

INFLUENCE OF GENDER ON ENTREPRENEURSHIP

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Abstract : Women were once restricted to the confines of their houses, where they took care of their male family members and handled chores. As time passed, women's roles began to change, and they made their marks in every area that had previously been dominated by men. Historically, it was thought that men were the only ones who could be successful in business. More women have founded their own businesses in recent years. Despite the fact that networks of women-owned businesses and female entrepreneurs are growing, many challenges remain. This is primarily due to guys acting in a stereotypically masculine manner in society.

When it comes to raising money for a business, gender prejudice is particularly pervasive. The government and financial institutions have doubts about women's capacity to take calculated risks and run successful businesses. Women's decision-making skills are frequently perceived as being more emotionally biased, which isn't ideal in the workplace because they are perceived as being substantially more emotional than men. The backing of a woman's family is essential when she wants to launch her own business.

The study examined the perspectives of female entrepreneurs in order to look into how gender affects entrepreneurship. The study considered a number of elements, such as financial support, risk involved, family support, fierce competition, and government support. The core causes of gender discrimination in the workplace were clarified by these studies.

Keywords : Gender, Women, Entrepreneurship

Introduction

Establishing, developing, and operating a new business that sells or leases a good, a process, or a service is entrepreneurship. It include creating a business plan, gathering resources (both material and financial), hiring staff, giving counsel, and taking accountability for the organization's success or failure.

Economic growth depends in large measure on entrepreneurship. Additionally, it aids in the construction of new businesses, the creation of jobs, and the improvement of living conditions. It also helps entrepreneurs strengthen their managerial skills.

Entrepreneurship might involve a single person starting a small business or large-scale projects with a team and lots of employment being created.

A person who owns and operates a firm, bearing entire responsibility for its success or failure, is referred to as an entrepreneur. In the field, they hold a very vital position. As an innovator, he or she introduces novel concepts, goods, or services. They also increase the number of jobs available, which boosts the nation's GDP.

Women founding businesses are referred to as engaging in "women's entrepreneurship." The Indian government defines a woman entrepreneur as a person who owns and controls at least 51 percent of the company's capital and at least 51 percent of the jobs it generates.

Push factors are women who start a business to get out of debt, pull factors are educated women without job experience who start a business with the aid of commercial banks and financial institutions, and self-employed entrepreneurs are uneducated women who live below the poverty line.

Women entrepreneurs create businesses in the manufacturing, agriculture, and related industries, as well as in the service (consulting, training, bookkeeping, childcare, and other enterprises), handicrafts, fashion design, beauty salons, interior design, jewelry making, photography, web design, and other fields.

Many Indian cultures consider that a woman's place in the home is to take care of the needs of the family, including child care, cleaning, cooking, and water fetching. India's status of women has changed over time as a result of cultural control, globalization, and economic progress. Women's roles have evolved from being homemakers to being skilled and seasoned professionals as a result of better awareness and education. In India, it is believed that men predominate in the sphere of entrepreneurship.

Women are attempting to enter the workforce, but they confront several barriers. Financial limitations, juggling work and family obligations, societal acceptance, gender discrimination, and intense competition are just a few of the challenges. In India, very few women have succeeded as company proprietors. Kiran Mazumdar Shaw, Indra Nooyi, Vandana Luthra, Naina Lal Kidwai, Ekta Kapoor, Richa Kar, and Shahnaz Hussian are a few of India's most well-known female businesswomen.

The Annapurna Scheme, Stree Shakti Package, Bharatiya Mahila Bank Business Loan, Dena Shakti Scheme, Udyogini Scheme, Cent Kalyani Scheme, Mudra Yojana Scheme, Mahila Udyam Nidhi Scheme, and Mahila Udyam Nidhi Scheme are a few of the current government and financial institution programs that support women entrepreneurs. These initiatives support women in finding funding and starting their own enterprises.

