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## STATUS OF WOMEN ENTREPRENEURS IN ROHTAK DISTRICT OF HARYANA: A CASE STUDY

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### *Abstract*

*Women entrepreneurship is an economic and social activity of those females who think of a business idea and establish enterprise on it, organize and bring together various factors of production, smoothly operate the enterprise, and undergo risks and handle myriad economic uncertainties involved in functioning of a business enterprise. The main objectives of the study are to analyse the motivational factor for women to become entrepreneurs and highlight the problems faced by women entrepreneurs. For fulfilling the above said objectives primary data has been used and a total of 80 women has been interviewed. The study revealed that all the motivational factors are statistically significant at 5 per cent level of significance. The study also revealed that the dual responsibilities on women i.e., combining work and family life is the biggest problem faced by the women followed by penetrating competition, corruption, financial problem as women faced more difficulties in getting a business loan due to the negligent attitude of banks towards women entrepreneurs etc.*

**Key words:** *Women entrepreneurs, motivational factors, economy.*

### **INTRODUCTION**

Now a days, the orthodox patriarchal notion of a woman as a subsidiary support in husband's profession is gradually losing its charm. It has happened as women have charted a new path for themselves in myriad fields such as administration and entrepreneurship. Women are pushing boundaries of entrepreneurship and new ventures by leaps and bounds. This breed of neo-entrepreneurs has carved out a niche for themselves in the entrepreneurial world. They are donning different characters simultaneously not only as service provider at their homes, but alsoas important contributor to the economy as they have proved to be adept and skilful in their business endeavours. However, feminist scholars have called it dual burden of workplace and household. Despite that, this has busted the patriarchal myth that they are physically and



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mentally weak. The women entrepreneurs have demonstrated beyond doubt that they are ideal role models for their acquaintances and other women aspiring to be business leaders and entrepreneurs.

Idea of demographic dividend has pushed home the need of importance of women as an invaluable human resource. IMF has given its backing in India's case as equal labour force participation of women can increase GDP by 27 per cent. This realisation as important human resource along with important role in child rearing and other household activities have proved to be beneficial for women as well as country. This has paved the path for Women to enter different professions and donning successful role in different professions and services breaking their silos and confinement within the limits of their home. Their business acumen and emergence as smart and dynamic entrepreneurs have proved them at par with their male counterparts. Many factors have contributed for women to enter into entrepreneurial field in a primarily male led and dominated society. Apart from the compulsion of modern society to be independent, advancement in women education, need for individual achievement, the desire to get monetary benefits and social compulsions have also been important reasons for women to become entrepreneurs.

“A woman entrepreneur is one who starts business and manages it independently and with tact and skills, bears all the risks, faces the business challenges boldly with an insurmountable courage to succeed. Women entrepreneurship is an economic and social activity of those females who think of a business idea and establish enterprise on it, organize and bring together various factors of production, smoothly operate the enterprise, and undergo risks and handle myriad economic uncertainties involved in functioning of a business enterprise”. This paper strives to analyse the status and progress of women entrepreneurship in Haryana.

## **REVIEW OF LITERATURE**

Review of literature is an important exercise in research because it helps the researcher to find out the research gap. A number of research studies have been undertaken by different researchers in the field of women entrepreneurs in India.

Rani and Sinha (2016) observed the barriers facing the women entrepreneurs, taking a sample of 200 respondents from Haryana in their study “Barriers facing women entrepreneurs in Rural India: A study in Haryana”. Both primary and secondary sources of data have been used to find the problems faced by women entrepreneurs. Lack of awareness for girl's education was

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recorded for low educational status in rural areas. 82 per cent of the participants were facing the problem of lack of cooperation from their male counterparts along with lack of support from their family. A strong correlation was found between educational level with cooperation of male counterparts and family support.

Goel (2017) investigated the motivational factors acting on women entrepreneurs and the challenges faced by them in his study “Challenges for Women Entrepreneurship: A study of women Entrepreneurs of Small and Medium Enterprises in Rohtak District of Haryana”. Primary data was collected taking a sample of 50 people from the Rohtak city of Haryana. The women entrepreneurs under the study were not using government programme and scheme. Inadequate management experience including the problem of electricity was the major challenges faced by the women under study. All over the city showed a solid augment in the number of women entrepreneurs specifically of small enterprise.

Jakhar and Krishna (2020) analysed the problems faced by women entrepreneurs and the major factors affecting their development in their study “Women entrepreneurship: Opportunities and Challenges”. The study also highlighted the measures to improve the state of women entrepreneurs in India. High cost of production, lack of self-confidence and self-esteem and marketing problems were problems also in terms of economic Instability, arrangement of finance of raw material and of lack of risk-taking ability.

Rani (2020) analysed the motivational level on women entrepreneurs in Haryana in her study “Motivational Factors for Women Entrepreneurs in Haryana: An empirical Study”. For fulfilling the objectives of the study, a sample of 500 women has been taken from 4 districts of Haryana namely; Gurugram, Jind, Kurukshetra and Sonapat. A well-structured questionnaire has been used to collect the data and mean and t-test was applied to get the results. Financial independence, Inner desire of self-identity, and to improve living standard were found to be the major motivational factors. A significant role of SHG in motivating women was also recorded in the study.

### **OBJECTIVE OF THE STUDY**

1. To find other motivational factors for Women to become Entrepreneurs.
2. To find out the Constraints faced by women entrepreneurs in Haryana.



