



Challenges for women entrepreneurs in India

D Rajeswari, Dr. M Vakkil

Research Scholar, Department of Education, Periyar, University, Salem, Tamil Nadu, India

Abstract

Entrepreneurs have been decided as key for initiating and sustaining the socio-economic improvement of the society. In early stage of our country entrepreneurship has been a male-dominated phenomenon, but time has changed today women as very impressive and inspirational entrepreneur. In our world the developed countries, women are entering in the field of business equally as compared with men. The inevitable economic development of our country is depends upon the role of women entrepreneur. Now a day women are willing to put their step and also run up business for increase our nation's strength. In Indian government taken necessary steps and incentives for increasing women entrepreneurs but they are not attaining a greater rate because women entrepreneurs were faced some major challenges for success stories of Indian women entrepreneurs. To suggest to improve and increase the adequate facilities like financial, educational, marketable path way to our Indian government for upliftment of women entrepreneurs.

Keywords: challenges, women entrepreneurship, success factor, suggestions

Introduction

“When women move forward, the family moves the village moves and the nation moves”

- Pandit Jawaharlal Nehru

Entrepreneurs play a vital role in our economy. These are the people who have, knowledge, skills new ideas to market and get right decision making for profitable. Women entrepreneurs may be defined “women or a group of women who initiate, organize and run a business enterprise.” The government of India has stated that women entrepreneurs based on women participation in equity and employment of a business enterprise. The women empowerment is existed with an innate power that can make them successful entrepreneurs. In India, women constitute around 50 percent of the population, but their participation in the economic activities is only 34 percent. This is due to some practical problems in the process of entrepreneurship by women.

Concept of Women Entrepreneurs

Today the educated women do not want to limit their dreams in the four walls of the house. Women considered as weak sex and always made to depend on men in their family and outside throughout their life. Women entrepreneurs need to enrich their living standard into a comfortable level along with their family which in turn supports the country's development.

Now a day hidden entrepreneurial potentials of women have gradually been changing by Skill, knowledge, confidence, adaptability in business. Women Entrepreneur's a person who accepts the challenging role to meet her personal thrusts and become economically independent. A strong desire to do something is positive quality of entrepreneurial women, who are capable of contributing values in both family and social

life. At present women are aware of their responsibilities, traits, rights and also the work situations.

Reasons for women are better and successful entrepreneurs than men

1. Women are better-calculated risk takers

In India nearly 87% women entrepreneurs getting as financial risk takers, compared to 73% of men. The 80% of women say they are likely to see opportunities where others see risk. Mostly the female entrepreneurs are embracing risk they are also more likely to be tackling their business with a realistic assessment of the dangers ahead.

2. Women tend to be more honest in their business

Women are not afraid of consulting their failings because they have fewer egos attached to the success or failure of the business and they not ignore their challenges. Mostly women are more open and honest about what is going on-and that makes it easier to hers.

3. Women are more likely to take the long- term view

The women are having interest to reinvest business profit in order to generate sustain and profitable growth, but men wants faster growth, possibly fuelled by equity investment, and a quicker exit.

4. Women appreciate the value of creativity

In the world, the creativity is a most essential commodity. We need to be creative in every aspect of running a business and I think that any business that has a creativity shortage will find it very hard to survive in the coming year. Women tend to be more open-minded, in touch with the creative aspects of life and they see value in creativity.

5. Indian women having value relationships and well-being more than the business

Always women have aware about the health of their family and their spouse. If they have to choose between the business and the family, the family will always win.

Challenges faced by Indian women entrepreneurs

Today women achieve their entrepreneurship successfully but still in our country most of the women entrepreneurs face the following problems at different stages beginning from their initial commencement of enterprise, in running their enterprise. Their various challenges are as follows

1. Conflicts between work and domestic commitments

The Indian women are supposed to participate to all the work, to look after the children and other members of the family.” Having basic responsibility for children, home and aged persons depend on family members; few women can devote all their time and energies to their business”. (Starcher, 1996) In this situation, it will be very tough to concentrate and run the enterprise successfully.

2. Low levels of illiteracy amongst women

In India, women are far behind in the field of education. Most of the women are uneducated. Those who are educated are provided either less or inadequate education than their male counterpart partly, early marriage, partly due to parent’s illiteracy, early marriage, partly due to son’s higher education and partly due to poverty. Due to lack of proper education, women empowerment and entrepreneurs remain in the dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

3. Social hurdles

The prevailed of traditions and customs in our societies towards women sometimes stand as an obstacle before them to grow and prosper. Another one is castes and religions dominate with one another and hinder women entrepreneurs too. In rural areas, they face more social hurdles. They are always seen with suspicious eyes.

4. Shortage of raw materials

Sometimes the availability of proper and adequate raw materials insufficient of the enterprises handling by women entrepreneurs. Actually women entrepreneurs face a tough task for getting the required raw materials and other necessary inputs for the business when the cost is very high.

