



WOMEN ENTREPRENEURSHIP, IT'S THREATS

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ABSTRACT According to Robert E Nelson, "An Entrepreneur is a person who is able to look at the environment, identify opportunities, to improve the environmental resources and implement action to maximize those opportunities".

The entrepreneurship sector was fully fed up with men entrepreneurs. But nowadays there has been a change in this trend. At present nearly half of the Indian entrepreneurs are women entrepreneurs. Indian government have adopted several projects for the development of the women entrepreneurs including training, participation in local self government and a women's bank. Women entrepreneur need to enhance their living standard, it will leads to the strengthening of the economy. 'Women entrepreneur' is a person who accepts challenging role to meet her personal needs and become economically independent.

KEYWORDS : entrepreneurship, Women bank, environmental resources.

Introduction

Women has to play multiple roles in the community, sometimes she has to play the role of mother, sister ,parent, daughter, wife etc., playing these roles, women sometimes submerged her own self role and her real. Acting these multiple roles, they inherently reveals that they have the capability to act as an entrepreneur. According to Govt. of India **women entrepreneur** is as enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women. Now women entrepreneurs plays a pivotal position in the developments and strengthening of the economy by giving more employment generation, revenue maximization etc.. by comparing men. Indian women entrepreneurs have proved that they are very familiar and efficient in effective enterprise management under all circumstances. The policy makers and administrations (government and semi government) have devised ways and means of promotion of entrepreneurship among women. However they face several barriers in the form of finance, raw material, competition etc.

Objectives of the study:

The following are the objectives of the study.

1. To study the present position of the women entrepreneurs.
2. To examine the challenges faced by women entrepreneurs
3. To point out certain innovative steps to strengthen the growth of women entrepreneurs

Methodology

The present study is mainly based on secondary data collected by National Sample Survey Organization (NSSO), National Account statistics, and from various authenticated official sites, journals and websites.

Problems of women entrepreneurs

The major barriers facing the women entrepreneurs are nothing succeed like success, however no success is achieved without encountering many difficulties and hurdles. A women entrepreneur, while carrying out her enterprise faces lot of problems. They are,

Financial problems:-

Finance is the life blood of every business, whatever may be the volume, big or small. The main challenges facing the women entrepreneur is lack of sufficient finance. The majority of women business entrepreneurs have had to rely a significant extent self generated finance during the start up period of their business. But the Banks and financial institutions also consider women less credit worthy and discourage women borrowers on the belief that they stop their business at any time. Thus women entrepreneurs faces difficulties for rising finance.

Strict competition

Women entrepreneurs do not have organizational set up to track the market situation and to invest lot of money for canvassing and advertisements. Thus they have to face a stiff competition for marketing their products. It will result the winding up of the enterprise.

Lack of education

As per the latest Indian census three fifth of the women are still illiterate. The lack of computer awareness, lack of technology are the major problems faced by the women entrepreneurs, it will result low achievement motivation among women.

Lack of confidence

At the time of decision making, facing problems the performance of the women is very poor, it seems they lack confidence than men entrepreneurs. Even at home, family members do not have much faith in women possessing the abilities of decision making.

Lack of working capital

Without sufficient working capital running a business concern is a magical one. Women entrepreneurs depends working capital from banks and financial institutions. They give working capital on the security of collaterals. But most of the women entrepreneur do not have collaterals. This will affect their borrowing capacity and it will affect the existence of the concern.

Low risk bearing ability

From the childhood also the female members will get permission from the elder male members for almost everything. They are not treated as equals. During the childhood, her father will take decisions for her and after marriage her husband takes over. This will lower their risk bearing ability of the women entrepreneur.

Lack of business skills

Due to the lack of business skills and knowledge, lack of business administration women entrepreneurs facing problems in handling the business activities successfully. Women should be trained to acquire the business skills and knowledge in all the functional areas of business management.

Conclusion

In many areas of the economy, business entrepreneurs mostly male entrepreneurs. However more and more women entrepreneurs are willing to do business activities. Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. So the encouragements of women entrepreneurs have great impact on the balancing of our economy. So the govt. should encourage the women entrepreneurs by giving adequate project support and technological support. By doing these, we can sure that the forthcoming days are definitely meaningful and hopeful to the Indian women entrepreneurs.

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