



WOMEN ENTREPRENEURSHIP IN ODISHA: CURRENT STATUS, CHALLENGES AND FUTURE PROSPECTS

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ABSTRACT

Entrepreneurship is the process of creating the new things with taking the risk. In the present scenario women are take initiative for the growth of economic development. The development of education among women it gave rise to the development of employment. The outcomes of which steps were taken to enhance the capabilities of women to be entrepreneurs. Women are come forward to deals with bigger challenges. They can increase their potential in every field. Women are conscious of their existence and their rights. Women entrepreneurs in the form of generation of employment, income and to improve the social status of women leaders are risk takers, opportunist, and innovator, enthusiastic and hard working. Women can create a specific identity for the male dominating society. This study identifies the current status of women entrepreneurs, challenges and future progress of womenentrepreneurs in odisha.

KEYWORDS :-Entrepreneurship, Development, Education, Employment, Odisha

INTRODUCTION

According to kamala Singh women entrepreneur as “ a confident, innovative and creative woman capable of achieving self-economic independence individually or in the collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.” Accordingly, the Government of India (GOI 2006) has defined women entrepreneur as “an enterprise owned and controlled by a women having a financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.”

In the recent scenario women are not only confined in the house. They are come forward to develop their importance in the society. Women are taking leading role to everywhere. Entrepreneur is a person which can take the risk. Women entrepreneur are faces many challenges. Women entrepreneur are take vital role for the development of society. Many women entrepreneur are have been engaged in home based small scale entrepreneurial activities like prepared home based food items, milk vending, poultry firms,goatrearing,framing,vegetables selling textiles materials etc. As anentrepreneur, a women entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation, screening, determination of objectives, project preparation, product analysis, and determination of forms of organizations, increasing funds, capturing men, machine and materials, and operation of business. No doubt numbers of women entrepreneurs are come out for the economic development they faces many challenges and problems. Mainly faces problem in financial support. This study focuses the various challenges faced by the women entrepreneur.

LITERATURE REVIEW

Arakeri.V (2012) Study entitled “Women Entrepreneurship in India”. This study identify the various reasons why women are enter into the entrepreneurship, types of entrepreneur, findout the problems encountered by women in starting business. It also focuses on the extensive study of secondary data collected from various books, journals, publications from various websites. This study focuses women are very good entrepreneurs.

Kumbhar Vijay (2013) study entitled “Some critical issues of women Entrepreneurship in Rural India”. The main objective of this study is the critical issues of women entrepreneurship in India.

This study was totally based on secondary data. The researcher found that many of the women entrepreneurs face many problems due to lack of financial support, lack of balance between family and career obligations, absence of direct ownership etc.

Padhi, P., Padhy, A. A study entitled “Women entrepreneurship in India: present status, problems and prospects”. The researcher found that women leaders are risk takers, opportunists, innovators and hard-working. The study analyzes their present status, different challenges faced by them. Finally concludes to what extent the various support systems in India can further foster a conducive ecosystem for them.

Anna, Chandler, Jansen and Mero (2000) proposed a model combining venture efficacy, career expectations, and individual context as determinants of industry selection. Women in traditional businesses had higher venture efficacy for opportunity recognition and higher career expectations of life balance and security and placed more importance on the financial support received from others. Non-traditional owners had higher venture efficacy for planning and higher career expectations for money or wealth.

C. Arvind and S. Renuka. The study conducted to examine the profile of women entrepreneurs, motivation and facilitating work home role conflict faced by women entrepreneurs. The researcher found that the important factors which motivated the women towards entrepreneurship are self interest in that particular area of enterprise and inspiration from others success. The facilitating factor that had an impact in maintaining the enterprise successfully were self-experience, interest, family’s help and support. The researcher realized that the women entrepreneurs in general face conflict in work and home roles, as well as conflict in work role pertained to in abilities to expand the enterprise and optimum utilization of available skill. Study concludes that women entrepreneurs require a congenial entrepreneurial climate which motivates and facilitates women to take up entrepreneurial career.

OBJECTIVES OF THE STUDY

- To know the current status of women entrepreneurs in Odisha.
- To know about the problems faced by the women entrepreneurs in Odisha.
- To know the emerging opportunities for women entrepreneurs in Odisha.

THE CURRENT STATUS OF WOMEN ENTREPRENEURSHIP IN ODISHA

Women entrepreneurship is one of the important elements of growth of the country economy. They come forwards to organize and operate the dynamics business environment. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Women have enough capacity to doing the business aloe. They have to proper balance between family responsibility and business. Women entrepreneurs can play a vital role in confidence building and creating awareness in other women to promote self-reliance. A women entrepreneur is a best decision maker who performs various functions to run the enterprise or to settle entrepreneurship. In 21th century, Odisha has got the numbers of entrepreneurs. According to the 2010 gender disparity report (GDR), there are around 200,000 women entrepreneurs in Odisha. In Odisha there is a lot of initiative taken by the govt. for the development of women entrepreneur. The MSME dept is taking up a large number of EDP training programmes for development of entrepreneurship through the district industrires centres and Institute of entrepreneurship development. Over 4,000 entrepreneurs are being trained during the current year. Currently approximately 15% of the MSMEs are owned by women entrepreneurs, which need to be taken to a level of at least 50% on a mission mode.