The National Resource Centre for Women (NRCW), established by the Indian government to foster women's entrepreneurship, is one of the institutions that promotes female entrepreneurship in India. It brings together professionals from a variety of fields, including, among others, gender rights, economic empowerment, health and nutrition, communication, and economic base violence. A charitable organization called WIT (Women's India Trust) trains poor and untrained women how to generate steady income.

The primary goal of the Kerala State Women Development Corporation (KSWDC) is to remove obstacles that prevent women from

developing and achieving success. A nonprofit group called AWAKE (Association of Women Entrepreneurs of Karnataka) assists women in bettering their financial situations. Working Women's Forum (WWF): This group offers microcredit, training, and health services to women in southern India to help them improve their living situations. A group of independent women is known as SEVA (Self-Employed Women's Association). It is a nonprofit organization for women who are self-employed and make minimal wages.

Objective of the Study

Since the majority of women-owned businesses are tiny and marginal, they are frequently thought to be performing below expectations. In this article, the authors propose that such performance profiles represent the restricted performance of many of these small enterprises. The authors assert that such performance profiles match the constrained production of the majority of small businesses. The assertion that women-owned enterprises do poorly implies a gendered bias in the terminology of entrepreneurship, in which femininity and poverty are equated. Furthermore, women-owned firms are predicted to perform worse due to beliefs of female inferiority within the context of male normativity and supremacy. Since there is a correlation between gender and company performance, the goal of this study is to critically evaluate that link. It is hypothesized that this evaluation will have implications for the development of our understanding of entrepreneurial behavior more broadly.

Research Methodology

Secondary data was gathered from books, magazines, and internet. The author's questionnaire survey was carried out using the convenience sample method. Data is gathered using a sampling strategy from participants who are easily accessible to the researcher so that the research can be done.

Analysis and Findings

The survey comprised 300 female business owners in total. The poll was carried out using a convenience sample method. It's a sampling technique where information is gathered from participants who are easily accessible to the researcher conducting the study. The data was gathered from a variety of local businesswomen. Family support, government support, gender discrimination, risk involved, and competition are a few of the topics included in the data. The study's objective was to gather information from female small- and medium-sized business owners.

