

A STUDY ON PROBLEMS FACED BY WOMEN ENTRPRENEURS IN INDIA

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ABSTRACT: *An increasing number of women are entering in to entrepreneurship in India Post 1990 They have progressively prove in too many fields which were earlier the preserve of men. The social background of women has for long helped them to exhibit quit leadership .They have learned to lead without formal authority. This is an advantage because workforce with higher education is more comfortable with a low profile leader who is supportive and helpful rather than a high profile leader who dictates to them. The supportive elements is more strongly ingrained in women .The current trend in business is supportive rather than directive leadership .Women have an eye for details and awareness of the motivational needs they are gifted to recognize those littlie elements which effects human sensitivities. Most women possess flair in the conversational styles. They interacted with people with ease and grace. Women referred to as another of the family, this makes it difficult for women to accept new rules.*

Woman constitutes the family that leads to society and Nation. Social and economic development of women is important for overall economic development of any society or a country. In traditional Indian societies, they were confined to four walls. In modern society, they come out of four walls to participate in all types of activities including entrepreneurship. In India empowering women through entrepreneurship has become an integral part of our development efforts because of three important reasons viz. Women development, Economic growth and Social stability. Our increasing dependency on service sector has created several entrepreneurial opportunities particularly for women where they can excel their skills with maintaining balance in their life. In this study we comes to know about the different issue which drag back the abilities of women entrepreneur and conjointly about the role of women entrepreneur in economic development.

KEY WORDS: Finance, Bad debts, Capital, Entrepreneur,

INTRODUCTION:

Women Entrepreneurs may be define as the women or a group of women who start and operate a business venture. A women entrepreneur has several functions. They should explore the prospects of beginning new enterprise; undertake risks, introduction of new innovations, coordination, administration and management of business and providing effective leadership in all aspects of business. Women Entrepreneurs are extremely increasing in the economies of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status within the society. The knowledge, ability and compliance in business are the core reasons for women to come forward into business ventures. women entrepreneurs engage in business as a result of push and pull factors that provide confidence to women to have an self-sustaining occupation and stands on their foots. Logic towards independent decision making on their life and career is that the motivational factor behind this insists on ‘Women Entrepreneur’ is a person who accepts challenging role to fulfill her personal needs and turn out to be economically independent. A powerful desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of tributary values in both family and social life. With the introduction of media, women are conscious of their own qualities, rights and also the work situations. The glass ceilings are shattered and women are found indulged in each line of business from pickle to telecommunication. Right efforts in all areas are very important within the development of women entrepreneurs and their greater involvement within the entrepreneurial activities.

OBJECTIVES OF THE STUDY:

1. To study challenges and problem faced by the women entrepreneur
2. To study role of women entrepreneur in Indian economy
3. To know about the different government schemes which are available for women entrepreneur?

RESEARCH METHODOLOGY:

Secondary data has been contributed to write this paper. Secondary data collected from National & International Journals, published reports.

LITERATURE REVIEW:

Women entrepreneurship has been recognized as a significant source of economic process. Women entrepreneurs produce new jobs for themselves and others and collectively offer society with all totally different solutions to management, organization and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs usually face gender-based barriers to beginning and

growing their businesses, like discriminatory property, marital status and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; restricted mobility and access to information and networks, etc.

Women's entrepreneurship can produce a really strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, governments across the globe as well as varied developmental organizations are actively endeavor promotion of women entrepreneurs through numerous schemes, incentives and promotional measures.

Women entrepreneurs can be divided into three

1) Entrepreneurs in Large and Medium Sector

In large and medium sectors, women with educational and skilled qualifications, take the initiative and manage the business as well as a man. A woman entrepreneur who has received basic managerial training and educational qualifications, generally even an MBA degree, sometimes may head the medium sector and large units. These women due to their qualifications and different opportunities that are available to them are in a very superior position and have a competitive edge over others to set up and manage the units.

2) Entrepreneurs within the Small Sector

Those women entrepreneurs, who don't have education or any formal training in management, however have developed skills take to small scale industry. They select that product with which they are familiar i.e. garments, weaving, pickles, dolls and handicrafts. Some have ventured into engineering, electronics, chemicals and pharmaceuticals. Some additionally make surgical instruments, furniture and pottery. These women entrepreneurs need within the initial period, certain special privileges to overcome the practical social handicaps they face for being a woman such as attitudinal reluctance of officers, lack of knowledge, and too many formalities that require to be completed.

