



PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA

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Abstract:

The emergence of woman entrepreneurs and their contribution the national economy is quite visible in India. The number of woman entrepreneurs has grown over a period of time, especially in the 1990s. In today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India. And the women who start up their businesses have to face some teething problems. This is due to some practical problems in the process of entrepreneurship by women. This paper attempts to analyze and highlight various Problems and Prospects of Women Entrepreneurship in India.

Keywords: Entrepreneurship, Women, Business, problems, prospects.

INTRODUCTION

In India, women entrepreneurship is a recent topic which started only after the 1970s with the introduction of the Women's Decade (1975 to 1985) and which mostly Picked up in the late 70s Women Entrepreneurs may be define as the women or a group of women who commence and operate a business venture. . Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business.

Government of India has described women entrepreneurs as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women.

Definition:

Entrepreneur: Traditionally, an **entrepreneur** has been defined as "a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk".

Entrepreneurship:

Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a smallbusiness, such as a start-up company, offering a product, process or service for sale or hire

OBJECTIVES OF THE STUDY

- The following are the objectives of the present study:
- To know the status of women entrepreneurs in India.
- To know various problems encountered by women entrepreneurs in India.
- To know the future prospects for the development of women entrepreneurs in India.
- To know various steps to develop women entrepreneurship in India.
- To know various government schemes for the development of women entrepreneurs.

METHODOLOGY

The present study is based only on secondary data. The data were collected from books, journals, website and annual reports.

CONCEPT OF WOMEN ENTREPRENEURS

Women entrepreneur may be defined as a woman or group of women who initiate, organize, and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called “women entrepreneurs”.

Kamal Singh who is a woman entrepreneur from Rajasthan, has defined woman entrepreneur as “a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, the Government of India (GOI2006) has defined women entrepreneur as “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 in the enterprise to women.” However, this definition is subject to criticism mainly on the condition of employing more than 50 per cent women workers in the enterprises owned and run by the women.

5. PROBLEMS OF WOMEN ENTREPRENEURS

5.1 Gender Inequality

India is a male dominated traditional society where women are not supposed to be equal to men folk. They are treated as subordinate to husbands and men, physically weak and lesser confident to be able to shoulder the responsibility of entrepreneur.

5.2 Lack of Education

Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

5.3 Problem of Finance

Women entrepreneurs suffer a lot in raising and meeting the financial needs of the business. Bankers, creditors and financial institutions are not coming forward to provide financial assistance to women borrowers on the ground of their less creditworthiness and more chances of failure.

5.4 Skepticism of Financial Institution

Financial Institutions and bankers are skeptical about the entrepreneurial abilities of women. These institutions consider women loanies as higher risk than men.

5.5 Obsolescence of technology & resulting increase in cost of production

Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.

5.6 Low risk-bearing capacity

Women in India are by nature weak, shy and mild. They cannot bear the amount of risk which is essential for running an enterprise. Lack of education, training and financial support from outsides also reduce their ability to bear the risk involved in an enterprises.

5.7 Lack of entrepreneurial aptitude

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have no entrepreneurial bent of mind. Even after attending various training programs on entrepreneurship they fail to tide over the risks and troubles that may come up in an organizational working.

5.8 Limited managerial ability

Women entrepreneurs are not efficient in managerial functions like planning, organizing, controlling, coordinating, motivating etc. of an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

5.9 Legal formalities

Fulfilling the legal formalities required for running an enterprise becomes an uphill task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, and water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

5.10 Lack of self confidence

Women entrepreneurs because of their inherent nature, lack self-confidence which is essentially a motivating factor in running an enterprise successfully. They have to strive hard to strike a balance between managing a family and managing an enterprise.

6. How to Develop Women Entrepreneurs?

Right efforts from all areas are required in the development of women entrepreneurs and their

greater participation in the entrepreneurial activities. Following efforts can be taken for effective development of women entrepreneurs.

- Considering women as specific target group for all developmental programmers.
- Better educational facilities and schemes should be extended to women folk from government part.
- Adequate training programmed on management skills to be provided to women community.
- Encourage women's participation in decision-making.
- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Skill development to be done in women's polytechnics and industrial training institutes. Training on professional competence and leadership skill to be extended to women entrepreneurs.
- Training and counselling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.
- Counselling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
- Continuous monitoring and improvement of training programmers.
- Activities in which women are trained should focus on their marketability and profitability.
- Making provision of marketing and sales assistance from government part.

7. STEPS TAKEN BY THE GOVERNMENT

Women, being almost 50% population of India, have a pivotal role to play as far as economic development of country is concerned. The Government has increased the importance of women by adopting various schemes and programs for the development of women entrepreneurship. At present, the Government of India has over 27 schemes for women empowerment operated by different departments and ministries. Some of these are:

- Integrated Rural Development Programme (IRDP)
- Khadi and Village Industries Commission (KVIC)
- Training of Rural Youth for Self-Employment (TRYSEM)
- Prime Minister's Rojgar Yojana (PMRY)
- Entrepreneurial Development programme (EDPs)
- Management Development programmes
- Women's Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women (MAHIMA)
- Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Working Women's Forum
- IndiraMahilaYojana
- IndiraMahila Kendra
- MahilaSamitiYojana



- MahilaVikasNidhi
- Micro Credit Scheme
- RashtriyaMahilaKosh
- SIDBI's MahilaUdyamNidhi
- MahilaVikasNidhi
- SBI's StreeShakti Scheme
- NGO's Credit Schemes
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
- National Banks for Agriculture and Rural Development's Schemes
- Rajiv Gandhi MahilaVikasPariyojana (RGMVP)
- Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains'
- NABARD- KFW-SEWA Bank project

8. SUGGESTIONS

- Awareness programmes regarding the entrepreneurship should be conducted in order to educate the women.
- Healthy business environment should be promoted for the development of women entrepreneurship.
- There should be proper platform where problems encountered by women entrepreneurs can be addressed.
- Women should be encouraged to take the benefits of policy measures introduced by the Government to promote the status and level of women entrepreneurs in the country
- Women entrepreneurs should get support and encouragement from family, society, Government and financial institutions.

9. CONCLUDING REMARKS

Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the ways for that. But unfortunately it is seen that the traditional mind set of the society and negligence of the state and respective authorities are important obstacles in the women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage, and motivate women entrepreneurs.