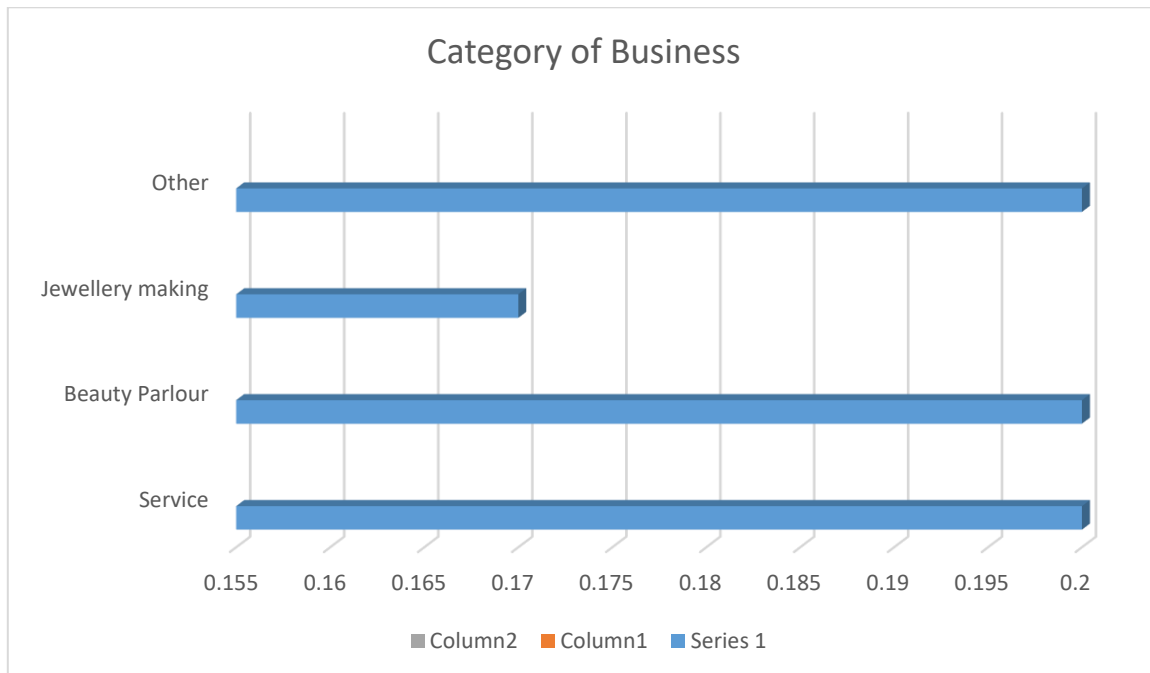
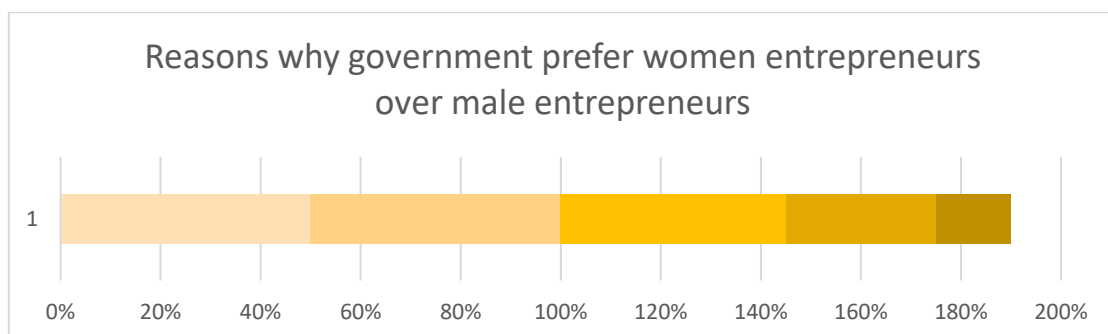
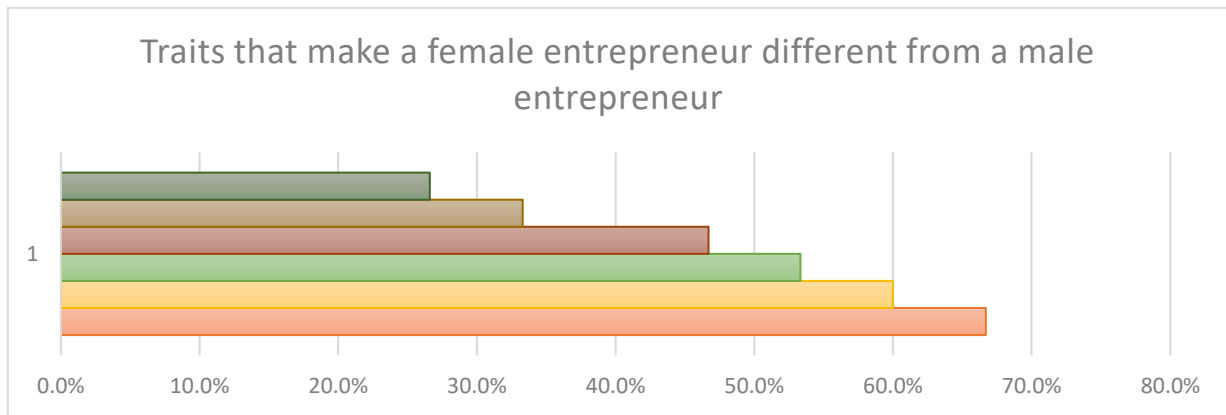


