

Problems Faced By Women Entrepreneurship

Prof. Bhoomi Rajkumar Ahuja

Assistant Professor, MMS Department, Alamuri Ratnamala Institute of Engineering and Technology, Maharashtra, India.

ABSTRACT

“No country can ever truly flourish if it stifles the potential of its women & deprives itself of the contribution of half of its citizens” - Michelle Obama. A country to grow at its fullest should empower women to become entrepreneur. Women entrepreneurship is the process which incubates new viewpoint, initiates a business, collects all resources, faces risk and challenges, provides employment, provides added value to society based on their independent initiative with society's stereotype. Women of 21st century, works on the proverb, “The hand that rocks the cradle rules the world.” The primary objective of this paper is to analyze the struggle and challenges taken by women to become entrepreneur. Women had been described as the embodiment of Shakti (power). She is not only a homemaker but also a job making entrepreneur. In the world of people talking about equality between genders, proving the worth to deserve equality, breaking stereotypes is the essential thing to do. Entrepreneurship had always been a male-dominated occurrence from the very early age, but situation has changed with time and brought women as today's most ambitious, excelling and inspirational entrepreneurs. A woman of today has become plain-spoken about her ambitions, opinion and what she wants to do in her career.

Index Terms: Women Entrepreneur, Entrepreneurship.

INTRODUCTION

Revolution has taken place now among women. In many culture the role of women is to do homely affairs like cooking, raising children, taking care of house and family. But over the time the status of women has been changing due to globalization, industrialization, social awareness. Still, in some parts of India we find women struggle to live her ambition and passion. The cultural stereotype is though at a diminishing stage but has not got completely diminished. Not just the culture which has become the hurdle but somewhere the male ego is also that restricts her to move forth towards her dream. She has to be warrior to showcase what she holds in her. The struggle of women to pursue her dreams dates back from 17th century where women operated small businesses to supplement their family income, or work to run the family in the loss of spouse, or to avoid poverty. They were unaware about the word entrepreneur then, it was just the source of livelihood. The term entrepreneur describes the individual who have ideas for product and services

that they turn into a working business. Earlier this term was reserved for men, eventually with the passage of time it became indiscriminate.

1. CATEGORIES OF WOMEN ENTREPRENEUR

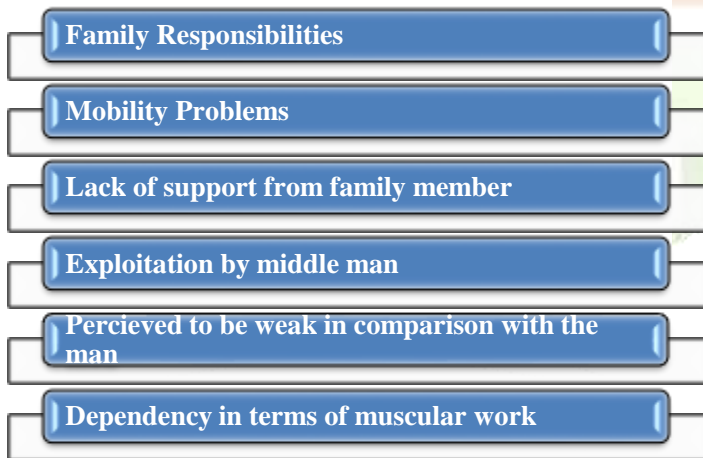
1. Affluent entrepreneur- Affluent entrepreneur are women who are financially aid and starts new enterprise at her own risk. For example: Nita Ambani, Founder & Chairperson of Dhirubhai Ambani International School, Mumbai, the chairperson of Hero Indian Super League, Reliance Foundation, Mumbai Indians. She is first Indian woman to become a member of the International Olympic Committee (IOC).
2. Pull Entrepreneur- These are women who live in urban area with or without work experience who take the risk of new enterprise. For example: Neeta Lulla, Founder & Chairperson of Neeta Lulla Fashions. She is 3 time National Film Award for Best Costume Design. She never had interest in studies. But when she found her passion for Fashion, she has set benchmark which is difficult to achieve by others.
3. Push Entrepreneur- These female entrepreneurs take some business activity in order to overcome financial difficulties. For example: Kalpana Saroj, Founder and chairperson of Kamani Tubes Company, KS Film Production. Kalpana Saroj was awarded the Padma Shri for Trade and Industry in 2013. She lived in slum of Mumbai with her husband, suffering physical abuse. She later at the age of 16 started working in a Garment company. Using government loans for scheduled caste people, she successfully started a tailoring business and then a furniture store.
4. Rural Entrepreneur- These are female who start their business based on the knowledge and resources available in their rural area. For Example: JaswantibenJamnadasPopat, ParvatibenRamdasThodani, UjambenNarandasKundalia, Banuben. N. Tanna, Laguben Amritlar Gokani, Jayaben V. Vithalani, and one more lady whose name is not known, Founder of Shri Mahila Griha Udyog Lijjat Papad. Lijjat Papad was chosen as a power brand 2010-2011 by the Indian Consumer.
5. Self-employed Entrepreneur-These are the women who fall below poverty line. They choose tiny and small enterprise which are convenient to manage and adequate for the substance of her family. For Example: Dhriiti started its Micro-enterprise Development and Management (MEDM) in Assam with the Arecanut project. With the success of the Arecanut Project there was a requirement of marketing Arecanut leaf plates and thus first Dhriiti enterprise Tamul Plates Marketing Pvt. Ltd. Was formed.

