

A Study on Problems Faced by Women Entrepreneurs in India

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Abstract:

Entrepreneurs play an important role in any economy as he uses the skills brings new ideas to the market. an individual who starts a new business is called an entrepreneur. He bears the risks and enjoys most of the rewards. Women entrepreneur is defined as an entrepreneur, who is initiate, organize and run business unit. She, as an entrepreneur, performs all the functions involved in establishing an enterprise. In India, traditionally it has been observed that society is dominated by males but in contemporary times, women are breaking the trend and coming out of the shadows in an all-powerful avatar. Women from all around the world are overcoming the negative thinking the society has about them. In this paper attempt is made to analyses various difficulties and challenges faced by women entrepreneurs in their business operations.

Keywords: Economy, Entrepreneur, Business units, society

INTRODUCTION:

Entrepreneurship can refers to the setting up a business so as to take advantages from new opportunities. A women entrepreneur is an adult who owns and run as enterprise. The international liberation organization explain the women enterprise as a small unit where one or more women's entrepreneurs have not less than 50 % financial holding. Government of India has explained the term as women entrepreneurs primarily based on women participation in equity and employment of an enterprise organization. The tasks of women entrepreneurs is full of challenge but still they have steer clear of prejudice opposition, constraint and have establish themselves as successful entrepreneurs.

In General women entrepreneurs in Indian context can be explained as women having dominant financial control over their enterprise, who either choose or are driven out of some necessity to take up the challenging role of an entrepreneur. She embarks towards starting, organizing and managing resources at their disposal in expectation of earning profits. Women entrepreneurs take aware decisions in order to manage their enterprise. Women entrepreneurship also leads to social and economic empowerment of women.

So, it can be said that a women entrepreneur is one who starts a business and manages it independently. She tactfully takes all the risk, accepts challenging role to meet her personal needs and become economically independent. An entrepreneurial women has a strong desire to do something positive is an in built quality. She is capable of contributing values in both family and social life and faces the challenges boldly with an

iron will to succeed. Indian women need to work a lot to achieve equal rights and position in society because traditions are deep rooted in Indian society where the sociological set up has been male dominated one. Women are considered depended on men folk in their family and outside, throughout their whole life. The Indian culture made them only subordinates in the family.

RESEARCH METHODOLOGY - For the present study qualitative research method was adopted. For this study data is collected from both the sources Primary as well as secondary. Interviews of women entrepreneurs are conducted to collect the real information. Secondary data is collected from books, national & International journals, research literatures, and websites.

OBJECTIVES OF STUDY

- To study the development of women entrepreneur in India
- To study the problems faced by women entrepreneur in India
- To find out the possible solutions for challenges faced by women entrepreneur

NEED AND RELEVANCE OF THE STUDY

The economic status of women plays an important role in society's development. The study is conducted to understand the women challenges towards entrepreneurship. It is very much necessary to study the challenges that a women entrepreneur has to face because empowering women is a pre-requisite for creating a good nation. Entrepreneurship is an important module for women empowerment. Therefore, this research has been chosen for the study.

CHALLENGES FACED BY WOMEN ENTREPRENEURS: There are a number of problems women faces as an entrepreneur. Some of them are:

Lack of financial support- finance is life blood of business without which no business can survive. Women entrepreneur faces shortage of finance due to various reasons. Bank and financial Institutions do not take imitative to provide financial assistance to women entrepreneur on the ground of less credit worthiness. Bank also believes that women can leave the business at any time. In India women do not generally have property in their own name this is the main reason that women are bound to rely on their own savings and borrowing loans from friends and relatives.

Lacks of Education- Women in India are far behind in the field of education as compare to men. Around 60-65% of women are still illiterate in India and it is the root cause of socio- economic problem. In India women are not aware of business, business strategies & Techniques, market knowledge due to lack of education. Due to lack of proper education and training women entrepreneurs remain in dark about the development of new techniques, new methods of production & government support schemes.

Male dominated society - The constitution of India speaks of equality between sexes but infect, not in practice. India is a male dominated country where women are not treated equal to men. They are considered

as helping hand to their husband & family members. They are also considered physically weak & lesser confident to be able to shoulder the responsibilities of entrepreneurship.

Lack of Family Support- The society thinks that women's duty is to look after the children's and family members. Women are meant to serve the need of family. In case of married women, it is her duty to maintain a proper balance between family & Business. Her duties towards family leave little or no time and energy for business activities. She, also, in need have support & approval of her husband for starting her own business. There is a great need to change to people mentality then only women entrepreneurs can succeed in their business.

Lack of Professional aptitude- To be successful businessman one need have entrepreneur mindset. After attending a lot of training session and coaching lecturers they are not confident in taking decisions.

No Role model- In India, budding women entrepreneurs do not have enough positive role models due to which they are unable to visualize how success would look like. They also face problems in finding women mentor & Coaches who can provide them meaningful feed bank. There is also shortage of insightful article & research literature that can help them for their profession and personal challenges.

Limited mobility- Limited mobility is also one of the problems in women entrepreneur. Women cannot travel to long alone, or stay at hotels for business dealing without worrying their safety issues. In India many hotels is still do not allow a women to check in alone.

Low risk bearing ability- To gain profit in business, the entrepreneur should be able to take some inherent risk. In India, women do not have financial freedom and also not allowed to take independent decision. They are kept aside from threat from their childhood, their mother & father use to take decision for her and after marriage her husband takes all these responsibilities. Due to these women are not confident in taking their own decisions.

Security Issues: In India safety of women is still a big problem. The unfavorable and risk, environment posses serious for women entrepreneur as they need mobility to manage their various business related activities. They are many cases of rape & harassment against women is reported every day. She has to mingle with the society & this brings a series of problems for them.

Stiff competitions: Present economic environment and market condition are full of competitions. Women entrepreneur have to face competition not only with their business competition but also with their business for leadership. They have to prove their worthiness every step to their colleagues & their investment to gain their confident in them.

SUGGESTIONS:

1. The family & Society should allow and support the women to start their own business.
2. The government should focus on awareness programme for women entrepreneurship.
3. There is need to develop specific programme that supports in attitudinal changes, training and supportive services.
4. Government can help the women entrepreneur by help them in infrastructure development. Government may allocate industrial plots, shade & other required amenities.
5. Women education is most needed so provision should be made to provide professional and technical education.
6. Effective Provisions should be made for women training, practical experience and personality development to improve in their overall personality.
7. Arrangement should be made for basic management training like, maintaining the accounts, handling taxes and understanding compliance rules and regulation.
8. Efforts should be made for easily access of financial help for women entrepreneurship. The government and financial institutions should provide the easy loan to women entrepreneurship.

CONCLUSION

The role of women in the society is increasing day by day. Now women have come out of kitchen and they are playing an important role in building the economy. There are many women's in India who is very successful. In future the male dominance in the entrepreneurship field will be getting over. Those who take the risk and built their business in proper way will win the race. Some are common problems arise in entrepreneurship and some due to family and society. Nowadays women have identified many new type of business opportunity where they can sit in home and do their business. Education has helped many women to realize their potential and work accordingly. Development of technology also made women smarter and they also found many innovative opportunities to do and flourish their business. There is a significant change attitude of women's towards entrepreneurship, most of them have a positive attitude and wants to open their own business in future.

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