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Women entrepreneurship: Problems and Prospects in

B.T.A.D

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ABSTRACT

The paper tries to focus on the women entrepreneur development prospect in BTAD. The survey and the study brought to light the capacity of the women who came forward with the ability to use the unutilized resource. The sample survey of the various district of BTAD clarify that though immense prospect prevail in BTAD the zeal of the women to start something new has been crushed down with the on going problem prevailing in the area. The objective of the study was to explore the hidden prospect of women entrepreneurship and to find technique to up lift anxiety for leadership in women while tracking to reach the expected objective the methodology so adopted was a sample convenient method for various district of BTAD. Mostly it was seen that Problems are many but to bring out the entire population out of the grip of prejudice, mentally the women should get themselves prepared to change with the changing environment.

Key words: entrepreneur, prejudice, zeal, opportunity.

INTRODUCTION

Entrepreneurship is point of changes in developing countries. It not only reflects the possibilities to be which will lift high the economy but create the uniqueness of any economy. Women entrepreneurship aims at raising awareness of problem of women entrepreneur, enhancing dialogue, promoting the exchange of best practices and recommendation policies supporting the development of women run companies. Women now participate in all activities as all women are guarantees equality by Indian constitution. Assam-women excelled in the fields of politics, literature, education and religion. Assam no way backward to other state of India but in spite of land full of

resource it has not been able to utilize the human resource at the height. What may be the cause we are to move a long way. It's the time not for the 50% of the population to join hand but to built a team jointly taking even the female by the by with male as they are almost 50% of the entire counting of the country. Under either scenario, in order to meet the new challenges, a key course of action for reinventing the public sector is to assess its human resources capacities and to generate appropriate strategies for human resources development. Women entrepreneur developed encompasses an array of activities that enhances the ability of women to reach their highest potential. In every nation, attention to entrepreneurship

has always been a key element in its development agenda. As fundamentally man is the key to all problems not money, so time has arrived to take initiative to develop not the 50% but the entire 100% of countries population. The initiative can work miracles even with small resources and draw wealth out of a barren land. B.T.A.D which consisting of four district Kokrajhar, Chirang, Baska, Udalguri consisting of about 31.55 Lakhs (as per 2011 census) of population and about 48 % is women but a negligible contribution towards economy can be seen from the category. Various factors have always been an obstacle for the women to come forward in an underdeveloped economy. The study was under taken to bring out the real picture of the entrepreneur development and the prospect for it.

Objective

1. To explore the hidden prospect of women Entrepreneurship .
2. Find technique to up lift anxiety for leadership in Women.

Methodology of the study

The present study is to find out the women empowerment impact in B.T.A.D area. The economic condition has been studied and data from various sources has been collected to bring to conclusion the cause and problem. The respondent was selected from various districts through convenient sampling method. Various books, journal and information from government and NGO

Literacy rate

B.T.A.D with an area of 8795 Km² has a very limited number of schools distributed through-out the region providing preliminary education. Higher education is up hold by various statues instituted such as government, deficit, provincilised, private college but could only create a literacy of 67%. Women total educated level is much lower to that of men that is only 62% of

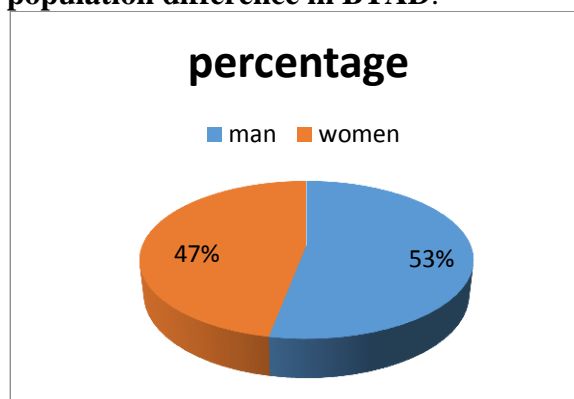
reports were also collected as secondary data for determining the prospect of women entrepreneurship and to develop a tool to uplift women of the area.

Analysis of women position in B.T.A.D

Population

About 47 % of total population of BTAD consists of women only 5 % inhabit in town still with a tradition as a main base keep them self confined to a boundary created by society. The willingness to come forward is still to be developed. Initiative has to be taken by local government with the support of state and central government by creating facilities of education, by financial support, employment reservation, etc. Problems are many but to bring out the entire population out of the grip of prejudice, mentally the women should get themselves prepared to change with the changing environment.

