



Women Entrepreneurship in India: Challenges and Problems

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ABSTRACT

Women entrepreneurship is now a days a major opportunity for the people who migrate in areas. On the country it is also a fact that the majority of women entrepreneurs are facing many problems due to not availability of primary amenities in areas of developing country like India. Lack of education, financial problems, insufficient technical and conceptual ability it is too difficult for the women entrepreneurs to establish industries in the areas. The environment in the family, society and support system is not conducive to encourage people to take up entrepreneurship as a career. It may be due to lack of awareness and knowledge of entrepreneurial opportunities. The young and well educated mostly tend to leave. As per circumstances, 1 people by force may be more self-sufficient than their urban counterparts, but the culture of women entrepreneurship tends to be weak. Continuous motivation is needed in case of employee who is sometime difficult for an entrepreneur to Problems in Women Entrepreneurship Entrepreneurs are playing very important role in the development of economy. They face various problems in day to day work. As the thorns are part of rose, similarly every flourishing business has its own kind of problems. Some of the major problems faced by women entrepreneurs are as under. This paper makes an attempt to find out the problems and challenges for the potentiality of women entrepreneurship. It also focuses on the major problems faced by women entrepreneurs especially in the fields of marketing of products, financial amenities and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc. The changing global environment raises questions about the ability of traditional, small-scale businesses in areas to share the potential benefits offered by the changing environments. The rapid (though decline) population growth, coupled with even faster urbanization, creates increasing demands. In India, populations in general grow about twice as fast as the overall total, and by 2020 they may exceed the size of populations. Such a major demographic trend challenges the capacities of some traditional small-scale businesses to cope with the increasing demands.

KEYWORDS :

Introduction

Entrepreneur is an economic agent who plays a vital role in the economic development of a country. Economic development of a country refers to steady growth in the income levels. This growth mainly depends on its entrepreneurs. The role of entrepreneurs depending on the material resources, industry climate and responsiveness of the political system it varies from economy to economy. Women entrepreneurship implies entrepreneurship emerging in areas is establishing industries in areas are called women entrepreneurship. Diversification of available resources such as entering for tourists, blacksmithing, carpentry, spinning, etc, as well as diversification in to activities other than those solely related to agricultural usage, for example, the use of other than such as water, woodlands, buildings available skills and local features all fit in to women entrepreneurship. Women entrepreneurship is a process which introduces new things in the economy. Industrialization helps to answer to poverty, unemployment and backwardness of Indian economy. Government in its successive five year plans has been assigning increasing importance and support for the promotion and development of women entrepreneurship. Balanced development is the need of hour and it is possible only if flourishes.

The problem is essentially lopsided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen unemployment or underemployment in the villages that has led to influx of population to the cities. What is needed is to create a situation so that the migration comes down. Migration per se is not always undesirable but it should be the minimum as far as employment is concerned. Rather the situation should be such that people should find it worthwhile to shift themselves from towns and cities to areas because of realization of better opportunities there. In other words, migration from areas should not only get checked but overpopulated towns and cities should also get decongested. If it is so, ways can always be found out. One is by forcibly stopping villagers from settling in the slums of towns and cities, making use of all powers to clear the slums so the villagers are forced to go back. But such practices have not achieved the desired results in the past. Apart from causing suffering to the poor people and adding to the expend-

iture of the government, social tensions and economic hardships created by the government officials and their staff in every demolition of slums is not desirable from a same government.

The following are the main objective:

1. To study the role of women entrepreneurship in economic development of the country.
2. To analyse the economic impact of micro business on empowerment women entrepreneurs.
3. To study the problems and challenges of women entrepreneurs in their various dimensions.

