

EMPLOYMENT AND ENTREPRENEURSHIP RELATED PROBLEMS OF GIRL STUDENTS FROM MANAGEMENT INSTITUTES – SURVEY OF LITERATURE

R.B. Pachpute¹ and V.R. Malkar²

IBMRD, Ahmednagar affiliated to SPPU

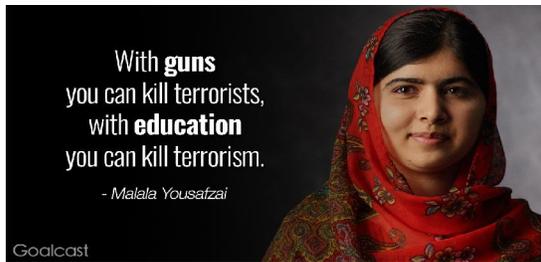
MBA Department, Sanjivani College of Engineering, Member BOS Marketing Management, SP Pune University, Ph. D Guide in Organization Management, SP Pune University

ABSTRACT

The narrative of Malala Yousafzai is extraordinary and simultaneously it is the tale of numerous young ladies everywhere on the world. While all of them are not needed to confront a shot, the greater part of them, are compelled to carry on with a non-beneficial life. A nation like India that has more than 0.50 billion female populace is lingering behind hugely as far as GDP, poverty and so many other parameters, critically in light of the fact that hands of this 0.50 billion women have been tied by a solid rope of orthodoxy, socio-cultural barriers and number of other reasons. This research was embraced with an inspiration to comprehend the ground-level real factors that are issues looked by girls in getting employment and or employment notwithstanding being outfitted with a post-graduate degree (MBA). An exhaustive literature review was carried as an initial step. This paper presents the summary of the same. The issue of a slip in women participation in the labor force in India post-2005, has been a matter of concern researched by authors. A study combining both employment and entrepreneurial dimensions has not been carried out. The declining curve certainly warrants extensive research especially to understand the ground realities faced by girls in getting opportunities for employment and/or entrepreneurship.

Keywords: Employment, Entrepreneurship, Girl Students, Management Institutes

Introduction



(Source: www.goalcast.com)

Vast amount of literature is available on problems faced by women in getting into employment or entrepreneurship. A literature review map in consultation with the guide was first prepared to get proper direction for carrying out the review.

Objectives of Literature Review

The literature review was carried with the following objectives:

- To review literature on problems for women in general for getting into employment/entrepreneurship,
- To review literature on problems for women in general in India for getting into employment/entrepreneurship

- To review literature on demographic problems for women in general for getting into employment/entrepreneurship,
- To review literature on institutional problems (problems with institutions where they take education) for women in general for getting into employment/entrepreneurship

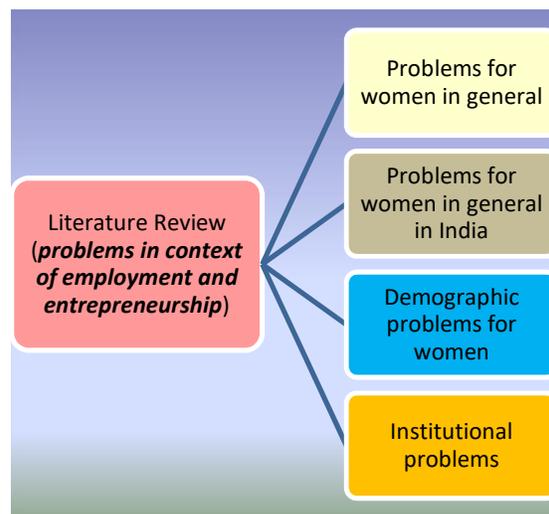


Figure 1: Literature review map

Review of Literature

Problems for women in general for getting into employment/entrepreneurship

Entrepreneurship is urgent for the development of any nation. It is necessary to encourage the development of entrepreneurship as a method of unravelling the unemployment rate of groups in the society that have a problem with the employment. Women are one of those special groups and that is likewise one of the reasons why women entrepreneurship is becoming a very significant point all around the globe. The point of the study is to show the fundamental characteristics of women entrepreneurship and to show the principle problems that women are confronting every day in a business world. Different recommendations for the improvement of women entrepreneurship in Croatia are presented in the study (Vrdoljak, 2020).

