

Causes and Constraints Faced by Women Entrepreneurs in Entrepreneurial Process

Pooja Nayyar, Avinash Sharma, Jatinder Kishtwaria, Aruna Rana and Neena Vyas

*Department of Family Resource Management, College of Home Science CSK HPKV Palampur
176 062, Himachal Pradesh, India*

E-mail: <jkishtwaria@yahoo.com> <jkishtwaria@rediffmail.com>

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ABSTRACT Entrepreneurship is the core of economic development. It is a multi-dimensional task and essentially a creative activity. Entrepreneur is key factor of entrepreneurship. Women entrepreneurship is a recent phenomenon and in the process have to face various problems. Therefore, this study was conducted on hundred women entrepreneurs selected through random and snowball sampling technique from four zones of Himachal Pradesh. Nursing homes, boutiques, handloom units, beauty parlours carpet making units and general stores were the enterprises selected for study. The objectives of the endeavour were to ascertain the financial, marketing and production constraints faced by women in their enterprises; assessment of their health status, work place facilities and to develop guidelines for becoming a successful entrepreneur. Poor location of unit, tough competition from larger and established units, 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. Common entrepreneurial problems can be dealt by formulating self-help mutually aided groups. Support mechanism such as institutional credit need to be strengthened to keep entrepreneurs aware about loaning schemes/credit facilities for further expansion.