Women Entrepreneurship in India

Who should be capable of making use of government policies and schemes for the betterment of people? Some individuals who happen to be local leaders and NGOs and who are committed to the cause of the people have been catalytic agents for development. Though their efforts need to be recognized yet much more needs to be done to reverse the direction of movement of people, i.e. to attract people in their areas. It means not only stopping the outflow of people but also attracting them back from the towns and cities where they had migrated. This is possible when young people consider areas as places of opportunities. Despite all the inadequacies in areas one should assess their strengths and build on them to make areas places of opportunities. This is much to do with the way one sees the reality of areas. The way a survivor or job seeker would see things would certainly be different from those like to do something worthwhile and are ready to go through a difficult path to achieve their goals. It isn't that there is a death of people with such a mindset. But with time change their minds and join the bandwagon of job seekers due to various complications. Enabling them to think positively, creatively and entrepreneurship purposefully is most of the development of areas. Young people with such perspective and with the help of rightly channelized efforts usher in an era of women entrepreneurship.

Optimum utilization of local resources in an entrepreneurial venture

by population-better distributions of the farm produce results in the prosperity. Entrepreneurial occupation population to reduce discrimination and providing alternative occupations as against the migration. To activate such system to provide basic '6m' manpower, money, material, machinery, management and market to the population.

Challenges Faced by Women Entrepreneurship in India:

Family Challenges:

Convincing to opt for business over job is easy is not an easy task for an individual. The first thing compared is-will you make more money in the business of your choice or a successor of family business. This is where it becomes almost impossible to convince that you can generate more cash with passion than doing what your dad is doing.

Social Challenges:

Family challenges are always at the top because that is what matter the most but at times social challenges also are very important. Let us say you and your friend graduated at the same time. You opted for entrepreneurship and your friend opted for a job. He now has a flat, car and what not because he could easily get those with a bank loan but you still have nothing to show off and this is where the challenge comes.

Technological Challenges:

Indian education system lags too much from the job industry as a whole but then it lags even more when it comes to online entrepreneurship. What technology would be ideal and how to use that technology effectively?

Financial Challenges:

Financial challenges are a lot different in India especially for online entrepreneurs. When you are starting out as an entrepreneur you don't opt for venture but try to go to funding for small to medium business people. Many such non-technical business people don't understand the online business models as a whole and so getting an initial business funding from them becomes challenging. The other option you think of is a loan but bank loan is not at all an option in india for new online entrepreneurs.

Policy challenges:

Now and then there is lots of changes in the policies to change in the government. Problems of TRIPS and TRIMS. Problems of rising equity capital, problems of availing raw materials, problems of obsolescence of indigenous technology increased pollution ecological imbalanced. Exploitation of small and poor countries etc.

A. Opportunities

- Free entry into world trade.
- Improved risk taking ability.
- Governments of nations withdrawn some restrictions.
- Technology and inventions spread into the world.
- Encouragement to innovations and inventions.
- Promotion of healthy completions among nations.
- Benefits of specialization.
- Social and cultural development.

B. Challenges for Women Entrepreneurs

- Growth of Mall Culture
- Poor Assistance
- Power Failure
- Lack of Technical know how
- Capacity Utilization

C. Opportunities for Women Entrepreneurs

- Crashed Scheme for Entrepreneurship Development

- Food for Work Program
- National Rural Employment Program
- Regional Rural Development Centers
- Bank of Technology
- Rural Innovation Funding

D. Need for Creating Indian Entrepreneurs -A Snapshot:

A recent mckinsey & company-Nasscom report estimates that India needs at least 8'000 new business to achieve its target of building a US\$87 billion IT sector. -In the next 10 years, 110-130 million Indian citizens will be searching for jobs, including 80-100 million looking for their first jobs.

Problems of Women Entrepreneurship

Entrepreneurs are playing very important role in the development of economy. They face various problems in day to day work. As the thorns are part of roses, similarly every flourishing business has its own kind of problems. Some of the major problems faced by entrepreneurs a under.

Financial Problems

Most of the women entrepreneurs fail to get external funds due to absence of tangible security and credit in the market. The procedure to avail the loan facility is too time-consuming that its delay often disappoints the women entrepreneurs. Lack of finance available to women entrepreneurs is one of the biggest problems which women entrepreneur is born now days especially due to global recession. Major difficulties faced by women entrepreneurs include low level of purchasing power of consumer so sales volume is insufficient, lack of finance to start business, reduced profits due to competition, pricing of goods and services, financial statements are difficult to be maintained by women entrepreneur, stringent tax laws, lack of guarantees for raising up of loans, difficulty in raising capital through equity, dependence on small money lenders for loans for which they charge discriminating interest rates and huge rent and property cost. The growth of women entrepreneurs is not very healthy in spite of efforts made be government due to lack of proper and adequate infrastructure facilities. women entrepreneurs have less risk bearing capacity due to lack of financial resources and external support.