2. PROBLEMS FACED BY WOMEN ENTREPRENEURS

2.1 Entrepreneurial Problems



2.2 Specific Problem to Women



5. Suggestions to Overcome the Problems Faced By Women Entrepreneurs in India

Female entrepreneurship has been steadily climbing in recent years, but these new opportunities and growth are not without a unique set of challenges. Women entrepreneurs face many different "stumbling blocks," throughout their careers and offered the following suggestions:

3. ORGANIZATIONS PROMOTING WOMEN ENTREPRENEURSHIP

- National Resource Centre of Women (NRCW)
- Women's India Trust (WIT)
- Women Development Corporation (WDC)
- Association of women entrepreneur of Karnataka (AWAKE)
- Working women's forum (WWF)
- Self-employed women's association (SEWA)

4. CHALLENGES FACING WOMEN ENTREPRENEURS



attitudes towards women. The attitude of elders needs to be changed about the potential of girls and their due role in society.

Training facilities: Training and developments programmers play very essential role for the development of entrepreneurship. Special training schemes should be so designed that women can get full advantages. Mobile training centers, part time training facilities etc. should be offered to attract more and more women to the training centers.

Develop a Blue Print: Wesman said one of the top issues she experiences with women entrepreneurs is that they lack having a set plan in place because so many women fall into their business accidentally. "They seem to fall into the business because it's something they like doing, so they don't create a specific plan or strategy," she said. Wesman advised all women entrepreneurs to write up a business blue print when starting out that includes a clear description of the product or service, their target audience and how the business will be run on a daily basis.

Team Building: Many female entrepreneurs try to handle every aspect of the business alone, according to Wesman, and that's a recipe for failure. It's important that female entrepreneurs surround themselves with team members that have different strengths and expertise that can help run a successful business. Women think they can do it all themselves, and aren't thinking about team building and tapping resources the way that men are. Men in the business world tend to realize that, whereas women are used to multitasking.

Build Relationships: Women often try to build relationships with prospective clients or customers, which can set themselves up for disappointment, Wesman said. "When they can't make the sale they take it too personally because it was a relationship they tried to build," she said. "Instead of stepping back and thinking, 'what did I learn from that sales experience?' or 'how can I use this to improve my next sales experience?'" "Then you take it really personally, because you are trying to sell based on people liking you," Wesman said. She said women need to build relationships, but shouldn't be scared to be competitive when pitching sales.

Under-Pricing Services: Money can be a touchy subject for many women, Wes man said, and many have trouble discussing pricing terms. This uneasiness often leads females business owners to under value their products or services. "It does not understand what it actually costs you to produce a product, or what it costs you to deliver a service," Wes man said. "Women also under price themselves in the workplace, and the same thing happens when you are an entrepreneur."

Hiding from Cash Flow Issues: Managing cash flow and following up on owed money and payments is critical to every successful business, but women tend to be less assertive when it comes to collecting money, according to Wes man. "This goes along with the issue of it being unladylike, or not feminine to discuss money, or think about money, or to collect it," she said. Owners need to face those debtors head on, and get what they are due.

Getting Too Close With Employees: While many small businesses adopt that "family" mentality, female entrepreneurs

Finance cells: A large number of various finance cells may be open to provide easy finance to women entrepreneurs. These special cells should provide finance to women entrepreneurs at low and concessional rates of interest and on easy repayment facilities. Even these finance cells should be manned by women officers and clerks. Efforts should be made to provide finance at the local level.

Marketing Co-operatives: Marketing co-operatives should be established to encourage and assist to women entrepreneurs. Government should give preference to women entrepreneurs while purchasing their requirements. These marketing cooperating will help the women entrepreneurs to sell their products on remunerative prices. This will help in eliminating the middlemen.

Supply of raw-materials: The required, scarce and imported raw-materials should be made available to women entrepreneurs at priority basis at concessional rate.

