

# CHALLENGES OF RURAL WOMEN ENTREPRENEURSHIP IN INDIA

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## ABSTRACT

Since ages India has been male domineer society but that system is revamping now. Women in India scandalize the fact that since thousands of years they had been following the orders of men. Now they came to know their rights and duties and spreading awareness amongst the women. They are equal to the men they are running with men at the same pace in each and every sector. Rural women constitutes the family, which leads to society and nation. Social economic development of women is necessary for overall economic development of any society or country. Entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship is major requirement for the industrial growth. Entrepreneurial skills are essential for the industrialisation and for alleviation of mass unemployment and poverty.

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. Thus the entrepreneur scope shapes the economy by creating new wealth and new jobs and by inventing new products and services. The aim of the study is to discuss the issues regarding women entrepreneurship in rural India. The factors which are motivating to become an entrepreneurs are discussed. To identify these issues the author has reviewed different research articles, reports and the major problems of rural women entrepreneurship are also analyzed and some suggestions are also made in this paper.

## Keywords:

Women entrepreneurship, rural area, awareness, self confidence

## Introduction:

The term “entrepreneur” has been derived from the French word “enterprendre” means “to undertake”. The term may be defined as “entrepreneur is a person who combines capital and labour for production.

Empowering women is a challenge. Micro enterprises in rural area can help to meet these challenges. These enterprises are not only increase national productivity, and

generate employment and also help to develop economic independence, personal and social capacities among women. Economic empowerment of women by micro entrepreneurship lead to empowerment of women in many things such as socioeconomic opportunity, property rights, political representation, social equality, personal right, family development, market development community development and at last the nation development.

So the concept women entrepreneurship is becoming a global phenomenon playing a vital role in the business community. The economic status of women is now accepted as an indicator of a society's stage of development and therefore it becomes imperative for the government to frame policies for development of entrepreneurship among women. So entrepreneurship is the process in which women initiate a business gather all resources, undertake risks, face challenges, provide employment to others and manages the business independently.

Industries promoted by women entrepreneurs are

- Agarbathi making
- Papad making
- Handicrafts
- Embroidery
- Running restaurants
- Small retail shops
- Beauty Parlours
- Pickle making

#### **Objectives:**

- To analyse the rural women entrepreneurship importance in India
- To discuss the barriers which are facing by the rural women entrepreneurs in India.
- To discuss the factors which are motivating the women to became entrepreneurs in rural India.

#### **Problems of rural women entrepreneurship in India**

##### **1. Self confidence level is low**

Meenu, Goyal and Jaya Prakash (2011) Generally, in India family members are not willing to stand by women. So she should develop her self-confidence to handle these type of problems.

## **2. Lack of professional education**

If we look in the professional schools and business management schools we find that there are very few number of women students from rural area, even parents are also not ready to send their daughters for undergoing professional education.

## **3. Lack of interaction with successful women entrepreneurs**

Singh (2008) successful entrepreneurs always play a role of model in the society for women who have the ability of entrepreneurial abilities and lead to undertaking economic activities to prove their ability. But in the rural area there is no such provision to have an interaction to inculcate knowledge and provide experience of successful women entrepreneurs. Many economists agree that is a main obstacle in the growth of women entrepreneurship.

## **4. Problem of acceptancy:**

Generally, some male workers are not ready to work with women entrepreneurs. According to Shruti lathwal (2011) many entrepreneurs agreed that semi-educated or uneducated class of workers cannot accept a “Female Boss” in their field of work.

## **5. Risk bearing capacity is low:**

According to Mehat & Mehat (2011) women in India are taught to depend on the male members of her family from birth. She is not allowed to take risk even if she is willing to take it and ability to bear it as well. Most of the women are not performing entrepreneurial activities because they are not having proper capacities.

## **6. Poor degree of financial freedom**

In our country India the degree of financial freedom for women is very poor, especially in rural areas. They can't take any entrepreneurial decisions without consulting the family members. So the women can't start any economic activity to become an independent.

## **7. Family Responsibilities and low mobility**

Ghani et al., (2011) mobility is one of the important problem in women entrepreneurial development. Generally, in the rural areas they dislikes to move from residential area for their business activities and also they have to take care of family members & children also.

