

# Role of Stress Management in Women Entrepreneur in India

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## Abstract:

A woman entrepreneur is that woman which undertakes action in her interest area to turn it into her profession. Enhancement of female entrepreneurs and their contribution to national growth is a markable point. Everyday they deal with the professional intricacies and combat. They understand the various hurdles in their path to accomplishment of women entrepreneurship goal aimed at providing employment to people in rural and urban both areas. In meeting all the expectations, they are expected more in the limited resources resulting into stress. This stress pressure comes out of meeting behavioral performance, physiological retaliation and psychological expression. It won't be wrong to say that female entrepreneurs are tackling several problems in their occupation. Mental pressure as stress effects adversely physical health, mental health, psychological health, social health and behavioral health. The presented study is based on secondary data to land to conclusion precisely.

**Keywords:** Female Entrepreneurs, Stress Management, Physical Health, Psychological Health, Social Health, Attitudinal Health.

## Introduction:

Female entrepreneurs are those women who run, own operate and manage the economic unit on their own. Women entrepreneur is one who takes initiative to arrange, organize, and manage productive and non-productive affairs of business. It is mostly seen and observed that women who are educated, do not sit back home and limit themselves in four walls. They expect and demand equal opportunity of employment, respect and self-dependency. But for this, Indian women yet have to fight a long battle for equal rights of matching shoulder with patriarchal society. Female entrepreneurs are not just empowering themselves but also the society and providing employment opportunity to those who are migrating.

*According to Government of India (1984)*, "Women entrepreneur is the one who assumes dominating financial position and control i.e. minimum financial investment of 51% of capital and providing at least 51% of employment"

Frankly speaking, with the contribution and participation of women in the field of entrepreneurship, they have started giving neck-to-neck competition and matching shoulder with male entrepreneurs. Stress management is occupying great emphasis in women entrepreneurs' life and the myth of stress-free job for women is now a history. All of us in our work are opened to tension and anxiety as we get these through

the duties or task we are assigned to perform. In broader sense, female business personalities have same several functions to deliver as male entrepreneurs have.

It is worth notable that few women entrepreneurs have double role to deliver i.e. as businesswoman and as home-maker, this makes and adds to their stress level significantly. But yet women entrepreneurs are adding to makeup of women business networks and connections steady and growing. Women entrepreneurs also face gender biased behavior and treatment by society but still they have firmed their roots in the market and giving equal competition to their male counterparts. Society is yet emphasizing on gender biased roles of women made for domestic roles, but women have broken the chains of orthodoxy. This has happened due to the belief of that women can contribute and participate more in adding to the economy of the nation.

It won't be wrong to say that female entrepreneurship is an unignorable component of economic built up and it is must for socio-economic pull of women residing in rural areas.

### **Statement of Problem:**

As an honest opinion, female entrepreneurs have more than one role to play everyday i.e. homemaker, society balance and entrepreneur. Between these roles it is important to evaluate the level of stress in women and initiating preventive measures and steps to mitigate or add to reception (acceptance) level will aid in controlling female entrepreneurs' low productivity and health care expenses, multiplying as improvement in their performance. In addition to this, short supplies of raw materials, low availability of credit and physiological challenges are also adding to their stress level. Aforesaid practices will be useful for women entrepreneurs to emerge and develop techniques of abidance and strategies to check stress level in them.

### **Significance of Study:**

It becomes important to throw light on the stress management by female entrepreneurs because they are also contributing equally and young female entrepreneurs in making who will, no doubt deliver their full support towards and building of national economy. Focus on the study is also important as it will bring out the women who possess best entrepreneurial skill matching shoulder with male dominance.

### **Objects of Study:**

- To analyze the socio-culture barriers which hinders the entrepreneurial skill development in women.
- To assess the causes of stress among women entrepreneurs.
- To identify the reasons of stress in women entrepreneur.
- To diagnose the sources of social support to mitigate stress.

### **Review of Literature:**

*Seemprakalpa (2013), "A Study on women entrepreneurs dealing with role stress conditions and constraints in Agra Nigam"*

In comparison to male entrepreneur, female entrepreneurs are more heterogenous in terms of managing stress. Shifting pattern of stress management in women entrepreneurs. In reality female entrepreneurs were and are yet struggling with double role and responsibilities of business and homemaker, uneasy access to credit facility, non-supportive behavior of society, and their duty of motherhood. Apart from these basic hurdles, females are facing problems of low to high number of obstacles due to their heterogeneous

individuality. In general, female are dealing with problems of lesser knowledge about institutions, on time inculcations, training programme and various financial schemes of government for entrepreneurs.

