



Women Entrepreneurship in India: Challenges and Suggestions

Km. Babita

(Research Scholar, Department of Economics, Meerut College, Meerut)

Dr. Kanchan Rani

(Associate Professor, Department of Economics, Meerut College Meerut)

ABSTRACT

Indian women are playing a crucial role in this era of globalization. They are also playing a considerable role in the progress of our country and in increasing the real per capita income. Through entrepreneurship, women are being acknowledged as job providers rather than job seekers. They are contributed by giving new and innovative ideas for business management and organization. Nevertheless, the involvement of women in entrepreneurial activities is still a matter of concern and the reasons for low participation of females in the field of entrepreneurship are needed to be analyzed or discussed. The paper reveals the status of women as an entrepreneur in India. The paper discusses about the challenges that a woman generally has to face to become an entrepreneur as well as the problems she faces after being an entrepreneur.

Keywords: Entrepreneurship, Women, Development, Opportunities, Activities.

I. INTRODUCTION

“You can tell the condition of a nation by looking at the status of women in the society”. –Pt. Jawaharlal Nehru

Through better and improving entrepreneurial activities an economy can achieve the goal of development. An entrepreneur is an individual who initiates a business enterprise and with bearing all the risks and uncertainty, he/she manages it independently.

Women entrepreneurship is a procedure where entrepreneurial activities are managed by women. In this process, the management of factors of production (land, labor, and capital), taking risk, decision making, the organization and management of all entrepreneurial activities are done by women. So basically, an entrepreneur is one who initiate a business venture in expectation to earn money, satisfaction and social prestige as well as to provide employment opportunities to others.

The Government of India define women entrepreneurship as- “ An enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”.¹

Women who chose to pursue the challenging role of an entrepreneur driven by their desire to fulfil their need of independence and achievement. This definition is only applicable to women entrepreneurs who are opportunity driven, i.e. women who resort to entrepreneurship driven by their free will. This definition excludes necessity driven entrepreneurs who are forced to pursue entrepreneurship out of some bare need.²

The social economic advancement of a country can best be judged by the status and position, which it can bestow on its women. Economic factors among these have freed women from the shackles of outworn tradition, prejudice and ignorance.³

In recent years, women gained a higher level of confidence with the elaboration of education. They have gained the confidence to do all such works confidently, which was once considered the prerogative of men. With the excellent ability of coordination and leadership, they are continuously competed with men in every sphere of life. It proves that determined, trained and educated modern women are approachable in every field of life.

However, Indian women must go a long way to achieve equal rights and position.⁴ Women have been played an important role in the development of the society but their entrepreneurial skills and ability has not been still tapped properly. The lower status of Indian women is the basic reason for this.

Still they did not capitalize their potential in India, the way it should be. Empowerment of women is crucial as their thoughts and their value system lead to the development of good family, smart society and ultimately a decent nation.⁵

II. REVIEW OF RELATED LITERATURE

(Madan, Swami; Gulyani, Manish & Benson, Shikha, 2014) in their paper analyzed the significance of new ideas and innovations for the growth of business venture. The success mantra for the development of any economy is to empowering the women entrepreneurs. The researchers also analyzed the contribution of women entrepreneurs in socio-economic development. The study mainly focused on the theme that when women’s move forward, the family moves and the nation moves. The entire study aims at finding the extent to which entrepreneurship helps in empowering women in undeveloped countries. The study was rooted on primary data analysis of 123 respondents and concluded that entrepreneurship brings gender equalities and improves the status of women in the society.⁶

¹ Government of India, 2012.

² Dhameja, S.K., “Women Entrepreneurs: Opportunities, Performance and Problems in India”, Deep & Deep Publications, 2002.

³ Mngayarkarasi, K. Dr., “Women Achievement and power towards Entrepreneurship”, Indian journal of Research, Vol-2, Issue-1, ISSN: 2250-1991, Jan 2013.

⁴ Anupam, Dr., “A study on women entrepreneurship in India”, International Journal of Social Relevance & Concern, Vol-7, Issue-5, ISSN: 2347-9698, May 2019.

⁵ Anupam, Dr., “A study on women entrepreneurship in India”, International Journal of Social Relevance & Concern, Vol-7, Issue-5, ISSN: 2347-9698, May 2019.

⁶

(R, Kavitha. & Rajan, D., 2014) examined in their paper that empowering women has become the key element in the development of an economy. Ensuring the involvement of women in economic growth is highly inevitable for the country. The study argues that being the main pillar of the economy; an entrepreneur can play an accommodating role in economic development. Economic independence is the one of the basic need of any country and it can be achieve only by ensuring the participation of females in entrepreneurial activities. The study further discusses about the various challenges experienced by women entrepreneurs and disclosed that by strengthening of their network and improving in literacy rate will result in empowerment of women.⁷

(Goyal, Meenu. & Prakash, Jai., 2011) in their research they emphasized that despite all social and economic hurdles, women stand tall from the rest of the crowd and successfully competed with men in every sphere of life and entrepreneurial activities are no exception for this. The study examines the reasons for slow progress of female entrepreneurs in Indian economy and they analyzed that male-dominance, lack of self-confidence, optimistic attitude, family obligations, economic instability, lack of risk taking ability, illiteracy and lack of awareness are the main reasons for slow progress of women in the field of entrepreneurship.