## **8. Shortage of Raw Material**

Generally, the rural women face difficulties for procuring raw material and necessary inputs for the production. Prices of forest raw materials are quite high so this is one of the problems.

## **9. Shortage of finance**

The rural women entrepreneur they do not have property in their names. So they will not get the loans from the banks sometimes and from other financial institutions also.

## **10. Stiff competition & high cost of production**

The women entrepreneurs face severe competition from organized industries and from male entrepreneurs. Many of the women entrepreneurs have imperfect organisational setup. The cost of production is also very high. So women have to face these challenges.

Most of the studies conducted in developed countries indicated that women were motivated by desire of achieving autonomy or independence or becoming own boss.

Generally, in Indian rural entrepreneurial establishment, social support is the key determinant. 50% of the women may not get encouragement from their family & husband's side. Apart from these family level problems, women have to overcome some hidden problems also.

According to the national sample survey organization, only 14% business establishments in India are being run by the women entrepreneurs.

Out of total establishments under women entrepreneurs, percentage share of various social and religious groups.

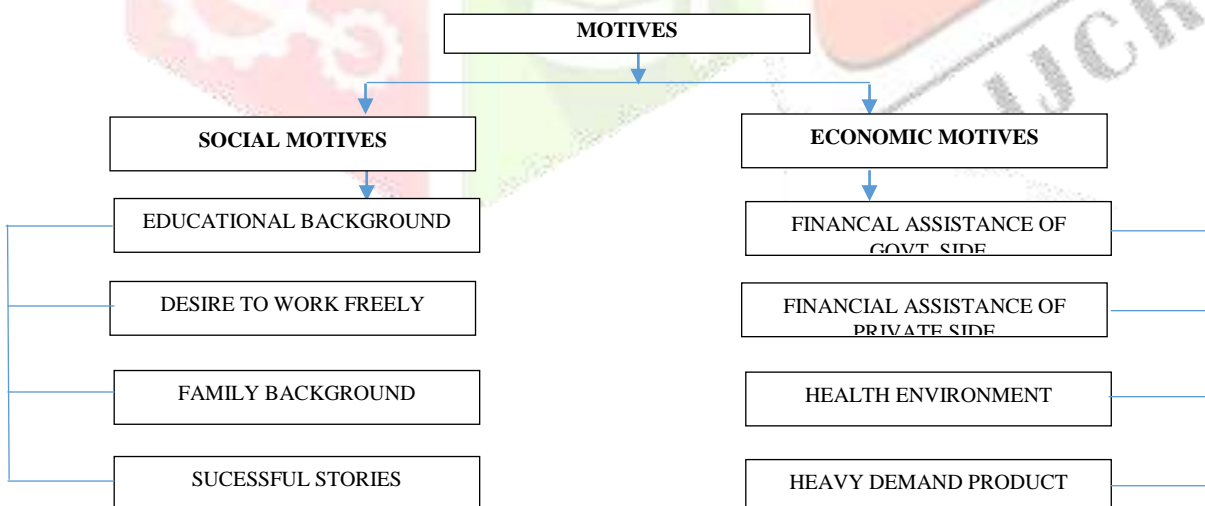
Category	Percentage of entrepreneurs
OBC	40.60%
SC	12.18%
ST	6.97%
Others	40.25

In India OBC category women are playing highest share as entrepreneurs, and lowest share of percentage is from Scheduled Tribe Women.

State	Percentage of establishment
Tamilnadu	13.51
Kerala	11.35
West Bengal	10.33
Andhra Pradesh	10.56
Maharastra	8.25

Among the states, largest share in number of establishment of women entrepreneurship is Tamilnadu & Maharashtra is the lowest establishment.

The factors motivating entrepreneurship in India



### Concluding remarks

Women are special human capital of the nation. Every country should try to utilise them as mediators of economic growth and development. The rural women from the traditional society of India have to come forward and they need to change the traditional

mind set. They have to maintain balance between family and business obligations they need to overcome all these hurdles.

### **Recommendations**

- The family members have to give them support and encouragement.
- Government have to conduct the awareness programmes to encourage women.
- Government have to organise the business training classes yearly twice especially for the rural women those who are interested people to start the business.
- Society also must encourage the women and utilize them also in which way they need.

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