

“Indian Girls Doesn’t Take Entrepreneurship as a Career Option: A Perceptual Study of Management Students of SBES”

By

Kasturima Borah

Student: International Institute of Management Studies

Abstract

It has been seen that girls even though they are education enough to take the managerial and other challenges doesn't opt for entrepreneurship as their career option. If we peep into the history of women entrepreneurship of India, we will know most of the women entrepreneurs are engaged in micro businesses.

With the current study the researcher tried to address the problems perceived by women in the educated society which may come in the way of their journey towards entrepreneurship. The primary data study was conducted on girl's students of a primer business school and found out that it's the attitude that girls carry regarding entrepreneurship is the main hurdle in the way of entrepreneurship moreover the societal norms are responsible for not making women enterprising. Baring other factors girls found to be confident and enthusiastic towards entrepreneurship.

Keywords: Women entrepreneurship, society, education.

INTRODUCTION:

Entrepreneurship is the act of setting new business or reviving an existing business so as to take advantage from new opportunities. Entrepreneurship is a male dominated phenomenon from the beginning in a country like India. According to reports only 10% of the total entrepreneurs in India are women. According to an article of The Times of India, dated 25th June 2015, India ranks a low 70 among 77 countries covered in the 2015-Female Entrepreneurship Index. The main reasons that the study identifies for the country's poor score are lack of labor force parity and access to first-tier finance (women entrepreneurs find even initial debt funding, required for day-to-day operations, difficult to raise). Through this research paper, the reason behind the perception that Indian girls don't take entrepreneurship as a career is tried to analyzed.

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OBJECTIVES: Following are the objectives of the research paper:

- To find out the reason behind not choosing entrepreneurship as career by women.
- To know the perception of the women regarding entrepreneurship.
- To know the challenges of choosing entrepreneurship.

SCOPE: The scope of this paper is very limited. It is conducted only by considering the female students of Saibalaji Education Society.

LIMITATIONS:

The research is conducted only by considering a small sample of the whole population of girls in India. Therefore it might become invalid if the sample is increased or changed.

REVIEW OF LITERATURE:

V Krishnamoorthy and R Balasubramani (April 2014), identified the important women entrepreneurial motivation factors and its impact on entrepreneurial success. The study identified ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction are the important entrepreneurial motivational factors. The study also concluded that ambition knowledge and skill independence dimensions of entrepreneurial motivational have significant impact on entrepreneurial success. Palaniappan, C. S. Ramanigopal, A. Mani (19 March 2012) in their article analyzed that women have been successful in breaking their barriers within the limits of their homes by entering into varied kinds of professionals and services. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. This study had also been carried out to analyze the motivational factors and other factors that influence women to become entrepreneurs, the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship, and to offer suggestions to promote women entrepreneurship of selected districts in Tamil Nadu. This study concluded that due to lack of training and education they are not able to survive in the market. Finance is also the major problem for women entrepreneurs. Anita Tripathy Lal's (November 15, 2012) main objective of this research was to study the significant rise of Women Entrepreneurs in India and how it has evolved since the pre-independence days (before 1947), during the British colonial days. The study also analyzed the reasons that have prompted the women entrepreneurs to unleash their entrepreneurial energies into start-ups. Based on both qualitative and quantitative analyses the growth of women entrepreneurship in India have been studied into four different periods. Pre-Independence Period (before 1947), Post-Independence Period (after 1947), Post-Liberalization Period (after 1991) and Post -

Global Recession period (2008 onwards). The study finally concluded to what extent the various support systems in India can further foster a conducive ecosystem for the Women Entrepreneurs in India.

RESEARCH METHOD:

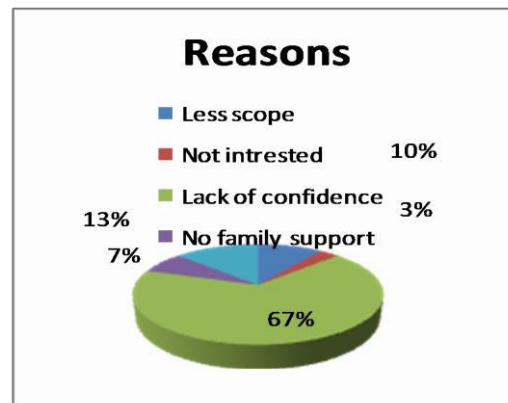
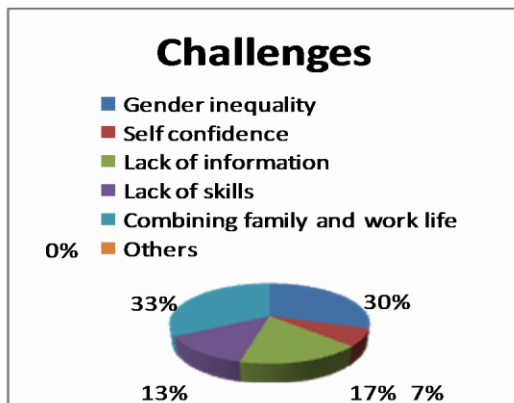
In this research paper, exploratory method of research is used where personal opinion of the researcher is given in respect to the findings.

