

A study of Indian Women Entrepreneur's Problems and Challenges

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ABSTRACT

Women of modern era are no more a traditional resource just confined to homes only, rather an educated, knowledgeable and innovative part of overall population. Although they have to go a long way to achieve an equal rights and position in the male dominated society. Entrepreneurship amongst women has been a recent concern, women have become aware of their existence, their rights and their work situations. Women entrepreneur is role a person who accepts the challenging role to meet her personal needs and become financially independent. In today's world. Women entrepreneurs are playing a vital role and have achieved an important place in global business. The present paper is an endeavor to study the concept of Women entrepreneur and problems faced by them. The present paper also focuses on initiatives taken by the government of India for strengthening. Women entrepreneur. On the basis of this analysis an attempt is made to give some suggestions for promoting. Women entrepreneurship and helping the women to become a successful entrepreneur.

Keywords: Women entrepreneur, entrepreneurship, endeavor, existence, innovative

INTRODUCTION

Meaning of Entrepreneurship:-Entrepreneurship is the process of designing, launching and running a new business venture. It has been defined as the "capacity and willingness to develop, organize and manage a business venture along with its all of its risks in order to made a profit".

The **Entrepreneur** is "a person who organize and manages any entrepreneur especially a business usually with considerable profit and risk". Rather than working as an employee an entrepreneur runs a business and undertakes all its risks and rewards of the venture.

Meaning of Women Entrepreneurship:-Women entrepreneur is a person who accepts challenging role to meet her personal needs and become financially independent. Government of India has defined . Women entrepreneur as enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

Globally women are considered weaker gender physically and emotionally, but despite of all these and all social hurdles women has emerged as a significant part of the global business world. Now a days women entrepreneurship contributes a lot in the economic growth of a nation. However the number of Women entrepreneur is quite less and often face gender base barriers to starting and growing their business. Despite of this it is estimated that Women entrepreneur presently comprised about 10% of the total number of entrepreneurs in India, with the percentage growing every year.

Objectives, methods and materials

The present paper is an endeavor to highlight the concept of Women entrepreneur, challenges faced by them and suggestions for improving their condition. Secondary data have been collected from newspapers, books, internet and published papers.

REASONS FOR BECOMING WOMEN ENTREPRENEUR

The time has gone when women were confined to four walls of their house. Now they have entered in all fields like man. The entry of women in business traced out as an extension of their position from household chores to business world. Mainly they have shifted from 3P's i.e. Pickle, Powder and Pap pad to modern 3E's i.e. Energy, Electronics and Engineering due to knowledge, education, skill and adaptability in business.

The challenges and opportunities provided to the women of digital era are increasing so rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic reasons like divorce, discrimination, economic reasons, health of family member etc. The following chart shows the reasons for women become entrepreneur.

