



Women Entrepreneurship in India: Issues and Challenges

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ABSTRACT

Developing the ability of women to participate in the labour force by ensuring the availability of affordable child care and equal treatment in the work place. Improving the position of women in society and promoting entrepreneurship specially will have benefits in terms of women entrepreneurship. Women participation in work force in the field of non-traditional sector is in economic growth and development of the nation. The development of women entrepreneurship is a challenging aspects in India and rural women entrepreneurs providing special training facilities to develop their talents and skills. The study Shows that rural women entrepreneurs should be provided with special training facilities for developing their talents and skills.

KEYWORDS

Introduction:

The economic growth of any nation will lead the strength of the nation. The economic growth is to be achieved through women entrepreneurship. It is played an important role in economic development of the nation. According to (Government of India), about women entrepreneurship, "An enterprise owned and controlled by a Women and having a minimum financial interest of 51% of the capital & giving at least 51 % of the employment generated in the enterprise to Women". In modern day's Indian women non-traditional sector as per the 2001 census report, there are 22.73% of women workers of the total working population including formal as well as informal sector. In the era of L.P.G (Liberalization, Privatization, Globalization) the Indian women entrepreneurs are very fast entering the non-traditional sectors, which indeed is in response to their greater awareness.

Entrepreneurship is the practice of starting new organizations and particularly new business generally in response to identify 'opportunities'. Women-entrepreneurs have been making a considerable impact in all most all the segments of the economy. According to ILO, "Women are fifty per cent of the world's population, do the two third of the worlds work, receive ten per cent of the world income and own less than one per cent of worlds property". The national economy become sound only if women participation in income generating activities. Hence the study of women entrepreneurship is significant in India.

Entrepreneurship is the backbone of the national progress. Any country cannot achieve higher levels of development without Entrepreneurship. Government policies and programs targeted significantly at the entrepreneurial sector will have a more significant, direct impact than programs simply aimed at improving the national business context. Entrepreneurism also helps the economy by creating wealth foamy individuals seeking business opportunities. In women entrepreneurship according to (Geetha Sular Nachimuthu 2012), "The Self Help Groups is considered to be institutional innovation that fosters empowerment of economically and socially deprived women". The millennium declaration also states that the promotion and gender equality and the empower-

ment of women are needed to eradicate poverty, hunger and diseases united nations (2000-2005).

Family managed business is also a sort of entrepreneurship in India. Nearly 95 percent firms are family business in India family business is also played important role in economical development of the nation. Majority of them are engaged in the un-organized sector like agriculture, agro based industries, handicrafts, hand loom and cottage base industries. Majority was concentrated in low-paid, low-skilled, low – technology and low productivity jobs in the rural and unorganized sector. In India women entrepreneurship is found to be less than men entrepreneurship Any strategy aimed at economic development will be log-sided with and involving women who constitute half of the population. The policy makers and planners have become astutely aware of the economic significance of women's productive activities and the nature of their contribution to income generation.

Objectives

1. To analyse the Status of women entrepreneurship in India.
2. To examine the Issus and challenges of women entrepreneurship in India.

Methodology

The statistical data for the study have been collected from the secondary sources. Secondary data have been collected from the various publications of economic survey reports, books, journals and periodicals. The data thus collected, have been analyzed by using to suitable statistical tools for specific interpretation.

Status of Women Entrepreneurship in India Categories of Women Entrepreneurship India

1. Women in organized and Unorganized Sector
2. Women in traditional and modern industries
3. Women in urban & rural areas
4. Women in large scale and small scale industries.
5. Single women and joint venture.

en entrepreneurship. As finance is the life blood of a business organization and no business organization can function properly in the absence of adequate funds.

3. Problem of marketing:

One of the major problems faced by entrepreneurship is in the field of marketing. It has not in a position to get first hand information about the market i.e. information about completion, taste, liking disliking of consumers. Therefore, it is not able to upgrade the products according to the changing business environment. As a consequence, the product quality compares UN favorably with the quality of the products of the large scale industries.

4. Problem of under utilization of capacity:

Most of the entrepreneurship suffering from the problem of under utilization of capacity. Units are making only 40 to 50 percent use of the installed capacities due to various reasons such as shortage of finance, raw-materials, power and under-developed markets for the products.

5. Outdated technology:

Most of the entrepreneurship is depend upon old techniques and equipment. These units find it very difficult to modernize the plant and machinery due to limited capacity and capital. The quality of products and productivity tend be low in the absence of modern technology and that too at higher cost.

6. Poor project planning

Poor project planning is another problem faced by women entrepreneurship. In the absence of education and experience, this entrepreneurship does not attach much significance to viability studies. Inexperienced and incompetent women entrepreneurs often submit unrealistic feasibility reports and incomplete documents which invariably result in delays in completing promotional formalities. They cannot afford to avail services of project consultants due to limited financial resources.

7. Inadequate infrastructure:

Insufficient quality and quantity of transportation, communication and other basic services particularly in backward areas is another problem. Inadequate infrastructure results in under utilization of capacity and wastages. Inadequate infrastructures also adversely affect the quality, quantity and production schedule of the enterprises operating in these areas. Therefore, their functioning will become uneconomical and unviable.

8. Problem of unskilled:

Women entrepreneurship located in backward area may not have problem of unskilled workers but it may be exposed to the problem of non-availability of skilled workers. Skilled workers may be reluctant to work in their areas enterprise may not afford to pay the wages and other facilities demanded by these persons. Unavailability of skilled manpower results in lower productivity, deterioration of quality, increase in wastages, and rise in other overhead costs and finally adverse impact on the profitability.

9. Managerial problem:

Another serious problem for women entrepreneurship is managerial inadequacies. Modern business demands vision, knowledge, skill, aptitude and whole hearted devotion. The managerial competence of the entrepreneur is very important for the success of any venture.

10. Lack of Confidence :

Other problems' like society's attitude towards woman entrepreneurship, unequal opportunities between women and women and very important amongst all the 'Lack of Confidence' in women are also haunting entrepreneurs.

11. Socio personal problems:

Wrong attitude of the society against women due to lack of proper education and information, economic backwardness and low risk bearing capacity.

12. Motivational Factor:

Self motivation, Attitude to take up risk and behaviour towards the business society, family support, financial assistance from public and private Institutions and also environmental suitable for Women to establish business units.

13. Lack of Education :

In India around 60% of women are still illiterate. Illiteracy is the root cause of socio- economic problem. Due to the lack of education women are not aware of business, technology and market knowledge. Also lack of education causes low achievement motivation among women.

14. Training Facilities :

Training programs are essential to rural and young entrepreneurs. The programs enrich the skill and potential of women entrepreneurship. Training and skill are essential for the development of entrepreneurship.

15. Other problems :

In addition to above discussed problems, the women entrepreneurship is constrained by a number of other problems such as trained technicians, technological obsolescence, unorganized nature of operation etc .

Conclusion and Suggestions

The study of women entrepreneurship is significant factor in India owing to the unemployment and weak economic development of women . Women participation in workforce in the field of non-traditional sector is key point in economic growth of the nation . Central and state government should assist women entrepreneurs to participate in international trade fair , exhibitions and conference. Successful women in the field of entrepreneurship have to help other women in starting and sustaining in their business . So women entrepreneurship should be in the growth of their skill, up gradation managerial skills production and marketing along with development programmes work health and nutrition women and child welfare etc . The development of women entrepreneurship is a challenging aspects in India . Rural women entrepreneurs should be provided with special training facilities for developing their talents and skills .

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