

## Problems and Prospects of Women Entrepreneurship

Haimanti Roy<sup>1</sup>, Dr. Basanti Mathew Merlin<sup>2</sup>

<sup>1</sup>Research Scholar, RNT University, Bhopal (M.P.) India.

<sup>2</sup>Head, Dept of Commerce, RNT University, Bhopal (M.P.) India.

### ABSTRACT

*Pandit Jawaharlal Lal Nehru has remarked “When women move forward, the family moves, the village moves and then ultimately the Nation moves forward.” Women are one of the most relevant untapped resources if we talk about entrepreneurship. Entrepreneur is an individual who takes risk and starts something new. Entrepreneurship is the key to India’s development. It is very important as it utilized local resources, employment and rural development. This paper represents basics about women entrepreneurs. In today’s world, women entrepreneurs are playing very vital role and they have to become important part of the global business environment and it’s really important for the sustained economic development and social progress. Main reasons for women to put their views into action. Women constitute around half of the world population. So is in India also. They are, therefore, regarded as the better half of the society. In traditional societies, they were restrained within the four walls of their houses performing household activities. In modern societies, they have come out of the four walls to participate in all the activities. Women entrepreneurs may be defined as a woman or group of women who initiate, organize and run a business enterprise. We all understand that economic development of the today’s woman is crucial for economic development of any country specially a country like India. The dependency on service sector has created many entrepreneurial opportunities for women that they can utilize to enhance their social standing and reputation. In this paper, an attempt has been made to study the opportunities and challenges related with entrepreneurship that the woman of our country faces in the present times.*

**Keywords:** Entrepreneurship, woman, economy, economic development, challenges, economic growth, opportunities of women entrepreneurship.

### I INTRODUCTION

In recent years the importance of women entrepreneurship for economic development has been widely acknowledged. Previously women entrepreneurship is associated with innovation and creating something that did not exist, it is often treated as equivalent to new venture creation. Women entrepreneurship can also be present within large organizations or outside the business environment. In our society entrepreneurial behavior in its broader sense has become more important as people face a more uncertain work environment, with multiple job shifts during a career, greater prospects of becoming self-employed, and where tasks increasingly require qualities such as independence, creativity and initiatives. These entrepreneurial qualities enable individuals to cope with and contribute to rapid social and economic change (OECD/CERI, 1989; Gibb and Cotton, 1998). In the sustainable growth literature process is positively related to the level of economic growth. In particular, the empirical studies specify growth as a function of the initial level of process.

Hence for economic growth both entrepreneurship and system are important from a societal perspective. However, recently the importance of process for women entrepreneurship has been acknowledged. Developing a framework explaining women entrepreneurship, have included process as one of the determinants of the level of entrepreneurial activity in a country.

### II OBJECTIVES AND METHODOLOGY

- (a) **Research Objectives:** The overall objective of the study is to have an overview of the existing situation of women entrepreneurs in India with their prospects and problems. The study also aimed at exploring recommendations and suggestions to address existing problems to promote a gender friendly business environment.
- (b) **Research Methodology and Data sources:** The researcher has used available secondary data such as books, periodicals and websites, online publications for collection of relevant information.

### III REVIEW OF LITERATURE

Margaret Henning and Anne Jar dim (1979) conducted the study of women at managerial position by analyzing the life and career history of twenty five women at the top management position in business and industry. The study reveals that women can build extremely successful management careers even without legal pressures to aid them. The study further reveals the price they paid their personal lives were mortgaged to pay for their careers. Jardim, V Krishnamoorthy and

R. Balasubhramaniam, identified the important women entrepreneurial motivation factors and its impact on entrepreneurial success. The study identified ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction are the important entrepreneurial motivational factors. The detailed study in this regard also concluded that ‘ambition’, ‘knowledge and skills’, Independence dimensions of entrepreneurial motivational have significant impact on entrepreneurial success of women entrepreneurs.

