

Women Entrepreneurs in India- Their Problems and Suggestions to overcome the problems

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Abstract

In India very few women entrepreneurs are in big enterprise industries. Women entrepreneurs face a series of problems right from the beginning till the towards family, society and lion work. Today most of the problems are connected to finance, marketing and management. The main problems faced by the women entrepreneurs in India are shortage of finance, marketing problems, shortage of raw materials, stiff competition, complicated procedure of bank loan, traveling place to place, makes dominated society etc.

Despite all the hurdles, many Indian women have become successful in their work. Suggestions to overcome the problems faced by women entrepreneurs are provide special training facilities, open large number of finance cells and arrange educational and awareness programmes etc.

KEYWORDS: Entrepreneurs, problems, Stiff competition, Finance, Marketing, Industry.

Introduction:-

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their parents; however, Indian women have to go a long way to achieve equal right and position because traditions are deep rooted in Indian Society. The number of women entrepreneurs is few and far below in India when compared to other countries. But there is a growing awareness of the importance of women entrepreneurs in the nation's development

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. The problem of Indian women pertains to her responsibility towards family, society and lion work.

The biggest problem of women entrepreneurs is the social attitude and the constraints in which she has to live and work. Today most of the problems are connected to finance, marketing and management.

Despite all the hurdles, many Indian women have become successful in their work.

- **Definition of Women Entrepreneurs:-**

Woman entrepreneurs may be defined as a women or a group of women who initiate, organize and operate a business enterprise.

According to Government of India a women entrepreneurs is defined as “an enterprise owned and controlled by a women and having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”.

Problems faced by Women Entrepreneurs in India:-

In India very few women entrepreneurs are in big enterprise industries. They face lot of problems. The traditions, customs, social cultural values, ethics, physically weak, feeling of insecurity etc... are some peculiar problems.

The main problems 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 external finance. Women have a very less property and bank balance to their name.

1. Marketing problems:-

Women entrepreneurs find it difficult to capture the market and make their products popular. They often depend upon the middlemen for marketing their products.

2. Lack of professional knowledge & limited managerial ability:-

A woman is discouraged to learn more than male numbers of the family due to lack of proper education. She is unaware of technological knowledge, marketing knowledge and managerial skill. Therefore limited managerial ability of women has become a problem for them to run the enterprise successfully.

3. Shortage of Raw Material:-

Women entrepreneurs face a tough task in getting the required raw materials and other necessary inputs for the enterprises when the prices are very high.

4. Stiff Competition:-

Many of the women entrepreneurs have imperfect organizational setup. They have to face several competitions from organized industries and male entrepreneurs.

5. Family Involvement:-

In India marriage is the only career for the women. It is almost only a women's duty to look after the children and the family members in India.

6. Male Dominated Society:-

In India equal treatment to men & women is generally absent at the family and social level also. The male superiority ego complex creates a barrier in the path way of success.

7. The complicated procedure of Bank Loan:-

For obtaining bank loan the procedures is very complicated for example time consuming and required more documents, its discourage women borrowers.

8. Traveling place to place:-

One of the biggest handicaps for specially women entrepreneurs is mobility or traveling from place to place. Women entrepreneurs cannot travel from one place to another place as freely as men do.

9. Legal Formalities:-

Women entrepreneurs find it extremely difficult in complying with various legal formalities in obtaining licenses, permission from different departments and other formalities.

10. Low risk bearing capacity:-

Women entrepreneurs suffer from the problem of low risk taking ability as compared to their male counterparts because they have led a protect life. Lack of professional education, training and financial support also reduce their ability to bear the risk capacity.

Important qualities for successful women entrepreneurs:-

- Technical Knowledge
- Leadership Qualities
- Self Confidence
- Creativeness
- Honesty
- Energy
- Attitude
- Tactfulness
- Caliber
- Skill Knowledge & Adaptability in business
- Hard work

Suggestions to overcome the problems faced by Women Entrepreneurs:-

1. Special training programmes :-
Special training facilities provided to women entrepreneurs and opened women training centre in various places in the country. Special training schemes should be designed that women get full advantages.
2. Special finance cells:-
A large number of finance cells may be open to provide easy finance in low interest and easy repayment facility should provide.
3. Marketing cooperativeness:-
Marketing cooperativeness should be encourage and assist to women entrepreneurs. It will help in eliminating middleman.
4. Educational & Awareness programmes arrange to change the negative social attitude towards women.
5. The required, scare and imported raw material should be made available to women entrepreneurs.
6. There should be proper arrangement for marketing their product.

Conclusion and Suggestions:-

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. The biggest problem of women entrepreneurs is the social attitude, shortage of raw materials, finance problems, marketing problems etc... are important problems of Indian women entrepreneurs.

Women entrepreneurs should adopt modern management concepts and improve their competitive strength and also adopt modern technology and marketing strategies.

Despite all the hurdles many women entrepreneurs become success in their work. The successful women entrepreneurs have made name and wealth for themselves with their hard work, diligence competence and will power.

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