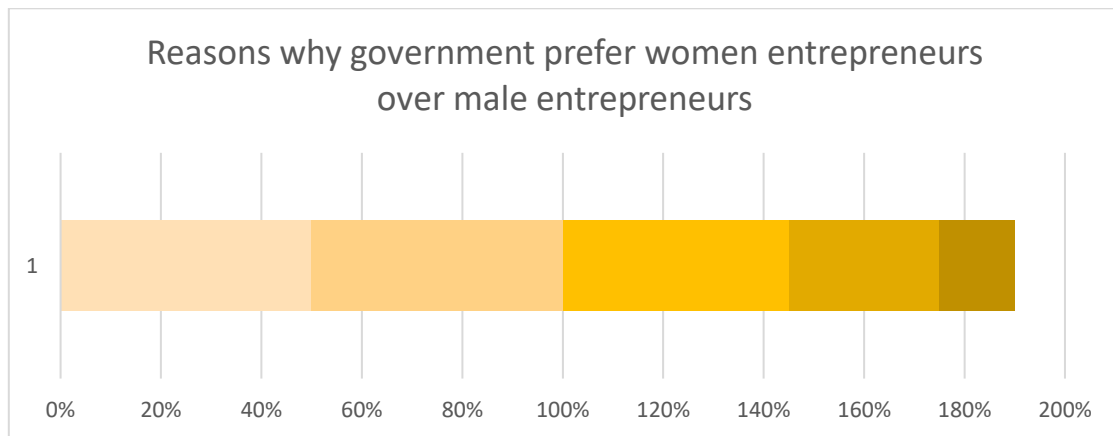
Figure 1 shows that women work in manufacturing, agriculture and related industries, handicrafts, interior design, fashion design, photography, web design, tailoring, and shops, accounting for 46.6% of all employment. Women also work in beauty salons (20%), jewelry manufacturing (16.7%), and service (16.7%), and shops (16.7%). 53.3 percent of the women had jobs before starting their own businesses, while the remaining women did it right away.



According to Figure 2, 36.7% of women use their income to sustain their families, 36.7% to pursue their goals, and the remaining 26.7% to become financially independent.



66.70 percent of respondents believe that women are more likely to seek and listen to advice, 60 percent believe that women are in-depth thinkers, 53.30 percent believe that women are more likely to seek and listen to advice, 46.70 percent believe that women are rational, 33.30 percent believe that women are emotional, and 26.60 percent believe that women are racial.



According to Figure 4, 60% of female business owners think that the government favors them more than male entrepreneurs. 50% of female business owners think that the government favors them over male business owners because they are more dedicated and independent. This is followed by 45% who think that the government favors promoting women business owners, 30% who think that the government favors reducing discrimination, and 15% who think that the government favors balancing society.

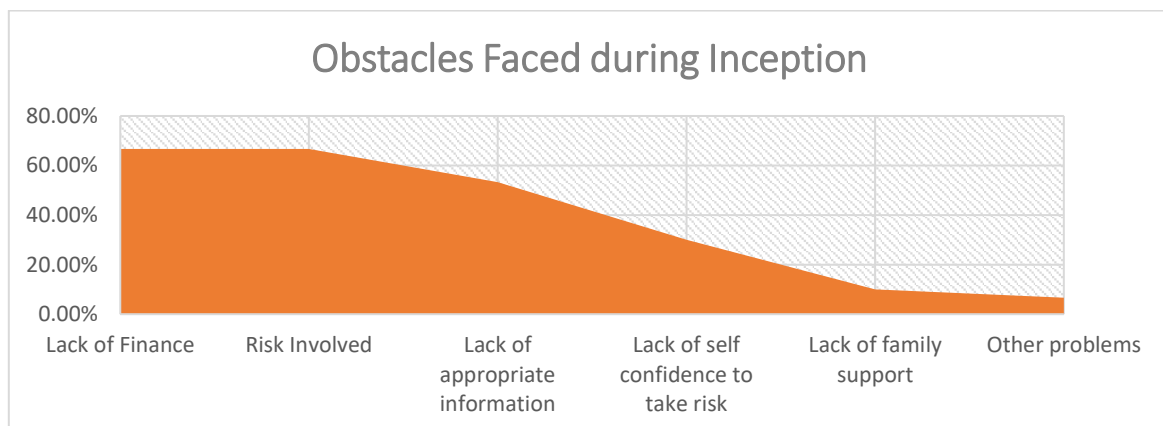


Figure 5 illustrates the challenges faced by female business owners when launching a company. According to 66.70 percent of them, these challenges include a lack of funding and the inherent danger of doing so. In addition to not having enough business skills, 30% of women claimed they lacked the confidence to take calculated risks, 10% said their families weren't supporting them sufficiently, and 6.60 percent stated they were facing other difficulties.

