ISSUES AND CHALLENGES FACED BY WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

Women empowerment is nothing but empowering the women to involve in social political and economical activities for the growth of our environment and our economy. Women empowerment also leads to more economic benefits not to the individuals by to the society as well. Women empowerment helps women to stand on their own legs income independent and also to earn for their family which grow country’s economy. There are a number of socio-economic hurdles faced by the women while they attempt to venture into setting up and running their own enterprises. Hence, the paper discusses the status of the Women Entrepreneurs and their importance. In this paper, an attempt has been made to study the issues and challenges related with entrepreneurship that the woman of our country faces in the present times. Much knowledge is not found about the economic relevance of women in entrepreneurship programs and the effect of these programs on society and economy.

Key words: Women Entrepreneurship, Women Entrepreneurs, Challenges, Woman, economy, economic development, economic growth.

INTRODUCTION

Women empowerment refers to increasing the spiritual, political, social, educational, gender or economic strength of individuals and communities of women for the growth of environment and our economy. Women’s empowerment in India is heavily dependent on many different variables that include geographical location, educational status social status and age.

Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women’s possibility to become entrepreneurs and their possibility to become successful entrepreneurs.

According to Government of India—An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women.

According to APJ Abdul Kalam women is a prerequisite for creating a good nation, women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.

REVIEW OF LITERATURE

Bowen & Hisrich, (1986), evaluated many research studies done on women entrepreneurship. It concluded that female entrepreneurs are relatively well educated in general but are not having proper management skills, high in internal locus of control than other women in their values & are likely to have had entrepreneurial fathers. Singh, (2008), conducted a study to identify the reasons & factors that influence entry of women in entrepreneurship and also explained the obstacles in the growth of women entrepreneurship. The factors identified were lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, lack of social networking, low family and financial support. Cohoon, Wadhwa & Mitchell, (2010), present a detail about men & women entrepreneur’s background and experiences. The study is based on the data collected from primary data where surveys were conducted to collect data from established & successful women entrepreneurs. The study identified top factors motivating women to enter into the field of entrepreneurship. The factors found were desire to build the wealth, the wish to capitalize own business ideas and to move ahead in life. The challenges are more related with entrepreneurship rather than gender.

OBJECTIVES OF THE STUDY

1. To know the issues faced by women entrepreneurs in India.
2. To identify the level challenges faced by the women entrepreneurs in India.
PROBLEMS FACED BY WOMEN ENTREPRENEURS:

Lack of arrangement of Finance and Raw Materials

Arrangement of finance is a major problem that is faced by women entrepreneurs. The external sources of finance is very limited because of their poor economic condition in the society. As such, they find it difficult to be an entrepreneur as they lack the risk taking ability because of poor financial assistance. Another problem faced by them is shortage of raw-material and difficulty faced by the women entrepreneur in arranging good quality raw material at competitive prices.

Stiff Competition

Women entrepreneurs do not have organizational 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

Women mobility in India is highly limited due to various reasons. A single woman asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up idea of starting an enterprise.

Lack of Literacy

Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates the problems for women in the setting up and running of business enterprises.

Male-Dominated Society

The Constitution of India speaks of equality between sexes. But, in practice, women are looked upon as abla, i.e. weak in all respects. Women suffer from male reservations about a woman’s role, ability and capacity and are treated accordingly. In nutshell, in the male-dominated Indian society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.

Low Risk-Bearing Ability:

Our educational system is very primitive and creating awareness about woman’s capacities and their hidden powers to handle economic activities. Most of the women are not performing entrepreneurial activities because they are not having the proper capacities and risk making ability.

Economic Instability of women

The economic stability of Indian women is in a very poor state as they lack proper education that is crucial for becoming self-dependent. Women in rural areas can’t take any entrepreneurial.

Cut-throat Competition

Women entrepreneurs have to face tough competition not only from industry but also from their male counterparts. Surviving this cut-throat competition and achieving the aim of producing quality product at competitive price is not an easy task for the women entrepreneurs.

Marketing Problems

The problems faced by the women entrepreneurs in marketing of their products as this area is mainly dominated by males and women fail to make a mark in this area. Women entrepreneur also find it difficult to capture the market and make their products popular and they often take the help of middlemen in marketing their products who often charge high commission from them.

Minimal support by family

In business women have to devote long hours and as a result, they find it difficult to meet the demands of their family members and society as well. As such they become incapable in attending to domestic work, attending to the needs of their children which lead to conflict in their personal lives and they find it difficult to work as a women entrepreneur.

High cost of production:

High cost of production adversely affects the development of women entrepreneurs. The high cost of factors of production & the raw material makes it difficult for the women entrepreneur to operate in the industry. Government assistance in the form of grant and subsidies to some extent enables them to tide over the difficult situations. Other than the high cost of production, women entrepreneurs also face the problems of labor, human resources, infrastructure, legal formalities, overload of work, mistrust etc that are associate with every business enterprise.

Lack of self-confidence and self-esteem amongst women:

A strong mental outlook and an optimistic attitude amongst women are required amongst women to be an entrepreneur. But it has been noticed that women lack these qualities required in setting up their own enterprises. Thus, not having the required confidence that is needed by today’s women to move ahead creates resistance in their being a good entrepreneur.

Other barriers: Some of the other barriers are mentioned below.

- Obsolescence of Technology / Technological Development Problems
- Legal Formalities
- Shortage of Raw Materials
- Lack of Availability of Motivational Factors
- Direct and Indirect Tax-related Issues
- Location of Business
- High Turnover of Staff
CONCLUSION

Women entrepreneurship in India faces many challenges and requires a radical change in attitudes and mindsets of society. Therefore, programs should be designed to address changes in attitude and mindset of the people. It is important to promote entrepreneurship among women to improve the economic situation of the women. Women entrepreneurs faced constraints in aspects of financial, marketing, family, and health and problems. Guidelines framed as a solution to these problems can help women entrepreneurs to deal with these problems effectively. Women need for enterprise management is little training, finance, co-operation and encouragement in the sphere of activities, the society and the government, that the suggestions forwarded in the article will help the entrepreneurs in particular and policy-planners in general to look into this problem and develop better schemes.

BIBLIOGRAPHY