(Anupam, Dr., 2019) opined that women entrepreneurship is a vital source of economic development and growth. Being an entrepreneur they provide job opportunities to others and also introduce the society with new ways of management, organization and solution of various business related problem. The researcher stated that every women is an entrepreneur in herself but they have been not capitalized it, the way in which it should be. He categorized women entrepreneurship in different phases and examines the status of women in India. The study further recommended to imparting education, adequate training, provide proper guidance and consultation with the availability of soft loans, subsidies, exhibitions and trade fairs.⁸

(Mangayarkarasi, K. Dr., 2013) exposed that in the present time women are participating in all sorts of entrepreneurship activities and competing with men successfully. This change is only being possible through industrialization as well as urbanization. The advancement of any country can best judged by the status and the position of their women. The present study classified entrepreneurial function into three categories- risk taking ability, organization and innovativeness. In the beginning the area of women activities are considered as 3Ks- Kids, Kitchen and Knitting. After that, as an extension of kitchen activities, 3Ks slowly shifted by 3Ps, which are Pickles, Powder and Papad. But in present scenario, the increase in literacy rate and awareness about governmental policies, industries and trade motivated them to from 3Ps to 3Es, which are-Engineering, Electronics and Energy.⁹

III. OBJECTIVES OF THE STUDY

This study is an analytical consideration of the concept of women entrepreneurship in Indian economy. The nature of the study is analytical and has these following objectives.

1. To analyze the concept of women entrepreneurship in India.
2. To review the present researches and examine the main problems confront by women entrepreneurs.
3. To provide remedial suggestions to overcoming these difficulties.

⁷ R, Kavitha. & Rajan, D., "Empowering women through entrepreneurship: Challenges and advantages", International Journal of Research and Development- A management Review (IJRDMR), ISSN: 2319-5479, 2014.

⁸ Anupm, Dr., "A study on Women Entrepreneurship in India", International Journal of Social Relevance & Concern, Vol-7, Issue-5, ISSN: 2347-9698, May 2019.

⁹ Mngayarkarasi, K. Dr., "Women Achievement and power towards Entrepreneurship", Indian journal of Research, Vol-2, Issue-1, ISSN: 2250-1991, Jan 2013.

IV. METHODOLOGY OF THE STUDY

This study is mainly based on secondary type of data which is collected by various journals, articles, books, government websites and newspapers.

V. REASONS FOR SLOW PROGRESS OF ENTREPRENEURSHIP AMONGST WOMEN IN INDIA

Generally, women are facing a number of obstacles in initiating and managing their enterprise. It is considered that the major problem of women entrepreneurs is being a women and marriage is treated as the only carrier for them in our society.¹⁰ Some of the general constraints confront by female entrepreneurs are as follows:

1: Unavailability of Finance: For any business and entrepreneurial activities, finance is like a “life-blood”. Women entrepreneurs normally faced the problem of financial un-availability or shortage of finance. In our country, women do not have any properties of their own name, which they can use as security and obtain a loan for business activities. They are still considered as less credit worthy by financial institutions. Women borrowers are discouraged by these institutions on this belief that they may not manage their business to long and can leave it any time and for any reason.

2: Male Dominated Society: Though our constitution and society speaks about equality, women rights and women empowerment. But females are always treated as less to their male counterparts in our society. India is a male dominated country where women are not considered as equal to men and that is one of the key problems in women’s entry and organization of a business venture.

3: Family Obligations and Ties: Women household responsibilities and obligations are also plays a considerable role for bar them from become an entrepreneur. They have to look after their family, especially children and old members of the family. And after fulfilling all these responsibilities, they do not have enough time and energy to invest in the business.

4: Lack of Education: In India, approximately 62% female are still illiterate. As per the details of the economic census of 2011, 56% in rural areas and 74.8% females in urban areas are not literate. Lack of education leads those to unaware about business, trade, technology, management skills and market structure. It causes low level of achievement and also creates many problems to be successful in their lives.

5: Stiff Competition: Indian business women must have to face tough competition with men entrepreneurs who simply involves in development, promotion and marketing of the products. They are also not able to spend enough money for organizational set up and advertisements. Well established firms or companies, technological advancements are also some of the factors from which Indian women entrepreneurs have to deal with.

6: Lack of Raw Material: Women entrepreneurs often suffer from the shortage of raw materials and their high costs. Due to the incomplete knowledge of market, the mediators either denies to give them exemptions on purchasing raw materials or give only minimum discount.

7: Low ability of bearing risk: In India, mostly women are neither economically stable nor they are self-independent, which decrease their ability of bearing risk and uncertainty in a business or enterprise.

¹⁰ Mnagayarkarasi, K. Dr., “Women Achievement and power towards Entrepreneurship”, Indian journal of Research, Vol-2, Issue-1, ISSN: 2250-1991, Jan 2013.

