



A STUDY ON PROBLEMS FACED BY THE WOMEN ENTREPRENEURS

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ABSTRACT

Women Entrepreneur is an individual who accepts inspiring role to meet their personal needs and turn out to be economically independent. Almost all women have this eminence but they never got a stage to vitrine their talents and hence they do not know their own real abilities. Women in our country are taking more responsibilities in bringing up children and maintaining a better home with love and warmth. At the family level, the task of coordinating various activities in a much active manner, without feeling the tweak of embarrassments, is being carried out by the women. This paper focuses on problems and challenges faced by women entrepreneurs in India. Women are equally capable in running business but still lacks behind in spite of women empowerment drive in our country, there are social, cultural and economic sprints in the way of women entrepreneurship and the major problem is lack of entrepreneurial environment. In spite of having the potential and capacity, women are underprivileged of opportunities, information and education. Some of the major problems identified are women's family commitments, Gender inequality, Problem of Finance, Low-level risk-taking attitude, and the male -female rivalry. The problems of women entrepreneurs could be eliminated by suitable training, incentives, encouragement and motivation, social recognition of their entrepreneurial capabilities, and family's ethical support.

Key Words: *Empowerment, Women Entrepreneur, Independent, Social Barriers, Environment, Gender*

Introduction

The Indian culture ended the women as only dependents and executors of the decisions made by other male members, in the basic family structure. The old set up is changing in the modern era. The transformation of social stuff of the Indian society, in terms of increased educational status of women and diverse ambitions for better living, necessitated a change in the life style of Indian women both in urban and in rural areas. Women Entrepreneur is defined as who have deep interest to start up a business not only for economic independency and also for social recognition. Further, the women entrepreneurs are employment and income generator not the individuals to work for weekly or monthly wage. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family

and social life. This is great news. But, a part of women in some parts of the country still do not know their power. The societal installation in India has been historically a male ruled one. Women make a contribution considerably to the strolling of own circle of relatives groups by and large within side the shape of unpaid attempt and skills. The value of this effort is underestimated both by the families that take it for granted and in academic studies. At the family level, the task of coordinating various activities in a much effective manner, without feeling the pinch of inconveniences, is being carried out by the women folk. Women entrepreneurship is essential for every nation. They are needed to compete with well developed nations; both men and women should participate in all activities on equal basis. Men performance is good, as an entrepreneur, women also should grow well as an entrepreneur. Like a male entrepreneurs a women entrepreneur has many functions. They must discover the possibilities of beginning new enterprise; adopt risks, creation of recent innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Generally women plays dual role, like a house wife and employee, such situations involuntarily the stress levels of women may gradually increase. Though they are satisfied by playing dual role, definitely they will face stress to handle two roles at a time. Government of India has described women entrepreneurs as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the business to women.

Economic growth and development of the country is determined by human, physical and financial resources. An economy can move on to higher levels of growth either by acquiring a larger quantum of the factors of production or through technical progress in India, and the women entrepreneurship is part of the economic growth of development in India.

Women entrepreneurship is both about women pose in society and the role of Women Entrepreneurship in the same society. Women are visage with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women might experience obstacles with respect to holding property and entering contracts. Increased participation of women in the have force is a prerequisite for improving the position of women in society and self-employed women. The role of Women entrepreneur needs to be considered in the economic development of the nation for various reasons (Nicholas and Victoria, 2010).

Entrepreneurship refers to setting a new business to take advantages from new opportunities. Entrepreneur is the vital factor of entrepreneurship and now women are successful in this as they have qualities enviable for entrepreneurship development. Entrepreneurship is a suitable profession for women than regular employment. Women are taking concentration in the Entrepreneurship in present years than past. The women have achieved massive development in their mind. With increasing dependence on services sectors, many opportunities are available for women. During last two decades, increasing numbers of Indian women in have entered the field of entrepreneurship and also they change the face of business. Women have been taking interest in recent year in self-business. In the process of Entrepreneurship, women have to face various problems and these problems get doubled because of her dual role as earner and homemakers. In India most of the homemakers want to start their own business but there is so many problems faced by them. They feel

frustrated in dual role. Govt. started several programmes for the training of women entrepreneurship. Training program create the interest among women and helpful to increase the skills and also to build the social attitude, high confidence.

