



Women Entrepreneurs - Opportunities and Challenges

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KEYWORDS :

The emergence of rural women entrepreneurs in India depends upon closely interlinked economic education, social culture; religious, psychological and institutional variables. These variables ultimately account for influencing and moulding the attitude of rural women towards business and industry.

The entrepreneur stands at the centre of the whole process of Economic Development. Even though women are playing a vital role in all developmental aspects of a nation.

A rural women entrepreneur is a woman or group of woman who undertake to organize and run an enterprise in a rural area. The rural women entrepreneurs may be woman who takes to entrepreneurship because they had the family background tradition in some skill or trade, hence they would like to have extra money for themselves and their families.

TREND OF WOMEN AND ENTREPRENEURIAL ACTIVITIES:

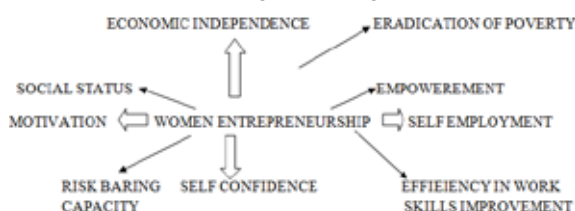
In the last few decades in India, Central and State governments and non-governmental organizations have recognized that women should be in the middle of the road of Economic development.

Women are seen as appropriate way to assault poverty at the grass route level by generating employment and income. They have to confine themselves to home based or house attached entrepreneurial activities, petty business and very rarely tiny cottage industries.

Factors responsible for the growth of Women Entrepreneurship

- Lack of employment
- Economic independency
- Education
- To prove the skills and to improve their financial status.

Factors for Women Entrepreneurship



Opportunities:

Government of India introduced various entrepreneurship programmes under different schemes like SGSY, SGRY, SJSRY, DWCRA and TRYSEM. Women entrepreneurs can best emerge out of the women folk, with an aptitude for an experience in entrepreneurship. Government efforts that promote entrepreneurship either by training or by granting loans to women without have failed. First we have to see that how many entrepreneurs are running the firms and industries or

business, for this reason. We have to look into two aspects of the issues i.e, profile of the entrepreneurs and socio-economic background of the Entrepreneurs and at what extent government gives the technical and financial support to them.

Rural women entrepreneurs take it as a challenge to take up an independent occupation. In the latter they establish business to overcome financial problems.

CHALLENGES FACED BY RURAL WOMEN ENTREPRENEURS:

Nearly 90% of the rural enterprises faced the problem of lack of capital or lack of access to institutional finance and credit. They failed to get appropriate support from the banks. They are failed in getting good demand for their products. Dias (1992), Mathew 1998. There is a discrimination against rural women, the traditional attitude of our society does not encourage women to utilize their human potentials fully. They are not ranked according to their capacity. Dr. Manusuri 2011.

The major challenges faced by women entrepreneurs are illiteracy, lack of vital information, fear to take risks lack of experience and training, feeling insecurity, lack of infrastructure and finance.

- In addition, there are structural constraints in the form of inequality, limited purchasing power, condemnation by local elite etc. They have also to face competition from the urban entrepreneurs who make more attractive products due to modern technology.
- A case study was conducted in Vijayawada to study the problems. A sample size of 30 women entrepreneurs and tailoring, pickles and papad making, candles and paper plates preparation units.
- These women entrepreneurs run these firms and units with their desire to have economic independency and due to their poverty and to give financial support to their family.
- The study reveals that women entrepreneurs get their motivational factors, support from their family members.
- 10% of them faced the problem of discrimination in the field.
- Many of them are facing the problem of finance. They are unable to get finance from banks as they are uneducated. 3% of them are not known the programmes conducted by the Government to give training.
- 50% of the entrepreneurs belongs to backward classes as they are backward they do not get the opportunity to fix price and they are influenced by their husbands in the business in decision making and capital formation.
- It is observed that there is a difference between men and women entrepreneurs in their strategies of marketing and they are giving importance to suitable strategies and quality approach.
- They are equally enthusiastic with men in employing various financial strategies.
- 6.6% percentage of women entrepreneurs is able to save the

amount from 20,000 to 25,000 per annum.

- It is observed those 30-50 years of aged women entrepreneurs running the business with hard work and devotion (16%).
- Majority of the entrepreneurs belong to the group of 35-40 years.

More than half of them 52 percent said that the strength of their business is family support.

40% reveal that major threat of their business is lack of advertising and marketing ability.

Many of them are unknown about financial assistance and Government policies.

- Elimination of administrative barriers
- Perfection of legislative basis carried out in entrepreneur market
- Target use of international financial support
- Increasing the solvency of the population.
- State support in development business infrastructure providing accessibility to business education and information of the vast layers of population.
- In the recent past the previous problems are continuing and also new problems arise. Male domination, lack of confidence in their strength, and inadequate competitive capacity are the major hindrances to women entrepreneurs. Family commitments bar them from becoming successful entrepreneur's availability of alternative raw materials and high bargaining cleverness are essential in the modern business world. Women's family and personal obligations are sometimes a great barrier for succeeding in their activities.

Moreover stiff competition and lack of mobility exploitation of middle man are squeezing the entrepreneurial talent.

Owing to poor awareness on modernization, latest technological changes, and low level of education they can not sustain in this field. Finally lack of knowledge about Government policies, market trend, loans, schemes etc is also the causes of their difficulty.

SUGGESTIONS:

International, national and local level financial institutions and NGO's and community based organizations are taking several steps to develop the rural entrepreneurs.

Rural women are not attaining the expected level. Hence entrepreneurial activities based better education and training facilities should be provided to poor women entrepreneurs.

Training programme on capacity building and management skills. In order to understand the current requirement production technique market strategy and managerial technique, vocational training for both new and already engaged entrepreneurs should be given to them.

Counseling through committed NGO's, Psychologists managerial experts and technical personal should be provided to the existing emerging women entrepreneurs.

Unique programmes for encouraging women entrepreneurship by using national and state level resource persons should be encouraged.

- Special programmes training, symposium, seminars, workshop seed capital and incentive for women entrepreneurs.
- Export based commodities, eco-friendly products basic IT enable activities herbal forest and health care products and some service industries will give multiple benefits for both women entrepreneurs as well as the Nation.

CONCLUSION:

Even though women are playing a vital role in development aspects of the nation, they are not properly recognized in general and entre-

preneurial activities in particular. Women continued to be discriminated exploited. In the present global competitive business and industrial situation the women entrepreneurs can play a greater role and emerge themselves by providing training, facilities, encouragement programmes, special counseling centers, workshops and better finance support.

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