

WOMEN ENTREPRENEURSHIP IN NEPALESE CONTEXT: A CRITICAL STUDY OF ITS PROBLEMS AND SUGGESTIONS

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Abstract

Women entrepreneurship is the most Important factor in economic and social development of the country. They are financially supported by the banks and cooperatives companies. Women entrepreneurs are given encouragement by their family members in their business activities. Nepal has framed a policy to develop entrepreneurial skills to women. The country has managed different vocational education and training to women to climb the ladder of development and empowerment from their family spheres to public spheres. Series of training programs have lunched to gradually widened the horizon for economic empowerment of women. It is found that numerous women becoming successful in entrepreneurship both in social and economic fields in our country. It is to be kept in mind that providing skill training on entrepreneurship is not the only responsibility of Government, but also other stakeholders need to pitch in. There are so many problems facing by women entrepreneurs in our society. This paper analyses the problems of women entrepreneurs as financial constraints, marketing problems, and lack of human resources, lack of raw materials, Stiff competition, and High cost of production, Limited managerial ability, Absence of Entrepreneurial Attitude, patriarchal Society, and Family Conflicts etc. To help women entrepreneurs from stumbling blocks, The article explains different suggestions to overcome them.

Keywords: Entrepreneurship, Economic Empowerment, Education, women Entrepreneur, sustainable development

1.Introduction

Entrepreneurship is given the significant importance due to its visible impact in wealth creation and employment generation. It has assumed super importance for accelerating economic growth both in developed and developing countries. It promotes capital formation and creates wealth in the country. It reduces unemployment, poverty and is a pathway to a prosperous life (Bhardwaj et.al, 2011). Entrepreneurship is the process of exploring the opportunities in the market place and arranging resources required to exploit these opportunities for long term. Entrepreneurship is a creative and innovative skill. It requires planning and organizing opportunities, assuming risk and adapting to an ever changing political, social and economic environment (Deshpande & Sethi, 2009).

An entrepreneur co-ordinate assembles and direct different factors of productions like, land, labor, capital, manpower and other related materials. Entrepreneurs are group or individuals who invest capital direct and manage business and industrial units. "An entrepreneur initiates ventures, employs workers, organizes productions, develops markets and influences the development of managerial thoughts". (Shrestha, 1982). "Entrepreneurship is meant the function of seeking investment and production opportunities, organizing an enterprise to undertake a new production process, raising capital, hiring labor, arranging for the supply of raw materials, finding the site and combining these

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factors of production into a going process, introducing new techniques and selecting top managers for day-to-day operation” (Higgins, 1966). Entrepreneurs can be divided into three board types like, private entrepreneur, government entrepreneur and institutional entrepreneur. (Ojha,2018).

It has been accepted that entrepreneurship is an economic venture which helps to uplift the economic condition of people within a short period of time, especially from the point of view of employment generation. In recent years, Nepal has seen some progress in the field of science and technology. These advancements can have huge influence in the economic growth of the country. However, economic growth can only happen if these technologies are used by the entrepreneur. Entrepreneurs can use latest technology along with other natural and human resources to become an agent of economic development of a country. Women entrepreneurship is an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in the society (Deshpande and Sethi, 2009).

Enterprise is the fourth factor of production after land, labor and capital. Enterprises are the results of the entrepreneur’s creative enthusiasm. In the economic development process, entrepreneurship is the essential input required.

It is the entrepreneur, and only the entrepreneur, who coordinates and brings together all the factors of production for the production process to produce the output. One of the important concepts developed along with economic history is entrepreneurship. Creation of a new venture, hard work, assumption of risks and reaping of rewards are the main features of entrepreneurship [Agrawal, G. R. ,2010)].

