

Challenges of Women entrepreneurship in India

Kiran Yadav

Assistant Professor, University of Delhi, India

Abstract

In Indian society the role of women is very important . A woman has made her recognitions by determination will power and leadership. It is matter of pride that today's woman is aware of her rights duties and responsibility. In every platform matter of women upliftment and women freedom is discussed for 100% development of country . but surprisingly a woman of today is facing the same problem which she was facing past many decades. Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises and in this also they facing many problems. This paper highlights the challenges faced by women entrepreneurs and provide some suggestions to overcome from these challenges.

KEYWORD : Women Entrepreneurs, Challenges, Social/Personal problem

1. Introduction

In India the contribution of women in the growth graph can be identified separately. Now the Indian women do not want to limit their lives and skills in the four walls of the house. They demand equal respect and opportunities from the society. Tussle for the same had already been started can remarkably be seen through reservation for women seats in politics and many other important places. However, Indian women have to go a long way to achieve equal rights and position because male dominant culture are deep rooted in Indian society where the women are supposed to sit at home and only male members are allowed to go out and work. Previously women were considered as weaker sex and always made to depend on men, for the fulfillment of their all needs throughout their life. She is allowed only subordinates and executors of the decisions made by other male members, in the basic family structure. On the other if we go by count at least half the brainpower on earth belongs to women. And if we follow the Indian culture in our Production we would found that women remain the India's most underutilized resource.

Despite this India is brimming with success. Can we say that this is due presence of women in economic sector. Women entrepreneurs have been making a considerable impact in all most all the segments of the economy which is more than 25% of all kinds of business. Following table will proved as a best proof of our above statement

Table 1.1: A Statement Show Few Top Women Entrepreneurs in India

Well known Indian women	Name of company
IndraKrishnamurthy	PepsiCo
Nooyi	
Dr.Kiran Mazumdar Shaw	Biocon

Anu Aga	Thermax
Sulajja Firodia Motwani	Kinetic Engineering Ltd,
Ekta Kapoor	Balajji Telefilms,
Simone Tata	Lakme
Vidya Manohar Chhabria	Jumbo Group
Priya Paul	Apeejay Surendra Group.

The Government of India has defined women entrepreneurs as “an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.

According to Suresh Reddy women entrepreneurship is a composite skill, the resultant of a mix of many qualities and traits – these include tangible factors as imagination, readiness to take risks, ability to bring together and put to use other factors of production, capital, labour, land, as also intangible factors such as the ability to mobilize scientific and technological advances.

2. OBJECTIVES OF THE STUDY

To find the problems encountered by women in starting business Enterprises.

- To study Development of Women Entrepreneurs.

3. METHODOLOGY OF STUDY

The study focuses on extensive study of Secondary data collected from various books, National & international Journals, publications from various websites which focused on various aspects of Women Entrepreneurship.

4. WOMEN EMPOWERMENT AND PLANNING PROCESS IN INDIA

Government and non government bodies have paid increasing attention to women's economic contribution through self employment and industrial ventures.

The First Five-Year Plan (1951-56) envisaged a number of welfare measures for women. Establishment of the Central Social Welfare Board, organization of Mahila Mandals and the Community Development Programmes were a few steps in this direction.

In the second Five-Year Plan (1956-61), the empowerment of women was closely linked with the overall approach of intensive agricultural development programmes.

The Third and Fourth Five-Year Plans (1961-66 and 1969-74) supported female education as a major welfare measure.

The Fifth Five-Year Plan (1974-79) emphasized training of women, who were in need of income and protection. This plan coincided with International Women's Decade and the submission of Report of the Committee on the Status of Women in India. In 1976,

Women's welfare and Development Bureau was set up under the Ministry of Social Welfare.

The Sixth Five-Year Plan (1980-85) saw a definite shift from welfare to development. It recognized women's lack of access to resources as a critical factor impeding their growth.

The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. For the first time, emphasis was placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regards to rights and training in skills for better employment.

The Eight Five-Year Plan (1992-97) focused on empowering women, especially at the Gross Roots Level, through Panchayati Raj Institutions.

The Ninth Five-Year Plan (1997-2002) adopted a strategy of Women's Component Plan, under which not less than 30 percent of funds/ benefits were earmarked for women related sectors.

The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach.

At present, the Government of India has over 27 schemes for women operated by different departments and ministries.

