square test was utilized to look at the correlations between categorical factors, including education level and company success, while descriptive statistics were used to highlight the important traits of the respondents. This mixed-method approach allowed for both qualitative insights and quantitative confirmation, facilitating a thorough knowledge of the dynamics of women entrepreneurship in Haryana.

5. DATA ANALYSIS

Table 1 Marital status and factors influencing Entrepreneurship

Count	Leisure purpose	Leisure purpose, self-independence	Making a Difference in society	Make a difference in society, Leisure purpose	Make a difference in society, to help family	Make a difference in society, to help family,	Passion for business	To help family	To help family, self-independence	self-independence	Total
Married	3	3	4	3	0	6	10	18	7	36	90
Unmarried	0	0	2	0	3	3	2	9	2	12	33
Total	3	3	6	3	3	9	12	27	9	48	123

Source -primary data

Table 1 shows how different factors influence the decision to become an entrepreneur, broken down by marital status (Married vs. Unmarried). The factors are Leisure purpose, self-independence, make a difference in society, to help family, Passion for business, to help family, self-independent.

Table 2: Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.197 ^a	9	.154
Likelihood Ratio	15.263	9	.084
N of Valid Cases	123		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .80.

This table shows the results of a Chi-Square test to determine whether there's a significant relationship between marital status and the factors influencing entrepreneurship.

Pearson Chi-Square value: 13.197. The corresponding p-value is 0.154. So, the p-value is above 0.05, it indicates no statistically significant relationship between marital status and the factors influencing entrepreneurship. Likelihood Ratio value is 15.263 with the same degrees of freedom and a slightly lower p-value (0.084), still not significant. This means that marital status doesn't significantly affect the reasons individuals decide to become entrepreneurs based on the factors studied.

Table 3: Year of doing business and challenges

Year	Cultural or societal barriers	Doubt of self-confidence	Doubt of self-confidence, Lack of information, Lack of education	Doubt of self-confidence, Lack of information, Lack of education	Financial issues, Gender bias and discrimination, Cultural issues	Financial issues, Lack of information, Cultural societal	Financial issues, Lack of information, Market competition	Financial issues, Lack of information, Market competition	Lack of education	Market competition	No obstacles	No obstacles, Doubt of self-confidence, financial issues, Lack of information	No obstacles, financial issues	Work life balance, Gender bias and discrimination		
0-3	12	6	3	3	18	0	3	0	3	12	6	3	3	12	3	87
3-6	3	3	0	0	0	0	0	3	0	0	6	0	0	9	0	24
more than 9	6	0	0	0	0	3	0	0	0	0	3	0	0	0	0	12
Total	21	9	3	3	18	3	3	3	3	12	15	3	3	21	3	123

This table depicts the relationship between the years of doing business and the obstacles that female entrepreneurs must overcome. The years of doing business are categorized into three ranges are include 0–3 years of doing business (Total: 87 cases), 3–6 years of doing business (Total: 24 cases), More than 9 years of doing business (Total: 12 cases). Group 0-3 years seem to face the most significant challenges, particularly related to financial issues and cultural or societal barriers. Starting a business seems to come with difficulties in these areas. Analysis shows that group 3–6 years challenges appear to diminish slightly, with more balanced challenges and a higher number reporting no obstacles. More than 9 years group experienced

entrepreneurs face fewer challenges, but cultural barriers and financial issues persist to some extent. So, women entrepreneurs faced more challenges in the earlier stages of their business journeys, especially regarding financial issues, cultural barriers, and work-life balance. As they gain more experience, some of these challenges lessen, although certain issues like cultural barriers may remain.

Table 4 Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.840	.000
Nominal Cramer's V	.594	.000
N of Valid Cases	123	

Table 4: Symmetric Measures

This table presents the results of statistical tests, specifically Phi and Cramer's V, Phi Value of 0.840 suggests a strong association between the variables being tested (likely between years of doing business and challenges faced, based on previous tables). The value of Cramer's V 0.594 indicates a moderate to strong association. The p-value is less than 0.05, indicating that the association between the variables is significantly significant.

Table 5 Women face unique challenges compared to Men

Do you feel women face unique challenges compared to men in entrepreneurship	No	Yes	Total
BELOW 10 TH	0	12	12
BELOW 12 TH	6	39	45
GRADUATE	0	36	36
POSTGRADUATE	9	18	27
PROFESSIONAL QUALIFICATION	3	0	3
Total	18	104	123

Out of 123 respondents, 18 said "No" (women do not face unique challenges), while 105 said "Yes" (they do face unique challenges). A strong majority of respondents, across all education levels except for professional qualifications, feel that women face unique challenges in entrepreneurship compared to men. The data shows that the perception of women facing unique

entrepreneurial challenges is widely held, especially among those with lower educational qualifications, though it becomes slightly more balanced at higher education levels.

Table 6 Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.576E2 ^a	10	.000
Likelihood Ratio	44.332	10	.000
N of Valid Cases	123		

The corresponding p-value is 0.000. The p-value is less than 0.05, it indicates statistically significant relationship between women face unique challenges compared to men and educational qualification.

CONCLUSION AND IMPLICATIONS OF THE STUDY

The report concludes that despite the numerous challenges faced by female entrepreneurs, especially in the beginning, many of these problems go away with experience. But gender discrimination, financial hardship, and cultural hurdles continue to be issues that require ongoing assistance and intervention. The biggest obstacles for female entrepreneurs, especially in the beginning phases of their business ventures, are money problems and social or cultural hurdles. Higher educated women feel better prepared to overcome obstacles in the entrepreneurial world, and this impression of women confronting problems is closely correlated with educational attainment. Women's reasons for starting their own businesses are not much impacted by their marital status, indicating that these incentives are often the same regardless of the social context. Education is a major factor in how people perceive the difficulties that women encounter; women with higher levels of education tend to feel less restricted by barriers that are specific to their gender. These results highlight the necessity of focused policies and initiatives that tackle long-standing social hurdles as well as early-stage obstacles to support women in achieving success in entrepreneurship.

LIMITATIONS OF THE STUDY

The study contains several drawbacks. First, the findings' generalizability is limited by the small sample size of 123 cases. The study's limited relevance to other geographic areas where

cultural and economic elements may differ is partly a result of its concentration on a particular region, most likely Haryana. Furthermore, the study is devoid of important demographic information like age, income level, and urban versus rural differences, which could give light on the difficulties faced by various groups of women. The emphasis on marital status ignores family variables that could affect entrepreneurial motivations, such as the number of dependents or spousal support. The study does not examine a broad range of issues, such as market accessibility or technological accessibility, and instead depends on self-reported perceptions, which may create bias. The results indicate that helping women entrepreneurs requires tackling societal and financial constraints, especially in the early phases of entrepreneurship. To encourage women's entrepreneurship, policymakers should concentrate on establishing an enabling environment that includes financial access, skill development, and gender-equal laws. The understanding of women's entrepreneurial journeys will be further enhanced by broadening the scope of research across various industries and countries.

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