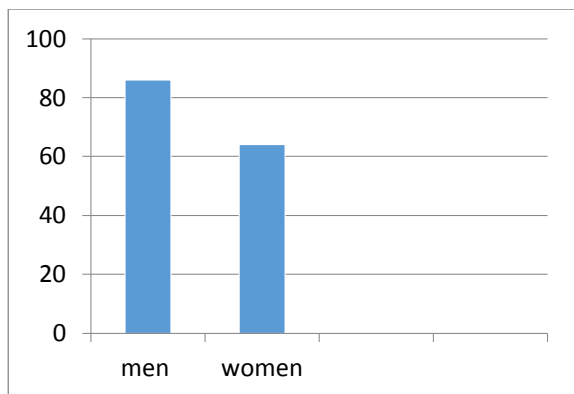
Chart showing men and women population difference in BTAD.



Source: population census of Assam

total literate in B.T.A.D. Reason for low literacy rate for women as found through-out the study is many some of that is social barrier, lack of school in locality, poor financial condition, dropout from school etc.

Difference in literacy rate between men and women



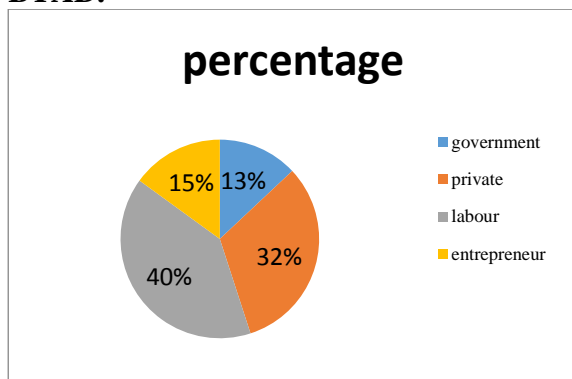
Source: government investigation on literacy rate, India 2011

Employed

The study investigated the women employed under BTAD. The employment opportunity for women is less in government sector. So, women tried to engage themselves in earning from the economy through other possible sources. It has already been viewed for the respondent that there are various reason for engaging themselves as an earner. The women employed in BTAD are subdivided as:-

1. Government employed include 13% of total employed
2. Private employed include 32% of the total employed
3. Labour include 40% of total women employed in B.T.A.D
4. Entrepreneur include on 15% of the women employment

Chart showing women employment in BTAD.



SOURCE: Primary survey of B.T.A.D and employment exchange.

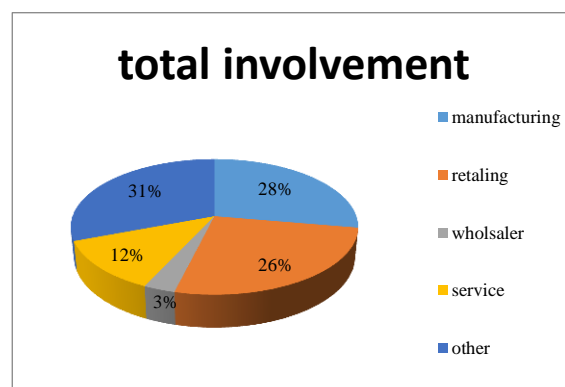
Entrepreneur

That India is underdeveloped can be easily identified if area like BTAD is studied as because women of the area is unaware or entrepreneurship. They have the concept that if they need to earn, their source of income is cultivation or working under Mahajans. The population having the knowledge of entrepreneurship is negligible. Only 16% of population was seen struggling to set up their own business or source of income under own leadership. Cause of unawareness is not the fault of population but it's the failure of government that the situation has not been created even when employment opportunity is not possible to be generated by government.

Analysis of women involvement in B.T.A.D

Women of B.T.A.D have contributed towards the economy by engaging themselves in various activities taking measures to create a position for themselves as an entrepreneur. The table below shows the role played by women in generating income by their effort.

1	manufacturer	18
2	retailer	17
3	wholesaler	2
4	Service	8
5	other	20
6	total	65



Source: field survey of B.T.A.D

Amid the obstacle, the women of B.T.A.D stepped forward to be an earner for the reason as shown in the table

Serial no	Reason	No of respondent	Percentage
1	Hobby	11	16%
2	Money	13	24%
3	Need	25	38%
4	Self dependent	5	7%
5	Leadership	2	3%
6	Family support	9	13%
7	Total	65	100%

Source: field survey in BTC area.