The purpose of this study is to compare women entrepreneurship in China and Vietnam by investigating the inspirations, success factors and difficulties associated to establishing women-owned businesses. The sample in this study involved 170 women entrepreneurs in Vietnam and 180 women entrepreneurs in China. The survey instrument developed by H.M. (Chu and Katsioloudes 2001) is used, which has been implemented in a number of independent company studies since 2002. To know whether there is a vast difference between the two countries concerning each factor of inspirations, success factors and difficulties, the non-parametric Wilcoxon rank-total test is used. Findings Women entrepreneurs are motivated to earn more revenue in both China and Vietnam. They moreover take business ownership as a method to decrease work-family struggle. Signifying the capacity and growing public acknowledgement assume a more noteworthy role when Chinese women entrepreneurs choose to establish their businesses. Both Chinese and Vietnamese women agree that great management abilities are essential to attain their objectives. Women entrepreneurs in both countries share alike challenges, such as, the

failure to recruit and hold employees, severe competition, a weak economy and restricted access to financial capital. Practical implications given the nature of momentary economies in both countries, the government is required to recover the regulatory environment for defending private sector employment and private property rights. Policies, such as, subsidies and valuation incentives may help the growth of women enterprises. To aid the sustainable growth of women businesses, it is recommended that the government should project effective programs that direct women entrepreneurs to move into high-growth or high-technology areas. Training programs are moreover mandatory to improve the knowledge and aptitudes of women entrepreneurs. Making capital available to women is additionally vital to stimulate entrepreneurial growth. As a further boost, governments should coordinate with financial foundations to offer low-cost loans or even venture money to facilitate this process. This study is among one of the main tries to compare women entrepreneurship in the two momentary economies of Vietnam and China. It delivers understanding into motivations, success aspects and difficulties that women entrepreneurs experienced by examining entrepreneurs in Vietnam and China (Zhu et al., 2019).

Women are frequently hesitant to reveal menopause-related problems that may affect their working lives to line managers. Therefore, backing may not be offered nor potential solutions explored. The aim of this study is to assess how working menopausal women would choose to have conversations about the menopause at work. Using semi-structured telephone interviews of working menopausal women (aged 45–60 years) were questioned about their experiencing of discussing their menopause at work, and how helpful conversations may be started and conducted. Records were analysed conceptually to recognize issues that may enable or hamper such discussions. Two themes emerged: first, administrative

context. Organizers included an open culture with friendly relationships, a knowledgeable and active manager, organization-wide consciousness of the menopause and maturing and permission to a nominated lady to inspect problems. Barriers included male-dominated workplaces, male line managers, anxiety of negative responses, shame, separation, awkwardness or believing menopause is unsuitable to talk about at work; second, the nature of the discussion. Organizers included managers representing an understanding and acceptance of a lady's experience, jointly looking for acceptable solutions, respecting security and confidentiality and proper use of humour, as contrast to being unconcerned and using inappropriate non-verbal communication. Conversations with suitable persons at work were favoured and being prepared was recommended. The women in the trial recommended having conversations with appropriate persons and being prepared. These conclusions could educate training programs, workplace policies and practice. This study delivers experiences to aid women and their managers examine menopause-related problems at work and search for solutions together (Hardy et al., 2019).

***Problems for women in general in India
for getting into employment/
entrepreneurship***

Entrepreneurs are not similar and their enterprises determine the social and economic growth of a country. They are able to place themselves successfully in the local and global market. Several researchers and academicians addressed the fundamentals of entrepreneurs particularly women commercial entrepreneurs and their participation to expand the society. Though, there is an urgent necessity to generate alertness among women about social entrepreneurship initiatives, due to a progressive number of difficulties that women have been looking in the society. This study aims to talk about the impeding issues and the emotionally supportive

network that is essential to endorse women social entrepreneurs. This study focused on young and little innovator organizations. The study analysis is based on semi-structured interviews with women social entrepreneurs in Tamil Nadu (India) being chiefly young and little innovator organizations. The study provided some valuable suggestions to upsurge the number of women social entrepreneurship initiatives along with the scope for further research (Natrajan, 2019).