CATEGORIES OF WOMEN ENTREPRENEURS

1. First category

- Established in big cities.
- Having high level technical and professional qualifications
- Non -traditional items
- Good financial positions

2. Second category

- Both traditional and non -traditional items
- Established in town and cities
- Having sufficient education
- Undertaking women services-crèches, beauty parlors, health clinics etc.

- Third category

3. Third category

- Financially weak
- Illiterate women
- Involved in family business such as agriculture, horticulture, animal husbandry, diary, fisheries, agro forestry, handloom, power loom etc.

In odisha second and third categories of women entrepreneurs mostly seen. In rural areas women are taken initiatives towards for entrepreneurship. SMEs and financial institutions are helps to support for finance. Many govt. yojana implement for the development of women entrepreneurs in Odisha.

CHALLENGES FACED BY WOMEN ENTREPRENEURS

Women entrepreneurs are face many problems like-

1. Male dominated society

In the current scenario women are equal in every field but the society is fully dominated by the male. so many restrictions for the women that is the major challenges for women entrepreneurs.

2. Financial problems

Women entrepreneurs are faced many problems for managing the working capital, lack of credit facilities by the financial institutions.

3. High cost of production

It undermines the efficiency and stands in the way of development and expansions of women enterprises.

4. Dual role

Women perform dual roles both in home place and at the work place. It is a difficult task to manage both the things simultaneously so it is a great challenge for a woman.

5. Problems related to marketing

Female is dominated by the male. In the marketing parts its can faces many problems.

6. Lack of self-confidence

Many of the women entrepreneurs are failure due to the lack of confidence.

7. Lack of awareness of government facilities

Many women entrepreneurs are do not about the various facilities provided by the government.

8. Lack of suitable environment for promotion of entrepreneurship

For promote the entrepreneurship there is a suitable place is necessary.

9. High competition

Many of the women enterprises have imperfect organizational set up. They have to suffer heavy competition from the competitive market.

10. Lack of entrepreneurial aptitude

Many of the women entrepreneurs are doing the business after entrepreneurial development training but there mind is not set up properly.

EMERGING OPPORTUNITIES FOR WOMEN ENTREPRENEURSHIP

1. Direct and indirect financial assistance from various organizations

- District industries centres
- Nationalized banks
- Mahila udyog needhi scheme
- State Finance Corporation
- State small industrial development corporations

2. Yojana scheme and programmes

- Development of women and children in rural areas(DWACRA)
- Jawahar rozgar yojana

- Nehru rozagar yojana
- Training of rural youth for self-employment (TRYSEM)

3. Technological training and awards

- Entrepreneurship Development Institute of India (EDII)
- National institute of small business extension training (NISBET)
- Stree Shakti package by SBI
- Women's university of Mumbai

4. Federations and associations

- Associated country women of the world (ACWW)
- Association of women entrepreneurs of Karnataka (AWEK)
- India council of women entrepreneurs (ICWE)
- Self-employed women's association (SEWA)

WOMEN NON-GOVERNMENT ORGANIZATIONS (NGOs) IN ODISHA

- Asha deep
- Banabasi seva sansada
- Gramya mahila vikash samiti
- Jeevan rekha parisad
- Sisu 'o' mahila kalayan samiti
- Rural women development service centre

SOME OF THE LEADING WOMEN ENTREPRENEURS IN ODISHA

1.Sanghmitra Jena-hospitality sector

2.supreety Mishra-She is the founder of North Orissa Farmer's Multipurpose Corporative Limited.

3. Sruti Mohapatra-Work for welfare of disabled person.

4.Mansi Mahanta-The Secrety of Dibyajyoti Griha Udyog Jajpur

5. Smt.Kusum Agrawal-Owners of fly ash brick factory, BBSR
- 6.NaliniMohanty-Owner of incense sticks manufacturing unit in jaganathpur hamlet in kendrapada
7. Sarojini Das-Best women entrepreneur in 2006-designer of intricate designs in bamboo jewellery.
8. Minati Sahu-Beutician in bargarh district
9. Rupa Manika-rice mill owner in bargarh district.
10. Tara Das-Owner of Rajamoni foods.
11. Indira Mohapatra-Owner of Smruti Gas
12. Padmini Puty-Puty Production
13. Jagi Mangat Panda-MD of Ortel communications
14. Stuti Jalan- MD of crosshairs communication
- 15.Rashmi Sahoo- Director of Ruchi Frozit
16. Iti Samanta-Director of Kadambini Media Pvt.Ltd

CONCLUSION

In the present scenario women are creating own identity by doing something new. Women are showing interest to become an entrepreneur. In Odisha many successful women entrepreneurs are worked. For the development of women entrepreneurship govt.has taken many programme SMEs and financial institutions are acts as a financial assistance. If the development of women entrepreneurs are more and more than not only the state growth but also its help to growth rate of GDP of the nation.

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