3) The Third Category of Women Entrepreneurs

These work in cities and slums to help women with lower means of livelihood. Their service motivated organization to help economically backward sections. They need Government support in promoting as well as obtaining finances at a concessional rate for their product. Preferential purchasing policy of government helps such institutions to manufacture and sell to the government things like files, chalk, stationery, etc.

CHALLENGES FACED BY WOMEN ENTERPRENEURS:

Lack of education:

In India literacy among women is extremely low. Even in 21st century, rural women in India are lagging far late within the field of education. Largely women of the rural areas are uneducated. Women in rural areas who are educated whichever less or inadequate education than their male equivalent partly because of poorness, early marriage, low socioeconomic status, partly because of son's higher education.

Lack of education is one of the most important problems for women who wish to start their business. Due to lack of fine education, women entrepreneurs not adopt the new technology development, new trend of marketing, new ways of manufacturing and different government schemes that inspire them.

Paradox of Entrepreneurial skill and Finance

There is contradiction of —have and haven't skills of entrepreneurship in Indian women belonging to economically poor and rich families. Women belonging to economically rich families have the capital support however they may not have sensible entrepreneurial skills, thus outsourcing the activities. At the alternative side of society, many women from economically poor families have consistent entrepreneurial skills; however they have not any financial support from their families.

We thus believe that the issues of women entrepreneurship square measure hanging within the trap of this contradiction.

Short of self-confidence:

In India women have lack of self-confidence in their strength and skill. The family members and therefore the society are unwilling to stand beside their organizational growth. To a precise degree, this situation is changing with Indian women and yet to face a fantastic amend to spice up the speed of growth in entrepreneurship.

Socio-Cultural Barriers:

Family and personal obligations generally works as a good barrier for succeeding in business career of women entrepreneurship. Only few women are capable of managing both home and business expeditiously, giving ample time to perform all their responsibilities in priority

Male Dominated Society: In our constitution regulation there are equivalent rights for men and women however in real equality doesn't be present in rural areas. Women are not treated equal to men. Individuals in rural areas usually having a prejudice that woman are capable just for household work. Women entry to

business needs to approve by the head of the family. Entrepreneurship sometimes has been seen as a male circle and male dominated. All phase of this kind a barrier within the growth of women entrepreneurs.

Role of women as an entrepreneur:

Considering the flow of women entrepreneurs among the traditional industries, it is sometimes criticized that the women entrepreneurship is engaged only in handloom and International Journal of Applied Science & Contribution of women entrepreneur in economy:

Women entrepreneurs are usually delineated as—survivalist and dominate the low ability, low capital intensive and sometimes informal and micro business.

Women tend to target business that is a continuation of their domestic roles, such as the services sector. The potential for the expansion of women's enterprises is said to below and is driven less by entrepreneurial drive than the necessity for survival. Women comprise 74% of these employed within the micro enterprises sector. Quite 65% of all women in cottage\handicraft industries (microenterprise) were engaged in processing food products and beverages.

Economic contribution by Women Entrepreneurs

Women's economic activities contribute directly to growth and potency in managing informal business issues and poverty reduction is one of the main problems for policy makers

Capital formation

Entrepreneurs mobilize the idle savings of the public through the problem of industrial securities. Investment of public savings in industry leads to productive usage of national resources. The speed of capital formation increases, which is crucial for fast economic process.

Improvement in Per capita income

Women entrepreneurs in India have also been exploiting the opportunities.

They convert the resources like land, labor and capital in to national income and wealth within the form of product and services. They help increase the country's net national product and per capita which are vital yardsticks for measuring the economic growth.

Generation of employment

Women entrepreneur in India are playing important role in generating employment setting up small scale industries, they provide jobs to many people in India.

The Government of India has many schemes for women.

Conclusion:

Women are a very important human resource of the nation and every state ought to try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one among the ways for that. However sadly it is seen that the traditional way of thinking of the society and negligence of the state and respective authorities are important obstacles in the women entrepreneurship development in India. Apart from the responsibility of the state and society, absence of a certain agenda of life, absence of balance between family and career obligations of women, poor degree of financial freedom for women, absence of direct ownership of the property to women, contradiction of entrepreneurial ability and finance in economically rich and poor girls, no awareness regarding capacities, low ability to bear risks, issues of work with male employees, negligence by financial institutions, lack of self-confidence, lack of skilled education, quality constraints and lack of interaction with successful entrepreneurs are major issues of women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage, motivate and co-operate with women entrepreneurs, awareness programs ought to be conducted on a mass scale with the intention of making awareness among women regarding the various areas to conduct business.

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