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## **RESEARCH METHODOLOGY**

The study is based on primary data. A sample of 80 women has been selected through non-probability convenient sampling technique from women entrepreneurs of Rohtak district of Haryana. A well-structured questionnaire schedule was prepared and used for data collection. For data analysis simple statistical tools like percentage, weighted Mean score and T-test has been adopted.

## **RESULTS AND DISCUSSION**

There are different motivational factors that can pull or push a woman towards entrepreneurial activities. This section of the paper examines some of the significant motivational factors that can motivate a woman towards it simultaneously the constraints which women entrepreneurs are facing have also been analysed. Motivational factors have been analysed using five-point likert scale then rank has been given to different factors accordingly.

**Table No.1**

**Motivational Factors for Women to become Entrepreneurs**

<b>Sr. No.</b>	<b>Factors</b>	<b>Rank</b>
1	Self- identity	2
2	Educational qualification	6
3	For the survival of the family	3
4	To enhance the living standard	1
5	Financial freedom	4
6	Hobby	5
7	For the development of society/Community	8
8	For creating job options for others	9
9	Motivation by the government, NGOs, and family	7

**Source: primary data**

The above table shows various motivational factors that affects the women to become entrepreneurs. Ranks has been given to different motivational factors based on weighted mean score. It is clear from the table that to enhance the living standard is the most popular factors among women entrepreneurs with rank 1, followed by Self-Identity (Rank 2), For the survival of the family (Rank 3), financial freedom (Rank 4), hobby (Rank 5), educational qualification(Rank 6), motivation by the government, NGOs, and family(Rank 7), for the



development of society/Community (Rank 8) and for creating job options for others (Rank 9).

To check the significance level of various motivational factors for women to become entrepreneurs, hypotheses have been formulated.

**Ho: The different motivational factors are not significant for women to become entrepreneurs.**

**Ha: The different motivational factors are significant for women to become entrepreneurs.**

**Table No. 2**

**Significance Level of Various Motivational Factors for Women to become Entrepreneurs**

Sr. No.	Factors	T	Df	Sig.
1	Self- identity	39.705	79	.001
2	Educational qualification	17.261	79	.000
3	For the survival of the family	28.509	79	.002
4	To enhance the living standard	25.726	79	.000
5	Financial freedom	21.334	79	.021
6	Hobby	19.827	79	.007
7	For the development of society/Community	12.243	79	.042
8	For creating job options for others	9.456	79	.003
9	Motivation by the government, NGOs and family	10.461	79	.005

Source: primary data

Different motivational factors which can affect the women to become entrepreneurs have been analysed in table no 2. For the above data null hypothesis for all the factors stands rejected while that of alternate hypothesis have been accepted. As study shows that all the attributes are significant at 5 per cent level of significance which means that the above factors are significantly affecting the women's decision regarding entrepreneurship.



**Table No. 3**  
**Constraints faced by Women Entrepreneurs**

<b>Sr. No.</b>	<b>Constraints (Cited more than one)</b>	<b>Rank</b>
1	Lack of family support	5
2	Competition	2
3	Psychological problem	10
4	Combining work and family life	1
5	Difficulties with getting loans to set up a Business (bank's attitude towards women)	4
6	Lack of infrastructure facilities	6
7	Lack of ability to take calculated risks	8
8	Red-tape/bribery etc.	3
9	Lack of Government support	9
10	Lack of skills in marketing	7

**Source: primary data**

The above table shows the different constraints faced by women entrepreneurs before and after entering the market are lack of family support, competition, psychological problem, combining work and family life, difficulties with getting loans to set up a business (bank's attitude towards women), lack of infrastructure facilities, lack of ability to take calculated risks, red-tape/bribery etc., lack of government support and lack of skills in marketing. The data shows that the dual responsibilities on women i.e., combining work and family life (Rank 1) is the biggest problem faced by the women followed by penetrating competition (Rank 2), corruption (Rank 3), financial problem as women faced more difficulties in getting a business loan (Rank 4) due to the negligent attitude of banks towards women entrepreneurs. Most of the women do not get support from their families (Rank 5), even non-cooperation of male counterparts has been reported by the respondents. It is also found in the study that even in 21<sup>st</sup> century despite many schemes for women empowerment; women are still facing various psychological problems such as "I can't do this", "it's too challenging to me" etc. due to their upbringing as various social, cultural, and environmental factors works together at societal level. Lack of Infrastructure



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Facilities, lack of skills in marketing, lack of ability to take calculated risks, lack of Government support and psychological problem were also some of the important constraints faced by women entrepreneurs in the sampled area.

## **CONCLUSION**

This result shows that women entering entrepreneurial activities not only to make their self-identity or to become self-independent but they are also providing financial support to their family. It is clear in the study that to enhance the living standard is the most popular motivational factors among women entrepreneurs. As study shows that all the attributes are significant at 5 per cent level of significance which means that all factors are significantly affecting the women's decision regarding entrepreneurship. Despite being many incentives and schemes for women; they are still facing many problems at root level. Combining work and family life is the biggest problem faced by the women followed by penetrating competition, corruption, financial problem as women faced more difficulties in getting a business loan due to the negligent attitude of banks towards women entrepreneurs and support from their families even non-cooperation of male counterparts has been reported by the respondents.



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