

Problems and Challenges for Women Entrepreneurship in India

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ABSTRACT

Indian ladies are going through some trouble to obtain identical rights and function due to the fact traditions are deep ingrained in Indian society where the sociological installation has been a male dominated one. Women entrepreneurship is gaining importance in India inside the wake of monetary liberalization and globalization. The policy and institutional framework for growing entrepreneurial talents, offering vocation education and schooling has widened the horizon for monetary empowerment of women. However, women constitute best one third of the monetary establishments. The transformation of social cloth of the Indian society, in phrases of extended academic fame of women and varied aspirations for better residing, necessitated a trade in the existence fashion of Indian ladies. This study explains that the concept of women marketers and appears into the diverse problems. A conceptual framework is presented and the information provide by means of u Abstract Indian ladies are going through some trouble to obtain identical rights and function due to the fact traditions are deep ingrained in Indian society where the sociological installation has been a male dominated one. Women entrepreneurship is gaining importance in India inside the wake of monetary liberalization and globalization. The policy and institutional framework for growing entrepreneurial talents, offering vocation education and schooling has widened the horizon for monetary empowerment of women. However, women constitute best one third of the monetary establishments. The transformation of social cloth of the Indian society, in phrases of extended academic fame of women and varied aspirations for better residing, necessitated a trade in the existence fashion of Indian ladies. This study explains that the concept of women marketers and appears into the diverse problems. A conceptual framework is presented and the information provide by means of u

Indian women have difficulty in obtaining equal rights and functions due to the fact that traditions are deeply ingrained in Indian society, where sociology is established by men. Women entrepreneurs are gaining popularity in India amid currency liberalization and globalization. The policy and institutional framework for entrepreneurial talent development, vocational training and schooling has broadened the horizon for women's monetary empowerment. However, women make up the best one-third of all currency businesses. The change in the social structure of Indian society, in terms of women's academic prominence and women's desire to live better than diversity, has required a change in the way of life of Indian women. This research examines the concept of marketers and how it applies to a variety of issues. Information provided by us is given in a conceptual context. The desire for personal improvement, freedom, and financial gain were recognised as the primary motivators for women to leave their jobs and pursue business ownership. The most common personal qualities were business passion, listening and communication abilities, and self discipline. Confidence, leadership, creative problem solving, being efficient and effective in implementing plans, entrepreneurial and business knowledge, being analytical, balancing skills between personal and professional life, and flexibility are among the top entrepreneurial abilities mentioned.

Keywords: women entrepreneur, problems, challenges

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I. INTRODUCTION

The Women Entrepreneurs Approach "A woman or an organization of women entrepreneurs learn about setting up a business or a business. Women are goal-oriented, unbiased, flexible, tolerant, creative, sincere, dynamic and enthusiastic, thereby controlling fashion different from their male complement. Government of India has identified female entrepreneurs mainly based on the participation of women in the capital and employment of a business organization. Accordingly, a woman leading an agency is defined as "an organization owned and controlled by a women have a minimum of 51% of capital and have at least 51% creating jobs in the company for women ". Female entrepreneurs accounts for 10% of the range of contractors inside u. S.. By convention society, they are confined within four walls, playing the role of family, but inside In

contemporary society, they can go out to participate in all forms of sports. Usually, common, normal, female entrepreneurs are determined to expand cooking activities, especially in Commercial preparation for specific pickles, papad and dough. Very few of them participate service industry related to hospitality, catering, educational services, consulting or the public relations, glorious clinic, etc.

Women join entrepreneurship because monetary factors motivate them their own and urge them to do something independently. Women choose to work from residence of personal paintings, difficulty in finding suitable work and selection for social fame push to get closer to self-employment. We see a lot of female engineering professionals, remedial measures, regulations, etc. They also established hospitals, educational institutions, etc. now. "A business owned and managed with the help of a woman with minimal income Fifty-one preferences involve hundreds of capitals and give a minimum of 51 regularly with a hundred jobs created by the organization for women

STATEMENT OF THE PROBLEM

India is a developing United States of America and has experienced severe and persistent unemployment problem. Therefore, the outstanding business expertise of women must be exploited well, result from their successful employment and contribution to the social and financial life of the kingdom. Improvement. Many of these packages no longer reach the target organizations, namely The International Journal of Innovative Research & Research empowers female marketers to meet deadlines and not hold them accountable. One of the main causes of this situation is the excessive illiteracy of women. Women traders often face the situation of insufficient economic potential and working capital. Most of the female traders fail due to lack of proper financial facilities as finance is the lifeblood of all business activities. The businesswoman cannot succeed without the help and approval of family members.