Sample Size: The size of the sample of the research is 50.

Sample design: The sample is randomly selected according to the convenience of the research. However the sample contains only the female students of SBES.

1. Reason for not selecting entrepreneurship:

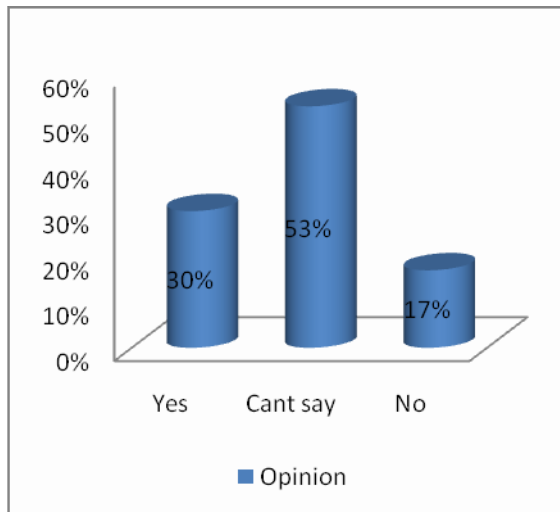
2. Challenges of becoming women entrepreneur:



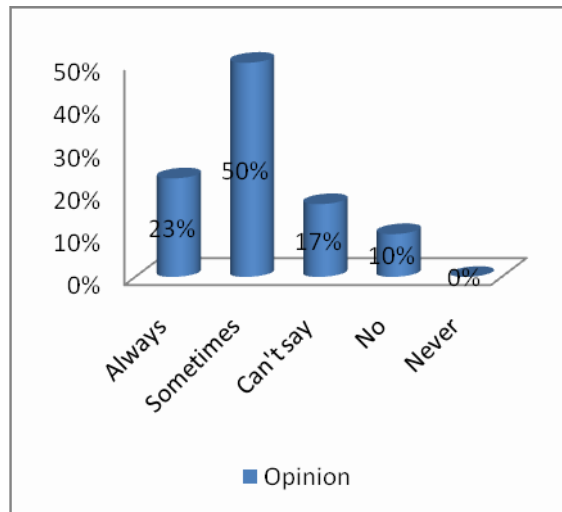
It can be seen from the above data that 67% of the selected respondents do not prefer entrepreneurship due to lack of confidence. 13% of them have given the reason of lack of finance 10% of them think that there is less scope in the field whereas 7% of them don't have family support. The rest 3% are not interested in choosing entrepreneurship because of their own interest

It is seen that 33% of the respondents are of the opinion that it is the combining work and family life that is the most challenging whereas 30% think that it is the gender inequality that becomes that biggest challenge. 17% of the girls are of the opinion that the biggest challenge of becoming entrepreneur is lack of information. 13% consider lack of skills and 7% consider self confidence as a biggest challenge.

3. Is family life a barrier



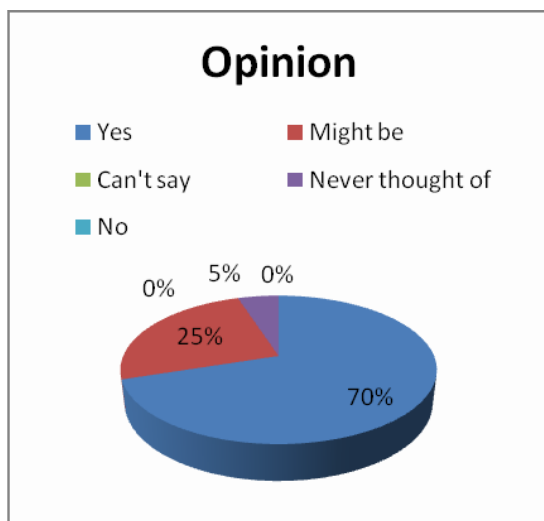
4. Is finance a barrier



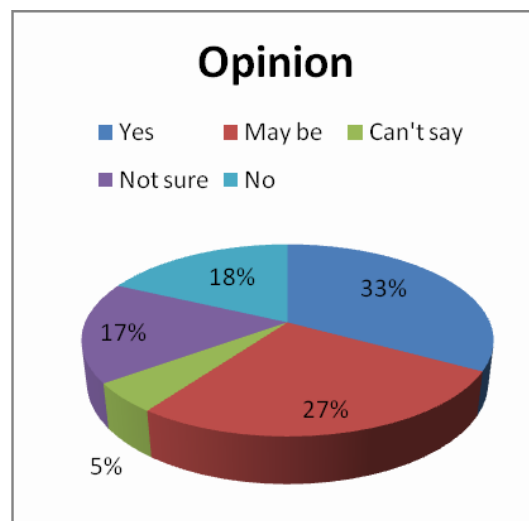
It can be studied that family life plays a vital role in a women’s life. Therefore 30% of the respondents are of the opinion that their family life becomes a barrier in choosing entrepreneurship as a career. However majority of the total sample i.e. 53% can’t decide that Family life is a barrier or not and 17% don’t think that family life becomes a barrier.