Dr. Sunil Deshpande & Ms. Sunita Sethi ,Shodh, Samikshashaur Mulyankar (Oct.- Nov. – 2009) in their research paper exhibit the encouraging and discouraging factors in an enterprise and to provide solutions to the various problems faced by women entrepreneurs group. Emphasize should be given on educating women stratum of population, spreading awareness and consciousness. Women should realize their strength and importance in the society and great contribution they can make for their industry as well as the entire economy.

#### **IV HISTORICAL BACKGROUND OF WOMEN ENTREPRENEURSHIP IN THE WORLD**

Before the 20th century women were operating businesses as a way of supplementing income, trying to avoid poverty and making up for the loss of a spouse. The ventures that these women undertook were not known as entrepreneurial due to the time in history and usually had to yield to their domestic responsibilities. The term entrepreneur is used to describe individuals who have ideas for products and or services that they turn into a working business. In earlier times this term was reserved for men because of more involved in the business world and more acceptable to society. This does not mean that there were no female entrepreneurs until that time. In the 17th century, Dutch Colonists who came to what is now known as New York City operated under matriarchal society. In this society many women inherited money and lands and through this inheritance and became business owners. Ancient days+women to own certain businesses like brothels, alehouses, taverns, and retailshops among others. Most of these businesses were not perceived with good reputations mostly because it was considered shameful for women to be in these positions. Society at the time frowned upon these women because it took away from their more gentle and frail nature. During the 18th and 19th centuries more women came out from under the oppression of society’s limits and began to emerge into the public eye. In the 1900’s due to a more progressive way of thinking and the rise of feminism, female entrepreneurs began

to be more accepted and although these women entrepreneurs serviced mostly women consumers they were making great steps. Even today still with the added popularity of women in business they are struggling for the availability of technology and support from different organizations. The economic downturn of 2008, did not serve to help them in their quest. With the continual attention given to the female education and educational programs afforded to those women who seek to start out with their own business ventures.

Since 2000 there has been an increase in small and big ventures by women, including one of their biggest obstacles, financing. There was a blind belief that men are the only bread winners of their families. This has been proved incorrect because Gender and Development has clearly identified the role of women entrepreneurs. Now-a-days, service sector has played a significant role in providing employment opportunities to women. Besides most of women lives in semi-urban and rural areas and a lot of measures have been taken to promote women entrepreneurs. It is observed that women can establish business units in those areas where they have core competency. Women have proved their core competency in the areas of Information Technology (IT), management, personal care services and health care services. Women are encouraged in these areas of business as they have core-competency. Besides the above areas, women entrepreneurs have emerged in the new areas like data base management, designing and multi-media services.

#### **V MAJOR CHALLENGES FACED BY WOMEN ENTREPRENEURS**

- (a) **Balance between family and career-** Women in India are very emotionally attached to their home and families. They are supposed to attend to all the domestic work, look after the children and other family members. They are overburdened with family responsibilities like taking care of husband, children and in laws which takes away a lot of their time and energy. In such situation, it is very difficult to concentrate and run an organization successfully and efficiently.
- (b) **Male dominated society-** Even though our constitution speaks of equality between genders; male superiority is still the order of the day. Women are not treated equal to men. Their entry into business requires the approval of the head of the family who is mostly a male member. Entrepreneurship has traditionally been seen as a male task. All these hamper the growth of women entrepreneurs.