Analysis of prospect of women in B.T.A.D

Out of total women population only 10% has engaged in earning. If the area in which the women of BTAD are skilled, is to be developed and necessary initiative need to be taken for proper training, providing equipments, creating market for the product, facilitating fund and then the unutilized resource can be brought to use at its height. Women in BTAD are coming forward with new prospect in the following field as an innovator

1. Weaving
2. Sericulture
3. Agro based industry
4. Designing clothes

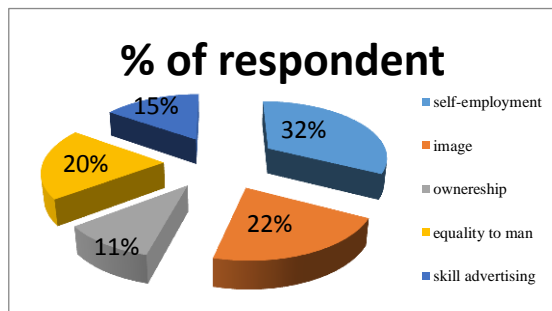
Serial No	Reason	respondent	Percentages
1	Self-employment	21	32.5
2	Image	14	21.5
3	Ownership	7	10.7
4	Equality to man	13	20
5	Skill advertising	10	15.3

5. Clay and colour works

Reason for being a women entrepreneur

Throughout the study, various working woman has been queried with questionnaires and analysis showed the various reason for thinking innovatively in an underdeveloped economy like B.T.A.D area. Source may be what but women took a step forward to tackle the barrier of all and be a part of earner of the economy. B.T.A.D is in unrest, in between economic growth has reached at a best level unexpectedly. The region is neither develop in education, nor industry development is possible in nearby days, keeping in mind the theme women started engaging various work possible to their capacity. As a blessing of nature the area has been endured with various natural resources locally. The women of the area taking the advantage came a step forward to utilize it to make it a finished product or sale it as a raw-material for other. Enough steps have not been taken to promote agro-based farming including poultry, dairy farm for milk and other product.

Table Showing Woman of B.T.A.D. for being a Entrepreneur



Source: Field investigation of B.T.C

Problem analyzing of women entrepreneurship in B.T.A.D

1. Women have fewer opportunities to start their own business due to gender barriers.
2. Lack of fund
3. Fluctuating market condition
4. Prevailing of competition

Reason for un-successfulness

1. Lack of support from government and other source.
2. High rate of Illiteracy
3. No marketing scope
4. No financing facilities
5. No risk division possibility
6. Traditional tool for work
7. Social barriers

Like many other B.T.A.D is in grip of prejudice. Its stagnancy towards upliftment of women which is almost half of the population is still behind and the system will remain the same till when they will not be able to be a part of earner. Society has no doubt came forward to educate the female child but the defect with the system till the date, is unable to forget the gender variation. The word is sufficient enough to create a binding for the category.

Result of influencing women entrepreneurship

Very limited step has been taken to inspire the entrepreneur. The step taken by local authority to develop the entrepreneurship among women section of the area has influenced them to come forward to bring out the innovative idea in among themselves. In last five year statistic shows

that B.T.A.D has developed its economy section and women contribution was about 25% of the total income of the region. The turn over seems to be increasing yearly enrolling thousand of women in various works utilizing local resource available. The demand for the local product has increased in the neighboring state and women are now thinking to renovate to move with their product towards international market.

Suggestions

1. Development of unique forum for activating and facilitating contacts for
2. Networking women business association
3. Workshop and seminars
4. Restructuring process has to be developed from agricultural to industry and service.
5. Labour marketing policies need to be design to support women's entrepreneurship.

Conclusion

Numerous statistical studies tell the story there is room for improvement in women entrepreneurship, with vastly more room as one goes up the scale to think innovative. If economy needed to be brought up one need to keep up the pace to height utilizing the human as well as the natural resource to optimum level. Problem of financing was seen in among the entrepreneur along with resource availability and proper marketing channel, government keen eye towards the problem should be taken. Women should create strength in their mind thinking differently to be a part of the economy standing by the by of men to take forward the economy of the country. Area like B.T.A.D has a low % of employment opportunity by government sector so entrepreneur upliftment will be a pulley to bring up the downfall in the condition of the area. The enthusiasm in women made them to be an entrepreneur using the talent and the locally available resources, possible to be collected in around their locality. The product produced by the entrepreneur in B.T.A.D is nature-based and traditional

tools are used for producing it. But the product has a quality which makes it to capture its market in around the county along with demand it has been generating in foreign countries also. Women entrepreneur deals in products made of sericulture, bamboo craft, cotton work, leather work, natural herbs etc. The step taken by them is

appreciable but lack of encouragement may kill the ethos seen among the female section growing in the recent days. Possible initiative must be taken to keep the section engage in their field by government and other helping hand.

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