50% of the respondents are of opinion that finance is sometimes act as a barrier. However they think that it’s a secondary challenge. 23% on the other hand thinks that finance always is a problem in entrepreneurship. 17% don’t have any opinion regarding this whereas 10% does not consider finance as a barrier.

5. Would you like to choose entrepreneurship as a career?



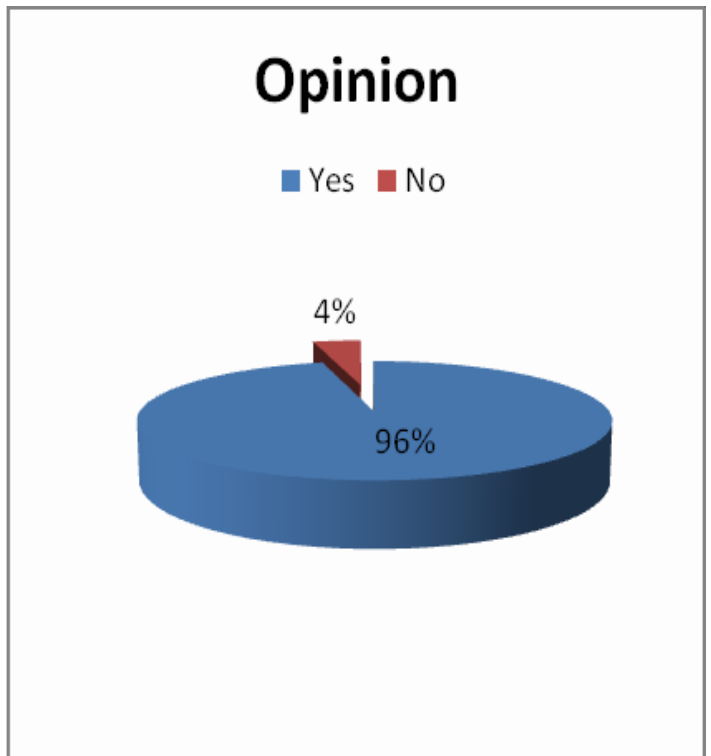
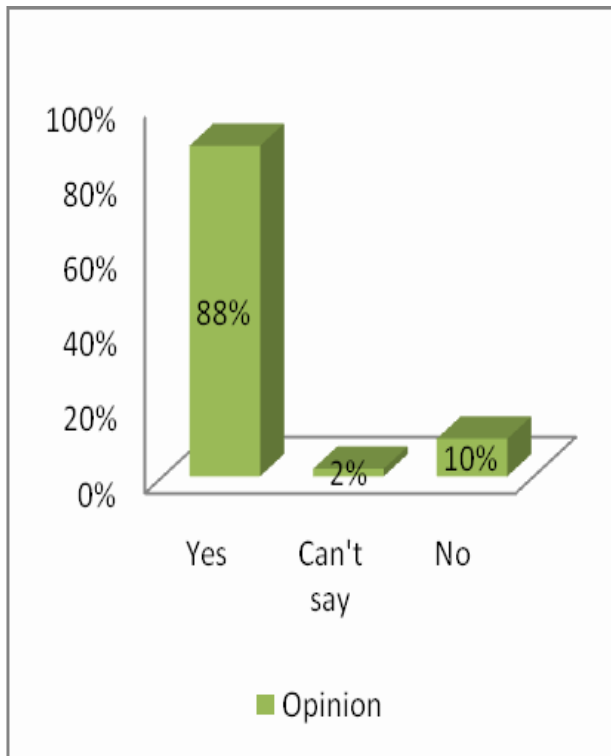
6. Are you capable of becoming entrepreneur?



It can be noted that 70% of the girls would like to become an entrepreneur if they get an opportunity. 25% are still confused and they might become if given opportunity. And the rest 5% of girls have never thought of it. Despite all the challenges they face, 33% are capable of becoming entrepreneur. 27% are of the opinion that they might be capable, whereas 18% thinks that they are not capable for the career girls and 17% are not sure. 5% of the girls can't say anything about their opinion.

7. Is entrepreneurship a good option for women?

8. Is there any need for more career Women entrepreneur in India?



Entrepreneurship is considered as a good career option for women by 88% of the girls. 10% of the girls don't consider it good whereas 2% can't say anything. Majority of the population thinks that India wants more and more women entrepreneurs so as to ensure better growth of women. 96% of the girls are in support of women and 4% don't think that India wants entrepreneur more women entrepreneur.

CONCLUSION:

From the whole analysis of the report it can be noted that there are various challenges for a in choosing entrepreneurship as a career. Despite all these problems women are still willing to choose the career option. If opportunities arise they will definitely opt for the career of entrepreneur. Following are some of the reasons for not selecting entrepreneurship by women: Combing family and work life less opportunities insufficient fund.

SUGGESTIONS:

To improve the perception of the women following measures can be taken: Making the women aware of the benefits of being an entrepreneur. Making the women realize about the various opportunities that can be explored by an entrepreneur.

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