- (c) **Illiteracy or low level of Education** - Women in India are lagging behind in the field of education. Even after more than 60 years of independence many women are still illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to household responsibilities and poverty. Due to lack of proper education, most women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing, networking and other governmental support which will encourage them to rise in the field of management
- (d) **Socio – culture barriers** – Castes and religions dominate our society and hinder women entrepreneurs too. The traditional and customs prevailing in Indian societies sometimes stand as an obstacle before women which stop them from growing and prospering. In rural areas, they face even greater social barriers.
- (e) **Lack of financial assistance** – Women entrepreneurs suffer a lot in raising and meeting their financial needs of the business. Bankers, creditors and financial Institution consider women borrowers with less credit worthiness. They also face financial problem due to blockage of funds, raw materials availability, inventory, work-in progress, finished goods and non-receipt of payment from customers in time.
- (f) **Lack of technical knowhow-** Management has become a specialized job which only efficient managers can perform. Women entrepreneurs sometimes are not efficient in managerial functions like planning, organizing, controlling, directing, motivating, recruiting, coordinating and leading an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.
- (g) **Dependence on intermediaries-** They have to depend on office staffs and intermediaries to get things done, especially, the marketing and sales sides of business.
- (h) **Low risk bearing capacity-** Though the risk tolerance ability of the women in day to day life is compared to male members, in business it is the other way. Low level self esteem and self – reliance to the women folk engage in business, which is full of risk taking. Moreover the fact that she is not economically independent makes her all the more risk averse.
- (i) **Low mobility** – A major handicap of women is her inability to travel from one place to another at any time. The confidence to travel across day and even different regions and states are found less in women compared to male entrepreneurs. Even if she moves about, she is looked upon with an eye of utter suspicion.

- (j) **Stiff competition-** The male – female competition is another factor which develops hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt, due to lack of organizational skills when compared to male entrepreneur's women have to face constraint from competition. Many women enterprises are often found with improper organizational set up.

## VI OPPORTUNITIES FOR WOMEN ENTREPRENEURSHIP

Women Entrepreneurship is definitely a solution to manage the economic disparity and rising impact of technological and informational forces. To overcome this impediment women entrepreneurs have the power of diverting the forces towards development and progression by putting in their own potentials and skills to improve economic conditions of any country.

## VII STEPS TAKEN BY THE GOVERNMENT

Development of women had been a policy objective of the government since independence. Women are given priorities in all the sectors including SSI sector .Government and non-government bodies have paid increasing attention to women's economic contribution through self-employment and industrial ventures.

- (a) The first five-year plan (1951-56)-women establishment of social welfare measures for women.
- (b) The second five-year plan(1956-61) –women empowerment in agricultural development programmes
- (c) The third & fourth five plan (19 61-66 & 1969-74)- Support for women education as a major welfare.
- (d) The fifth five year plan(1974-79)-emphasized in training for women welfare& development.
- (e) The sixth five year plan (1980-85) a definite shift from welfare to development.
- (f) The seventh five plan (1985-90)emphasized the need of gender equality and empowerment.
- (g) The eight five year plan (1992-97) focused on empowering women through panchayati raj institutions
- (h) The tenth five year plan (2002-07)-National policy for empowerment of women(2011)-protection and development of women

## VIII SUGGESTIONS TO OVERCOME THE CHALLENGES

- (a) Encourage and support to the women entrepreneur will help to generate more jobs.
- (b) The presence of women as entrepreneurs will change the demographic characteristics of business and economic growth of the country.

- (c) Social media and marketing team should help to create the network of women entrepreneurs so that they can build their business network among peers, customer, and suppliers so that connect all of them during their business.
- (d) Women entrepreneurs struggle with lack of confidence and hence business community, educational institute, government and society should help them to create the confidence to drive business.
- (e) Financial institute, bank, micro finance companies should provide loan to the women entrepreneurs for business.
- (f) Government should support to women entrepreneurs so that they do not face any difficulty in setting up their business.
- (g) Special infrastructure facilities should be provided so that they can set up business easily.
- (h) Women entrepreneurs should provide loan at low interest rate so that they can repay the loan by running their business.
- (i) To enhance their skill and knowledge training of women entrepreneur there should be various course available at private and government institute.
- (j) Women entrepreneurs must be given priority over other entrepreneurs in the supply of controlled and scarce raw materials.
- (k) Both Central and state government should give encouragement to the women entrepreneurs to start new business.
- (l) The family members should support the women entrepreneurs for the successful conduct of their business.
- (m) In the area of specialization more research and development options should be given to women entrepreneur.
- (n) Women should attend more and more training program, workshop, seminar and conference.
- (o) Women Entrepreneur guidance cell should be opened in all rural and urban area to handle the problem related to their day to day business operations.
- (p) Several legal rules and regulation for the set up enterprise by women must be simplified to help women entrepreneur in establishing their business & getting speedy approval regarding several legal formalities.
- (q) Organization of fairs, exhibitions and workshops for women entrepreneurs which will help them to connect with each other to share ideas and problems. It will also provide guidance to new entrepreneur who can take help and suggestions from their already established counterparts.
- (r) Government should ensure that middleman should not misguide or cheated to women entrepreneurs. government should launched fully digital portal with all relevant guidelines and useful links for women entrepreneurs ready reference