OBJECTIVE OF THE STUDY

1. Find out the issues ladies face while beginning a business.
2. Research at the improvement of girl marketers.
3. To apprehend the ladies entrepreneurship in India.
4. To recognise the issues of ladies marketers in India.
5. To examine the Organizations Promoting Women Entrepreneurship in India

II. REVIEW OF LITERATURE

Rani (1996) discovered that women entrepreneurs from higher income classes were motivated by the availability of spare time. Women entrepreneurs, on the other hand, are obliged to pursue entrepreneurship because they have no other way of contributing to their family's income.

Lall & Sahai, (2008), perform a comparative analysis of the multi-faceted concerns and challenges that women entrepreneurs and family businesses face. Based on demographic characteristics, the study established psychographic variables such as degree of commitment, entrepreneurial hurdles, and future expansion plans. Data was acquired from women entrepreneurs working in Lucknow's urban region using stratified random sampling and convenience sampling. For future growth and expansion plans, the study highlighted firm owner characteristics such as self perception, self esteem, entrepreneurial zeal, and operational problems. Though there has been a significant increase in the number of women choosing to work in family businesses, the survey found that they still have a lower status and suffer greater operational issues.

Greene et al., (2003), Assess the contribution of research and publications in the field of women's entrepreneurship. Gender discrimination, personal characteristics, financial obstacles, business unit, context, and feminist perspectives were used to categorise numerous journals and research resources related to women entrepreneurship.

III. METHODOLOGY OF THE STUDY

The observespecializes in the overall observe of secondary statistics gathered from numerous books, National and worldwide journals, courses from numerous web sites that specialize in elements of girl entrepreneurship.

CHALLENGES AND PROBLEMS OF WOMEN ENTREPRENEUR IN INDIA.

Although women's entrepreneurship and the establishment of women-owned businesses As the network grows step by step, there are certain challenges and obstacles that female marketers Face to face. A fundamental task faced by many female marketers is the impact of gender roles that society may still have for women. Female entrepreneurs have to face many barriers related to their organization.

1. Problem of Finance

For women, raising funds is a significant undertaking. Women do not own any property or assets in their own names and rely on others. Probably, women rely on males in some way, whether physically, monetarily, or morally. They must rely on their own money as well as little loans from friends, spouses, and children.

2. Male Dominance

A woman is dominated by the men in her family outside of business. So far has women must get permission from men before participating in any form of sport; it is not taken into account argue that there may not be the same rights for women.

3. Technology governance

In India, generation governance performs a essential position within the evolving processes and politics of the presidency (centre and kingdom), personal institutions, media, nonprofit organisations, and society. Women's education continues to be no longer given to girls in India who're not able to apply generation effectively.

4. Lack of Infrastructure development

India calls for more and more infrastructure facilities like raw materials, finance and many others... ladies may not having enough infrastructure centers to begin and expand an business enterprise. The New Development Bank, Asian Infrastructure Investment Bank and Asian Development Bank provide extra sources in the direction of infrastructure and sustainable improvement in the united states of america.

5. Low risk hover

Potential Women clearly have to stay away from the threat of childhood, their mother and the father makes choices for her and after marriage her husband makes decisions about what she owes be executed. So most of the time they can't make any threats in his life like as well as your business.

6. Social recognition

Society no longer values business women, because society is valued because women do the simplest household chores such as cooking, doing laundry, taking care of family and people around.

7. Religion

A part of religion that no longer favors women due to the fact that religion standard.

8. Marketing

Women cannot adequately advertise their products and services to men. A girl is not traveling longer than usual or as often as you should not cover the whole market.

THE ROLE OF GOVERNMENT TO DEVELOP WOMEN ENTREPRENEUR

Because women's participation in business isn't always possible, women entrepreneurs' growth and development must be fostered. As a result, in order for women to participate actively in entrepreneurial sports, a pleasant environment must be created. Governments, non-government organisations, promotional organisations, and regulatory agencies all need to step up and encourage women entrepreneurs in India. The Indian government has also established a number of education and development programmes, as well as employment creation programmes, to help women launch their own enterprises. The following programmes are available:

1. Measures To Be Implemented In The Seventh Five-Year Plan:

In the 7th Five-Year Plan, a special chapter on "Women's Improvement" The following concept has been added by the government:

(i) Specific target organization: The 7th Five-Year Plan recommends women to be among the target companies in all major innovations US application.

(ii) Educational centre development: This 12-month plan is solely intended to create training facilities for women in response to changing requirements and capacity.

(iii) New equipment development: The government is aiming to boost efficiency and productivity by implementing suitable technology, equipment, and procedures.

(iv) Marketing Assistance: Traders should be given with specific marketing assistance for women-made items.

(v) Method of decision-making: It is also proposed that women be included in the decision-making process.

2. Measures During The Eighth Five-Year Plan:

The Indian government has created specific initiatives to help rural women gain work and profit from sports. Year Eight Plan summarises the following plans:

- The Prime Minister's Rojgar Yojana and designated EDPs to enhance rural women's business qualities.