Concept of women entrepreneurs

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

Review of literature

For the past three decades women realized the value of self-employment and they are now utilizing their capabilities in entrepreneurial activities. Researchers found that family issues such as giving proper time and fulfilling family needs are the prime issues confront by them.

Hafizullahet (2012), found that male dominance in culture creates problems for women entrepreneurs in terms of limiting their mobility, business participation and market interactions. The further findings of the research revealed that women entrepreneurs of India have to face both environments; traditional and contemporary in order to run their enterprises smoothly and successfully. Traditional category includes socio cultural and religious elements while contemporary category is a sub category of above mentioned factors and includes constitutional structure, policy making and other institutional mechanism.

Palaniappan., Ramgopal and Mani (2012), stated that the lack of proper leadership, planning and lesser financial allocation are the other difficulties that women usually face during the expansion of their businesses. Many women have these qualities but they never got a platform to showcase their talents and hence they do not know their real abilities. Matching the basic qualities required for entrepreneurs and the basic characters of Indian women reveal that, much potential is available among the Indian women on their entrepreneurial ability. This potential is to be recognized, brought out and exposed for utilization in productive and service sectors for the development of the nation. The vast majority of the world's poor are women. Two- thirds of the world's illiterates are female. Of the millions of school age children not in school, the majority are girls. The current world food price crisis is having a severe impact on women. Around the world, millions of people eat two or three times a day, but a significant percentage of women eat only once. And, now, many women are denying themselves even that one meal to ensure that their children are fed.

Afza, Hassan and Rashid (2016), His study recognized poor economy and stereotyped society as other factors liable of causing glitches for female entrepreneurs. The major factors that restrain women from

business are gender-based discrimination, lack of communal support, limited access to information, inadequate education & training facilities, absence of trust in one's capabilities and access to resources.

Ms. Themozhi G., in her study titled "A Study on Women Entrepreneurship in Coimbatore District", has provided the status of women and motivational factors with their relation to socio – economic background. She has covered the entrepreneurial performance of women and also the various constraints encountered by women.

Ms. Chandra P. in her study "Women Entrepreneurs – A Study with Special reference to beauty parlours in Virudhunagar District" has found that majority of the beauty parlour women entrepreneurs have been facing financial problems.

Ms. Nisha Ashokan, in her study titled "Measuring the Performance of Enterprises run by Women Entrepreneurs in Chennai", has analyzed the financial efficiency and the financial stability of enterprises run by women.

OBJECTIVES OF THE STUDY

- 1.To study the problems and challenges faced by the women entrepreneurs in India.
- 2.To examine the types of issues and problems they encounter in order to reach the level of success.

Problems faced by the women entrepreneurs in India

The problems and obstacles experienced by women entrepreneurs led to restricting the growth of women entrepreneurship. Indian women face many problems to get success in their business life. Women entrepreneurs face number of problems right from the beginning until the function of their firm. As a woman that itself poses various problems to the woman entrepreneur. An enviable atmosphere is necessary for every woman to infuse entrepreneurial values and involve deeply in business dealings.

- **Family ties** - Women in India are highly emotional and bonded with their families. They should to attend to all the domestic work as well as to look after the children and other members of the family. They are overburdened with family responsibilities like extra attention to husband, children and in laws that consumes lots of their time and energy. In such situation, it is very difficult to give attention and run the enterprise successfully.
- **Male dominated society**- Even though the constitution speaks of equality between gender male chauvinism is still the order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these put a break in the growth of women entrepreneurs.
- **Lack of education** - Women in India are staying far behind in the field of education, particularly in rural and semi urban areas due to number of reasons. Around sixty per cent of the women are either illiterate or denied the opportunity to get education. Those who are educated have been provided either inadequate education than the male of their family due to early marriage, partly due to son's higher education and partly due to poverty. Because of lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