Educational and awareness: The educational and awareness programmers should be arranged to change the negative social

are often very guilty of getting too close with their workers, Wes man said. "They treat employees like family and friends," she said. "It's about having a good business relationship, but not getting involved in too personal relationship." When a relationship reaches that point, it becomes harder to make decisions in the best interest of the business, she said.

7. Role of Government to Develop Women Entrepreneurs in India

In the seventh five-year plan, a special chapter on the "Integration of women in development" was introduced by Government with following suggestion:

Specific target group: It was suggested to treat women as a specific target groups in all major development programs of the country.

Arranging training facilities: It is also suggested in the chapter to devise and diversify vocational training facilities for women to suit their changing needs and skills.

Developing new equipments: Efforts should be made to increase their efficiency and productivity through appropriate technologies, equipments and practices.

Marketing assistance: It was suggested to provide the required assistance for marketing the products produced by women entrepreneurs.

Decision-making process: It was also suggested to involve the women in decision-making process.

The Government of India devised special programs to increase employment and income-generating activities for women in rural areas. The following plans are launched during the Eight-Five Year Plan:

Prime Minister Rojgar Yojana and EDPs were introduced to develop entrepreneurial qualities among rural women.

- 'Women in agriculture' scheme was introduced to train women farmers having small and marginal holdings in agriculture and allied activities.
- To generate more employment opportunities for women
- KVIC took special measures in remote areas.
- Women co-operatives schemes were formed to help women in agro-based industries like dairy farming, poultry, animal husbandry, horticulture etc. with full financial support from the Government.

Economic development and growth is not achieved fully without the development of women entrepreneurs. The Government of India has introduced the following schemes during Ninth Five-Year Plan for promoting women entrepreneurship because the future of small scale industries depends upon the women-entrepreneurs:

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

- Women Component Plan, a special strategy adopted by Government to provide assistance to women entrepreneurs.
- Reservations for women and encouraging them to start their ventures.
- New schemes named Women Development Corporations were introduced by government to help women entrepreneurs in arranging credit and marketing facilities.

These schemes are:

- (i) Mahila Udyam Nidhi
- (ii) Micro Cordite Scheme for Women
- (iii) Mahila Vikas Nidhi
- (iv) Women Entrepreneurial Development Programmes
- (v) Marketing Development Fund for Women

Further, the tenth five Year Plan aims at empowering women through translating the recently adopted National Policy for empowerment of Women into action and ensuring survival, Protection and Development of women and children through rights base approach. Consortium of Women entrepreneurs of India provides a platform to assist the women entrepreneurs to develop new, creative and innovative techniques of production, finance and marketing. There are different bodies such as NGOs, voluntary organizations, Self-help groups, institutions and individual enterprises from rural and urban areas which collectively help the women entrepreneurs in their activities. The following training schemes especially for the self employment of women are introduced by government:

- Support for Training and Employment Programme of Women (STEP).
- Development of Women and Children in Rural Areas (DWCRA).
- Small Industry Service Institutes (SISIs)
- State Financial Corporations
- National Small Industries Corporations
- District Industrial Centres (DICs)

SIDBI has developed this fund for the entrepreneurial development of women especially in rural areas. Under Mahila Vikas Nidhi grants loan to women are given to start their venture in the field like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts, bamboo products etc. In 1993, Rashtriya Mahila Kosh was set up to grant micro credit to poor women at reasonable rates of interest with very low transaction costs and simple procedures.

Conclusion

Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges. Women being the vital gender of the overall population have great capacity and potential to be the contributor in the overall economic development of any nation. Therefore, programs and policies need to be customized to not just encourage entrepreneurship as well as implement strategies which can help support entrepreneurial culture among youth. Media has the potential to play the most vital role in entrepreneurial development by creating and highlighting all such platforms which can bring out the creativity and innovation among the

women and men to grow entrepreneurship culture in society. Developing countries are definitely in dire need to encourage women entrepreneurship as women workforce is promptly available to exploit the unexplored dimensions of business ventures. Generally speaking, globally business world has realized and is working on war footing to create entrepreneurship as the final remedy to overcome all types of business and market challenges. Independence brought promise of equality of opportunity in all sphere to the Indian women and laws guaranteeing for their equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women.

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Recommendations

The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mindsets of people in society rather than being limited to only creation of opportunities for women. Hence, it is imperative to design programmes that will address to attitudinal changes, training, supportive services. The basic requirement in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of country. The basic instinct of entrepreneurship should be tried to be reaped into the minds of the women from their childhood. This could be achieved by carefully designing the curriculum that will impart the basic knowledge along with its practical implication regarding management (financial, legal etc.) of an enterprise.

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