This study aims on the chances, issues, challenges and government policies for women entrepreneurship in India and the recommended answers to overcome the difficulties which women are challenging while looking after their business. The research design is Exploratory cum Descriptive for the subject 'Women Entrepreneurship'. This study is based on important data and secondary data. Important data was gathered by observation method and for secondary data, various journals, governmental reports, news articles, online articles, magazines was been studied. The observation has been made in institutions, country areas, metropolitan areas, and public places. 20% of women exist in regional areas were found not self-confident for entrepreneurship because of their illiteracy in business. Fear of failure, absence of family support, lack of money and family responsibilities were found as important reasons for lack of entrepreneurship among women. 40% of women evaluated 10 out of 10 for the happiness index after being an entrepreneur. Self-satisfaction, happiness, fulfilment, achievement and helping the society with employment, value is also achievement for women entrepreneurship. This study will be helpful for the students for understanding the demography of entrepreneurship. It will similarly help the public and particularly women to profit various reimbursements which the government has made accessible to them. The conclusions can also define the gap between the dispatch of benefits and benefiting the same by women so remedial

moves can be made. The study will help the reader about the current status of women entrepreneurship in India and also the scrutiny of women Entrepreneurship sine past years. The study will also make the reader conscious of the positioning of India worldwide in terms of Women Entrepreneurship (Solanki, 2019).

Women entrepreneurs contribute to job creation and financial development of the nation. They face problems in beginning and running business like lack of managerial aptitudes, inadequate education, less risk-taking capacity, limited portability and family commitment. The objective of the study is to examine the different problems and challenges faced by women entrepreneurs. The study is secondary data based. From year 1982 to 2018 literature has been covered. Through literature it is discovered that women are unaware of government schemes and are over burdened with family responsibilities which adversely affect the performance of business. Government ought to be liberal in giving financial assistance to women entrepreneurs (Goswami, 2019).

Development is comprehensive just with genuine acknowledgment of the roles of women just as their active engagement in all events – political, economic and social discussions in life. Giving a favorable environment to women has been a progressive debate in India since a long time. Hitherto India's progress and performance on women's empowerment and gender mainstreaming leave a lot to be anticipated by global standards. Women who endeavor into business or entrepreneurial activities pursue active help – spousal and familial – directly from the earliest opening point stage of the endeavor. Though, experience seems to advise that such apparent emotionally supportive networks pivot and in themselves present social impairments to the healthy growth of women-lead enterprises. This study aims to show the difficulties of a group of young ladies who tried to dispatch an enterprise in a rural urban setting. This study describes

the social challenges posed to the Unarvu Self-Help Group, in the Trivandrum area of Kerala, and their flexibility in overpowering these obstructions. This study is a replication of the experience undergone by various women and also demonstrates the flexibility generated without anyone else inspired women venturing as entrepreneurs in the wake of struggle and barriers. The study is a qualitative representation of experiences of a social worker trainee in dealing with the issues hindering women entrepreneurship. This also opens up new opportunities for professional social work engagement (Thomas et al., 2020).

Demographic problems for women in general for getting into employment/ entrepreneurship

The aim of this study is to comprehend the role of entrepreneurial purpose in evolving women entrepreneurship in Indian miniature, little and medium enterprises (MSMEs). This study pursues to explain the growth of entrepreneurial aim and later reports the approval of the entrepreneurial intention instrument. A tool has been designed and administered on a sample of 103 participants across India from women entrepreneurs to comprehend the entrepreneurial intention by using cluster and snowball sampling. The data has been updated and then assessed using vivid analysis for validity and dependability checks. This study was intended to determine the concepts of entrepreneurial intention. Through data analysis, it has been seen that the reliability factors reveal the adequacy of the sample. The Cronbach's alpha values for all the items in the instrument were revealed to be greater than or equal to 0.6. Solid associations were also found between direct and indirect measures of entrepreneurial intention and hence confirmed that all the procedures in the instrument were well constructed. Analysis has also described the relationship between different concepts of entrepreneurial intention by using Pearson's correlation coefficients. Solid and positive values of correlation explain the existence of the

convergent and discriminant validity of the instrument. The research outcomes obtained from the analysis of reliability and validity tests not just offers the establishment of the relationship among the various concepts but also in addition advises that the model delivers a promising potential to measure entrepreneurial intention. This study will contribute to new knowledge of the states of women entrepreneurship from various perspectives by developing and approving a logical model for progressing the women entrepreneurship in MSMEs of India. Feasible suggestions from a government perspective, this model will help in designing training programs for progressing women entrepreneurship in India. The attained outcome brings huge suggestions for practice just as raises a wide future direction for other researchers. Extended SCCT model has just suggested a comprehensive framework of factors affecting the entrepreneurial intention, there isn't a lot of effort made in research using this theory as foundation for forecasting purpose in the context of women entrepreneurship. This study tries to fill this gap by planning a conceptual model for measuring entrepreneurial intention among women entrepreneurs by participating and regulating the constructs of extended social intellectual career theory model and entrepreneurial potential model (Chhabra et al., 2020).

