



Growth of Women Entrepreneurship in Bihar

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Received- 21.07.2020, Revised- 24.07.2020, Accepted - 26.07.2020 Email :dr.hsinghbxr@gmail.com

Abstract: Bihar is the second populous state in the country where 90 percent population lives in rural areas. About 78 percent of available workforce is engaged in agriculture sector. The position of women entrepreneurial development in agriculture sector and its allied areas is quite unsatisfactory. There is an immense scope of growth available in rural areas. Which has been identified during the study.

Key Words: populous, state, country, population, rural, areas, available, workforce, agriculture.

Bihar occupies a commanding position in the production of fruits and vegetables. Fruits are grown in different parts of the State on over 2.8 lakh hectares while vegetables are cultivated on about 8 lakh hectares of land. About 34 lakh tonnes of fruit and 117 lakh tonnes of vegetables are produced annually. Mango, banana, pineapple, guava, litchi, papaya, and citrus fruits are the more important fruits. The major items of vegetables produced are potato, cauliflower, brinjal, tomato, okra, onion and chillies. All important varieties of 29 percent in the agriculture sector in State domestic product (SDP) is 40 percent, despite this fact, the situation in regard to fruits & vegetables processing industries is, by and large, negligible in the state. It is a matter of surprise for us that while India is the 2nd largest producer of fruits & vegetables in the world but only 18 to 20 percent of total production is processed whereas in other countries it is more than 80 percent.

Murabbas, achar, (pickles), sherbets (syrups), jams, jellies, fruit sausages, ketchups, canned fruits and vegetables have been in use in the foreign countries since time immemorial but they came to be known in our country after 1st world war but even after such a long period entrepreneurship in these activities are not seen today.

In addition to fruits and vegetable sector, there is an opportunity before rural entrepreneurs in Bihar for developing other processing units, such

as grain crops like rice, wheat, maize, pulses & others, live stock, fisheries, Beer and alcoholic Beverages, tea, dairy etc. Bihar is the largest producer of winter maize in India. It has one of the largest live stocks population in the country but there is only one meat producing and processing unit available in Bihar. However, the market for quality meat product is developing rapidly. Besides, local market provides tremendous export potential for meat products. Bihar has 4414 kms of rivers and 1,00,000 hectares of reservoir/fresh water tanks particularly in north Bihar. But entrepreneurship is lacking even in the area of fisheries. There is no unit for manufacturing of Beer in Bihar. But entrepreneurship is lacking even in the area of fisheries. There is no unit for manufacturing of beer in Bihar. There is a scope of tea plantation in North Eastern region of Bihar. Cattle wealth of Bihar provides immense potential for development of dairy milk processing and milk products such as butter, cheese, curd, lactose etc.

Financial problems

The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women entrepreneurs as higher risk than men entrepreneurs. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs as found in most of the districts under study. According to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence that women's loan repayment rates



are higher than men's, women still face more difficulties in obtaining credit," often due to discriminatory attitudes of banks and informal lending groups (UNIDO, 1995b). Entrepreneurs usually require financial assistance of some kind to launch their ventures- be it a formal bank loan or money from a savings account. Women in developing nations have little access to funds, due to the facts that they are concentrated in poor rural communities with few opportunities to borrow money (Stracher, 1996; UNIDO, 1995a). The women entrepreneurs are suffering from inadequate financial resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand.

Family Problems- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" (Starcher, 1996). The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The result is that they are forced to rely on their own savings, and loan from relatives and family friends. Indian women give more emphasis to family ties and relationship. Married women have to make a fine balance between business and home. More over the business success depends on the support of the family members extended to women in the business process and management. The interest of the family members is a determinant factor in the realization of women folk business aspirations.

Lack of Freedom and Autonomy- The male-female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male

entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared to male entrepreneurs.

Low-level Risk taking Attitude- Low-level risk taking attitude is another factor affecting women folk decision to get into business. Low-level risk taking attitude is another factor affecting women folk decision to get into business. Low-level education provides low-level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic decision making profession. Investing money, maintaining the operations and ploughing back money for surplus generation require high risk taking attitude, courage and confidence. Though the risk tolerance ability of the women folk in day-to-day life is high compared to male members, while in business it is found opposite to that.

Other Problems- Achievement motivation of the women folk found less compared to male members. The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business concern. Finally, high production cost of some business operations adversely affects the development of women entrepreneurs. The installation of new machineries during expansion of the productive capacity and like similar factors dissuades the women entrepreneurs from venturing into new areas.

Strategy for Development of Women Entrepreneurs in Bihar Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurs.

* Vocational training to be extended to women community that enables them to understand the production process and production management.

* State finance corporations and financial institutions should permit by statute to extend purely trade related finance to women entrepreneurs.



- * The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- * Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- * Industrial estated could also provide marketing outlets for the display and sale of products made by women.
- * A women Entrepreneur's Guidance Cell may be set up to handle the various problems of women entrepreneurs all over the state.
- * Training in entrepreneurial attitudes should start at the high school level through well-designed courses which build confidence through behavioral games.
- * More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.
- * Involvement of Non Governmental Organizations in women entrepreneurial training programmes and counseling.
- * Training on professional competence and leadership skill to be extended to women entrepreneurs.
- * Adequate training programme on management skills to be provided to women community.
- * Better educational facilities and schemes should be extended to women folk from government part.

Conclusion and Suggestions- This insightful study showcase that there are a legion of opportunities available today before women

entrepreneurs. This will not only make them self-employed but also provide them economic freedom at par with man. It is abundantly clear from this study that many women entrepreneurs want to elect business as the most feasible option available to them to meet their need for achievement. However, they suffer with some economical and social barriers but in spite of that their role in present context cannot be undermined.

Increased support from government should be provided to help female entrepreneurs tide over entrenched barriers. The Government can ensure that support mechanisms are designed and implemented to enable women entrepreneurs to establish and grow their own enterprises. They can The promotion of women owned home business is likely to provote female employment by creating jobs not only for themselves but also for others leading to greater economic growth.

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