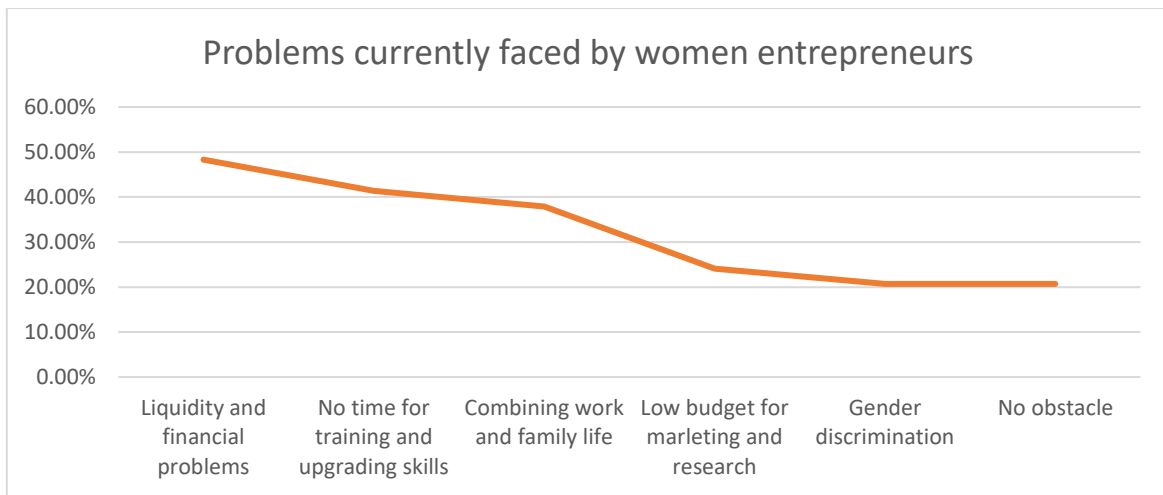


Figure 6 shows at this time, 20.7% of women experience gender discrimination, 48.3% of women have liquidity and financial issues, 41.4% do not have time for training or skill upgrades, 37.9% struggle to balance work and family life, 24.1% do not have enough money for product research and marketing activities, and another 20.7% do not face any obstacles.

