

# Women Entrepreneurs: An Overview about Growth and Various Problem Faced by Them

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**Abstract:** Women constitute the family that leads to the society and Nations. In traditional Indian societies, they were confined to four walls. In modern society, they come out of four walls and to participate in the all activities including entrepreneurship. At present situation women empowerment plays a vital role in changing the economic situation of the world. The presence of women is especially commendable for the development and improve of the economic condition in the country. The world development report 2012 represent that, women own business is particularly responsible for the country's economic growth and employment. The Self Help Group [SHG] has paved the way for economic independence of rural women. The members of SHGs are involved in micro-entrepreneurships. Through that, they are becoming economically independent and providing employment opportunities to others. In India empowering women through entrepreneurship has become an integral part of our development efforts because of three important reasons: women development, economic growth and societal stability. In this study we try to evaluate the factors responsible for encouraging women to become entrepreneur's and the problem faced by them.

**Keywords:** Women Empowerment, Entrepreneurship, Economic Development, Society, Self-Help Group, Problem.

## I. INTRODUCTION

“You can tell the condition of nations by looking at the status of its women”. -Jawaharlal Nehru. Very much have been said and written about female entrepreneurs but not that much formalized around them. All business owners face certain challenges, but women, because of gender, often have additional challenges and obstacles than their male peers working women who have children experience even more demand on time, energy and resource. But these do not mean women's are less successful than men. Statistics show that women are starting business at more than twice rate of male-majority-owned business.

Women entrepreneurs may be define as the women or a group of women who commence and operate a business venture like male entrepreneur's women entrepreneurs have many functions. When they should prospects of starting new enterprise: undertake risks, introduction of new innovation, co-ordination, control of business and providing leaderships in all aspect of business. The number of women entrepreneurs has grown over a period of time, especially in 1990. Women entrepreneurship needs to be studied separately has been recognized during the last decade as an important source of economic growth and the topic of women entrepreneurship

has been largely neglected both in society in general and in the social science. Right efforts in all areas are vital in the development of women entrepreneurs and the greater involvement in the entrepreneurial activities.

## II. OBJECTIVES

The study is based on the secondary data which is collected from the public report, newspaper, journal, website etc. The study was planned with the following objectives:

- (a) To evaluate the factors responsible for encouraging women to become entrepreneurs.
- (b) To study the impact of assistance by the government of entrepreneurship.
- (c) To critically examine the problem faced by women entrepreneurs.
- (d) To know the role played by SHGs in women entrepreneurs development.

## III. WOMEN ENTREPRENEURSHIP

For any developing country women entrepreneurs played the vital role particularly in terms of their contribution to the economic development Women entrepreneurship has been recognized as an important sources of economic growth. The development of women entrepreneurship is very low in India especially in rural areas Women entrepreneurship often faced gender based barrier to starting their business. Women entrepreneurship can make a particularly strong contribution to economic wellbeing of the family, community and women empowerment. Now a day SHGs are doing very important role to women motivated to entrepreneurship through micro-finance. SHGs are not only increasing in rural women entrepreneurship but also in urban women entrepreneurship.

Over the past few decades women are coming out of the boundaries of house and providing their ability and competencies in the business world. Today the roles of women are not confined to the traditional role of a mother or a housewife. The role of modern women is much wider than, what it was previously. A women has to play multiple roles, besides playing the role of housewife/mother/daughter, she has to play different role in community in the social settings simultaneously. Because of Indian Culture Traditional customs women, even after 63 years of independence, are facing bias. Thought women entrepreneurship is a recent phenomenon in India which

comes into prominence in late 1970s now we see that more and more women are venturing as entrepreneurs in all kinds of business and economic activities and service sector. At the initial stage women entrepreneurship develop only one urban area, lately it has extended its wings to rural areas.