This study pursues to analyse the monetary and health status of women workers in the casual sector in Chennai, India. Casual employment includes various sorts of miniature enterprises offering commodities and services and home-based work. Of all these different types of work in the casual sector, home-based work is related with women because of its nature and characteristic features. Home-based work is piecework for payment that is completed in the premises of the worker's choice rather than the workplace of the employer. Women homeworkers face numerous issues, for example, extended periods of time of work, low wages, meagre rates per piece, lack of

social security and lack of union or administrative help. More critically, their states of work and health are terrible. The current study has followed the vivid research method to complete the investigation. The data for this study has been gathered directly using the field survey process. An officially structured form was prepared and distributed among the target sample for this purpose. The questions were framed using the variables taken from the literature review and research gap. A graded random sampling method was implemented for the survey. The sample size was acceptable on the estimate of secondary data and by applying the appropriate formula to gather data from 150 sample participants in the study area. As the study aims on female home-based workers, a direct survey was conducted among women workers. The data collected relates to the financial and work states of women workers. The conclusions reveal that 59.2 percent of the home-based women workers are in the age group 25 to 35 years and the average salary is low at Rs.164.7 per day, based on a fixed piece rate. Added analysis of the data determines that 35.5 percent of the participants earn Rs.100 per day, which is basically below the lowest pay permitted by law. Therefore, the conclusions show that female home-based workers are subject to multiple types of manipulation, for example, low wages, overdue and irregular payments and varying work. Taking everything into account, the researcher states that in spite these problems, home-based work is the most suitable consideration for poverty alleviation and employment generation among urban women. However, low wages, lack of miniature capital for entrepreneurial ventures and non-payment of dues on time are serious issues that these workers face (Kumar, 2020).

In the conventional Indian society where, once women were confined to four dividers is presently taking an interest in a wide range of activities including entrepreneurship. In India, empowering women has become a significant piece of

development efforts focusing on women development, economic growth and social soundness of the society. The focus of this study is on motivation behind women partaking in entrepreneurial ventures and the problems faced by them in their efforts. In this study, we will understand the role of women entrepreneurs and additionally about the different marketing related issues and challenges faced by them (Goel et al., 2020).

Institutional problems (problems with institutions were they take education) for women in general for getting into employment/entrepreneurship

We can achieve economic development and shared prosperity just with the full economic interest of men and women in the globalized and liberalized India. In recent years, uphold programs for women entrepreneurs have gained foothold and prominence as a mean to empower them, create jobs and lift productivity at the national and regional levels. In developing economies, the role of women is generally noteworthy as workers and job creators. In India, female entrepreneur's action is concentrated in the casual sector with limited potential for growth in income and employment. In the Indian circumstance, female entrepreneurs are unable to develop their business from miniature or little to medium or large productive enterprises with transformed economic effect. The World Bank estimation on the working-age populace (15 to 59) is set to increase by more than 200 million in India in the next two decades, while it is expected to decline in most developing economies of the world including China. The era of globalization has enhanced the role of women entrepreneurs. However, India may neglect to get benefits without the support of women, who structure a huge mass of society. Active investment of women in economic movement and decision making is very truly necessary to increase GDP growth. Ability, knowledge-based education enables to change the role of women from homemaker to job maker. When a lady gets

an education, a whole generation is educated. Education enhances knowledge which enables access to resources and opportunities. This study focuses on the role of education in patterning and elevating women entrepreneurship and to examine problems, issues, challenges faced by women entrepreneurs (Shetty and Hans, 2019).

Entrepreneurship has played a vital role in economic prosperity and social security of many developed countries. India has the maximum percentage of youthful population on the planet and faces huge challenges with its raised levels of unemployment among the youthful. The goals of this study were to (1) examine the cognitive, affective and behavioral components of students' attitude to entrepreneurship education in Indian universities/colleges, (2) measuring the effect of students' attitude towards entrepreneurship education on entrepreneurial aim (3) inspect the role of control variables (e.g. gender and entrepreneurial family foundation), on the relationship between attitude towards entrepreneurship education and entrepreneurial purpose. The respondents were students from various business management colleges/universities in central India. Goal-directed sampling technique was used in the collection of the colleges/universities, while simple random sampling was hired in the selection of the respondents. Data from 509 filled questionnaire were analyzed utilizing 'R Programming Language' to get the outcomes. The outcomes showed a notable positive effect of attitude towards entrepreneurship education on entrepreneurial purpose (Jena, 2020).