5. PROBLEMS OF WOMEN ENTREPRENEURS IN INDIA

The major barriers encountered by women entrepreneurs are:

- **Womanhood:** It is usually said in India that Ladies are worst enemies of ladies. Hence in other words the greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal- male dominant social order is the building block to them in their way towards business success. Male members do not want to give equal platform to woman. Women in India lead a protected life. They are even less educated, economically not stable nor self-dependent which reduce their ability to bear risks and uncertainties involved in a business unit,
- **Image of Woman :** The "ABLA" image of woman in Indian culture still prevalent in many parts of the country yet. Women are looked upon as —helpless creature i.e. weak in all respects. In a male dominated society, women are not treated equal to men that act as a barrier to woman's entry into business.
- **Competition with men:** Women entrepreneurs have to face a stiff competition with the men entrepreneurs, Specially in men dominating society, who easily involve in the promotion and development area and carry out easy marketing of

their products with both the organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women entrepreneurs.

- **Self restriction:** Lack of self-confidence, will-power, strong mental outlook and optimistic attitude amongst women creates a fear from committing mistakes while doing their piece of work. The family members and the society are reluctant to stand beside their entrepreneurial growth.
- **Family Responsibilities :** Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and family. The business success also depends on the support the family members extended to women in the business process and management. Women's family and personal obligations are sometimes a great barrier for succeeding in business career. Only few women are able to manage both home and business efficiently, devoting enough time to perform all their responsibilities in priority.
- **Education:** In a country like India where the schooling is not compulsory for girls the level of girls education is very low. The educational level and family background of husbands also influences women participation in the field of enterprise. The old and outdated social outlook to stop women from entering in the field of entrepreneurship is one of the reasons for their failure. They are under a social pressure which restrains them to prosper and achieve success in the field of entrepreneurship
- **Lack of Social Support:** Absence of proper support, cooperation and back-up for women by their own family members and the outside world people force them to drop the idea of excelling in the enterprise field. They are always making many pessimistic feelings to be aroused in their minds and making them feel that family and not business is a place meant for them. .
- **Restricted Access:** Women controlled business are often small and it is not always easy for women to access the information they need regarding technology, training, innovative schemes, concessions, alternative markets, etc. Just a small percentage of women entrepreneurs avail the assistance of technology and they too remain confined to word processing software in the computer. They hardly make use of advanced software available.
- **High production cost :** some business have very high cost of operations that adversely affects the development of women entrepreneurs. The installations of new machineries during expansion of the productive capacity and like similar factors discourage the women entrepreneurs from venturing into new areas.

- **Stiff Competition:** Women entrepreneurs do not have organization set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.
- **Limited Mobility:** Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up an idea of starting an enterprise
- **Other problems** like society's attitude towards women entrepreneurs, unequal opportunities between men and women and very important amongst all the "Lack of Confidence" in women are also haunting women entrepreneurs.

6. SUGGESTIONS:

- Government need to take initiative in enhance the knowledge of women entrepreneurship by providing frequent training programmes with regard to new production techniques, sales techniques, etc, as most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to survive in the market.
- There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs
- Finance is the first major problem for women entrepreneurs. Hence, the government should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- Arrange/organize fair, exhibitions, workshops to educate the women entrepreneurs and to give them a proper marketing support of their product.
- A women entrepreneur's Guidance Cell should be set up to handle the various problem of women entrepreneurs all over the state.
- Social awareness is necessary for women entrepreneurs which will break most of the family problems
- Since the number of entrepreneurs from scheduled caste and most backward communities is very low, awareness is to be created those women, by providing special attention.
- Women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large scale operation.

- Parents of unmarried potential women entrepreneurs should be encouraged in spending money on setting up business rather than giving preference to their marriage.
- Marketing product is one of the main problems for women entrepreneurs. Here, women co-operative societies can be started to procure the products from women entrepreneurs. They will help them in selling their products at a reasonable price.
- An Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
- Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs to reduce the initial investment and to create a special environment

7. CONCLUSION

According to the study it has been observed that Indian women have to go a long way to achieve equal rights and position because male dominant culture are deep rooted in Indian society ,they faces many challenges from family and society. Even though we cannot neglect many successful Women Entrepreneurs in our country, they just need awareness, self confidence, family and society support and help from Government, NGO and other institutes .

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