An entrepreneur can be developed from formal education. Entrepreneur training and development. Entrepreneurship is the process of emergency, behavior and performance of entrepreneur. It requires an application of energy and passion towards the creation and implementation of new ideas, knowledge and creative solutions. An entrepreneur has to take willingness for risks in terms of time, equity, and career, ability to make an active venture team, creative skill to manage resources, skill of making a solid business plan, and finally future vision of confusion. They have to seek growth and profit around the business world. In the competitive market place, entrepreneurs are constant innovators and always are trying to capture large amount of market shares. They can be known as pioneering entrepreneurs from creating one venture after another and one innovation to another. The skills of entrepreneurs can be divided in three categories that comprise twenty-eight elements. The most important elements in the category are time management, managing change in business success, decision making, human resources in business, entrepreneurship development, environment of business, helping people to learn about the business, team building, redefining the business process, project management, quality management of things, organizational development, corporate excellence and people skills. (Ogunde le, 2005)

A woman entrepreneur is an adult who owns and runs an enterprise, especially a commercial one, often at personal financial risks (Bhuvaneshwari & Annapoorani, 2013). Women entrepreneurship is an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in the society (Deshpande and Sethi, 2009).

Woman Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an innate quality of entrepreneurial woman, who is capable of contributing values in both family and social life. With the advent of media women are aware of their own traits, right and also the work situation (Rao, 2011).

The important role of female entrepreneurs and their enterprises depend upon the female entrepreneur’s characteristics as well as motivations behind their enterprises are more dissimilar that similar to those owned by men. Many researchers have showed that women and men entrepreneurs

have similar personalities and background. Most women are elder when they get involved in an entrepreneurial venture 35 to 45 years old instead of 25-35 years old in the case of men. There are more differences. However, in their motivation, the process of starting their enterprises, their entrepreneurial skills, administrative skills and professional background as well the problems they face (Ali, 2003).

The specific objective of the study is to find out different problems faced by women entrepreneurs in our country. The second objective of the study is to explain different suggestions of the women entrepreneurs' problems.

2. Materials and Methods.

The research is based on descriptive and analytical research approach. The data are collected from secondary sources. Data are collected, specially, from different national and international research articles. The Necessary materials have extracted from different electronic data based and scientific sources like Google scholar, research gate, springer etc.

3. Problems Faced By Women Entrepreneurs in Nepal

In Nepal women have made a comparatively late entry into the field of economic activities mainly because of the orthodox and socio-cultural environment (Shrestha. B.K, 2000). Nepal's sociological set up has been traditionally a male dominated one. Women are considered as a weaker sex and executor of the decision made by the male member. So, entrepreneurship has been traditionally seen as a male preserve. It is thought that women cannot do it. These prevailing social values, culture and perception to some extent restrain the growth of women entrepreneurs in Nepalese society (Khatiwada, 2001). But there are certain communities, especially the Newars, Sherpas, Gurungs, and Thakalis where women are traditionally involved in small business enterprise. It is only within last few decades that the concept of women entrepreneurship has gained some acceptance in Nepalese society. However, it is very difficult for women entrepreneur to meet both of their entrepreneur demand and family responsibility. This has resulted in various conflicts within the family which can sometimes result in many women giving up their entrepreneur role and devoting themselves to family responsibility (Adhikari, 1997).

It is not easy for doing a business by women, because they have to face series of problems in their business enterprises at various stages. More women have to face many problems during business period. This article lists out the following problems faced by the women entrepreneurs in Nepal.

.3.1. Financial constraints and shortages:

Insufficient financial recourses and working capital are the most primary problems faced by women entrepreneurs. It is very difficult for them to manage external finance because they have fewer tangible resources such as property and bank balance in their name. For some cases, male members of their family do not trust them to become successful entrepreneurs. Therefore, they do not want to invest their capital in the business run by the women. women have to depend upon their personal saving and loans from family friends. Obtaining the support of bankers, managing the working capital, lack of credit resources are the key problems for women entrepreneurs as they are still in the hands of male's domain. They cannot climb in business field because of financial problems.

3.2. Marketing problems:

There are no other options for the women entrepreneurs to sell their products. They have to depend upon the middlemen for marketing their products. They do not get sufficient price for their materials. Due to the exploitation by middlemen women entrepreneurs face lots of constraints to capture the market and make their products popular. Normally, women entrepreneurs are gentle and do not put in extra efforts which are prerequisite for investing to win the confidence of customers and to make

popular their products. Women do not have willingness to spend in the advertisement in order to attract the stiff competition from male entrepreneurs, these days. Women entrepreneurs are facing, the problems in marketing their products. So, they are not interested in business.