## IX CONCLUSION

The study on “problems and prospects of women entrepreneurs” is conducted to analyze the problems and prospects and to give better suggestions for their improvement. These include balance between family and career, socio-cultural barriers, male dominated society, illiteracy or low level of education, dearth of financial assistance, lack of technical knowhow, marketing and entrepreneurial skills, lack of self-confidence and mobility constraints. Despite the increased gender parity in the workforce today, few women attain top management positions in large corporations. These women entrepreneurs have an average age of forty to sixty years because they have had previous careers in other areas. In spite of these problems, the lack of family support is another main problem that the women entrepreneurs are facing. Their primary goal is not monetary gains but rather personal satisfaction and achievement. Social and political developments in India have also been responsible for determining the role of women in a changing society. Time has come for women to come out of the burden of housework and give way to their creativity and entrepreneurship. Women entrepreneurs require better support from the governments more understanding from the family and greater innovations and specialization from their own side. The government schemes, incentives and subsidies have stimulated and provided support measures to women entrepreneurs. With the increase in the number of women getting education Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. Apart from training programs, Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are quickly achieved and more of remunerative business opportunities are found. Henceforth, promoting entrepreneurship among women is certainly a short-cut to rapid economic growth and development. The role of women entrepreneur in economic development is also being recognize and steps are being taken to promote women entrepreneurship. Women in the society and understand their vital role in modern business field too. Then very soon we can pre-estimate our chances of our beating our own conservative and rigid through process which is the biggest barrier in our country’s development process. The unexplored talent of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector.

**REFERENCES**

- [1] Behara, S.R. & Niranjana, K. (2012), Rural Women Entrepreneurship in India, IJCEM International Journal of Computational Engineering & Management, Vol. 15 Issue 6, pp. 6-15 ISSN (Online): 2230-7893. [www.ijcem.org/papers112012/ijcem\\_112012\\_02.pdf](http://www.ijcem.org/papers112012/ijcem_112012_02.pdf).
- [2] Choudhary, K.N. & Rayalwar, A.P. (2011), Opportunities and Challenges for Rural women Entrepreneurship in India, Variorum Multi-Disciplinary e-Research Journal, Vol.-01, Issue-III, pp.
- [3] Retrieved april 5, 2019, from <http://shodhganga.inflibnet.ac.in>: <http://shodhganga.inflibnet.ac.in/jspui/bitstream/10603/136382/9/09-chapter%202.pdf>
- [4] Abraham, M. (2010). Entrepreneurship Development and Project Management. changanassery: Prakash Publications.
- [5] Jardim, M. H. (1979). managerial women. SAGE, 8,14-15.
- [6] Kavitha Sangolagi, M. A. (2016). Women Entrepreneurs. International Journal of Advancement in Engineering Technology, Management & Applied Science, 220.
- [7] Sanjay Tiwari, A. T. (2007). Women Entrepreneurship and Economic Development. In A. T. Sanjay Tiwari. SARUP & SONS.
- [8] Economic participation of women in Mizoram:concept Pub\_2010,xii188p tables, ISBN:81-8069-65-0
- [9] Thakur, A. K. (2009). WOMEN ENTREPRENEURSHIP. Deep and Deep Publications Pvt Ltd New Delhi.