Research Paper Social Science

Problems and Prospects of Women Entrepreneurs in India

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ABSTRACT

The emergence of entrepreneurs in agriculture and allied activities can propel our rural population into self-sustaining individuals, who in turn can catalyze the development of economy. The concepts of entrepreneur and entrepreneurship have been frequently applied to industrial sector. Agriculture, on the other hand, has largely been viewed as non-entrepreneurial traditional activity. For rural folk it is a way for life. Hence farmers were never visualized as business operators and farming as an enterprise. Not much has been developed to farmers into rational business, sensing individuals or in other words 'entrepreneurs'. The genesis of entrepreneurship in agriculture and allied activities ,is quite recent. It is now being widely accepted that increase in production, productivity, of terms, farm diversification, innovation and
Development of farmers into self sustaining individuals follow inoculation of the entrepreneurial qualities among the farmers. Factors like liberalization of the economy have created the right ambience for growth of entrepreneurs in agriculture. It is estimated that presently women entrepreneurs comprise about 10% of the total entrepreneurs in India. The term "Women Entrepreneurship" mean, an act of business ownership and business creation that empowers

KEYWORDS

Introduction:

women economically, increases their economic strength as well as position in society. Hence women-entrepreneurs have been making a considerable impact in all most all the segments of the economy which is more than 25 percent of all kinds of business .In India "Entrepreneurship" is very limited amongst women especially in the formal sector, which is less than 5 percent of all the business. The Personality trait of women entrepreneurs includes Risk takers,Opportunist, inventor, commercialiser, trader, innovator, flexible etc.There are various problems associated with women entrepreneurs such as problem of finances, family responsibilities, limited mobilityfactor and domination by male, old and outdated social outlook etc.This paper suggests various problems and future prospects of women Entrepreneurs .

CONCEPT OF WOMEN ENTREPRENEURS

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as - an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

Women Entrepreneurship:-

It is estimated that presently women entrepreneurs comprise about 10% of the total entrepreneurs in India. The term "Women Entrepreneurship" mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society. Hence women-entrepreneurs have been making a considerable impact in all most all the segments of the economy which is more than 25 percent of all kinds of business .In India "Entrepreneurship" is very limited amongst women especially in the formal sector, which is less than 5 percent of all the business. Indian women business owners are changing the face of businesses of today, both literally and figuratively. The dynamic growth and expansion of women-owned businesses is one of the defining trends of the past decade, and all indications are that it will continue unabated. For more than a decade, the number of women-owned businesses has grown at one-and-a-half to two times the rate of all businesses. Even more important, the expansion in revenues and employment has far exceeded the growth in numbers.

The various types of women entrepreneurs are:

- Women entrepreneurs in organized & unorganized sector
- Women entrepreneurs in traditional & modern industries
- Women entrepreneurs in urban & rural areas
- Women entrepreneurs in large scale and small scale industries.
- Single women and joint venture entrepreneurs.

Status of women entrepreneurship in India

States	No of Units Registered	No. of Women Entrepreneurs	Percentage
TamilNadu	9618	2930	30.36
UttarPradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTs	14576	4185	28.71
Total	57,452	18,848	32.82

Scope of Entrepreneurship among women

Women's contribution to development is seriously underes-

timated and thus their social recognition is limited. The full visibility of the type, extent and distribution of this unremunerated work will also contribute to a better sharing of responsibilities between men and women. Lack of employment in the private sector and reduction s in public services and public service jobs have effected women disproportionately .In some cases, employment creation strategies have not paid much attention to occupations and sectors where women predominate. Taking, this in consideration, entrepreneurship among women is an area which can help in employment generation and income generation.