3.3. Human Resource

It is difficult for women entrepreneurs to manage the workers who are skilled enough to work with them. If the workers are not skilled enough, the entrepreneurs have to provide job training. The serious problem is that they are mostly uneducated which increases the cost of doing business. There are not good family environment, society and support system is not conducive to encourage people to take entrepreneurship as a career. Due to lack of awareness and knowledge of entrepreneurial opportunities most of the women hesitate their business,

3.4. Stiff competition

women entrepreneurs are extremely finding difficult to compete the stiff competitions put forth by male counterparts. Male entrepreneurs have vast experience in business and entrepreneurship. One more challenge faced by women entrepreneurs are severe and cut-throat competitions from organized industries. It is like adding fuel to the fire, enterprises owned by women do have imperfect organizational set up.

3.5. Shortage of raw materials:

At the Time of production, women are not able to get the sufficient quantity and quality of raw materials and other required inputs that are necessary. The prizes of raw materials go high and most of the times, it is fluctuating. At times, women face the problems of the shortage of required raw materials.

3.6. High cost of production:

To some extent, the high cost of production in the business enterprise undermines the efficiency and also limits the development of women entrepreneurs. It is difficult for the women entrepreneurs to increase efficiency and expand the productive capacity in order to reduce the high cost of production. The financial assistance by government in the form of grant and subsidies enables them to overcome the difficult situations encountered in the business. In the long run, these problems have to be addressed without fail to increase efficiency and expand productive capacity and thereby reduce cost to make their ultimate survival possible.

3.7. Limited managerial ability:

women do not possess expertise skills as of that of men and therefore the functioning of business enterprise is not perfectly that good regarding the proficiency and capability of the business enterprise. In order to manage all these limitations, women entrepreneurs have to devote longer time for all types of activities, but they do not have sufficient time to manage all to all.

3.8. Absence of Entrepreneurial Attitude.

Innovation and risk-bearing attitudes are the most important factors to be with entrepreneur, but women entrepreneurs do not have these qualities. The next prime problems of women entrepreneurs are the lack of entrepreneurial aptitude. They have less knowledge about entrepreneurial activities. Only few percent of the women are involved in small scale sectors as owners. Therefore, the knowledge about women in different institutes needs to be verified through written test, aptitude test and interviews.

3.9. Low risk-taking ability:

Generally, In Nepal women are leading a protected life. Naturally, they do not take the initiative of risk-taking ability as compared to their male counterparts. The rate of risk and chances of loss are

high among the women entrepreneurs. They are facing complex in business because of unplanned growth, lack of infrastructure and hesitation in taking quick decision. They feel difficulty in their small business sector.

3. 10. patriarchal Society

Most of the women are bounded with their family and their different problems. When, women want to start any business or an entrepreneurial activity are facing role conflict in their families. Women are interested in business but it is difficult to manage and conduct. They have to cope with the twin role of women as wife and mother in the family and a successful entrepreneur in business. Though the Nepalese constitution provides legal frameworks for the women to be respected with dignity. But women are still facing discrimination and a biased treatment in male dominate Nepalese society and male ego puts barriers in their progress.

3.11. Family Conflicts:

It is the primary duty of a woman to rear the children, doing the household chores,

Cooking, spending time for the education of their wards and be of great support to the family members especially with the sick at home. A married women have to carry multiple responsibilities in their household, they do not get to think about business. This is the reason which puts the women in difficult situation in meeting out the demands and needs of their family and society as well. It is clear that a married woman after becoming an entrepreneur has to make a perfect balance between domestic activities and business activities. To solve these problems women entrepreneurs, have too dependent on their supporting husband and understanding family members. The family members have to support in her entrepreneurial activities.

3.12. Credit Facilities:

Women do not get credit facilities by the bankers because they do not have collateral security. Statistics show that women's access to risk capital is limited. They have to face lot of legal procedures, which is often said to be complex in nature, in obtaining loans from banks. So, they do not willing to start their business because of credit facilities.

3.13. Problems of Travelling and inconvenience:

It is difficult for the women entrepreneur to travel from one place to another for a business purpose. They cannot be as free as men do. Moreover, they are facing some peculiar problems of inconvenience, safety and security measures when they happen to stay out in the nights at distant places etc. They have to think more to live their house and the children.