5. Problem for getting financial assistance by banks & Financial Institutions

Women entrepreneurs stiffer a lot in raising and meeting the financial needs of the business, bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers on the ground of their credit worthiness and more chances of business failure. They also face financial problem due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

6. Tough competitions

Usually, women entrepreneurs employ low technology in the process of production. The competition is high for the marketing things; they have to fight hard to survive in the market against the organized sector and their male counterpart.

7. Cost

Some business has highly production and operation cost that reversibly affects the widening of women entrepreneurs. The including of new machinery during expansion of the productive capacity and like similar factors discourages the women entrepreneurs from entering into new areas.

8. Low risk-bearing capacity

Naturally, women in India are weak, shy and soft. They cannot tackle the risk which is essential for running an enterprise. Due to lack of education, training and financial support from outsiders also reduce their ability to bear the risk in our business.

9. Less entrepreneurial aptitude

Less level of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have not entrepreneurial adjust of mind.

10. Knowledge and fulfilling the legal formalities

Women required to fulfilling the legal formalities for developing an enterprise becomes an untactile task on the part of a women entrepreneur because of the corrupt practices in government offices and procedural delays for various licenses, electricity, water and shed allotments. In these situations, women entrepreneurs find it will be hard to concentrate on the smooth working of the enterprise.

11. Dependent and exploitation by middle men

Now a day, women cannot run around for marketing, distribution and money collection; they have to depend on middle men for their successful entrepreneurship activities. Middle men tend to exploit them in the guise of helping. They decide and add their own profit margin which results in fewer sales and lesser profit.

12. Short of self-confidence

In our country, women have low level of self-confidence about their strength and ability. The family members and the society are unwilling to stand beside their organizational growth. To a certain degree, this situation is changing with Indian women and yet to face an incredible amend to boost the rate of growth in entrepreneurship.

Suggestions to overcome problems of women entrepreneurs

Women entrepreneurs and their greater participation in our society are moderately inevitable in the entrepreneur’s activities. Following efforts will be take for effective women entrepreneurs’ development.

- Firstly we considering women a specific target group for all developmental programmers in our society.

- Provide better educational facilities and schemes should be extended to women folk government part.
 - To provide adequate training programmed on management skills for women community.
 - Credit adequate facilities, financial incentive and subsidies.
 - For analyzing the problems to establish all India forums, grievances, issues, and filing complaints against constraints of shortcomings towards the economic progress path of women entrepreneurs and giving suitable decisions.
 - To enhancing the proper technical education to all women and the opening of women development cells.
 - Skill development to be done in women's industrial training institutes. Training on professional competence and leadership skill to be extended to women entrepreneurs.
 - Counseling through the aid of committed NGO's, Psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
 - Avoid getting too close to with the employees; women naturally are family oriented. They get too close to her employees which will make her difficult many a times to maintain a professional relationship with them.
 - Making provision of marketing and sales assistance from government part.
 - Women enterprises research and application form time to time have to an e-documented.
5. Janaki D. Women's Issues. Chennai, Vikash Publishing, 2001.
 6. Ranbir Singh. Women Entrepreneurship Issues, challenges and Empowerment through self-help groups: An Overview of Himachal Pradesh. International journal of democratic and development studies. 2012; 1(1):45-48.
 7. Reddy SM. Problems and prospects of women entrepreneurs. Lambert, Academic Publishing, 2012.
 8. Shashi Pratap. Welfare and development of women. New Delhi, Centrum Press, 2014.
 9. Shikha Mahajan. Women Entrepreneurship in India. Global journal of Management and Business studies. 2013; 3(10):1143-1148.
 10. Vibhavari, Chan M, Prachi Murkute A. Role of women entrepreneurship in Indian economy. International Journal of science technology and management. 2016; 5(3):604-612.
 11. Vijayaragavan T. Problems and Opportunities of Women Entrepreneurs in India. International Journal of Business and Management Invention. 2014; 3(7):59-61.
 12. www.msme.gov.in

Conclusion

In our Indian economic activities the participation of women is important not only from a human resource point of view but also is essential of raising the status of women in the society. The above discussion reveals that though women entrepreneurs are gaining challenging recognition recently, still there is a long way they have to go. The conversion from homemaker to women entrepreneur is not so easy, and in the same way, it is also difficult for women to succeed and sustain in her business. The elimination of hurdles for women entrepreneurship requires a major change in traditional thinking and mindsets of people in society rather than being limited to only creation of opportunities for women. Women have the potential, the potential and determination to setup, uphold and supervise their enterprise in very systematic manner, appropriate support and encouragement from the society, family, government can make these women progress of India.

References

1. Ansari. Women Entrepreneurship in India. AIEJST. 2016; 4(4):1-14.
2. Devi PB. Problems and prospects of women Entrepreneurship in India. International journal of science and research. 2012; 3(9):1277-1280.
3. Dhameja SK. Women Entrepreneurs: Opportunities, Performance and Problems, New Delhi, Deep Publisher (P) Ltd., 2002.
4. Gordon E, Natarajan K. Entrepreneurship Development - Himalaya Publication House, Second Revised edition, 2007.