



## **WOMEN ENTREPRENEURSHIP: STATUS AND PROBLEM**

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### **INTRODUCTION**

There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution. The progress towards gender equality is slow and is partly due to the failure to attach money to policy commitments in the words of president APJ Abdul Kalam “empowering a women is a prerequisite for creating a good nation, when women are empowered, society and stability is assured. Empowerment of women is essential as their thoughts and their values systems leads to the development of a good family, good society and ultimately a good nation.”

When a women is empowered it does not mean that another individual becomes powerless or having less power. On the contrary, if a women is empowered her competencies towards decision making will surely influence her family’s behavior.

### **OBJECTIVES:**

This paper attempts:

To focus on the status of women entrepreneurs in India

To throw- light on the problems faced by them while venturing their business activities; and

To offer suggestion to improve the status of women entrepreneurs and also to overcome the problems faced by them .

### **SUPPORTIVE MEASURES FOR WOMEN’S ENTREPRENURSHIP DEVELOPMENT:**

Several supportive measures have been initiated by government of India to promote women entrepreneurship. These measures include:

Direct and indirect financial support, Yojan schemes and programmes technological trainings and awards, federations and associations.

Direct and indirect financial support comprises of nationalized banks, state finance corporation, state industrial development corporation, district industries centers, Differential rate schemes, Mahila UdyugNeedh scheme, Small Industries Development Bank of India ( SIDBI), State Small Industrial development corporatios (SSIDCs).



Various Yojana Schemes and Programme have been launched for development of women entrepreneurship inter- alia: Nehru Rojgar Yojna, Jacamar Rojgar Yojna, TRYSEM, DWACRA. Technology Training and Awards are Stree Shakti Package by SBI, Entrepreneurship Development Institute of India, Trade Related Entrepreneurship Assistance and Development(TREAD), National Institution of Small Business Extension Training(NSBET), Women's University of Mumbai. Federation and Association which assist women entrepreneurs are National Alliance of Young Entrepreneurs (NAYE), Indian Council of Women Entrepreneurs, New Delhi, Self Employed Women's Association(SEWA), Association Country Women of the World(ACWW)

#### Status of Women Entrepreneurship in India:

States	No of units registered	No. of women entrepreneurs	percentage
Tamil Nadu	9618	2930	30.36%
Uttar Pradesh	7980	3180	39.84%
Kerala	5487	2135	38.91%
Punjab	4791	1618	33.77%
Maharashtra	4339	1394	32.12%
Gujarat	3872	1538	39.72%
Karnataka	3822	1026	26.84%
Madhya Pradesh	2967	842	28.38%
Other states & UTS	14576	4185	28.71
<b>Total</b>	<b>57,452</b>	<b>18,848</b>	<b>32.82%</b>

The above table reveals that the total numbers of units registered in India stands at 57,452. Out of these the highest number of units registered is in Tamil Nadu followed by U.P, Kerela ,Punjab, Maharashtra, Gujarat, Karnataka, MP and other states and UTS.

Percentage wise analysis of Women Entrepreneurs shows that the percentage of women entrepreneurs is highest in case of UP(39.84%). The second highest percentage has been in the state of Gujarat ( 39.72%) followed Kerala (38.91%) Punjab ( 33.77% ), Maharashtra (32.12%), Tamil Nadu (30.36%) and MP(28.38%). The aggregate of women entrepreneurs stood at 32.82%. This analysis shows the poor participation of women in entrepreneurial activities, while women contribute around 50% of total population in India.

#### PROBLEMS OF WOMEN ENTREPRENURS IN INDIA

Women in India face many problems to get ahead their life in business. A few problems can be detailed as:



1 The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal- male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures ran by women.

2 The financial institution are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs.

3 Entrepreneurs usually require financial assistance of some kind to launch their ventures – be it a formal bank loan or money from a saving account. Women in developing nations have little access to funds, due to the fact that they are concentrated in poor rural communities with few opportunities to borrow money. The women entrepreneurs are suffering from inadequate financial resource and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand.

4 Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developed nations. "having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business." The financial institutions discourage women entrepreneurs on the beliefs that they can at any time leave their business." The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The result is that they are forced to rely on their own savings, and loan from relatives and family friends.

5 Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and home. More over the business success is depends on the support the family members extended to women in the business process and management. The interest of the family members is a determinant factor in the realization of women folk business aspirations.

6 Another argument is that women entrepreneurs have low- level management skills. They have to depend on office staffs and intermediaries, to get things done, especially, marketing and sales side of business. Here there is more probability for business fallacies like the intermediaries take major part of the surplus or profit.

7 The male – female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared to male entrepreneurs. This shows the low level freedom of expression and freedom of mobility of the women entrepreneurs.

8 Knowledge of alternative source of raw materials availability and high negotiation skills are the basic requirement to run a business. Getting the raw materials from different source with discount prices is the factor that determines the profit margin. Lack of knowledge of availability of the raw materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneur's business adventures.



9 Knowledge of latest technological changes, know how, and education level of the person are significant factor that affect business. The literacy rate of women in India is found at low level compared to male population. Many women in developing nations lack the education needed to spur successful entrepreneur successful entrepreneurship. They are ignorant of new technologies or unskilled in their use, and often unable to do research and gain the necessary training.

10 Low-level risk taking attitude is another factor affecting women folk decision to get into business. Low-level education provides low-level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic cession making profession. Investing money, maintaining the operations and ploughing back money for surplus generation requires high risk taking attitude, courage and confidence. Though the risk tolerance ability of the women folk in day-to-day life is high compared to male members, while in business it is founf opposite to that.

11 Achievement motivation of the women folk found less compared to male members. The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business corn.

12 Finally high production cost of some business operations adversely affects the development of women entrepreneurs. The installation of new machineries during expansion of the productive capacity and like similar factors dissuades the women entrepreneurs from venturing into new areas.

#### **Suggestion for Women Entrepreneurs development in India:**

Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

1. Consider women as specific target group for all development programmes.
2. Better education facilities and schemes should be extended to women folk from government part.
3. Adequate training programme on management skills to be provided to women community.
4. Vocational training to be extended to women community that enables them to understand the production process and production management.
5. Skill development to be done in women's polytechnic and industrial institutes. Skills are put to work in training- cum – production workshops.
6. Training on professional competence and leadership skill to be extended to women entrepreneurs.
7. Training and counseling on large scale of existing women entrepreneurs to remove psychological causes like lack of self- confidence and fear of success.
8. Counseling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
9. Continuous monitoring and improvement of training programmers.
10. Activities in which women are trained should focus on their marketability and profitability.
11. Making provisions of marketing and sales assistance from government part.



12. To encourage more passive women entrepreneurs the Women training programme should be organized that taught to recognize her own psychological needs and express them.
13. State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
14. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
15. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
16. Repeated gender sensitization programmers should be held to train financiers to treat women with dignity and respect as persons in their own right.
17. Infrastructure, in the form of industrial plots and sheds, to set up industries is to be provided by state run agencies.
18. Industrial estates should also provide marketing outlets for the display and sale of products made by women.
19. A Women Entrepreneurs's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
20. District Industries Centers and Single Window Agencies should make use of assisting women in their trade and business guidance.
21. Programmers for encouraging entrepreneurship among women are to be extended at local level.
22. Training in entrepreneurial attitude should start at the high school level through well-designed courses which build confidence through behavioral games.
23. More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.
24. Involvement of Non Governmental Organizations in women entrepreneurial training programmes and counseling.

### **Conclusion:**

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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