4. Different Suggestions to remove the Problems Faced by Women Entrepreneurs in Nepal

Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment fields. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector. A desirable environment is necessary for every woman to understand entrepreneurial values and involve greatly in business dealings. Empowering women entrepreneurs is essential for achieving the goals of sustainable development. Apart from training programs, Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are quickly achieved and more effectives business opportunities are found. Henceforth, promoting entrepreneurship among women is certainly a short-cut to rapid economic growth and development. (Thamaraiselv, 2009). To help women entrepreneurs from stumbling blocks, the following suggestions are offered.

4.1 Development of Financial cells:

To solve financial problems different financial cells should be established in every districts of the country. This cell has to support women entrepreneurs with easy finance at low rates of interest facilities. If it is possible, it is good to appoint women officers and clerks in this cell. So, concerted efforts should be initiated to provide finance at the local level of country which support the women entrepreneurs to conduct their business.

4.2 Establishment of Marketing Co-operatives:

There are not good marketing cooperatives in local level of our country. Women entrepreneurs are facing more problems. They need to be encouraged and assisted by establishing the marketing cooperatives. The cooperatives can help them to sell their products for a fair prize. This can remove the intervention and involvement of middlemen in business. Government should keep on eye in giving preference to women entrepreneurs.

4.3 Management of Training facilities:

The development of women entrepreneurship is possible by training. It can play an important role for development programs. Moreover, special training schemes should be designed for the benefit of women entrepreneurs. The training schemes

Provide them more knowledge about business which can extends their business fields.

4.4. Supply of raw-materials:

There are lack of materials in productive time. The government should manage the necessary and required raw materials at concessional rate for the women entrepreneurs at priority basis.

4.5 Develop a Blue Print:

Generally, women entrepreneurs do not set pre plans in place for their business. More women start their business accidentally because they like doing. They need to learn to write up a business blue print. It is the lifeline of the business to be succeed. They need to make business plans indeed to get succeed in their field.

4.6 Team Building:

Women entrepreneurs have to do more tasks at the same time alone. They have started and have done their business alone. The team building works help them in every problem to solve and they tend to succeed their business activities. So, they have to need the team building resources for the success of their business. They need to make women team to extend their business in the society. The team can help them in their problems and difficulties.

4.7 Under-pricing services:

Most of the women in our society are kind hearted. They are valued little less in the work place than the men. It is also occurring the same in fixing the prize and also marketing the products from the hands of women entrepreneurs. women are facing different troubles discussing pricing terms. The women entrepreneurs get undervalue the products and services. This type of behaviors discourages them to do their business activities. The price of the products should be fixed by the government to extend women business in the society and country.

4.8 Development in Professional Relationships:

Women produce and sell the products to the people they like the most and they make these people as their customers and clients. They can make good relationship with those people and establish such a good deep rapport. They can be friends forever and also build intimate. This experience they understand can help to build professional relationship. At last, the intimate relationship like thick

friends can help in their long-term business field. Business is entirely different from friendship. In this way women entrepreneurs can make professional relationships to compete in business society.

Conclusion

Without Women entrepreneurship there is impossible to overcome economic challenges. In our country, women are showing lot of interest to involve in entrepreneurship. It is true that now a days women are taking part themselves in contributing largely for the overall economic and social development of the nation. Therefore, our government have to render full support to women for having entrepreneurial culture. Different media can play a vital role to telecast the success of women entrepreneurs in the show. Then with a view other workless women can follow them and their success in a business as a model by the present younger generation to replicate in their life. This will be the example of creativity among the aspiring entrepreneurs to grow and nurture entrepreneurship culture in society. It is the absolutely need of our society to encourage women entrepreneurship to explore the unexplored dimensions of business venture. All developing countries have to pay much attention for promoting women entrepreneurship for giving lot of job opportunities and boosting up the economy of the nation. Development of entrepreneurship is the need of the hour in Nepal. women entrepreneurs are to be enabled to possess entrepreneurial qualities and skills not only to meet the changing trends and challenging in global markets, but also to become competent persons. It can sustain in the local economic area as women entrepreneurs.

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