

PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA

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ABSTRACT

The knowledgeable Indian women have to go a extended way to reach equal rights and point because society are deep fixed in Indian society where the sociological set up has been a male dominated one. Women Entrepreneurship is considered to be an effective instrument for the economic empowerment of the women. Women in India remained economically undeveloped for many decades. Although number of measures and incentives taken by the government of India the women entrepreneurs are not increasing at a greater rate. This is due to some practical problems in the process of entrepreneurship by women. The research study has been conducted to analysis the problems and prospects of women entrepreneurs.

KEYWORDS - *Women Entrepreneurship, Concept, Functions, Problems of Women Entrepreneur, Prospects.*

INTRODUCTION TO WOMEN ENTREPRENEURSHIP

“Women who innovate start or adopt business actively are called women entrepreneurs” -

J.Schumpeter

Women entrepreneurship is a process of bringing economical and societal balance in women. In the previous times, the term entrepreneur was clear to men with thoughts which they expand into working businesses. Women were not often introduced and participated in such ventures. Common public's emotion was not in favour of women human being involved in business. However, a very few women were involved in working small businesses such as hostelries, coffee shops, retail shops, etc., mostly to produce income for the family in the lack of spouses. Though these ventures be not careful as entrepreneurial, these acted as a set off for the oncoming

surge of entrepreneurship by women. With advent of education, technology and acceptance in society, women slowly came forward with ideas of self-employed and women-owned businesses.

CONCEPT AND FUNCTIONS OF WOMEN ENTREPRENEURS:

CONCEPT:

Women entrepreneur may be defined as a woman or group of women who start, organize, and run a business enterprise. In terms of Schumpeterian thought of modern entrepreneurs, women who innovate or take up a business activity are called “women entrepreneurs”.

The Government of India has defined women entrepreneurs based on women participation in impartiality and employment of a business enterprise. Hence, the Government of India (GOI2006) has defined women entrepreneur as “an enterprise owned and prohibited by a women having a minimum financial interest of 51 per cent of the resources and giving at least 51 per cent of the employment generated in the venture to women.” However, this definition is subject to appreciation mainly on the situation of employing more than 50 per cent women workers in the enterprises owned and sprint by the women.

Women entrepreneurs are those women who think of a business enterprise, womens are initiate to organize, combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise.

FUNCTIONS OF WOMEN ENTREPRENEURS:

While entrepreneur, a woman entrepreneur has in addition to achieve all the functions involved in establishing an enterprise. These consist of implication generation and showing, determination of objectives, project preparation, creation analysis, and function of forms of business organization, achievement of promotional formalities, raising funds, procuring men, machine and equipment, and procedure of business.

OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

- To know the condition of women entrepreneurs in India.
- To know various troubles encountered by women entrepreneurs in India.

- To know the opportunity prospects for the development of women entrepreneurs in India.
- The purpose of research study is to know the status of Women entrepreneurship in India.

WOMEN ENTREPRENEURSHIP IN INDIA

‘Women entrepreneurship’ is like a discipline for a child that begins at home. Women have been entrepreneurs in different ways. A house wife is an entrepreneur as she manages her time, strategizes and plans on ways to secure her children’s future, passionate about her home and family and wears so many more different hats for a successful life.

Today, we have given it a name “Entrepreneur” as she steps out into the arena. In today’s world, women have scaled greater heights in different industries.

Women entrepreneurs have to find a balance economically and financially both, home front and career. It is forever a great idea to be energetic and beat a habit to be part of local networks of women entrepreneurs. This helps to improve the responsibility of women entrepreneurship, where their identity owned business involves straight the plan makers at local, regional and national levels.

Women play a very important and vital role in every aspect of life thereby needs a great balance between work, personal life, family life and social life.

The major motivation for a large amount start-ups and entrepreneurial ventures to be unsuccessful are the operational costs and overheads thereby directly affecting sustainability.

Kinder dance adds its value to increase the awareness of the need to create the appropriate framework conditions, both at national and local levels, to foster and support women’s entrepreneurship. Women entrepreneurs give a large deal and can build to local financial and societal development.

Women entrepreneurs different a great effort before have been traditional and confident by complete support from the family and friends. Awareness during media and parents in today’s world defective the best for their children, irrespective of a young woman or a young man has helped in growing numbers of women entrepreneurs. There is a section though that is still traditional and with the technique the Indians are adapting to the western background, it is not leaving to be too long to beat such social pressures.