***Thatchinamoorthy, Mr. C. & Meenam Bigai, Dr. J. (2018), “Entrepreneurial Stress Management of women Entrepreneurs”***

We cannot ignore the role and importance of female entrepreneurs in adding to the economic development matching shoulder with potential society. But during the pursuance of entrepreneurial they face hurdles of education type, lesser management skills, uneasy access to finance services etc.

If we look at the past few years then there is dynamic growth in women entrepreneurship at global level. Women entrepreneurs who are initiating the development of various enterprises are directly and indirectly contributing to the stagnancy and strength of the national and state specific economy

***Bhama, Mrs. T. Sathia; Soniya, Dr. S. & Prabha, Dr. I. (2023), “Stress Management of Women Entrepreneur”***

Everyday woman entrepreneur plays different roles. In fact women entrepreneurship has a combination of role to deliver as a woman in the society and as a entrepreneur in the same. She has to balance between her venture and family by making strategies to publicize their products as well as controlling family issues. Frankly speaking, women entrepreneurs should also get opportunity to access the same opportunity which the male entrepreneur take the advantage of. For improved society, we need to increase and improve the female contribution in both society and enterprises and this will happen only when women entrepreneurs are accordingly supported by both i.e. family and society.

**Hypothesis of Study:**

**HO<sub>1</sub>:** There is no significant relationship between societal attitude and women entrepreneurship.

**HO<sub>2</sub>:** There is no significant role of stress management in women entrepreneurs in India.

**Reasons/Causes of Stress in Women Entrepreneurship:**

- Socio-Culture Barriers
- Lack of Confidence
- Less Financial Awareness
- Lack of Market Knowledge
- Lack of Motivation
- Lack of balance between family life and employment
- Lack of employment
- Physical abuse
- Lack of education

**Table showing Top States of India’s Women Entrepreneurship Status:**

State	No. of Women Entrepreneur	% of WomenEntrepreneur
Tamil Nadu	2930	30.36
UP	3180	39.84
Kerala	2135	38.91
Maharastra	1394	32.12
Gujrat	1538	39.72

<b>Karnataka</b>	1026	26.84
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**Stress Management Techniques:**

- Avoid Stress Givers
- Learn to say “NO”
- Avoid unnecessary stress
- Be optimist
- Learn to forgive
- Learn to compromise
- Avoid discussing, disturbing topics

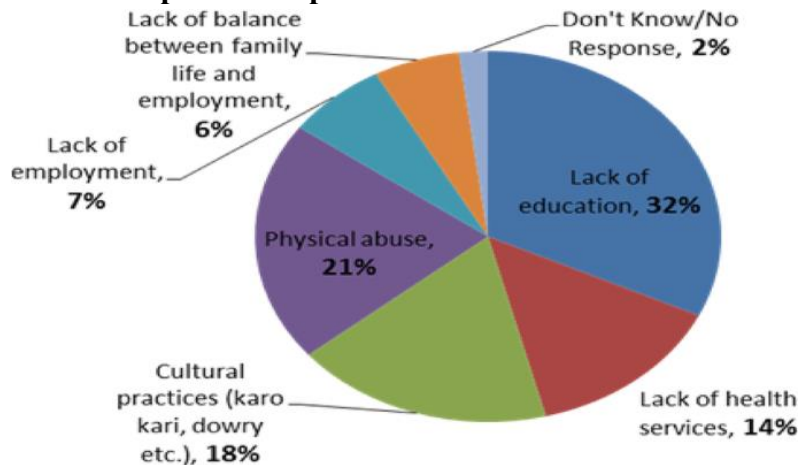
**Areas of Women Entrepreneurship:**

- Papad making
- Pickle making
- Fancy stores
- Xerox centres
- Computer centre
- Basket making
- Beauty parlour
- Boutique

