



OPPORTUNITIES AND CHALLENGES FACED BY WOMEN ENTREPRENEURS IN PALGHAR DISTRICT OF MAHARASHTRA

Dr. Firozkhan K. Khan

Assistant Professor, Department of Accountancy,

VIVA College of Arts, Commerce and Science College, Virar (W), Palghar, Maharashtra.

Abstract: Around 40 to 50 percent of overall businesses are owned by women in the developing countries. Women entrepreneurs have more capacity to earn than their male counterparts, but the socio-cultural environment hinders them. Entrepreneurship has always been one of the factors contributing to the economic development of a nation. Enrollment of women in entrepreneurial activities, can increase the economic base of a nation. Similarly, empowering women and providing them with the necessary resources, both physical and financial can pave a way towards women owned start-ups and expansion of their current business portfolio. This study is undertaken to understand the emerging trends and issues of women entrepreneurs in Palghar district of Maharashtra. In Palghar district, there are many opportunities available to women entrepreneurs' still they are backward because they face many problems such as Family problems, management of Finance, managing manpower and Professional disrespect and gender bias. Big pain points for tribal communities even after 74 years of independence. A major issue is the empowerment of tribal women which is not possible without a sustainable and respectable income source.

Keywords: Women entrepreneur, Entrepreneurship, opportunities, challenges, Schemes.

I. Introduction:

A female entrepreneur can be defined as a woman or group of women who start and run a business. Around 40 to 50 percent of overall businesses are owned by women in the developing countries. Women entrepreneurs have more capacity to earn than their male counterparts, but the socio-cultural environment hinders them. Entrepreneurship has always been one of the factors contributing to the economic development of a nation. Enrolment of women in entrepreneurial activities, can increase the economic base of a Nation. Similarly, empowering women and providing them with the necessary resources, both physical and financial can pave a way towards women owned start-ups and expansion of their current

business portfolio. This study is undertaken to understand the emerging trends and issues of women entrepreneurs in Palghar district of Maharashtra.

In Palghar district, there are many opportunities available to women entrepreneurs' still they are backward because they face many problems such as Family problems, management of Finance, managing manpower and Professional disrespect and gender bias. Big pain points for tribal communities even after 74 years of independence. A major issue is the empowerment of tribal women which is not possible without a sustainable and respectable income source.

This study is based on secondary data highlighting the Emerging Trends & Issues of Women Entrepreneurs in Palghar District of Maharashtra.

II. Review of Literature:

- **Sayli Patil (2021)** in her research study "A Study on Women Entrepreneurs in Palghar District of Maharashtra". Focused the current situation of women entrepreneurs in Palghar district. This study was conducted on 50 samples to find out demographic characteristics of the women entrepreneurs.
- **Chaturvedi and Joshi (2019)** this paper develops an understanding of risk among women entrepreneurs in their socio-economic context. The researcher points out that women entrepreneurs are conservative investors. The study attempts to analyse association between socio economic factor and investment behavior of women entrepreneurs.
- **Raminder Bhatia and Baljinder Karur (2010)** in their article titled "Indian Women Entrepreneurs - Issues and Prospects" suggested that women in India are no longer submissive and are not confined within the four walls of the home. The Government and the voluntary agencies should take more steps to empower them for Industrial Development. Co-operation and partnership of national and international networks will enhance entrepreneurial endeavors by women. It will help in economic development of our country.
- **Dr. Sukhjeen Kaur (2006)** in their article entitled "Entrepreneurship among Rural Women" stated that the rural women have basic indigenous knowledge, skill, potential and resources which are helpful to establish and manage enterprises. The study reveals that they need awareness, motivation, technical skill and support from family, government and other organizations to strengthen their capacities besides adding to the family income and national productivity.
- **Dhameja, Bhatia and Saini (2000)**, did a study on "Women Entrepreneurs: Their Perceptions about Business Opportunities and Attitudes, Entrepreneurial Support Agencies: A Study of Haryana State." One of the objectives of the study was to determine the approach of women entrepreneurs towards various support agencies. The manufacturing or trading or servicing units, in which the women were the owners or had a majority stake and management control, were considered for this study.
- **Ghote's (1992)**, "Entrepreneurship Development: Case Studies of Women Entrepreneurs in Selected Urban Centers in Maharashtra" reveals that Entrepreneurship is not related to gender of an individual, women can also be equally successful entrepreneurs as men.