#### IV. THE FACTORS RESPONSIBLE FOR ENCOURAGING WOMEN TO BECOME ENTREPRENEURS

The days have gone when women always passed her whole life within the boundaries of house now women are found indulged in every life of business. The entry of women into business in India is an extension of their normal home activities. But with the spread of education and passage of time women started shifting from doing work at home to the business venture. The main reasons for women to emerge into business ventures is -

- (a) Skills , knowledge, adaptability in business
- (b) Accept the challenging role to meet her person needs and become economically independent
- (c) Innovative thinking
- (d) Self-identity and social status
- (e) Support of family members
- (f) Role model to others
- (g) Needs for additional income
- (h) Family occupation
- (i) Government policy and procedures
- (j) Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or economic reason such as a lay off.

#### V. ASSISTANCE BY THE GOVERNMENT ON ENTREPRENEURSHIP

Women entrepreneurs in India play a vital role in generating employment both directly and indirectly. By setting up small scale industry they provide jobs to many people in India.

At recent time, the government of India has over 27 schemes for women. Some of these are

- (a) Assistance of Rural Women In Non-form Development Schemes [ARWIND]
- (b) Entrepreneurial Development Program [EDP]
- (c) Indira MohilaYojona [IMY]
- (d) Indira Mohila Kendra [IMK]
- (e) Intregated Rural Development Program [IRDP]
- (f) Khadi and Village Industries Commission [KVIC]
- (g) Management Development Program [MDP]
- (h) Women Development Corporation [WDC]
- (i) Marketing of Non-farm Products of Rural Women[MNPRW]
- (j) Mahila Vikash Nidhi
- (k) Mohilasamitiyojona
- (l) Micro Credit Scheme
- (m) Micro and Small Enterprises Cluster Development Program [MSECDP]
- (n) NGOS Credit Scheme

- (o) National Banks for Agricultural and Rural Development's Scheme
- (p) NABARD-KFW-SEWA Bank Project
- (q) Priyodarshini Project – A program of rural women empowerment and likelihood in mid genetic plan's
- (r) Prime Minister's Rojgar Yogona
- (s) Rastriyo Mohila Kosh
- (t) Rajib Gandhi Mohila
- (u) SIDBI's Mohila Udyam Nidhi
- (v) SBI's Stree Sakti Scheme
- (w) Trade related entrepreneurship assistance and development
- (x) Working Women Forum
- (y) Udyogini Scheme
- (z) Dena Shakti Scheme

#### VI. THE PROBLEM FACED BY WOMEN ENTREPRENEURSHIP

Highly educated, talented and professional qualified women should be encouraged for running their own business, rather than reliant on wage services jobs. A desirable atmosphere is necessary for every woman to indicate entrepreneurial value and involve greatly in business dealing. But women in India are faced many problems to get ahead their life in business. A few problems can be detailed as

##### (a) Short of self-confidence:

In India women have lack of self-confidence in their strength and skills. The family members and therefore the society are unwilling to stand beside their organization growth. To a precise degree, this situation is changing with Indian women and yet to face a fantastic amend to spice up the speed of growth in entrepreneurship.

##### (b) Social-cultural barriers:

Family and personnel obligations generally work as good barriers for succeeding in business career of women entrepreneurs. Only few women are capable of managing both home and business expeditiously, giving ample time to perform all their responsibility in priority.

##### (c) Risk related to the market:

Tuff competition in the market and lack of mobility of women make them dependent of middleman essential. Many business women find it very difficult to capture the market share and make their products well popular and accept by customer. They are not fully customers of the changing market environment conditions and hence can effectively exploit the service of media and internet.

##### (d) Training programs:

Depending upon the needs, durations, skills, purpose of the entrepreneur there are various workshops and training program available the social and welfare association. Such

kinds of programs are really helpful to start their own new business.

*(e) Financial assistance:*

Access to finance is one of the most common challenging common entrepreneurs face and this is especially true for women who are further intended by lack of personnel identification, lack of property in their own name and need for their husband's countersignature on many documents.

*(f) Lack of education:*

In India literacy among women is extremely low. Even in 21<sup>st</sup> century, rural women in India are lagging for late within the field of education. Women in rural areas who are educated whichever inadequate education than their male equivalent party because of poorness, early marriage, because of son's higher education.

*(g) Male dominated society:*

In our constitution regulation there are equivalent rights for men and women however in rural areas. Women are not treated equal to men. Individuals in rural areas usually having a prejudice those women are capable just for household work. Entrepreneurship sometime has been seen as a male circle and male dominated.

