

# Causes And Impact Of Lack Of Women Entrepreneurship Development In Assam

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**Abstract:** *Entrepreneurship refers to the setting up a new business or reviving an existing business. Entrepreneurship leads creations of capital as well as led generation to employment and many other social benefits. Assam is one of the most culturally and geographically distinct parts of the country. 86% of Assam population lives in villages. Agriculture is the mains livelihood and sources of income and employs 69% of the workforce. The unemployment problem is very acute in Assam. According to Economic Survey, Assam- 2011 educated unemployed is gradually increasing. In this paper attempt is made to study causes and impacts of lack of women entrepreneur in Assam as well as suggested for the growth of women entrepreneurship in Assam. Assam has available resources and potentialities for the growth of woman entrepreneur. But various factors put pressure to hold them back. For which Assam could not have progress in socio-economic field to foster development of multi dimensions human value.*

**Keywords:** *Entrepreneurship, Reviving, Generation, Livelihood, Agriculture, Enhance.*

## I. INTRODUCTION

Women entrepreneurship refers to the activities related to managing and owning of business enterprises by a women or group of women. It also refers to the setting up a new business or reviving an existing business. Different writers have defined entrepreneurs in different ways. According to J.B. "An entrepreneur is an important agent of production who gets together other factors of production. He is the economic agent who units all means of production i.e. the labour the capital and he finds the value of products which result from their employment. "According to Schumpeter, the entrepreneur is an advanced economy which introduces something new in the economy, a method of productions not yet listed by branches of manufactures concerned product with which consumers are not yet familiar a new sources of raw materials or of new market and the like.

Women entrepreneurship is revolutionary concept. It provides various scope to bloom woman's dormant qualities and provide good in the women, the family and the society at large. In India the role of women in decision making is very limited. Even they cannot take part in decision making. The main scope of women entrepreneur is economic independence.

Economic independence has very positive correlations with women empowerment. Economic independence will provide women with pride and confidence to take part in decision making process. This will help women to learn many things about the management of entrepreneurs. The entrepreneurial activities and experiences earned has very positive effect on the development of personality. In the future they shall not be treated as dependent part of the society and hindrances of social development or the object of oppression. Leading to lessen crime against women they will gain more social space and recognition and they are more likely to contribute in the GDP, employment generation, resource utilisation, poverty, value-reduction increased income and investment.

Growth of women entrepreneurship in Assam in not satisfactory. Whatever women entrepreneurs in Assam mostly are urban based, the situation in rural area are very pathetic for various socio-economic and infrastructural defects like lack of education, poverty, family burden etc. According to 2011 census of economic survey, Assam educated unemployed is gradually increasing. 86% of total population of Assam are residing in rural areas. Which is detrimental to the economic growth of the state. This may be possibly solve through setting up and motivating women entrepreneurship.

## II. REVIEW OF LITERATURE

Women entrepreneurship has been now-a-day increasing steadily. Women have been achieved in industry, banking, ICT etc. they attract the attention of policy makers, development agencies, social statistics etc. Large member of seminar and workshop have been organized by women entrepreneurship in various parts of the country. Here some of the literature review of woman entrepreneurs are highlighted:-

Rejula Devi, A.K, (1978) in her article women entrepreneurship discussed the difficulty of women entrepreneurs and different schemes of the government to solve the problems of unemployment among educated and uneducated women.

Pareek (1981) analyze the role and significance of financial institutions in lending capital to small scale enterprise and tiny units. He observed that state assistance play a significant role in promotion of small scale enterprise.

Surti. K. and Sarupriya-D (1983) investigated the psychological factor affecting women entrepreneurs. They examined the roles of stress experienced by women entrepreneurs, the effect of demographic variables, such as marital status and type of family etc.

Pareek. H.S (1983) the study was to analyze the role and significance of financial institutions in lending capital to small scale enterprise and tiny units.

S.G. Bhunsali (1987) an entrepreneurship development in Kolhapur district concludes that socio-economic factor affect the entrepreneurial development.

Promilla Kapur (1985) in her book the changing status of the working women in Indian has concentrated of women office workers and women in unusual professions and occupations. The book discusses the impact of a married women's employment an her marital and family relationships and indentifies the factors affecting her martial harmony.

## III. OBJECTIVES OF THE STUDY

- ✓ To identify the factors responsible for slow growth of women Entrepreneurial development in rural Assam.
- ✓ To find out the impacts of low growth of women Entrepreneurs.
- ✓ To suggest practical suggestions for development of women entrepreneurs.

## IV. IMPORTANCE

- ✓ Growth of Women Entrepreneurship create capital, employment and provide production of good thing and added income to the state.
- ✓ Lack of Women Entrepreneurship growth led to caused socio-economic and cultural degeneration in the society which further led to (i) Unwillingness to work (ii) Laziness (iii) Superstitions (iv) Fear of risk taking and bearing.
- ✓ Lack of Women Entrepreneurship growth led corruption, crime against women, lowered the status of women value.

## V. METHODOLOGY

The study is both explanatory and descriptive. The data has been collected from secondary sources of books, journals, internet sources etc. Personal observations is also used as methodology of writing this paper.