Women entrepreneurship in India

Women have a unique position in the society. Real development cannot take place if it is bypasses women, who not only represent one half of a country's population but also the kernels around which societal revolution take place. Entrepreneurship enhances financial independence and self esteem of women. Around 50 per cent of India's population is women, yet business spheres such as trade, commerce and industry is still considered a male preserve. Entrepreneurial work has also been predominantly a man's world in India, are women. Among the states, Gujarat, Maharashtra and Karnataka have more women entrepreneurs. Indian women are in no way inferior to men in all walks of life and they can be good entrepreneurs as men in the country. Therefore, it is essential to exploit the potential of Indian women. Women's participation in trade, industry and commerce, requiring entrepreneurship is still poor, mainly because of the problems associated with their gender roles. Therefore, promotion of entrepreneurship and economic empowerment of women poses a challenge to the government, funding agencies and non-government organizations. It is important for these people on the limitations faced by the women and to plan supporting systems to enhance the women entrepreneurship in India.

Problems associated with women entrepreneurs

Basically all women entrepreneurs almost suffer from two main category of problems, such problems can be designated as follows:-

1) Specific Problems:-

I. Problem of finances arrangement
II. Limited mobility factor in case of women entrepreneurs
III. Family responsibilities, ties as well as commitments
IV. Lack of education and prevalent levels of illiteracy amongst women
V. Scarcity of raw materials required for productive capacities
VI. Lesser risk and uncertainty bearing attitude

2) General Problems:-

I. Lack of self-confidence and optimistic attitude amongst women
II. Absence of proper support and back-up for women by their own family members and the outside world people
III. Old and outdated social outlook to stop women from entering in the field of entrepreneurship
IV. Cut-throat competition with other group of men and established self-sufficient entrepreneurs
V. Domination by male and ideology of male dominated society

Steps needed for development of skills among women entrepreneurs

A possible set of three inter-linked and inter-dependent clusters of recommendations can be aimed at "pushing" a larger number of women entrepreneurs towards growth opportunities, unlocking their potential as creators of wealth and jobs, and providing a more conducive legal and regulatory framework. These recommendations can also ensure the proper positioning of "pull mechanisms" to enable the growth-oriented women entrepreneurs to expand and grow in terms of investments, markets and profits.

- Conducting gender analysis for all entrepreneurial support programmes
- Examining differential impacts of governmental policies, programmes and actions
- Gathering data on women and men entrepreneurs
- Applying "target group segmentation" to women entrepreneurs
- Promoting mobilization and organization of representative associations
- Promoting development of demand-led supports for women entrepreneurs
- Promoting more flexible and innovative financial products by banks
- Using targeted approaches for priority categories in order to provide
  additional "push" to women entrepreneurs to the next level of growth
- Reviewing impact of existing and new instruments on women entrepreneurs
- Identifying those instruments that act as barriers to expansion and growth
- Modifying or dismantling these instruments
- Taking account of the social and cultural contexts affecting policy implementation and redress inequalities and abnormalities
- Making use of IT and associations so as to minimize the administrative burdens on women entrepreneurs
- Holding regular consultations with key factors like women entrepreneurs, women entrepreneurs' associations, financial institutions, etc, to review progress and identify new bottlenecks.
- Encouraging and rewarding dynamic representative associations of women entrepreneurs
- Promoting strong links and synergies with existing major economic players
- Profiling the economic and social contributors among women entrepreneurs to the national economy
- Promoting and rewarding programmes that serve women entrepreneurs
- Making full use of data gathered to inform new policies, programmes and supportive actions
  Women Entrepreneurs in India: Problems and Prospects
- Ensuring synergies between (a) women related ministry (b) economic ministry (c) welfare & social development ministry in the government.

Conclusion

It can be said today we are in better position wherein women participation in the field of entrepreneurship is increasing at considerable rate. Efforts are being taken at the economy as well as global level to enhance women involvement in the enterprise sector. Thus what is required is to continue with the trend on educating the women, spreading awareness and consciousness among women to shine in all the fields, making them too aware about their rights and strengths. Thus with relevant education, improving economic conditions and financial opportunities more women will definitely be able to be successful entrepreneurs. This will not only change economies of the societies but will change the status of women, which will undoubtedly, bring societies but will change the status of women, which will undoubtedly, bring drastic positive change in growth and development.