



## STRESS ON SMALL SCALE WOMEN ENTREPRENEUR'S

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### ABSTRACT

Women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. Small scale women entrepreneur's face the problems like finance, scarcity of raw material, competition, family responsibilities, lack of education, male dominated society, inadequate infrastructure, social attitude, mental tension etc. She has lot of stress while doing business. This paper is focused all how stress is affected on women entrepreneur's performance.

**Keywords:** Entrepreneurship, stress, small scale women entrepreneur, Business, Entrepreneur's performance.

### Introduction

An entrepreneur is one of the important segments of economic growth. Basically he or she is a person responsible for setting up a business or an enterprise. In fact, he or she is one who has the initiative, skill for innovation and who looks for high achievements.

### Small Scale Entrepreneur

The small scale entrepreneur organizes business process and incurs the risks of running on operation based on the opportunity to make a profit. They employ a small number of workers and do not have a high volume of sales. Such enterprise is generally privately owned and operated sale proprietorship, corporation or partnerships.

### Definition of Entrepreneur

- "A person who introduced innovative changes is an entrepreneur and he or she is an integral part of economic growth." J. A. Schumpeter (1942)
- "Entrepreneur is one who assumes risk and management of business." Webster Dictionary (1990)

### Women Entrepreneur

Women entrepreneurs may be defined as the women or a group of women who commence and operate a business venture. They should explore the prospects of starting new enterprise, undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Government of India has described women entrepreneurs as an enterprise owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women.

### Definition of Women Entrepreneur

"Women entrepreneurship is based on women participation in equality and employment of a business enterprise." Rubani J. Alice (1990)

### Stress

Stress is the reactions of people which have excessive pressures or other types of

demand placed on them. Stress generates mental or physical changes which are mostly harmful and sometimes the signs of psychological rise when people experience a negative situation in such a way that they perceive a danger to their prosperity. Women, have a lot of balancing to do between home and workplace, and balancing between social and personal requirements.

### Women Entrepreneur and Stress

Almost all the entrepreneurs faced adverse conditions in which she faced stress and constraints at different levels while managing their enterprise. Every individual is subjected to stress because of influence of both organizational pressures that is home and enterprise. Women are subjected to a greater stress as the demands of home and career at same times causes conflict.

### Objectives:

- To study the causes of stress
- To Study the effect of stress on performance.

### Methodology

The present investigation was conducted with a view to study the stress experienced by women entrepreneur. The study was conducted in Nagpur City of Maharashtra State. For this sample of 100 women small scale entrepreneurs were selected. Purposive sampling method was used for selection of sample. The data was collected with the help of questionnaire cum interview schedule.

### Result & Discussion

Table No 1 – Causes of business stress

Causes	Percentage (%)
1. Unhappy in business	3%
2. Heavy workload	34%
3. Responsibility	62%
4. Long hour work	35%
5. Poor Management	24%
6. Dangerous condition	8%
7. Lack of fund	70%
8. Loss in enterprise	58%

Lack of fund (70%) and Responsibilities (62%) are the major cause of business stress among women entrepreneurs. 58% respondents opined that loss in business also one of the cause of business stress. 34% women suffer due to heavy workload and long hour work. It is seen that due to various entrepreneurial problems women entrepreneur have stress.

Table No. 2 – Problems faced by entrepreneurs

Problems	Percentage (%)
1. Finance	45%
2. Scarcity in raw material	12%
3. Lack of education	36%
5. Male dominated society	4%
6. Inadequate infrastructure	8%
7. Competition	53%
8. Mental Tension	66%

Maximum women that are 66% of respondents responded that mental tension is a problem that affects badly on performance followed by women faced problems like competition, finance problem, lack of education, scarcity of raw material, inadequate infrastructure and male dominated society.

If they suffer from entrepreneurial stress the adverse effect are seen on the performance of the women entrepreneurs and once the performance is affected quality and quantity of work will get affected and it will take them to loss in enterprise.

Table No. 3 – Effects of stress on entrepreneurial performance

Effects of Stress	Percentage (%)
1. Quality of work	80%
2. Quantity of work	74%
3. Marketing skills	58%
4. Profit	53%
5. Security	36%
6. Customer Service	55%
7. Effectiveness	42%

Stress has definitely affected entrepreneurial performance and hence 80% respondents said that stress directly affects quality and quantity of (74%) of work. 58% respondents said that they could not effectively apply marketing skills in market. 53% women opined that due to stress quality and quantity decreased so they could not make profit and it also affected customer service. 36% respondents were feeling increase in the market and the reason was stress and 42% respondents said that

total effectiveness declined because of stress on entrepreneurs.

Table No. 4 – Stress Prevention Methods

Methods	Percentage (%)
1. Time Management	100%
2. Realistic goals	52%
3. Physical fitness	95%
4. Mental fitness	97%

100% respondents suggested that proper time management can prevent stress, 97% respondent responded that if the person is mentally fit it can prevent stress, 95% revealed that if person is physically fit stress can be prevented, 52% respondents believes that if the person has realistic goals set he can prevent stress, to avoid the loss and overcome from stress effective measures should be taken in consideration to go better result.

### **Conclusion**

The women entrepreneurship is a combination of both women's situation in the society and the role of entrepreneurship in the similar society. The women entrepreneurs tackled many problems and difficulties regarding marketing their products as well as taking care of their family issues.

Women's involvement in business is not only for survival but also to satisfy their inner urge of creating and prove their capabilities.

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