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# Women Entrepreneurship In India: Role And Challenges

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## Abstract

Community of women although men are equal in the population. Worryingly, in this complex modern world, she is seen as a second citizen or subordinate to men. Although various efforts are being made to improve the status of women. Women have not reached the highest level of use and are still backward. In most countries, governments have special provisions for women's development and efforts are made to make the best use of women's talents. Women have not made good use of the special arrangements and facilities available to them in the business field. We see a shortage of effective female entrepreneurs. Now is the time to awaken the community of women about the opportunities available to them to develop their talents and serve society, which can be the cause of the rapid development of the nation. As now in this modern world, wherever the cost of living increases, women become necessary to carry out economic activities and support their families. Now, society's attitudes have also changed and working women are no longer viewed with suspicion. Now she is more free and the modern woman leads a very happy life with the support of her husband and family in her economic activity. In this paper, an attempt was made to study the role. Trending issues faced by female entrepreneurs. In addition, it discusses the support provided to female entrepreneurs. The remedy was also discussed.

**Key Words:** Entrepreneur, Role, Economy uncertainty.

## Introduction

In today's society, women have stepped out of the four walls of the house to contribute to all activities, including the economy. Women who, until recently, have confined their activity in a chosen profession, such as education, nursing, medical work, etc. now engaged in professional activities such as commerce, industry, agriculture, horticulture, cultivation, animal husbandry, fishing, sewing, clothing industry, pottery, novelty, etc. organized and unorganized industries. Parasurama (2001) Traditional stereotyping of sex roles relegates women to being home oriented. Women entrepreneurs are a relatively new concept. Conceptually, whether male or female entrepreneurs, they are not two completely different concepts. Any woman or group of women who innovates, initiates or adopts an economic activity can be considered a woman entrepreneur. Das (2012) In India, the major portion of the women's community though equal to men in the population is subject to lots of deprivation in business activity. The largest numbers of

women are involved in domestic works as a result their entrepreneurial skills and abilities are not properly utilized for the development of the nation

### **Objectives of the study**

The main purpose or objective of study of women entrepreneurship is as follows:

To reveal the encouraging and discouraging factors in an enterprise.

To Identification and analysis of all the shortcomings encountered by women in establishing and setting an industrial enterprise.

To provide solutions to the various problems faced by the women entrepreneur group.

To list out the challenges, faced by the women entrepreneurs in India.

To identify the opportunities, available for women entrepreneurs.

### **Role of women Entrepreneurs**

In traditional society, women's role is naturally limited to the family. Since she is the one with children, she completely fulfilling the responsibilities of a mother and housewife. This is no feat, as an ordinary household might be also described as a unit of production and consumption. It is the man's responsibility to provide housekeeping services with raw materials, but women redirect them into consumer products, in precarious housing conditions, and using rudimentary methods. Many factors such as urbanization, technical progress, women's education level, etc., have these conditions have been greatly altered, even in developing countries like India. Gradually start with In urban areas and above, the role of women in the family has become somewhat lighter due to technological progress. The productive side of women in the family is decreasing, leading to a reduction in the role of women in the family. Contemporary India remains largely a traditional society based on patriarchal norms. Level and therefore, women's forms of participation and its implications for their place in the family and society are closely linked. is determined by its position in the matrix of hierarchical family status and economic classes. for the development of industrialization, urbanization, education and the domestic democratic system, the traditional association Indian society is changing and women are now looking for productive work in several fields numbers go up.

Women Entrepreneurs States	No of Units Registered	Rank	No of Women Entrepreneurs	Rank	Percentage
Tamil Nadu	9618	1	2930	2	30.36
Utter Pradesh	7980	2	3180	1	39.84
Kerala	5487	3	2135	3	38.91
Punjab	4791	4	1618	4	33.77

Maharashtra	4339	5	1394	6	32.12
Gujarat	3872	6	1538	5	39.72
Karnataka	3822	7	1026	7	26.82
Madhya Pradesh	2967	8	842	8	28.38
Other States	14576	9	4185	9	28.71
<b>Total</b>	<b>57452</b>		<b>18848</b>		<b>32.82</b>

Table: discloses that Tamil Nadu is the state first out of the total number of units registered in India. Regarding the number of women entrepreneurs in India. It indicates that Tamil Nadu has taken more efforts to improve the development and growth of women entrepreneurs in Tamil Nadu with the help of financial institutions and government agencies.

### **Entrepreneurship Changing Trends in Women**

Any understanding of Indian women entrepreneur of their identity and especially of their roles will be incomplete without going in to the Indian history where women have passed lived and internalized various role models. During 1950's women took to creating and managing entrepreneurial activities because of the fact there was no income generating male in the family. In 1960's there was a spread of women education. This was the period in which the women started to venture into small one women enterprise at home and from home. The women of 1970's started not only developing their aspirations but also ambitions to do and earn something for their families. Women wanted to be independent and wanted their voices to be heard in family as well as in the society. The decade if 80's witnessed a dramatic shift in this area. The women entrepreneurs of 50's 60's 70's had accepted both their social and occupational roles and tried to maintain he balance between the two. But in 80's women made personal choices stood up for their convictions and had the courage to make up new beginnings. During 90's the women were considered to be capable and competent and self reliant. During this century number of women took up the challenge of initiating an enterprise developing it and nurturing it to grow. In the present century women are emerging as a force to recon with. Many of the Telecom Information Technology (IT)and finance are headed and controlled by women.

