

# Women Entrepreneur Needs A Better Treat



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## Introduction

An entrepreneur is the person who starts and runs an enterprise. In fact anyone who does old things in a new way is an entrepreneur. But it is a very global way of labeling an entrepreneur. A more scientific way may be to look at the various attributes which propel a person into an entrepreneurial role. The attributes form three overlapping clusters:

The person has a propensity to take risk in order to achieve something worth achieving. He/she is not a dare devil but takes a calculated risk for maximizing his/her gains. This in turn requires an opportunity seeking approach with proactive stance and a sense of confidence that one steer his/her course clear in turbulent water.

It is not enough that the person has the personality of an entrepreneur. He/she must cultivate skill of planning an enterprise in terms of conceiving it, giving it a shape, and then making efforts to realize the scheme. More specifically, planning requires some amount of market research for seeking information in order to launch a viable scheme, monitoring the progress, and taking mid-course corrections. The strategy is to be flexible and to do what a situation requires.

All these are possible only when the entrepreneur has the power and resources to do so. He/she must be able to overcome inadequacies and weaknesses in infra-structural facilities, mobilize human and material resources, and finally must rise over the constraints of traditions, conventional norms, and outdated procedures. In other words, he/she must have Power and capacities to influence the relevant person and the systems. It may become necessary to ingratiate and manipulate those who have resources or who provide forward or backward linkages. In other words, effective entrepreneurship requires networking with powerful persons and groups (such as financiers, suppliers, distributors, etc).

In sum, an entrepreneur is not exclusively an innovator, a manager, a financier, a technologist or a public relations man but he/she is the one who possesses some features of all and uses their skill and services.

Isn't it a tall task ! Even the most daring men will have to dare to tread on. How come the women are coming u. Of course, not many, but enough to attract our attention. The winds of modernization, as if, have unveiled them. They have responded to the opportunities. They have made an impressive entry in certain product-lines such as readymade garments, food processing, finished leather products, beauty care, nursery education, medical profession, etc.

It may be worthwhile to look into the make up of these women entrepreneurs, their life styles, hopes and apprehensions. Who are they ? How and why do they dare to come out of the four walls and assume a role which was initially not theirs? This backward state has many constraints, particularly for women. How do these daring women entrepreneurs cope with them, if they succeed at all ?

I find that the women entrepreneurs do not constitute one homogenous group. They are diverse in their features and dispositions. The typical ones constitute the following profiles:

**The puppets.** Many of them are not really entrepreneurs. They provide simply a front for the entrepreneurial activities of their husbands who happened to be either officers or businessmen. At one time or other a businessman decides to have a subsidiary for a support function and uses the cover of his wife or a family member to launch a related enterprise which is either an extension of his own enterprise or a feedback system to his ongoing business activity. For example, the wife may become a supplier or a distributor and thereby can help the husband keep the profits within the family. Similarly, there are officers in government, public enterprises, banks and financing institutions who have access to resources but are not allowed to run a private business. They too are motivated to use their wives as fronts for doing profitable business. Access to public resources minimizes risk and leads to channelizing resources into the officer's family.

#### **The Strugglers**

There are some who are compelled by exigencies of life to start a small businesses on their own. They are the real entrepreneurs, although their businesses are very small. They face rough weather, cope with unco-operative husbands, and face a potentially hostile male world. If they do survive and succeed, it is because of their sheer courage and persistence. They may not have flourishing business, but certainly have guts to keep going.

#### **The Leisurites**

There is still a third group of women who have come out of their cosy drawing rooms because they have sufficient leisure time, enough material resources, and not much demands on their time and efforts. The husbands are busy and do not have time for them. The children are grown up and do not need them. They are so bored that they start looking for some excitement. They end up either in kitty parties or start more challenging activities such as running beauty parlours, fashion garments, etc. The enterprises provide them an opportunity to claim doing something on their own.

The leisurites have the least serious problems. They have the money, the freedom, and the time. Their weakness is in their strength. They do not have an urge to struggle, to expand, and to reach the

horizon. Some of course, do get radiated by the success of their enterprise and the taste of the challenge of doing something worthwhile on their own.

### **Conclusion**

All three, no matter how or why they start an enterprise, eventually start searching and realizing their identity. They all want to be on their own, and to have meaning in their life. They need different kinds of support. But what they need most is a support in their search for self-identity in a society where the identity of women is the most discounted phenomenon.