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**Amit**  
Research Scholar, Department  
of Economics, L.N.M.U.,  
Darbhanga, Bihar, India

**Dr. Hare Ram Mandal**  
Associate Professor and Head,  
Marwari College, Darbhanga,  
L.N.M.U., Darbhanga, Bihar,  
India

## Analysis of the growth of women entrepreneurship in Begusarai District

**Amit and Dr. Hare Ram Mandal**

### Abstract

Worldwide, women are much more likely than men to cite Necessity as a reason for starting their business. The preliminary study, which involved the basic random selection of 50 female entrepreneurs, served as the foundation for the current work. MS-Excel has been used to compute the data. In the study, important discoveries are highlighted. The demand for financial independence was a fundamental strength for female business owners. The important opportunities were to advance to her supervisor position. The inability to take risks and face defeat was a weakness. Lack of resources like land, money, technology, etc. was the main danger.

**Keywords:** growth, entrepreneurship, technology, financial

### Introduction

David Audretsch asserts that the gap between knowledge investment and development is filled by entrepreneurs. An entrepreneur is someone who begins a business with the intention of making a profit. Entrepreneurs create jobs and have a unique perspective on the world. Any entrepreneur will act on an idea that has become lodged in their head without considering the possibility of failure. Therefore, the execution of the new idea is everything to an entrepreneur.

Women today are adaptable. They are capable of juggling both job and family obligations. They are willing to accept the obstacles that lead to their achievement. Women who are willing to accept the risk of running their own business don't worry about failing. They hold that failure teaches us lessons that help us grow more by fixing the mistakes we've done in the past.

### Literature Review

Benard & Victor (2013) this paper examine the growth of women entrepreneurs in Dar es Salaam city of Tanzania, focusing on strengths, weaknesses, opportunities and threats. The paper's findings resulted in the significant need for financial independence. The major opportunity was to be her boss. The major weakness was the lack of education and powerful threats. A large number of women entrepreneurs have the pressure of family and child care. Singh (2014), A study conducted is categorized in three sections. The first section is based on the role and performance of women entrepreneurs and SWOT analysis. The second section focused on support the government provides for the up-gradation of women as entrepreneurs. The third section is based on the most potent and idealistic women entrepreneurs who are successful in their carrier. The paper focused on the status, problem, and challenges women entrepreneurs face. Sharma (2017) [8] this paper explored the importance of women entrepreneurship and examined the role of women entrepreneurs in the Indian economy and their contribution to the economy's development. Chintu (2019) [1] conducted a study on women entrepreneurship development in Bihar. Women entrepreneurship could play an influential role in dealing with various socio-economic problems in developing nations. Women are choosing to start their business into a small and medium enterprise. As per data, most of the women are engaged in small enterprises.

**Corresponding Author:**  
**Amit**  
Research Scholar, Department  
of Economics, L.N.M.U.,  
Darbhanga, Bihar, India

### Objective

- To study the strength of women entrepreneurs in Begusarai district.
- To find the weakness of women entrepreneurs in Begusarai district.
- To examine the opportunities of women entrepreneurs in Begusarai district.
- To find the threats among women entrepreneurs in Begusarai district.

### Methodology

This paper is based on the descriptive survey for which questionnaires was framed for collecting primary data. The selected women entrepreneur from the Begusarai district was registered in MSME.

### Sampling Method

Simple random sampling was used. Using a random sample reduces the biases of selecting the women entrepreneur in the sample. Simple random sampling is highly representative of the population which is being studied.

### Data Analysis

The questionnaire for the present study was a closed-ended question. The question was related to strengths, weaknesses, opportunities and threats. A descriptive statistics analysis was made. Ms- Excel was used to generate the methodology. Simple percentage analysis was used to find the analysis.

