



Issues and challenges of women entrepreneur in India

Mayank Kumar Rai

Research Scholar, Department of Commerce, University of Allahabad, Uttar Pradesh, India

Abstract

Women entrepreneurship is gaining importance in India in the wake of economic, liberalization & globalization. The policy & institutional framework for developing entrepreneurial skills, providing vocation education & training has widened the horizon for economic empowerment of women Indian women are no longer restricted to being homemakers. Now, they are considered as backbone of not just their own home but the economy of country. That's why it is rightly said that "women wear too many hats". In this research paper used secondary data from books, journals, magazines, websites and newspapers.

Keywords: women entrepreneurship, development, business, challenges, issues challenge

Introduction

Women's entrepreneurs are getting involved in economic activity of the country in the various business and more or less they are playing a significant role to boost up our economy. Lack of fund is one of the major problems along with lack of training, skills and knowledge besides institutional support, government and non government institution is required for development and growth of women enterprises. In this review paper based on secondary data which disclose the major barriers and challenges towards women entrepreneurship development, major problems faced by women entrepreneurs in Indian and other country. With changing times, women in India have broken the household stereotype & are broadly starting up business. The startups which mostly innovated by men, now experiencing a paradigm shift where women are coming to forth to give them stiff competition. However it's not easy for women to break the age-old stereotypes & work as they like to do.

Literature Review

- Nayyar et.al. "Despite evidence that woman loan repayment rates are higher than men's woman still face more difficulties in obtaining credit".
- Kumlum and Kumar "Found that non-availability of raw material was one of the important reason impeding the growth of woman entrepreneur.
- As per the 2011 Census, almost 30% of woman in India are illiterate compared with 13% of man.
- Chandrashekhar "There is no doubt regarding the fact that women are intelligent, hard work and efficient in work; They put heart and soul together in whatever they undertake.
- Stracher remarked "Having primary responsibility for children, home and other dependent family members, very few women can devote all their time and energies to their business.
- Candida et. al "Suggest that expectation of society, that culture norms and the intermediate instructions and

stricture impact woman enterprise more than that's of man " Ghosh and Roy (1997) " As compared with western nations, India woman have more inclination towards enterprise"

- Bruin *et al.* (2007)"There is little doubt that female entrepreneur is effected by a complex blend of micro-level and macro-level variables. "
- Lee-Gosselin and Grise (1990)" Found that the most common start-up seem to be lack of capital."
- Barwa (2003) ^[9] "Found that woman face additional handicaps due to the prevailing social and cultural gender-based inequalities and biases."
- Karim (2001) on woman entrepreneur in Bangladesh, financial problems was the most common problems to be faced by their woman entrepreneur, and balancing time between the enterprise and family were ranked as major start-up problems.
- Hookingsing and Esso (2003) "Identify four main obstacles face by woman entrepreneur-The hassle getting permits, the lack of market, the ability of raising capital and not being taken seriously as men."
- Neider (1987) "Found in a study of female entrepreneur that tension between personal life and career was a major problem for these woman"
- Soyeon shim and Eastlick (1998) ^[8] "Identify 10 business problems areas: sales and profit forecasting; obtaining lines of credit; capital management; working capital management; pricing strategies; customer database management; short-term business planning; labour cost analysis; managing debt; and gender problems."

Common Challenges of Women Entrepreneur

- **Prioritization:** As an entrepreneur, women not only invest all their time in business but also in fulfilling their family responsibilities. This poses a hindrance to their professional growth.
- **Marketing problems:** It is a very tough task to break the stereotype that "women's are physically & mentally weak".

Mainly men's rule over the marketing zones, to outsource their product they have to contact middlemen, which eat a major portion of their profits.