Marketing problems

Women entrepreneurs face severe completion of large sized organization and urban entrepreneurs. They incur the high cost of production due to high input cost. Major problems faced by marketers are the problem of standardization and competition from large scale units. They face the problem in fixing the standards and sticking to them. Competition from large scale units also creates difficulty for the survival of new ventures. New ventures have limited financial resources and hence cannot afford to spend more on scale promotion. These units are not having any standard brand name under which they can sell their products. New ventures have to come up with new advertisement strategies which the people can easily understand. Understood by many people. It has been seen in the recent past that in spite of enough food stocks with government warehouses, people are dying of starvation. This indicates a problem with the public distribution system. The producers are not collective in their approach for marketing their products because they are too widely scattered and uneducated.

Middlemen exploit women entrepreneurs. The women entrepreneurs are heavily dependent on middlemen for marketing of their products who pocket large amount of profit. Storage facilities and poor mean of transport are other marketing problems in areas. In most of the villages, farmers store the produce in open space, in bags or earthen vessels etc. So these indigenous methods of storage are not capable of protecting the produce from dampness, weevils etc. The agricultural goods are not standardized and graded.

Management Problems

Information technology is not very common in areas. Entrepreneurs rely on internal linkages that encourage the flow of goods, services, information and ideas. The intensity of family and personal relation-

ships in communities can sometimes be helpful but they may also present obstacles to effective business relationships. Business deal may receive less than rigorous objectively and intercommunity rivalries may reduce the scope for regional cooperation. Decision making process and lines of authority are mostly blurred by local politics in areas. women entrepreneurs find it extremely difficult in complying with various formalities in obtaining licenses due to illiteracy and ignorance. Procurement of raw material is tough task for women entrepreneurs. They may end up with poor quality raw materials, may also face the problem of storage and warehousing. women entrepreneurs suffer a severe problem of lack of technical knowledge. Lack of training facilities and extensive services create a hurdle for the development of women entrepreneurs. Another important problem is growth of women entrepreneurship is the inferior of produced due to lack of availability of standard tools and equipment and poor quality of raw materials.

Human resource problem

Most of the entrepreneurs of areas are unable to find workers with high skills. Turnover rates are also high in this case. They have to be provide with on the job training is generally a serious problem for the entrepreneur as they are mostly uneducated and they have to be taught in the language which they understand easily. The industries in areas are not only established just to take advantage of cheap labor but also to bring about an integrated development.

The environment in the family, society and support system is not conducive to encourage people to take up entrepreneurship as a career. It may be due to lack of awareness and knowledge of entrepreneurial opportunities. The young and well educated mostly tend to leave. As per circumstances, people by force may be more self-sufficient than their urban counterparts, but the culture of entrepreneurship tends to be weak. Continuous motivation is needed in case of employee which is sometime difficult for an entrepreneur to Problems in Rural Entrepreneurship Entrepreneurs are playing very important role in the development of economy. They face various problems in day to day work. As the thorns are part of rose, similarly every flourishing business has its own kind of problems. Some of the major problems faced by women entrepreneurs are as under.

Conclusion

To promote women entrepreneurship, the government should completely de-license industry and commerce in areas. Small entrepreneurs should be encouraged so set up in areas, exemption from controls are taxes, entrepreneurs will offer basic needs like water, electricity living space, education, health and connecting as perquisites to all employees. There is a lot of potential in women entrepreneurship which needs tapped for the economic growth of our country. Appropriate products can be identities and produced in areas by motivating the women entrepreneurs to undertake their production. They can also be helped to market the products in even in export markets. Economic growth is the effect entrepreneur is the cause. Entrepreneurs explore opportunities, convert ideas into viable business proposition and provide new products and services to the society by bringing together and combining various factors of production. Thus encouraging micro business leads to the improvement in the standard of living of the people ultimately it leads to economic development of the nation.

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