## VI. CAUSES OF FEW GROWTH OF WOMEN ENTREPRENEURSHIP IN ASSAM

The growth of women entrepreneurship in rural area in Assam is not satisfactory. Women suffers may problems that creates hurdles in their entrepreneurial activities. The causes of low growth of women Entrepreneurship in rural area of Assam can be discuses at three different levels, viz, individual problems, social problems and structural problems.

### A. INDIVIDUAL PROBLEMS

Individual problems are personal in nature and the degree of control over it is very high. Such problems are very important as the entrepreneurship is highly about personal aspiration and lot depend on individual efforts. The individual problems suffered by rural women entrepreneurs are as follows-

Motivation is very important elements of entrepreneurial growth, which keeps individual to work harder. Women in rural area lacks motivation.

Women entrepreneurs in rural areas are over burdened with many task. Such condition does not allow concentrating an Entrepreneurial activities.

Education is most important element of Entrepreneurship growth. But educational growth is very slow in rural areas of Assam.

Rural Entrepreneur women suffers from technical problems. They don't posses marketing techniques too.

Rural women are tended to think themselves inferior to menfolk this also hampers growth of women entrepreneur.

The women is rural areas are emotionally attachment with the home, family members and their household task. They felt restless even staying way for a day outside home.

### B. SOCIAL PROBLEMS

While carrying out entrepreneurship activities a women has to undertakes journeys, have to meet many men or women and have to spend times outside home. Such acts are not like by Assamese society.

Assamese society is patriarchal society, the women are still highly dependent on their male counterpart regarding decision making. Their decisions are whatever many times suppressed.

The most important factors of women entrepreneurial growth is family support. But however many a times family does not support such plans of women. For the lack of family support, women Entrepreneur could not grow in rural areas of Assam.

### C. STRUCTURAL PROBLEMS

The structural problems of growth of entrepreneurs is as follows-

The Assam govt. do not paid attention to the growth of rural women entrepreneur. Recently, government started to give importance to it. But it is not sufficient to develop women Entrepreneurs in rural areas.

There are no training facilities for skill and entrepreneurship development. The instructions for producing training facilities to entrepreneurship growth in Assam is inadequate.

In far flung rural areas of Assam facilities needed for entrepreneurship development like scientific technology, godowns, storage facility, road communication, electricity, irrigations etc., are not available.

### VII. IMPACT

The impact of lack of growth of women Entrepreneur does not confined to rural area only, but urban areas too, its effect of underdevelopment is seen in both rural and urban areas led to caused economic underdevelopment. Its impacts are discussed below:

(i) Due to lack of willingness to work and firm well power women in Assam could not have developed so far in relation to other states of India. It led unemployment to women, poverty, low level of income and investment in the state, also lowered the status of women in the society.

Low growth of women entrepreneurship led women and child trafficking in various ways by which Assam is facing recently. Disperse girl child to enrol in educational institutions, indulged to keep confinement to women in four corner of the household, indulged to killed girl child before birth. Besides, killed women economic independent, for which women has to largely depend on their husband or male counterpart. But every husband or male counterpart is many times not capable to provide finance to maintain family which led domestic violence and conflict causing abnormal incidents.

Women get scope to develop and can show her skill and capacity, knowledge through undertaking business enterprise and caused to bloom women dormant qualities, skill of risk taking and bearing. Its lack led negative result in our society no matter whether rural or urban areas leading to decrease GDP, women's value and status, corruption, crime against women, social chaos, hamper peace and progress of society, generally and family particularly.

Low growth of women entrepreneurs led to disappear weaving industry, handloom and handicrafts etc., further leading to diminish quality products, e.g. Mekhela, Chadar, Gamussa etc., many things.

### VIII. SUGGESTIONS FOR PROMOTING WOMEN ENTREPRENEURSHIP IN ASSAM

Defending on above mentioned problems, provisions of number of solutions measures to diagnostic and to promote women entrepreneurship in Assam are given below:

- ✓ Women should be encouraged, motivated and corporate to undertake business activity.
- ✓ Quality and quantity of educations should be enhanced to women in general and make effective for their training, practical experience personality development programmes etc.
- ✓ Proper training institute should be established to enhance level of women
- ✓ walk-knowledge, skills risk taking abilities, enhancing their capabilities.
- ✓ Narrow social outlook and attitude of Assamese society should be changed by generation of social consciousness and awareness on the policy of self development of women entrepreneurs.
- ✓ The vocational training to be extended to women community that enables them to understand the production process and production management.
- ✓ In the initial stages every women entrepreneurs may face problems but they must endure, believe firmly in themselves and not give up mid way.
- ✓ Careful selection and proper planning of the projects are also important to the success of women entrepreneurship.
- ✓ It is also equally important that our women entrepreneurial will have to take up responsibility by their own continuous learning and re-learning for their development.

### IX. CONCLUSIONS

Entrepreneurship Development is one of the primary means of economic development. As women constitute half of total production of the state confining them into four wall of the house will led to half development of the state, which would further created many more problems of political, social, economical etc. So, the changed of the mindset of women as well as people as a whole of Assam should changed. Encouragement of family, society and government is most essential.

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