It is forever a great begin for any woman who organizes herself and is able to dedicate to it with passion, seek opportunities and aggressively bonds with her decision making. I powerfully consider the “Resolution is the answer to success. When you are 100% fanatical about the produce and 10 periods additional passionate as regards the big business thought, you be in the accurate direction”.

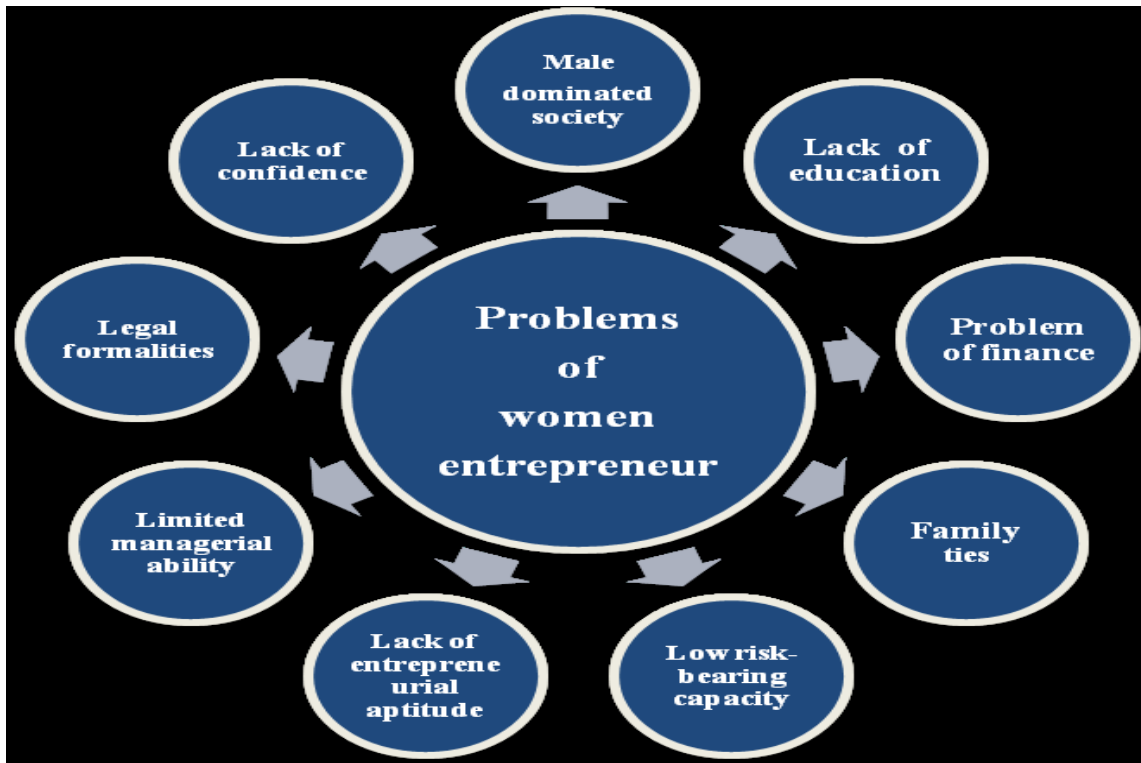
Table: Status of women entrepreneurs in India

States	No. of Units Registered	No. of women entrepreneurs	Percentages
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Gujrat	3872	1538	39.72
Karnatka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Others States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82

Source: Report of MSMEs, 12th Five year plan 2012-2017.

From above Table discloses that Tamil Nadu stands first out of the total number of units registered in India. Regarding the number of women entrepreneurs in India, the first place goes to Uttar Pradesh followed by Tamil Nadu which holds the second place. It is understood from the table that Tamil Nadu has taken more steps to improve the growth and development of women entrepreneurs in Tamil Nadu with the help of financial institutions and government agencies.

PROBLEMS OF WOMEN ENTREPRENEURS



1. MALE-DOMINATED SOCIETY

Male bigotry is still the sort of the day in India. The Constitution of India speaks of equality between sexes. But, in practice, women are looked upon as able, i.e. weak in all respects. Women bear from male doubts about a women's role, ability and capacity and are treated hence. In nutshell, in the male-dominated Indian culture, women are not treating identical to man. This, in rotate, serves as a obstacle to women way in into business.

2. LACK OF EDUCATION

In India, just about three-fifths (60%) of women are silent uneducated. Illiteracy is the resource cause of socio-economic troubles. Due to the require of teaching and that too qualitative teaching, women are not mindful of business, tools and market in order. Also, need of education causes low achievement inspiration with women. Thus, require of education creates one nature or other troubles for women in the surroundings up and management of business enterprise.