- **Lack of resources:** It is believed that women's depend on father before marriage & after mainrraige on husband. If women want to get independent, it is seen as suspicious in Indian. The attitude of society in general towards a women typing to compete in man's world is unacceptable which results receiving lesser access to varied resources like material, labour, machinery etc.
- **Male dominated society:** The constitution & social media speaks about equality between the sexes but in India it is a fact that it is a male dominating society. Due to this belief, women are considered weak are considered weak and economically unstable which hinders their growth as an entrepreneur. There are many women's who have ruled in this male dominating society in different field. For eg. Indira Nooyi who is chairman of PepsiCo, Vandana Luthra who is beauty & wellness giant of VLCC product, Shabina Chopra founder of Yatra.com etc.
- **Lack of education:** Illiteracy is major problem in India. Around 3/5 of women are illiterate which causer many social economical problems. Even if they want to start-up a business, due to lack of education, technology, unawareness of recent trend of business & market knowledge. They fail in setting up a business enterprise.

Assistance to women entrepreneur

Certain facilities are offered to women entrepreneur to motivate them & to face stiff competition in man dominating society-

SIDO (Small Industries Development Org.)

It conducts Entrepreneurial Development programmes exclusively for women entrepreneurs. These programmes aims at developing entrepreneurial traits & qualities among women & help them to identity their entrepreneurial opportunities.

NSIC (The National Small Industries Corporation Ltd.)

The NSIC, which is a Govt. of India undertaking, it is responsible for development of SSI sector. The Hire purchase scheme provider preferential treatment to women entrepreneurs.

IDBI (Industrial Development Bank of India)

IDBI has introduced special scheme for women entrepreneurs. Some of them are:-

1. **Mun (Scheme) Mahila Udyan Nidhi Scheme:** The IDBI has see up a special fund 'Mahila Udyan Nidhi' to provide capital assistance to new women entrepreneurs in SSI sector. The credit risk in respect of soft seed capital assistance is borne by IDBI Mahila Udyan Nidhi.
2. **IDBI Scheme of Training & Extension on service for women entrepreneurs:** The programmes of training & extension services for women entrepreneurs are organized by IDBI through designated agencies. Apart from setting up industrial units, a host of activities are included in the programme of assistance. The women will now contact the

nearest commercial banks to know different schemes to take advantage of their schemes.

Remedies to solve the problems of women entrepreneurs

1. Provisions of separate finance cells for women.
2. Creating social awareness through education.
3. Providing training facilities.
4. Supply of raw material.

Data Collection

The data is collected from secondary source like books, journals, magazines and websites and newspapers.

A example of financial problem in Respect of woman entrepreneur

(Analysis of data and findings [Source: International Journal of Innovative Research in Computer and Communication Engineering, Vol.-3 special issue-7]):

The study shows that the difficulties in obtaining financial support, lack of credit difficult in balancing home affairs and unfriendly business environment are the main problems and constrains faced by the analysed women entrepreneurs, other important problem include inadequate government support, unpredicted policy change and lack of training etc. There barriers vary according to the field of activity of enterprises.

Table 1: Type of Activity

Type of Activity	No. of respondents	%
Tailoring	28	46.6666667
Nursery	1	1.6666667
Phenyl	2	3.333333
Beauty parlor	14	23.333333
Baby sittings	2	3.333333
Fancy stoves	6	10
Candle Making	1	1.6666667
Chemical Manufactures	1	1.6666667
Snack Items	2	3.3333333
Finance	1	1.6666667
Jewellery shop	1	1.6666667
Provision store	1	1.6666667
Total	60	100

Source: International Journal of Innovative Research in Computer and Communication Engineering, Vol.-3 special issue-7

Secondary Data

The data shows that the different types of business undertaken by these women micro entrepreneurs while comparing the data, the nature of business undertaken by them can be classified as manufacturing business, service oriented business and finance which accounts for 46% and 23% respectively. Other kind of business like nursery, beauty parlor, babysitting, fancy stores and provisions stores which also belong to service rendering units totally accounts for 27%. Business like phenyl manufacturing, candle making, Chemical manufacturing Jewellery designing and snacks items are categorized under manufacturing which totally account for 7%, finance related activity account of only 1% accounting to the data.