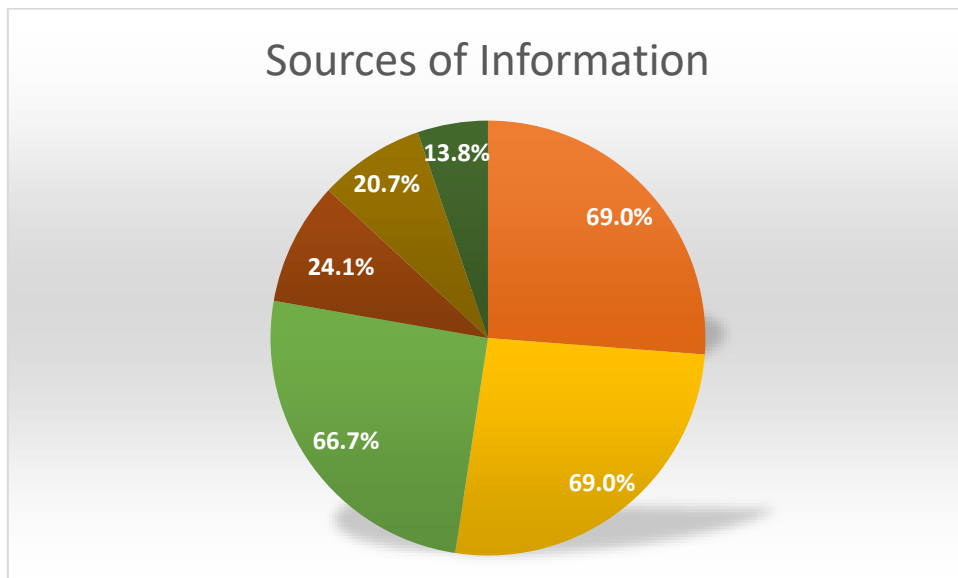
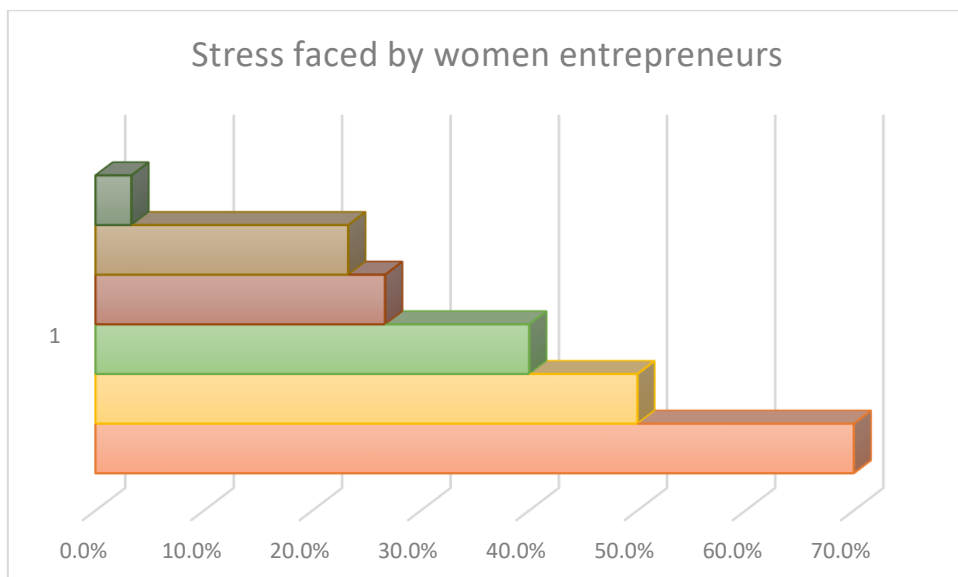


Figure 7 reveals that 69 percent of women acquired knowledge from customers, family, and friends, whereas 66.70 percent got information from market research, 24.10 percent from the media, 20.70 percent from expert guidance, and 13.80 percent from employees.



According to Figure 8, 70% of women are stressed out by competition, 50% by money, 40% by customer or client demands, 26.7% by family, 23.3% by supplier problems, and 3.3% by employee conflicts.

CONCLUSION

The report states that 20% of female entrepreneurs work in the beauty industry, 20% in the service sector, and 16.67% in the jewellery sector. 26.60 percent of women desired to be self-sufficient, while 36.70 percent began a business to supplement their family's income and attain their goals. The survey found that women are more likely than males to be hardworking and better at dealing with others that women are better at deep thinking in 60% of cases, and that women are more likely to seek out and pay attention to advice in 53% of cases. Women believe that because they are more dedicated to empowering women, developing female entrepreneurs, and eliminating bias, governments should favor female entrepreneurs over male ones. In the beginning of their businesses, the majority of female entrepreneurs heavily rely on personal funds. Bank loans and grants are only occasionally used. Most women struggle to juggle job and family life since they don't have enough time to spend with their loved ones. The way business is done is always fast-paced. Profit and loss are both potential outcomes. Women entrepreneurs typically don't like to take big risks in their businesses. Women have a hard time surviving in this hostile environment. In India, the sector of entrepreneurship is still viewed as being dominated by men. Women experience a range of forms of prejudice due to their gender.

It is suggested that gendered socioeconomic positioning guarantees that women-owned firms exhibit limited performance. Furthermore, despite the lack of solid evidence demonstrating significant gender differences in the performance of male and female entrepreneurs, engrained epistemic gendered prejudices that paint women as bad entrepreneurs still exist.

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