3. PROBLEM OF FINANCE

Investment is regarded as “life- blood” for any venture, be it great or little. Still, women entrepreneurs skill from lack of money on two counts.

Initially, women do not generally have land on their names to use them as guarantee for obtaining money from outside sources. Thus, their admission to the external sources of resources is limited.

Secondly, the banks also judge women take away credit-worthy and dampen women borrowers on the idea that they be able to on any time leave their business. Given such circumstances, women entrepreneurs are spring to rely on their possess investments, if some and loans from friends and associations who be expectedly not enough and insignificant. So, women enterprises are unsuccessful due to the scarcity of finance.

4. FAMILY TIES

In India, it is mostly a women’s function to give the impression of being after the kids and extra members of the family unit. Man acting a secondary position just. Within crate of married women, she has to beat a very well stability among her company and family. Her whole contribution in group leaves tiny or elimination authority and moment to devote for business. Sustain and support of husbands give the impression essential circumstance for women’s access into business. Hence, the learning stage and family environment of husbands finally power women’s entrance into business actions.

5. LOW RISK-BEARING CAPACITY

Women in India guide a confined life. They are take away learned and carefully not self-dependent. All these decrease their facility to allow risk implicated in management an enterprise. Risk-bearing is an vital essential of a winning entrepreneur.

6. LACK OF ENTREPRENEURIAL APTITUDE

Lack of entrepreneurial ability is a substance of fear for women entrepreneurs. They contain no entrepreneurial turned of intelligence. Even after attending a variety of preparation programmes going on entrepreneurship women entrepreneurs be unsuccessful to rush more the risks and difficulty that might appear awake in an executive running.

7. LIMITED MANAGERIAL ABILITY

Management has become a particular job which only well-organized managers complete. Women entrepreneurs are not professional in managerial functions similar to preparation, organising, scheming coordinating, enrollment, directing, inspiring etc. Therefore, take away and incomplete managerial aptitude of women has happen to a difficult for them to sprint the enterprise successfully.

8. LEGAL FORMALITIES

This type of difficulty is faced by the entrepreneurs who come into business exclusive of any preparation. So, they look various legal rules and regulations such as the trademarks, copyrights and logical belongings troubles.

9. LACK OF CONFIDENCE

Lack of self-assurance, will authority, strong intellectual attitude and confident approach amongst women creates a panic beginning committing mistakes although responsibility their part of work.

PROSPECTS FOR DEVELOPMENT OF WOMEN ENTREPRENEURS

Right efforts happening beginning all areas are essential in the growth of women entrepreneurs and their larger contribution in the entrepreneurial behavior Following hard work can be in use into explanation for valuable development of women entrepreneurs. Entrepreneurship essentially implies individual in organize of one's being and actions and women entrepreneurs need to live given self-assurance, self-determination, and mobility to approach away of their paradoxes. The following measures are recommended to make powerful the women to seize various opportunities and face challenges in business.

- Women must be careful as exact aim group.
- Expected entrepreneurship knowledge programs must be conducted among the purpose of creating awareness among women concerning the diversity of areas to behavior business.
- The values of education of women must be better and successful useful practice and behavior progress and training programs should be conducted to manage their in general qualities standards.
- Educational institutes must secure up and about with various government and non-government agencies to support in entrepreneurship growth mostly to arrangement business projects.

- Enlarge specialized competencies in executive, management, advertising, financial, technological, manufacture procedure, income scheduling, etc.
- Training on professional proficiency and management talent to be complete to women entrepreneurs. Vocational guidance should be provided to women which enables them to recognize the insights of invention organization.
- Emotional guidance and analysis during the give support to of dedicated NGOs, psychologists, decision-making experts to take away require of self-assurance and fear of achievement. Women in business should be offered soft loans & subsidies for encourage them into business activities. Micro acknowledgment services to the women entrepreneurs will beat the economic problems to a few extent.
- There should be a nonstop effort to motivate, give confidence, inspire and collaborate women entrepreneurs.

STEP TAKEN BY GOVERNMENT TO DEVELOP WOMEN ENTREPRENEURS

The improvement and enhancement of women entrepreneurs fundamental to be accelerated while entrepreneurial growth is not achievable without the giving of women.

Therefore, a pleasant condition is desirable to be formed to make easy women to give aggressively in the entrepreneurial behavior. There is a need of Government, non-Government, promotional and slight agencies to come promote and play the helpful role in promoting the women entrepreneur in India.