Table 2: Issues problem faced in roving an enterprises

Challenges faced	No. of respondents		%
	Yes	No	
Access to loan	Yes	17	28.32
	No	43	71.66
Repayment of the loan	Yes	16	26.66
	No	44	73.33
Obtaining licence from government	Yes	9	15
	No	51	85
Problems from family	Yes	48	80
	No	12	20
Interference in family functioning	Yes	48	80
	No	12	20
Supply of electricinglature	Yes	18	30
	No	42	70

Source: International Journal of Innovative Research in Computer and Communication Engineering, Vol.-3 special issue-7

Table 3: Challenges faced in running as business

Challenges faced	No. of respondents		%
	Yes	No	
In relation to making	Yes	56	93.33
	No	4	6.66
Stress due to involvement in the enterprise	Yes	24	40
	No	36	60
Adopting to technology	Yes	44	77.33
	No	16	26.66
Lulls of skills	Yes	41	68.33
	No	19	31.66
Completions	Yes	56	93.33
	No	4	6.66

Source: International Journal of Innovative Research in Computer and Communication Engineering, Vol.-3 special issue-7

The study shows that 71% of women did not face any problem on accessing loans facilities. Geat majority of these micro entrepreneurs belong to self help groups where they are exposed to various kinds of benefits extended by the nationalized banks to these members. If there are no good returns out of the investment. It would be difficult to reply the loans same in the case with women micro entrepreneurs. From selected mass, even though 73% them said it was not a major issue to replay the loans, 26% of the respondent really had to struggle in repaying it because of the low returns. Obtaining licence from the government officials is a must for to setting up of a business, 15% of them actually found it difficult in managing to get licence from the officials. As a women, she needs to take care of her family, satisfy their needs cook for them and look after the children etc. where she sadom gets time to concentrate on business.

[Source: International Journal of Innovative Research in Computer and Communication Engineering, Vol.-3 special issue-7]

Major findings the study are

1. The main challenges faced by women entrepreneur in the area of finance.
2. Government policy are not suitable for the future of woman entrepreneur.
3. Lack of funding from others financial Institutions for woman entrepreneur.
4. There are lack of training and skills development

institution for women entrepreneur.

5. Gender inequality in the society.
6. Make the suitable policy by the Central and state government for the development of woman entrepreneur.

Conclusions

It can be said that today we are in better position. For startup, women's have to face many problems but now there are many institutions which had made many schemes to help women as an entrepreneur & to a large extent they fulfill it. Women empowerment helps to make the society & world a better place to live in. It means increase happiness for the family & the org. where women make a difference.

References

1. International Journal of Innovative Research in computer and communication eminency, 2015, 3(7).
2. International Journal of Development Research (International peer revisited open access journal ISSN:2230-1926; IMPACT Factor 4.753 www.journaljdr.com (Summary Data)
3. www.yourarticlelibrary.com. article shared by DK Sinha.
4. Asian Journal of Managerial science (www.trp.org.in) ISSN: 2249-6300, 2013, 2(2). (Secondary data summary).
5. Lathwal S. woman entrepreneur in India, International Journal of research in it & management IJRIM, 2011, 1(3).
6. Kumbhar V. some critical issue of woman entrepreneurship in India, European Academic research, 2013, 1(2).
7. Choudhary KN, Rajalwar AP. oppportunity and challenges for rural women entrepreneurship in India, variorum multi-Disciplinary e-research Journal, 2011, 1(3).
8. Shim, Soyeon. Characteristics of Hispanic Female Business owners: an exploratory study, Journal of small business Management, 1998, 36.
9. Barwa SD. ILO Vietnam working paper series no. 1, impact of start your business (SYB) Training on woman entrepreneur in Vietnam, 2013.