- The "Women in Agriculture" programme was created to provide training in agriculture and allied sports to women on smallholder farmers' margin holdings.

- KVIC has taken steps in distant locations to provide work options for women.

- Women's partnership programmes have been formed to help women who work in dairy, poultry, livestock, and horticulture. With the full financial assistance of the government. The Integrated Rural Development Program (IRDP), Rural Youth Self-Employment Training (TRYSEM), and others are among the various programmes.

3. Measures Taken With Government Support at Several Points In The Ninth Five-Year Plan:

Women Contractors must improve if economic development and prosperity are to be realised. Because female entrepreneurs are the future of small businesses, the Indian government has implemented the following programmes to help women start businesses:

(a) The Ministry of Small Industry launches the TREAD (Trade-Related Entrepreneurial Development and Support) Program to create female entrepreneurs in rural and semi-urban areas and particular locations by establishing business characteristics.

(a) The Component Women's Factory, a one-of-a-kind technique by which the government supports women's trade.

(c) The government has launched the SwarnaJayanti Gram Swarozgar Yojana and SwarnaJayanti Sekhari Rozgar Yojana to provide women with reservations and encourage them to start enterprises.

(d) New programs called Women Development Corporations have been established by the government helping businesswomen organize credit and advertising centers.

4. The Women Entrepreneurs Association of India provides a platform to help female entrepreneurs to strengthen new, innovative and modern production, finance and marketing strategies. There are unique organizations that include NGOs, voluntary organizations, self-help businesses, organizations and corporations, men or women, from rural and urban areas, come together to help female marketers in their sport.

5. But the Training program: The following training programs, mainly aimed at women's self-employment, are supplemented by the government:

(i) Training and Employment Support Program for Women (STEP).

(ii) Development of Women and Children in Rural Areas (DWCRA).

(iii) Small Industry Service Institutes (SISI)

(iv) Crown Finance Company

(v) National Small Industry Associations

(vi) District Industry Center (DIC)

6. Mahila Vikas Nidhi:

SIDBI has evolved this fund for the enterprise improvement of girls especially in rural areas. Under Mahila Vikas Nidhi added a mortgage for girls to begin their quest on this subject as spinning, weaving, knitting, embroidery, block printing, hand-crafted, bamboo items etc.

7. Rashtriya Mahila Kosh:

In 1993, Rashtriya Mahila Kosh transformed itself into a small loan facility for women with pores. Affordable rates quotes with very low transaction fees and simple methods.

IV. SUGGESTIONS

In our country, female entrepreneurs are fun to do any kind of work but the researcher made some suggestions based on women's problem Contractors. This suggestion will help those who want to become entrepreneurs and research in the future scored.

1. Family and society please allow women to start a business.

2. Males can assist females and help them carry out commercial activities.

3. The government and financial institutions provide loans to women to starting a business.

4. The government should put in place an awareness program for women.

5. The nongovernment organizations can help to women entrepreneurs on the basis of new technology and strategy of new business.

6. Women's education is most needed, so kindly provide the higher education for women in our country.

7. To avoid child marriage, because it affects women's business skills and develop.

8. The government can undertake the provision of goods and services for female entrepreneurs.

9. Female entrepreneurs organize social welfare organizations for them.

V. CONCLUSION

It sincerely shows that these days we are living in the 21st century; the participation of women in all fields more and more especially in the growing startup sector in general fees. India's charter develops equal opportunity in all locations, identical the right to participate in political life and the same rights to schools and jobs. The women in 48% of the population of India, but very few women are executed in our country, so the authorities need to provide programs of interest, orientation and skill enhancement for entrepreneurs to women.

By looking at this, it has been shown that women are good marketers and like choose family; it allows you to keep family and company in balance. Alike although we have successful businesswomen in our country, others don't likely to be achieved because of male dominance and our conventional traditions. The requirements situations that trafficked women face from family and society.

Women's engagement in economic activities has become more important as a result of the government's different initiatives and programmes. As technology advances, women are becoming a more powerful economic force that policymakers must consider. The participation of both sexes is essential in today's democratic economy. Women now own more than 25% of all enterprises in established market countries, and women-owned businesses in Africa, Asia, Eastern Europe, and Latin America are quickly expanding. Women entrepreneurs are becoming more common in several parts of the world as the economy shifts to a market economy. In India, however, women's real participation in income-generating activities is woefully inadequate; only 8% of small-scale manufacturing enterprises are owned and controlled by women. Women entrepreneurs who receive support and encouragement from their families, society, the government, and financial institutions can open new doors and boost the marketability and profitability of their businesses. If women entrepreneurs' concerns are effectively addressed, they can become significantly more successful entrepreneurs than men entrepreneurs.

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