



ORIGINAL RESEARCH PAPER

Management

PROBLEMS OF WOMEN ENTREPRENEURSHIP ON RURAL AREAS IN DHARMAPURI DISTRICT, TAMILNADU

KEY WORDS:

Entrepreneurship, self-employment, Women, challenges, India

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ABSTRACT

Entrepreneurship requires assumption of risk and reaping of awards. It brings resources together and provides option for self-employment to an individual. Entrepreneurship also creates employment opportunity for others Entrepreneurship is a mind set of creativity and risk taking. This paper tries to investigate the problems and challenges faced by women entrepreneurs in India. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Though the women in India are considered as Shakthi-meaning source of power, but they are also considered weaker sex and always depend on men folk Women in India are taking more responsibilities in bringing up children and maintaining a better home with love and affection. Women entrepreneurs in India face challenges of cultural bias and lack of public safety, in addition to pressures of balancing work, home and family of home entrepreneurs in India.

INTRODUCTION

Entrepreneurs are some of the most multi-talented and diverse people out there. A successful entrepreneur puts on many different hats at the same time – he's a project manager, a risk-taker, an accountant, a marketer, a salesman. The entrepreneur who is a business leader looks for ideas and puts them into effect in fostering economic growth and development. Entrepreneurship is one of the most important inputs in the economic development of a country. A developing country needs entrepreneurs who are competent to perceive new opportunities and are willing to incur the necessary risk in exploiting them. A developing economy is required to be brought out of the vicious circle of low income and poverty. Entrepreneur can break this vicious circle. Entrepreneurs and helping government can change a developing economy in developed economy. Entrepreneurial qualities consist of vision, inspiration, creativity, risk taking and achievement orientation. An entrepreneur is a visionary individual who takes risks by starting a new venture through assembling and coordinating various resources for the sake of uncertain rewards

CONCEPTS FOR WOMEN ENTREPRENEURS TO WIN

(1) Motivate -she must start off every day by being prepared to motivate her family, her team and herself to believe that although a new business is always an upward climb collaboration and mutual respect will get it there.

(2) Lead By Example - she must walk the talk and never ask anything from anyone else that she is not prepared to do herself. Leaders raise the bar by their actions not their words.

(3) Inspire - she must inspire confidence in her dream in order to convince customers to take a chance and vendors to come onboard.

(4) Mentor - she must mentor others who look to her for advice. She must be willing to take the time, and have the patience, to help those who see her as a role model.

(5) Coach - she must coach her team to see her vision if she expects them to spread her magic. Their success is her success.

(6) Teamwork - she knows there is no "i" in team, and although she accepts the applause for her accomplishment, she is quick to announce that success is a collaboration of hard working people behind the scenes that make her look good.

(7) Vision - she must have vision and be able to articulate it to employees, investors, customers, vendors, and the media. Her vision is what drives the company forward and sets it in motion to succeed in the marketplace.

Women entrepreneurs who motivate, lead by example, inspire, mentor, coach, believe in teamwork, and have vision will win in business. Winning is not about how well you do for yourself but how well you do for others.

REVIEW OF LITERATURE

Manjunatha . K conducted study on **"The Rural Women Entrepreneurial Problems"** and stated that the women faces numerous problems to reach her familial needs. At last, a women entrepreneur becomes economically self-sufficient after facing challenges.

Meenu goyal and Jai Prakash conducted study on **"Women Entrepreneurshio in India – Problems and Prospects"** and revealed that Women participation in the field of entrepreneurship is increasing at a considerable rate. But unfortunately, the Government sponsored development activities have benefited only a small section of women.

Dr. A.B. Siddiqui conducted study on **"Problems Encountered by Women Entrepreneurs in India"** and mentioned that women empowerment policies of Government will go a long way boosting their morale and instilling self confidence in them.

Sumaira Aslam, Madiha Latif and Muhammad Wasim Aslam conducted study on **"Problems faced by Women Entrepreneurs and their impact on working efficiency of women in Pakistan"** and concluded that women entrepreneur face problems in getting finances for their business, management of business, marketing and in hiring suitable workers for their business.

CENTER FOR WOMEN IN BUSINESS

The Center for Women in Business (CWB), a program of the U.S. Chamber of Commerce Foundation, promotes and empowers women business leaders to achieve their personal and professional goals by increasing opportunities for women to serve on corporate boards and in the C-suite; mentoring women at all stages of their careers; and building a network for women entrepreneurs to encourage peer-to-peer networking, education, and professional growth.

CHARACTERISTICS OF SUCCESSFUL ENTREPRENEURS

1. Passion & Motivation

2. Risk Taking

3. Self-belief, Hard work & Disciplined Dedication

4. Adaptability & Flexibility

5. Understand Your Offering – And Its Market

6. Money Management

7. Planning (But not Over-planning)

8. Networking Abilities

9. Being Prepared to Take the Exit

10. Entrepreneurs Doubt Themselves – But Not Too Much

PROBLEMS FACED BY WOMEN ENTREPRENEURS IN ENTERPRISE

They are the facing problems from the family. It is not an easy work to obtain the loan or finance from the bank or financial institutions. If they get the finance they do not know how to manage it. They find it hard to handle the manpower and materials. They do not have that technical training needed for the venture. However, it may be hard to pick up their skills without training. As a women entrepreneur she may not be posted with update information and she may lack exposure to the external trends in industry. They should improve themselves by learning from their role models.

Women Entrepreneurship in India earlier there were 3 Ks: Kitchen, Kids & Knitting, then came 3 Ps: Powder, Pappad & Pickles, at present there are 4 Es: Electricity, Electronics, Energy and Engineering. The Major Barriers Encountered By Women Entrepreneurs are

SOLUTIONS FOR SOLVING THE WOMEN ENTREPRENEURS PROBLEMS

On the basis of the above mentioned problems faced by women entrepreneurs and various other problems too, there are a number of solution measures to overcome the aforesaid problems. Such solutions or remedies can be well understood as under:

1. There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.
2. Attempts to should be made establish for their proper training institutes for enhancing their level of work knowledge, skills, risk taking abilities, enhancing their capabilities.
3. Attempts should be to bring about a society attitude change, generation of awareness and consciousness on the policy of self-development of women entrepreneurs

CONCLUSION

Some of the major problems identified are women's family obligations, Gender inequality, Problem of Finance, Low-level risk taking attitude, and the male - female competition .The paper concludes that the problems of women entrepreneurs can be eradicated by appropriate training, incentives, encouragement and motivation, social recognition of their entrepreneurial abilities, and family's moral support.

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