### Result and Discussion

**Table 1:** Strengths of women entrepreneurs in Begusarai district

	Yes	No
1. Need for financial independence	76%	24%
2. Need for decision making	66%	34%
3. Need for flexible working period	70%	30%
4. Need to develop a hobby as a business	45%	53%
5. Need for satisfactory salary payment	44%	56%

*Source:* Primary Data

Table 1 shows that the major strength of women entrepreneurs is the need for financial independence. The women of the 21st century want to be self-independent and self-reliant. The highest percentage of the strength of women entrepreneurs in Bihar was the need for financial independence, i.e. 76%. The lowest rate was the need to develop a hobby as a business which is 45%. This is because the women fear being a failure. They don't want to take a risk.

The need for decision making among the women entrepreneur was 66% who agreed why they enter into the entrepreneurial world. While 70% of women entrepreneurs in Patna needed a flexible working period. 44% of women entrepreneurs need sufficient salary payments. Most highly educated women to work as employed in other companies, only a few of the women desired to start and manage their enterprises.

**Table 2:** Opportunities of women entrepreneurs in Begusarai district

	Yes	No
1. Women are flexible. She can balance family and work.	77%	23%
2. Desire to be her boss	25%	5%
3. Insufficient income of the family	78%	32%
4. Problem in finding a job	76%	24%
5. Improving the standard to living with increasing income from business.	82%	18%

*Source:* Primary Data

From table 2, the desire to be her boss had the highest percentage value, i.e. 95% of women wanted to be their boss. They don't prefer to work under anyone else. Women also had to look after their families, so they started their enterprises. 76% of women entrepreneurs have a problem finding a job. 72% of women entrepreneurs support that women are flexible and can manage their families and work together. 23% of women entrepreneurs disagree with the point; according to them, they cannot balance work together. 76% of women entrepreneurs had entered into the entrepreneurial world because of insufficient income of the family. They wanted to support their family financially. 76% of women entrepreneurs want to improve their living standards by increasing business income.

**Table 3:** Weaknesses of women entrepreneurs in Begusarai district

	Yes	No
1. Lack of business management skills	74%	26%
2. Lack of technical friendliness	70%	30%
3. Lack of self-confidence	72%	28%
4. Fear of risk-taking and fear of being failure	54%	16%
5. Lack of business skills and need for entrepreneurial training	76%	24%

*Source:* Primary Data

From table 3, 84% of women entrepreneurs had a fear of risk-taking and fear of failure. According to them, being a woman is hard to get finance allocation. This is the reason they fear of risk-taking. 74% of women entrepreneurs had a lack of business management skills. They want some training and entrepreneur development programs for the betterment of enterprises. 50% of women had a lack of technological friendliness. They don't know how to sell their product online or advertise their firm online. 72% of women entrepreneurs had a lack of self-confidence. They did not know how to deal with the unforeseen situation, so they lose their self-confidence for growing further. 72% of the women entrepreneurs lacked business skills and need for entrepreneurial training.

**Table 4:** Threats of women entrepreneurs in Begusarai district

	Yes	No
1. Difficulties in getting finance as a women	78%	22%
2. Lack of respect from male community	62%	38%
3. Pressure of family and childcare	76%	24%
4. Lack of availability of resources such as land, technology, etc.	87%	13%
5. Lack of women entrepreneur in the society	70%	30%

*Source:* Primary Data

From table 4, the major threats of women entrepreneurs had a lack of resources. Such as land, technology, etc. The minor percentage of threats, i.e. 70%, was lack of women entrepreneurs in society. According to the data, women are not ready to take the risk of doing their work. 87% of women entrepreneurs lacked resources such as land, technology, etc. 78% of women entrepreneurs agreed that they get difficulties in getting finance as women. 62% of women entrepreneur faces a lack of respect from the male community. According to them, they didn't get the kind of respect they deserve. 76% of women entrepreneurs had a pressure of family and child care.

### Conclusion

The paper critically examines the factors strengths, weaknesses, opportunities and threats. The study results in various issues like doing their own business, having flexible work time, desire to be own boss, independence in decision making.

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