

## SWOT ANALYSIS OF WOMEN ENTREPRENEURS IN INDIA: THE RURAL URBAN DIVIDE

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**Abstract:** Women constitute the half of the Indian population. Initiating the idea of enterprise is not simple for the women entrepreneurs. Despite of the government schemes, awareness programs, increases education levels, women entrepreneurs face many difficulties in the path of the success. In India, there is a divide between the rural and urban setup. Where in urban India women are more educated, technically trained, aware of the rights, confident but in rural setup women are not free to take decisions, are not technically sound and educated, unaware of the schemes and their rights, not financially independent. So the current study aims to study the issues, challenges, favorable and motivational factors of women entrepreneurs in rural and urban Indian setup and identify the differences in the same. For this purpose, SWOT analysis was used as a technique in rural and urban Indian setup. Also, comparison of the analysis for rural and urban women entrepreneurs is done to portray the divide.

**Keywords:** Women Entrepreneurs, SWOT, SWOT – rural women entrepreneurs, SWOT – Urban Women Entrepreneurs.

### INTRODUCTION

Over the ages, women have contributed a lot in the development of the society. From efficient homemakers to successful business women, these days' women are achieving heights. Women are very competent, hardworking, efficient, highly educated, skilled form of human resource that contributes to the society and to the economy of the nation. Earlier limited to homes are now spreading their wings to move out of their houses to work and take up professions that were male dominant like engineering, trade, manufacturing, etc. The zeal to be independent and utilize their education, women are ready to do business and become entrepreneurs to contribute to the nation's economy. As per the UN report, education and upliftment of women is closely related to economic development of a nation. In India, women are breaking all the stereotypes and are contributing to the economy. The professions are not limited to just cottage, aachaar, papads, but women

have barged to engineering, IT related, e – commerce, health care, etc. Major reasons for growth and increased penetration of women are awareness, education, need for financial independence and stability, government schemes and incentives, Sharma (2017). Despite of the facilities available to women entrepreneurs, there are a lot of roadblocks in their journey of success like acceptability is still an issue, lack of technical knowhow, absence of support, etc. the challenges, issues and favorable conditions can be studied by SWOT analysis.

### WOMEN ENTREPRENEURS

Women entrepreneurs are those women, who take up the challenges to initiate, own and run an enterprise, (Charboneau, 1981). As per government of India, women entrepreneurs are those enterprises that are owned and controlled by women having financial interest of 51% and 51% of the employees are women. Women contribute to half of the total Indian population.

Entrepreneurial development not only offers emotional and mental satisfaction but also provides women diversion from routine work for women and helps them to utilize their skills, education and expertise in getting financial independence and identity in the society, (Kaur, 2006). Women entrepreneur is a person who has confidence, initiates idea, is ready to accept challenges, is a risk taker, is skilled, builds the path to success and knows how to run after the dreams.

**REVIEW OF LITERATURE**

Singh (2014) in her study perceived pull (independent decision making, motivational factors to pursue career, urge to do new to perform, zeal to prove herself) and push factors (family compulsion and responsibility) which encourage women to start their enterprises. Sidhu et. al.(2014) discussed factors that will motivate women entrepreneurship and discussed strengths, weaknesses, opportunities that will help women to analyze their situation according to the idea perceived. Jerelyn(2019) studied the new concept in entrepreneurship i.e. conglomerate organizations and discussed SWOT of conglomerate organizations which is the need of hour.

**OBJECTIVES**

The main objectives of the research are as follows:

1. To study SWOT analysis of women entrepreneurs of Urban India.
2. To study SWOT analysis of women entrepreneurs of Rural India.
3. To identify the comparison between the SWOT of rural and urban women entrepreneurs.

**SWOT**

SWOT – Strengths, Weakness, Opportunity and Threats analysis

SWOT analysis is conducted to analyze the strengths, weaknesses, opportunities and threats to develop awareness regarding a situation or a concept. SWOT analysis was developed for business research and planning but this analysis is found to be useful to analyze work in different fields and personal growth. In the present study SWOT will be used to examine the internal – Strengths, weaknesses and external – opportunities, threats of women entrepreneurs that affect their growth in rural and urban India.