- **Self-Confidence** – Women have lack of self-confidence in their strength and ability in Indian context, it is because of their circumstances they have been brought out. Both the family members and the society are not at all willing to stand behind their firms' growth. To a certain degree this situation is changing with Indian women and yet to face an incredible amend to boost the rate of growth in entrepreneurship.
- **Socio-Cultural Barriers** – Family and personal obligations sometimes works as a great barrier for succeeding in business career of women entrepreneurship. Only few women are capable of managing both home and business efficiently, giving sufficient time to perform all their responsibilities in priority.
- **Risks Related to Market** – Tuff competition in the market and lack of mobility of women make them dependent on middle man essential. Many business women find it very difficult to capture the market share and make their products well popular and accepted by customer. They are not fully conscious of the changing market environment conditions and hence can effectively exploit the services of media and internet.
- **Mobility Constraints** - Women in India have to face lot of restriction on their mobility, our society still have some conservativeness, and due to that career of women is limited to four walls of kitchen. Though women faced lots of problems being mobile in entrepreneurial activity, the mobility problem has been eliminated to very certain extent by the expansion of education awareness to all.
- **Business Administration Knowledge** – Women must be educated and trained continuously to acquire the skills and understanding in all the required functional areas of business venture. This will make women to excel in decision making and develop good business skills.
- **Financial Assistance** – Most of the women especially in rural areas are not aware about the financial assistance provided by various institutions. The efforts taken for Women entrepreneurs may not able to reach the entrepreneurs in rural and backward areas.
- **Training Programs** – Based on the needs, duration, skill and the rationale of entrepreneur there are various workshops and training programs available both at Government level and at the NGO level. Such kinds of programs are in fact helpful to new and young entrepreneurs who wish to start a small and medium sized business on their own.
- **Cost** In most cases in business, production and operation cost may adversely affect the growth of women entrepreneurs. The establishment of new machineries during expansion of the productive capacity and like similar factors discourage the women entrepreneurs from entering into new areas due to the cost factor. In such situation, even they fear about investment and at the same time, their male counterparts discourage them.

Challenges of women entrepreneurs in India

Entrepreneurship is considered a man's terrain in the past, but every year, more and more women try to launch and lead their own firms. These entrepreneur women inspire other women with dreams of founding start-ups. But many female entrepreneurs face still hard obstacles because of their gender. Women CEOs shared a few of the biggest challenges women entrepreneurs face today, and give the solution that how to overcome them?

- ✓ **Women entrepreneurs think they need to act like men** - Most women entrepreneurs who have attended networking events are able to relate to this scenario. When women entrepreneurs have to talk business with

primarily male executives, it can be threatening. To recompense and protect themselves, women often feel as though they need to adopt a naturally male attitude toward business.

- ✓ **Emotions and nurturing skills can affect women's businesses** - Though trying to act like a man does not guarantee success for a female entrepreneur, allowing her „feminine“ qualities to stand in the way of getting things done is not necessarily recommended, either. Naturally, women are highly emotional and nurturing that sometimes become a hindrance to take up the business.
- ✓ **Women often lack the support of other female business leaders** – Various female business leaders felt insecure about being in the minority as women who excelled in math and science, and longed for more camaraderie and support from female peers in their fields.
- ✓ **Many women have to balance both raising families and run their businesses** - Work-life balance is frequently a goal of entrepreneurs across the board, but mothers who start businesses have to simultaneously run their families and their companies with different difficulties to make them successful.
- ✓ **Women entrepreneurs are fearing of failure** - According to “Global Entrepreneur Monitor” the fear of failure is the top most factor of women who try to take up the start-ups. Failure is quite common in any business venture, but it should be viewed as positive for further development.

Conclusion

Women entrepreneurs are facing various problems such as finance, marketing, health and family. After 1947, equal rights guaranteed by law and same opportunities in education and employment for women. The Primary motivations to women to obtain success as an entrepreneur not only in the case of financial assistance and government schemes, there should be more psychological assistance from family members and particularly from husband. Even though, government supporting in terms of finance, without having moral support from their family members, women are not able to get success as an entrepreneur. Business is for all about profits, losses and tensions. Someone should support always positively to avert problems. This support will support a lot not only women and all. Now days the women entrepreneurs are increasing because their self- confidence, self-esteem, and self-motivations are increased. The literacy rate is increasing steeply, becoming well aware of all things; enhancing the levels of knowledge will make women to have aspirations as entrepreneurs in future.

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