



ORIGINAL RESEARCH PAPER

Management

A STUDY ON PROBLEM TACKLED BY WOMEN ENTREPRENEUR IN INDIA

KEY WORDS: women entrepreneurs, business environment.

Dr. J. SENTHIL VELMURUGAN

Assistant Professor, Periyar Institute of Management Studies, Periyar University, Salem-11.

K. JAYAPRIYA

Ph.D Research Scholar, Periyar Institute of Management Studies, Periyar University, Salem-11

ABSTRACT

Entrepreneurship has traditionally been defined as the process of scheming, launching and successively running a new business, which normally begins as a small business, such as home based startup new business. Working at home is the trend of the future, as more and more people eschew business life for a simpler and comfortable business environment. In Recent India, more and more women are taking up business activity especially in micro, minor and average scale enterprises. The financial role of women in the traditional society largely depends upon two important factors one is Need for augmenting the family income and Opportunities available for participation in such economic activities Women entering business is comparatively recent phenomenon. By and huge they had confined to petty commercial and tiny cottage businesses. This study mainly focuses on difficulties faced by women entrepreneur.

Introduction

A individual who assumes and stands all types of risks involved in an enterprise, who organizes the various inputs or factors of creation and who innovates news ideas, concepts, strategies and methodology in business from time to time is known as Entrepreneur. "Women Entrepreneurship", is an act of corporate ownership and business construction that authorizes women.

Women Entrepreneurs are extremely increasing in the frugalities of almost all countries. The secreted business abilities of women have been growing with the upward sensitivity to the role and financial status in the culture. The knowledge, Skill and compliance in business are the core reasons for women to come forward into business ventures. Women entrepreneurs occupy in business due to impulse and pull factors which give confidence to women to have an self-supporting occupation and stands on their foots. Logic towards independent judgment on their life and job is the motivational factor behind this insists on 'Women Entrepreneur' is a individual who accepts challenging role to meet her personal desires and turn out to be economically independent. A strong desire to do huge positive is an essential quality of business women, who is competent of causal values in both household and common life

Objectives of the study

- To learning the support given by the government to women entrepreneurs.
- To examine the obstacles faced by Women entrepreneurs.
- To judgmentally examine the types of issues & problems women encounter in order to reach the level of success.

Methodology of research

The study of project is descriptive and analytical in nature. The investigation project is mainly based on secondary sources which include books and web pages.

Problems of Women Entrepreneurs in India

Women in India are faced many difficulties to get ahead their lifecycle in business. Women entrepreneurs face many problems in their efforts to develop their enterprise. There are countless problems faced by Women at various stages start from their initial commencing of enterprise, in successive their enterprise. The main glitches faced by the Women entrepreneurs in India are as follows:

Shortage of Finance:

Women entrepreneurs always suffer from inadequate financial resources and working capital. They are not able to afford outsidemoney due to absence of tangible security and credit in the market. Women have a very less property and bank balance to their name. Male members of the family do not need to invest their

capital in the business run by women due to lack of confidence in their ability to run venture successfully. The complicated procedure of bank loans also creates lot of problems in receiving the required finance. Women entrepreneurs even face problems in getting necessary working capital funding day-to-day business activities.

Low risk taking capability:

Women entrepreneurs grieve from the problem of low risk taking capability as matched to their male counterparts, since they have directed a protected life. They even face discrimination in the selection of or entrepreneurial development training. Lowliness complex, unexpected growth, absence of infrastructure, hesitation in taking quick decision also increases the rate of risk and chances of loss.

Family Conflicts:

One of the main responsibilities of Women in India is to look after the children and other family members. A very little period and energy is left for business activities. A married Women entrepreneur has to make a perfect sense of balance between national activities and business actions.

Short of Self-Confidence

In India women have lack of self-assurance in their strength and ability. The household members and the society are unwilling to stand beside their organizational growth. To a certain degree, this situation is changing with Indian women and yet to face an incredible amend to boost the rate of growth in entrepreneurship.

Socio-Cultural Barriers

Household and personal duties sometimes works as a great barrier for following in business of women entrepreneurship. Only few Women are capable of managing together home and business capably, giving sufficient period to perform all their responsibilities in importance.

Risks Related To Market

Tuff struggle in the market and lack of flexibility of Women dependent on middleman essential. Many business women find it very difficult to capture the market share and make their products well popular and accepted by customer. They are not fully conscious of the changing market environment conditions and hence can effectively exploit the services of media and internet.

SOLUTIONS FOR SOLVING THE ABOVE DISCUSSED PROBLEMS

There is a provision of a number of solution measures to overcome the previously mentioned problems. Such solutions or remedies can be well understood as under:

- There should be a continuous attempt to inspire, boost,

motivate and co-operate women entrepreneurs.

- Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their overall character standards.
- Attempts to establish for them proper training institutes for increasing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.
- Attempts to bring about a society attitude change, generation of awareness and consciousness on the policy of self-development of women entrepreneurs.
- Attempts by various NGO's and government organizations to spread information about policies, plans and strategies on the development of women in the field of industry, trade and commerce.
- Establishing various policies to offer easy finance schemes for economically support the position of women.
- Forming a cooperative association of women entrepreneurs to mobilize resources and combining capital funds, in order to help the women in the field of industry, trade and commerce.
- Offering seed capital, upiftment schemes, women entrepreneurs fund etc. to encourage them economically.
- To extend confessional rates facilities and schemes for women entrepreneurs to prosper in the field of enterprise.
- To establish all India forums to discuss the problems, grievances, issues, and filing complaints against constraints or shortcomings towards the economic progress path of women entrepreneurs and giving suitable decisions in the favor of women entrepreneurs and taking strict stand against the policies or strategies that check the path of economic development of such group of women entrepreneurs.

CONCLUSION

Entrepreneurship among Women, no doubt improves the prosperity of the nation in general and of the family in particular. Women entrepreneurship must be shaped properly with entrepreneurial qualities and skills to meet the modifications in trends, challenges in global markets and also to be capable enough to sustain and struggle for excellence in the entrepreneurial arena. Women entrepreneurs have become a strong driving force in today's world. Women have the potential and the willpower to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate sustenance and reassurance from the Government and Society in particular and family members in general are required to help them to scale new heights in their business ventures.

REFERENCES

1. Dhameja, S. K. (2002). Women Entrepreneurs: Opportunities, Performance and Problems. New Delhi: DeepPublisher (P) Limited.
2. Gordon, E., &Natarajan, K. (2007). Entrepreneurship Development (2nd Revised Edition).Himalaya PublicationHouse.
3. Women entrepreneurship the emerging workforce in 21st century: Turning challenges into opportunities AyeshaKalim innovative educational solutions (IES). Lahore.
4. Medha, DubhashiVinze. (1987). Women Entrepreneurs in India: A Socio-Economic Study of Delhi - 1975-76. NewDelhi: Mittal Publications.