The Government of India has also formulated a variety of instruction and growth cum employment generations programs for the women to create their ventures. These programmes be like follows:

1. STEPS TAKEN IN SEVENTH FIVE-YEAR PLAN:

Here the seventh five-year plan, a exceptional section on the “Addition of women in improvement” was introduced by Government with following implication:

(i) Specific Target Group

It was recommended to delight women as a particular target groups in all most important expansion programs of the nation.

(ii) Developing new equipments

Efforts must be complete to enlarge their effectiveness and productivity through suitable technologies, equipments and practices.

(iii) Marketing assistance

It was optional to offer the essential assistance for selling the harvest created by women entrepreneurs.

(iv) Decision-making process

It was moreover optional to involve the women in management process.

2. STEPS TAKEN BY GOVERNMENT DURING EIGHT FIVE-YEAR PLAN

The Government of India devised special programs to increase service and income-generating actions for women in rural areas. The subsequent plans are launched all through the Eight-Five Year Plan:

(i) Prime Minister Rojgar Yojana and EDPs were introduced to enlarge entrepreneurial qualities between rural women.

(ii) 'Women in agriculture' proposal was introduced to guide women farmers having small and subsidiary work in agriculture and similar activities.

(iii) To make more employment opportunities for women KVIC took particular procedures in remote areas.

(iv) Women co-operatives schemes are shaped to help women in agro-based industries similar to dairy farming, poultry, animal husbandry, horticulture etc. with full economic maintain from the Government.

(v) Some other schemes like integrated Rural Development Programs (IRDP), preparation of rural youth for Self employment (TRYSEM) etc. are incidence to alleviate scarcity. 30-40% stipulation is provided to women less than these schemes.

3. STEPS TAKEN BY GOVERNMENT DURING NINTH FIVE-YEAR PLAN

Economic development and enlargement is not achieved entirely not including the progress of women entrepreneurs. The Government of India has introduced the subsequent schemes for promoting women entrepreneurship since the potential of small scale industries depends leading the women-entrepreneurs:

(a) Trade Related Entrepreneurship Assistance and Development (TREAD) system was launched by Ministry of Small Industries to develop women entrepreneurs in rural, semi-urban and urban areas by developing entrepreneurial individuality.

(b) SwarnaJayanti Gram SwarozgarYojana and Swaran Jayanti Sekhari RozgarYojana were introduced by government to give uncertainties for women and encourage them to set up their ventures.

(c) New schemes named Women Development Corporations be introduced by government to facilitate women entrepreneurs in arranging recognition and marketing conveniences.

(d) State Industrial and Development Bank of India (SIDBI) has introduced subsequent schemes to support the women entrepreneurs. These schemes are:

(i) MahilaUdyamNidhi

(ii) Micro Cordite Scheme for Women

(iii) MahilaVikasNidhi

(iv) Women Entrepreneurial Development Programmes

(v) Marketing Development Fund for Women

4. Organization of Women entrepreneurs of India provides a policy to support the women entrepreneurs to enlarge original, inspired and modern techniques of manufacture, economics and selling. There are special bodies such as NGOs, unpaid organizations, Self-help groups, institutions and individual enterprises as of rural and urban areas which together help the women entrepreneurs in their actions.

5. TRAINING PROGRAMMES:

The following guidance schemes particularly for the identity service of women be introduced by government:

(i) Support for Training and Employment Programme of Women (STEP).

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

(iii) Small Industry Service Institutes (SISIs)

(iv) State Financial Corporations

(v) National Small Industries Corporations

(vi) District Industrial Centres (DICs)

6. MAHILA VIKAS NIDHI:

SIDBI has residential this fund used for the entrepreneurial development of women particularly in rural areas. Under Mahila Vikas Nidhi grants credit to women be given to begin their undertaking in the ground like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts, bamboo products etc.

7. RASHTRIYA MAHILA KOSH:

In 1993, Rashtriya Mahila Kosh be position up to contribution micro credit to hole women at reasonable charge of notice with incredibly low business costs and easy actions.

CONCLUSION

Women entrepreneurs include happen to a strong vibrant strength in today's business world. The position of Women entrepreneur in financial growth is also living being recognizable and steps be individual taken to support women entrepreneurship. Responsibility of management on entrepreneurship growth i.e. government policies and schemes towards entrepreneurship improvement, finance continue provided by the condition and central governments, entrepreneurship development programmes implemented through state and central governments be not sensible.

Government must focus going on to growth the policies, schemes, programs and economic continue towards entrepreneurship development. It must take accurate attainment in performance of entrepreneurship development programmes in India. So government be supposed to catch more significance towards entrepreneurship development within India.

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