**SWOT – Women entrepreneurs in Urban India**

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Higher education levels</li> <li>• Higher tolerance level</li> <li>• Hard working</li> <li>• More confident due to education and equity in urban India</li> <li>• Aware of their rights and capabilities</li> <li>• Technical know – how</li> <li>• Proximity to avail various facilities</li> <li>• Higher motivational levels</li> <li>• Zeal to work and prove herself</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of proper support from community and family</li> <li>• Indian patriarchal society</li> <li>• Social barriers</li> <li>• Family obligations</li> <li>• Less motivational factors</li> <li>• Lack of risk taking attitude</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Government schemes for arranging finances (Dena Shakti, Annapurna scheme, stree Shakti scheme, etc.) and training by various agencies(STEP, Udyogini, SPREAD, etc.)</li> <li>• More arena open for women in urban areas like IT based, Biotechnology, herbal and health care, etc.</li> <li>• Rising Acceptability of women entrepreneurs</li> <li>• Catering and home food is a new opportunity as many students and workforce come to cities to work, need homely food.</li> <li>• Educated women can start coaching centers</li> <li>• Online selling of women based or organic products.</li> <li>• Availability of work from home opportunities like Cuemaths, Meesho App</li> <li>• Event management is upcoming concept in which women can utilize their skills of managing larger events effectively with their skills.</li> <li>• Hobby classes – women who possess crafts work, can utilize the skills to impart knowledge to students in hobby classes and can reach a large number of people who want to have customized decorated pieces.</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Non – cooperating officials</li> <li>• More inclination towards family</li> <li>• Difficulty in arranging finance</li> <li>• Difficulty to work as boss in male dominated society</li> <li>• Cut throat competition</li> <li>• Limited mobility.</li> <li>• Challenge of management skills and training</li> <li>• Lesser risk and uncertainty bearing attitude</li> <li>• No support from family and society</li> </ul>

**SWOT – Women entrepreneurs in Rural India**

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Desire for social recognition</li> <li>• Hard working</li> <li>• Zeal to work and prove herself</li> <li>• Need to be self-independent</li> <li>• More creative and innovative</li> <li>• Experts in traditional art forms – like silk weaving, handlooms, and handicrafts.</li> <li>• Due to awareness becoming aware of their rights.</li> <li>• More adaptability</li> <li>• Ability to manage many tasks at same time.</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of proper support from community and family</li> <li>• Indian patriarchal society</li> <li>• Social barriers</li> <li>• Family obligations</li> <li>• Less motivational factors</li> <li>• Lack of risk taking attitude</li> <li>• Not able to arrange finances easily</li> <li>• Less educated</li> <li>• Lack of knowledge of markets and trends.</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Government schemes for arranging finances (Dena Shakti, Annapurna scheme, stree Shakti scheme, etc.) and training by various agencies (STEP, Udyogini, SPREAD, etc.)</li> <li>• Cottage industry, handlooms, handicrafts, pottery, dairy products, achar, and papads have global markets and demands.</li> <li>• Awareness programs in rural India have made women entrepreneurship a boost and acceptability.</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Lack of family support leads to closure of the unit and the dreams.</li> <li>• Lack of knowledge to grab opportunities</li> <li>• Fear to expand to global markets.</li> <li>• Increasing competition in rural, SSI and cottage industry.</li> <li>• Village politics.</li> </ul>

**COMPARATIVE**

Status of women in India is improving but there is a difference in the status of women entrepreneurs in rural and urban India. Being in a patriarchal society, status of women in rural and urban India is somehow the same, but with increased awareness women have realized their value and doing their bit to prove their status and value.

Women entrepreneurs in urban India are more educated and aware of their rights than their rural counterparts. Also the proximity of various facilities is more with women entrepreneurs in urban India. In urban setup, women enjoy more freedom and are now being accepted as financially independent and competent counterparts but in rural setup this acceptance is not common and a very few females enjoy this freedom and acceptability.

As far as the opportunities are concerned, there is a difference in the type of work they can do like in urban setup, women do more technical work like related to IT, event management, logistics, work from home like using mobile applications like meesho, etc whereas in rural setup women usually work in cottage and handlooms

that required skill and expertise in weaving, pottery, etc.

Weaknesses and threats are more or less the same for women entrepreneurs in rural as well as urban setup.

**CONCLUSION**

Women entrepreneurs are those females that conceive the idea of business enterprise, initiate it, and put in all the factors favorable for it to make it a success. There are various factors that encourage or favour women entrepreneurs like awareness programs, education, positive attitude, etc. despite of the favorable factors or the strengths there are many roadblocks in the journey of their success. There are the factors that are different for rural and urban women. In urban setup women are more confident, are educated, positive in nature, technically skilled as compared to their rural counterparts. The paper studied the SWOT analysis of both the rural and urban women entrepreneurs and highlighted the comparison of the SWOT of women entrepreneurs in rural and urban India.

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