In India, many special policies and educational establishments have focused on entrepreneurship education (EE) for the development of future entrepreneurs. Through the survey from an area of Uttar Pradesh (UP), India, this study expects to examine the youthful network's entrepreneurial attitude (EA) towards entrepreneurship. The data was gathered

from a youthful network of different universities and colleges in different regions of UP, India to determine that "Does the EE help in developing a positive EA among youthful network towards entrepreneurship". Initially, 23 interviews have been conducted to explore about EE and EA. Later data was collected from 341 respondents through a organized survey and undertaken done with the descriptive analysis: exploratory factor analysis and multiple regression method to explore the result of this study. After the analysis, it was discovered that EE played a significant role in developing EA of the youthful network towards entrepreneurship. All the coefficients in the regression model are positive, which means that all the factors of EE (awareness, enterprise knowledge and functional abilities) have a positive effect on EA (affective, cognitive and behavioral). This study delivers a radical direction to different academic institutes and government organizations on how they make future entrepreneurs by implanting EA among them. Creative personalities generate innovative products and services, create jobs, alleviate poverty and keep up the GDP of a country. To the best of the authors knowledge, this is the key study to recognize the relationship between EE and EA with the help of qualitative and quantitative studies (Agarwal et al., 2020). This study expects to inspect students' calculation of value connected issues in engineering education in India. The study uses essential survey data of 1,178 undergraduate engineering students in Delhi, India, in 2009-2010. Students' experience and views of four important aspects, for example, teaching methods used in the study hall, evaluation pattern, aptitudes attained by students during the course and the participation of students in different activities other than homeroom teaching are discussed using vivid understandings and connection to inspect the quality issues. The study describes that the lecture method is as yet dominant in the teaching and learning of engineering

establishments compared to technical demonstration and lab work. Around half of the engineering students conveyed that they had never gone through any field work or industrial visits during their whole program of study. Participation of students in the activities other than study hall teaching (e.g. working on research projects, attending engineering internships, studying a foreign language and selecting interdisciplinary courses) is major in government foundations compared to private establishments. The conclusions recommend that engineering establishments (especially private colleges) should change their focus from customary methods of teaching and assessment of students to interactive approaches of learning to expand the nature of technical education in India. The literature discloses that the quality calculation of engineering and technical education in India is largely based on the information collected from stakeholders other than students. So, this study contributes a new dimension to the existing literature by considering students' assessment of the nature of engineering education (Choudhury, 2019).

Key observations and research gap

- It is necessary to encourage women in the development of entrepreneurship as a method of unravelling the unemployment rate of groups in the society that have a problem with the employment.
- It is recommended having conversations with appropriate persons, line managers and being prepared for problems related with health reasons like menopause for women.
- It is indicative that greater part of women was satisfied with both employment and domestic works not exclusively doing single domestic undertaking when there is an increased level of economical and educational freedom available.
- Mental distress among university students, family backing and employment status for women, could be features to take into account when

emerging mental distress prevention strategies toward the start of the university period and employment or a business.

- Although entrepreneurial methods and procedures are developing and developing globally, models of entrepreneurship remain masculinized, implanted in advanced economies and related with concepts of individual agency, heroism and control.
- Absences of a proper social business promotion takes on a significant role toward women entrepreneurship development through giving financial (social business support), human (formal or casual training), and social capital (network) to the women entrepreneurs which is very necessary for sustainable entrepreneurship development and cannot sustain without it.

Research Gap

World Bank Report (2017) says that while the overall world participation rate of women in total labor force is around 40%, in India it is hardly around 25%. What is interesting to note that this rate had gone up to 30% in 2005. But then it has been a decline since then and has dipped even

below 25% in 2016. Thus, the issue of a slip in women participation in the labor force post-2005, has been a matter of concern researched by authors. A study combining both employment and entrepreneurial dimensions has not been carried out. The declining curve certainly warrants extensive research especially to understand the ground realities faced by girls in getting opportunities for employment and/or entrepreneurship. In general the studies blame demographic factors in particular for the poor employment and/or entrepreneurship participation of women. But what about the role of the Educational Institutions where the girls take education? What is their role in shaping-up the careers of the girl students? This is an added and important dimension chosen by the researcher for this study.

To conclude, it can be said that India seriously need to take inspiration from people like Malala Yusoufzai and her family to increase the productive employment of women in the country. Time has come to expand the national movement of "Save girl child, educate girl child" to "Save girl child, educate girls and employ females".

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