8: Fatalistic Attitude and Lack of Self Confidence: Normally women are suffering from a few psychological problems such as lack of self-confidence, fatalistic attitude and weak mental outlook which prevents them in achieving their goals in the field of entrepreneurship.

9: Family and Personal Obligations: Sometimes personal obligations and lack of family support also bars them from being successful entrepreneur. They have to look after all members of family and also have to fulfill their house-hold duties. Hence they are unable to invest the required time and energy to fulfill their business responsibilities.

10: Lack of awareness about Governmental schemes & Institutional Assistance: Lack of information about financial assistance from government and other institutions, also play an important role to decrease their performance in entrepreneurship. Sometimes it is the main reason that they are unable to get benefit from systematic business loans, incentives, policies, programs and schemes provided by the governments and other financial institutions for their development.

VI. SCHEMES FOR THE ADVANCEMENT OF WOMEN ENTREPRENEURSHIP IN INDIA

It is the time when we can say that there was a time of male dominance in our society. But today time and conditions are completely changed and there is no dearth of women who have transcended such forms of domination. For instance- Chanda Kochar, Smt. Pratibha Patil, Indira Nooyi and our current finance minister- Mrs. Nirmala Sitaraman is also an evidence of women empowerment in India. At present time there are more than 29 schemes for the advancement of female entrepreneurship. Some of them are as follows:

- Sarkari Yojana
- Pradhan Mantri Mudra Yojana
- Bhartiya Mahila Bank
- Annapurana Scheme
- Stri Shakti Package
- Orient Mahila Vikas Yojana
- Training Of Rural Youth for Self-Employment
- Working Women's Forum Indira Mahila Kendra
- Rashtriya Mahila Kosh
- Dena Shakti Scheme
- Udyogini Scheme
- Cent Kalyani Scheme
- Mahila Udyam Nidhi Scheme
- Mudra Yojana Scheme for Women Trade Related Entrepreneurship Assistance and Development Scheme (TREAD)
- Udyog Bandhu And Mahila Udyog Bandhu
- Micro Credit Yojana
- Khadi and Village Industries Commission (KVIC)
- Marketing of Non-Farm Products of Rural Women
- Indira Mahila Yojana
- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)

VII. BENEFITS OF ENTREPRENEURSHIP AMONG WOMEN IN INDIA

Entrepreneurship amongst women is a new phenomenon in our country. Entrepreneurship is a tool through which we can empower the women. Empowering women through entrepreneurship is a great challenge. However, micro, small and medium scale industries are proved to be beneficial in meeting these challenges. They are helpful in generating, improving level of per capita income and also in developing economic independence amongst women. The following are the some advantages of developing entrepreneurship among women:

- Enhance Self Confidence
- Economically Independence
- Women Empowerment
- Upraising Living of Standard
- Enhance National Employment
- Women and Community Development
- Strengthen the Power of Decision Making
- Rising in Qualities of Leadership
- Enhance Social Awareness

VIII. SUGGESTIONS FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

Every problem has a solution and it is believed that every problem has two solutions.

First, accept them and second, if you are unable to accept, change them. A women entrepreneur faces many problems. But if we keep accepting these problems then the advancement of women entrepreneurship is impossible.

- Microfinancing is a specific solution to eradicate the difficulties of female entrepreneurs and it becomes very popular in under developing countries. The pioneering Grammin Bank in Bangladesh, The Banco Solo-Dario (Banco-sol) in Bolovia and The Bank Rakyat in Indonesia are some example of this.
- Awareness programs should be conducted for creating awareness amongst them.
- The facility of required guidance and consultation should be provided to them in initiating new business.
- Skill development programs, adequate technical training programs and workshops should be conducted on a mass scale and encourage them to be participated in entrepreneurial activities.
- The advantages or benefits of being an entrepreneur should be promoted amongst women and encourage them to participate in entrepreneurial activities.
- Suggest measures for improving literacy rate amongst them by providing free education, scholarships and motivation which will increase their knowledge and awareness.
- To increase the status of women entrepreneurs, arrangements should also be provide for their training, practical experiencing and holistic/overall personality development.
- Suggest gender specific problems and measures to overcome these barriers should be discussed.

REFERENCES

- (1) Mnagayarkarasi, K. Dr., “Women Achievement and power towards Entrepreneurship”, Indian journal of Research, Vol-2, Issue-1, ISSN: 2250-1991, Jan 2013.
- (2) Goyal, Meenu. & Jai, Prakash., “Women Entrepreneurship in India- Problems and Prospects”, International Journal of Multidisciplinary Research (IJRD), Vol-1, Issue-5, ISSN: 2231-5780, Sep 2011.
- (3) Anupm, Dr., “A study on Women Entrepreneurship in India”, International Journal of Social Relevance & Concern, Vol-7, Issue-5, ISSN: 2347-9698, May 2019.
- (4) R, Kavitha. & Rajan, D., “Empowering women through entrepreneurship: Challenges and advantages”, International Journal of Research and Development- A management Review (IJRDMR), ISSN: 2319-5479, 2014.
- (5) Dhameja, S.K., “Women Entrepreneurs: Opportunities, Performances and Problems in India”, Deep and Deep Publication, 2002.
- (6) Government of India, 2012.