#### VII. THE ROLE PLAYED BY SHGs IN WOMEN ENTREPRENEURSHIP DEVELOPMENT

The SHG is an association of people belonging to similar socio-economic characteristics residing in some locality. The SHGs are voluntary associations of people formed to attain some common goals. Found that a typical rural women, who are significant gender differences in the access to a use of credit, particularly formal credit. The role for micro-credit is to improve the socio-economic development of women and improve the status of women in household and communities. Women constitute 90% of total marginal workers of the country. Rural women who are engaged in agriculture from 78% of women are in regular work. Sathiabama said that the micro-entrepreneurship is strength thing women empowerment and removing gender inequalities. Experience of NIRD action research projects reveal that, the operational aspects, such as the extent of enabling that goes into the community self-help processes and sharpening the mind set of women.

Now-a-days economic development is one of the factors that have changed the entire scenario of social and cultural environment within the country especially for the women. The rural women engaged in small scale entrepreneurship program with the help of SHGs. Through that they are economically empowered and attaining status in the family and community. Rural women play a vital role in farm and home system. She contributes substantially in the physical aspects of farming, live-stock management, and allied activities. She performs various farms and home level along with live-stock management operation has not only helped to save their assets

but also led to increase the family income for them but also improve the decision making capabilities that led to overall empowerment.

#### VIII. RECOMMENDATION

Right efforts from all areas are required in the development of women entrepreneur and their participation in the entrepreneur's activities. Entrepreneurship basically implies being in control the one's life and activities and women entrepreneurs need to be given confidence, mobility to come of their paradoxes. The basic instinct of entrepreneurship should be tried to be rapid into the minds of the women from their childhood. This could be achieved by carefully designing the curriculum that will impart the basic knowledge along with the practical implication regarding management of an entrepreneurship.

The following measures are suggested to empower the women to seize various opportunities and face challenges in business.

- (a) There should be a continuous attempt to inspire, encourage, motivated and co-operate women entrepreneurs.
- (b) Efforts to facilitate access to finance for women entrepreneurs typically encompass initiatives that reform restrictive bank and regularly policies. They also help financial institution develop innovative loan and saving product for female entrepreneurs.
- (c) To establish all India forums to discuss the problems, grievance, issues and filling complaints against constrains towards the economic progress path of women entrepreneurs and giving suitable decisions.
- (d) Most of the entrepreneurs are of the opinion that because of lack of training they find difficulty in surviving in the market. Hence, the govt. should conduct frequent training programs with regards to new production techniques, sales, etc. This training should be compulsory for women entrepreneurs.
- (e) Marketing their products is one of the main problems for women entrepreneurs. Hence, women co-operative societies can start to procure the products from women entrepreneurs and they can help them in selling their products at reasonable price.
- (f) SHGs of women entrepreneurs can mobilize resources and pool capital funds to help the women in the field of industry, tread and commerce.
- (g) In the initial stages women entrepreneurs may face problems but they must preserver, believe in themselves and not give up midway

#### IX. CONCLUSION

Women are very important human resources of the nations and every state to try to utilize them as mediators of economic growth and development. Women entrepreneurship is both about women's position in the society and about the role of entrepreneurs face many obstacles, especially in marketing their product that have to overcome in order to give them

access to the same opportunities as men. Rural women can do wonders by their effectual and competent involvement in entrepreneurial activities. There is need of continuous attempt to inspire, encourage, motivate and co-operate with women entrepreneurs, awareness program ought to be conducted on a mass scale with the intern of making awareness among women regarding the various areas to conduct business.

On the basis of above discussion it is observed that women enterprise facing a lot of problems in India. Indian women entrepreneurs are facing social, financial, personal, marketing, technological, marketing, educational etc. challenges. The country economic policy environment must be favourable for organization to achieve efficiencies in today's global market. It should be enable the entrepreneurs to provide a magical touch to an organization whether in public or private or joint sector, in achieving speed, flexibility, innovativeness, and a strong sense of self- determination.

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