### **Problems and Constraints faced by Women Entrepreneurs**

In India women entrepreneurship is facing so many problems. The major one are :

- Family discouragement

As women in India have to work amidst social taboos and restrictions. They are not supported much to undertake entrepreneurship by their family members.

- Social barrier

Women entrepreneurs in India are always seen with suspicious eye particularly in rural areas. They face more social problems.

- Caste and religion

Though India is secular country in practice so many caste and religion dominate with one another and it hinder women entrepreneurs.

- Lack of self-confidence and Risk bearing capacity

Women lack self-confidence and always feel that they may not be successful and hence hesitate to take risk. Their risk bearing capacity is always less.

- Psychological factors

Always women feel that she is 'women' and less efficient than men and hesitate to take risk. As she has to strive hard to balance her family life with care and hence feels better to be house wife.

- Lack of practical knowledge

Though women may be educated and have qualified knowledge she lacks practical knowledge and hence hesitates her own venture.

- Problem of finance

Women entrepreneur lack property in their own name and hence banks and financial institutions may hesitate to render finance.

- Problem of marketing

As generally women entrepreneurs will have small scale business they have to strive hard to sell their products in the modern competitive world. Their marketing knowledge will be less and lack marketing skill as compared to men.

### **Women Entrepreneur Association in India**

- Women entrepreneur wing of National Alliance of Young Entrepreneur (NAYE).
- Consortium of women entrepreneurs of India.
- Indian council of women entrepreneurs.
- Self-Employment women's association (SEWA) Ahmedabad.
- Associations of women entrepreneur of Karnataka.
- Association of lady entrepreneur of Andhra Pradesh (ALEAP).

### **Grounds For Low Progress Of Women Entrepreneurs in India**

- Patriarchal male dominant society.
- Always stiff competition is ahead of women entrepreneur.
- Lack of support from their family members and society.
- The financial institutions have strong idea that women would leave the business.

- Women's family obligation at home in nurturing up the children and doing domestic chores.
- Striking a balance in business and family is a difficult task.
- Women are having lack of awareness about the financial assistances like loan scheme and incentives.
- Generally very few women are techno savvies and therefore they do not know how to access the information like technology relating to their business.
- Women entrepreneurs in the remotest place and backwards areas do not know the different kinds of financial assistance.
- The less education of women entrepreneur leads to low level of achievement in their business enterprise.
- Achievement motivation is high among male entrepreneur in comparison to women and this makes women not strong in business field.

### **Recommendations for the Development of Women Entrepreneurship in India**

- Women need to be given awareness programs on a mass scale at panchayat level about the possible areas to venture into business.
- Every state at district level should have a continuous plan to motivate inspire and co-operate women entrepreneurs by supporting the business with loan facilities and required training programs.
- There must be a separate forum at the state level to represent the views of women entrepreneurs and to demand their needs to be fulfilled through coordination among the government and financing institutions.
- It is need of the hour to enhance the quality of education imparted to women and also provide various opportunities for the aspiring women with training and practical experience of inspiring them to get into business.
- In order to encourage the women to embark on small business it is necessary to develop their professional competencies through series of training programmers in the areas of managerial skills and leadership development.
- As a social responsibility educational institution should come forward to network with government and non-governmental organization with a view to assisting the women in entrepreneurship.
- Educational institutions could take up the responsibility in helping the women to interact and discuss with successful women entrepreneurs by organizing seminars conferences and trade fairs.
- Women who are engaged in business can be provide soft loans and subsidies which would encourage them into industrial activities.
- Government and non-government organizations need to take steps in disseminating various policies plans and strategies to women entrepreneurs.
- It is a must that women entrepreneurs need to sharpen their skill and update their knowledge by adapting the latest technology benefits in their business.

## Conclusion

It is good to learn that Government of India enacted laws to guarantee the women to have equal rights of participants in political process education and employments. The implementation shows that only a small sizeable number of women from urban middle class have benefitted from the government sponsored development activities. Just enacting laws is not sufficient but sustainable plans are to be done to effectively provide entrepreneurial related awareness training and skill development programs to the aspiring women entrepreneurs. At the second level it is must that women entrepreneurs ought to be equipped with entrepreneurial traits and skills which can facilitate them to meet changes in trends and understand the challenges of global markets and strive for superiority in the entrepreneurial arena. Entrepreneurship is currently the most discussed and promoted concept all over the world to overcome economic challenges. Women are the essential gender of the whole population with great capacity and potential be a contributor to the global economy development of any country. So, programs and policies need to be personalized not only encourage entrepreneurship how to implement strategies that can help supporting entrepreneurial culture among women entrepreneurs.

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