**Successful Women Entrepreneurs in India:**

1. Chanda Kochhar, Executive Director, ICICI bank
2. Ekta Kapoor, Creative Director, Balaji Telefilms
3. Jyoti Naik, President, Lijjat Papad
4. Kiran Mazumdar Shaw, Chairperson & MD, Biocon
5. Naina Lal Kidwai, Deputy CEO, HSBC
6. Roshni Nadar, Chairperson, HCL Technologies

**Factors affecting Women Entrepreneurship:**



**Research Methodology:**

Presented study on theme is based on secondary data which was collected through various secondary

sources. Secondary data was well analyzed and interpreted and following observational analysis was worked out:

### **Role Stress and Its condition:**

A woman entrepreneur in her daily life has to deliver many roles, but two major roles which the female entrepreneur has to deliver is of a businesswoman and a homemaker too. All these roles are adding to her stress level and bad condition when she has to give best in both without support of society and community. Male dominance obstructs in smooth deliverance of both roles for women entrepreneur.

### **Constraints faced by Entrepreneurs:**

A female entrepreneur faces several constraints like: socio-culture barriers, lack of financial awareness, lack of availability of credit facility, heterogeneity in terms of comprehension level of various schemes to support female entrepreneurship, they do get support from their family members in the line but still they are making deliberate dedicated and honest effort to mitigate the sources of constraints.

### **General and Other Constraints:**

Female Entrepreneurs in their effort failed in achieving fruit for their endeavors because they lack knowledge about agencies, institutions and other platforms working to help and assist female entrepreneurs. Having lesser knowledge of financial schemes operated and launched by government has also hindered the birth of female entrepreneurs. Females who were less educated or illiterate lacked skill to operate, manage and expand. All these are possible only with proper training, but due to low education or no education they were away from training programmes organized by government and non-government organizations.

### **Financial Constraints:**

This is the most and major hurdle in women entrepreneurship. On one hand, due to lack of knowledge about the financial institution who are supporting female entrepreneurship hinders the growth of women entrepreneurship. On the other hand, financial institutions lesser trust or no trust issues has added to the financial problems of female entrepreneurs and also for young aspiring female entrepreneurs. This has resulted into a mentality of man should be supported, trained and promoted not woman.

### **Manpower Constraints:**

Female entrepreneurs specially belonging to beauty parlor and boutique suffered the manpower crisis in the form of non-availability of skilled labor to work in parlour and boutique who can deal with every client and deliver best. Here they faced a ridiculous situation of non-cooperation behavior of workers due to absence of proper training from training institutions this resulted into insufficient staff at the workplace to continue the operations of enterprise smoothly. Insufficiency of staff majorly affects operation at manufacturing area where hi-tech machines and systems are used to produce goods/services. This leads to late or delayed dispatching and market access of their end product.

### **Raw Materials:**

Availability of raw materials and its prices varies from place-to-place. Somewhere it is very cheap and

somewhere it is very costly. Fast changing fashion cycle which makes producer reproduce as per the taste of customers has also added to raw material availability crisis which directly and indirectly affects customers need and demand. They may even shift to close substitutes. To grab opportunity of market they have to put extra efforts to be in market and competition. Fluctuating prices of raw materials puts pressure on financial health of female entrepreneurs which ultimately results into stress of arranging funds for further operations.

### **Marketing:**

If the woman entrepreneur is a fresh bird to fly in the competition market then she has to compete with the giants in the market who already have a good occupancy in terms of market grip. Keeping this in mind, MSME running women entrepreneur in rural side are the major sufferers. Making sales of goods and services on credit and recovering the debt is not easy for female entrepreneurs from the buyer. In short, aspiring women entrepreneurs were not aware about institutions in market supporting entrepreneurship in women and this made them move back in taking step for entrepreneurship.

### **Conclusion:**

Considering above discussion and findings we can conclude women entrepreneurs varied in terms of their comprehension level, nature and attitude ranging from low to high number of role of stress management. In general, women entrepreneurs are facing stress due to dual and multiple responsibilities, non-availability of pleasure time, lesser credit facility, bad attitudinal behavior of society and many more. Apart from this understanding level of women entrepreneurship varies from region-to-region and their understanding level kept them away from accessing the training programmes, institutions and agencies either controlled by government and non-government bodies.

They back out due to their higher demand and need of finance and lower availability of credit and dullness of society and institutions towards them.

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