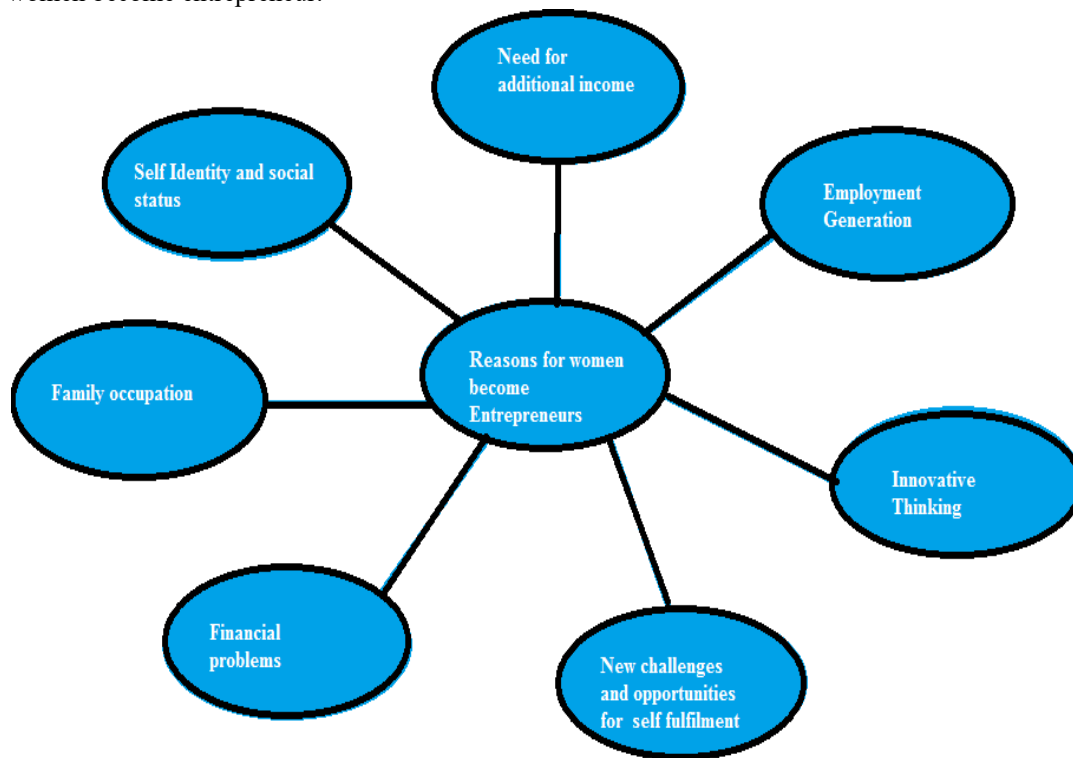


Fig. 1

Challenges faced by women entrepreneurs:-

Though in practice, same entrepreneurial process is followed for both men and women but there are many challenges being faced by women entrepreneurs. Some of these problems and challenges are as follows:-

- 1. Male Dominated Society:-** India is a male dominated traditional society where women are not supported to be equal to men folk. They are treated as subordinate to their husband and men, physically weak, lesser confident to be able to shoulder the responsibility of entrepreneur.
- 2. Problem of finance:-** Women entrepreneur have to face a lot in raising and meeting the financial needs of their business. Bankers, creditors and financial institutions are not coming forward to provide financial help to women borrowers on the ground of their less creditworthiness and more chances of failure.
- 3. Family Obligations:-** Women's family obligations are also a great hurdle for them in becoming an entrepreneur. "Having primary responsibility for children, home and other dependent family members, few women can devote all their time and energies to their business."
- 4. Lack of Managerial Ability:-** Women entrepreneur may not have effective managerial ability. They do not have full knowledge of functions of management like planning, organizing, directing and controlling. Therefore less and limited managerial ability become a hurdle in becoming successful entrepreneur.
- 5. Low Mobility:-** For the sake of a business an entrepreneur has to move from one city to another for business meetings. But less confidence is found among women to travel from one region to another day and night.
- 6. Inability to take risks:-** Low level risk taking ability is another factor affecting women entrepreneurs. Investing money in outside venture require great amount of courage, confidence and risk taking attitude.
- 7. Lack of self confidence:-** Women entrepreneur because of their inherent nature lack in confidence which is very essential for running a business successfully.

8. Competition between male and female:- Women entrepreneur have to face a tough competition with the men entrepreneur who easily involved in the promotion and development area and carry out marketing of their products easily. Such a competition ultimately results in liquidation of female entrepreneurs.

9. Lack of family support:- Absence of proper support, cooperation and back-up for women by their own family members and the outside world people force them to drop the idea of excelling in the enterprise field. They are always making many pessimistic feelings to be aroused in their minds and making them feel that family and not business is a place meant for them.

Apart from the above discussed problems there may occur other series of serious problems faced by women entrepreneurs as improper infrastructural facilities, high cost of production, attitude of people of society towards the women, modern business outlook, low needs of enterprise etc.

SUGGESTIONS FOR THE GROWTH OF WOMEN ENTREPRENEURS

Rights efforts from all areas are required for the development of women entrepreneurs and their greater participation in entrepreneurial activities. Following are some suggestions which may be considered for the growth of women entrepreneurs:-

- ✓ Better education facilities and schemes should be provided to women.
- ✓ Adequate training programs on management skills to be provided to women entrepreneurs.
- ✓ Training on professional competence and leadership skills to be extended to women entrepreneur.
- ✓ Encourage women's participation in decision making.
- ✓ Continuous monitoring and improvement of all training programmes.
- ✓ Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
- ✓ Educational institutes should tie up with various government and non-government agencies to assist in entrepreneurship development mainly to plan business projects.
- ✓ International, National, Local trade fairs, Industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.
- ✓ Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- ✓ Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.

Thus by adopting the above mentioned suggestions the problems of women entrepreneurs may be solved to some extent. Entrepreneurship is not an easy task especially for women because they have to fulfill their family responsibility along with business. These are some few suggestions for making their task easier and effective,

CONCLUSION

It can be concluded that Women Entrepreneurs who were traditionally kept behind the four walls of their houses, now in modern society are capable of managing both their family and business. Though they have to

face many problems and challenges in their way to become a successful entrepreneur. Government of India has introduced various policies to promote the status and level of women entrepreneurship in the country but very few entrepreneur could approach for assistance which is an indication that there is a need to revitalize the whole system. Finally it can be said that there is a long way to go for women entrepreneurs in India and their success is the success of Indian economy.

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