III. Objectives Of The Study:

- To Study the women entrepreneurs in Palghar District of Maharashtra.
- To Study the Emerging trends and Issues faced by Women Entrepreneurs in in Palghar District.
- To know the Schemes available by financial institutions in India.

IV. **Research Methodology:** Secondary data has been contributed to write this paper. Various articles, books, group of people were consulted prior to writing this paper. Highlighting the emerging trends and issues faced by women entrepreneurs is the focus of this paper.

V. **Women Entrepreneur:** Women entrepreneur is any women who arranges and manages any enterprise. Women entrepreneur are the women or group of women who initiate, and operate a business enterprise. Women entrepreneurs constitute a group of women who have smashed away from the beaten track and are exploring new avenues of economic participation.

VI. Women Entrepreneurs in Palghar District:

Palghar district has total population of 42, 93,362 out of this total male population is 21, 78,852 and female population is 21, 14,510 (<https://palghar.gov.in/>). Palghar district of Maharashtra is mainly a tribal area, where agriculture provides the prime source of livelihood. Also, there are different types of industry found in this area such as micro, small, medium and large enterprises.

Women in this area are engaged in various types of businesses such as Manufacturing, Trading, Service & Professions and Agriculture related activities.

In Palghar district of Maharashtra many women are engaged in small business of fruit processing, producing of handicrafts items from bamboo and exporting it at the local and national level. However due to Covid 19 their businesses got effected and they need a startup.

VII. Opportunities, And Challenges Faced By Women Entrepreneurs In Palghar District:

- The Palghar district traditional concept of entrepreneurship has been changed with emerging trends to balance in the technological world for accept the advancement of development in business.
- However in a recent study conducted (TOI) a women self-help group run by women caught fire and many women lost their job and no compensation was provided by government.
- Also, due to Covid 19 many women all over India including Palghar had suffered a lot by losing their job and businesses.
- As a result the women lost their interest in initiating and starting up new business.
- Even after starting their business women face many problems like lack of Family support, management of Finance, managing manpower and Professional disrespect and gender bias.
- The key reason of women being blocked from business is that they are women. Male prejudice is still prevalent in India. Male is still considered the dominant gender and sole bread provider.
- The view that Indian women lack self-confidence, willpower, mental composure and entrepreneurial attitude has made devastating effects on India.

- This view has kept the women from becoming leaders and has also instilled fear in women.
- This age-old prejudice has also convinced a portion of women that they are unable to take risks; that they are unable to access technology, deal effectively with workers and that the best job for them is to raise a family.

VIII. Schemes Available By Financial Institutions In India

- Annapurna scheme,
- Stree Shakti package for women entrepreneur,
- Cent kalyani scheme,
- Mudra yojana scheme for women
- Mahila udyam nidhi scheme,
- Dena Shakti scheme,
- Orient mahila vikas yojana scheme
- Bharatiya mahila bank business loan

There are many scheme available at the national level but there implementation is very poor in tribal area of Palghar district of Maharashtra. Inspire of development schemes available to women, they are still reluctant to use this because they are not supported by their family members, lack of knowledge, lack of government support, etc.

IX. Suggestions:

- Family should support women entrepreneurs and encourage then establishing and running business successfully.
- Family should be liberal in providing financial support to them.
- Government and other financial institutions must provide assistance to women entrepreneur both in finance and non-financial areas.
- Encouraging and assisting relevant business support initiatives.
- Special targeting of women in general campaigns to boost levels of entrepreneurship
- Equal opportunities policies aiming for equal access for women to services.
- Startup programmers' for women, particularly those returning to the labour market.

X. Conclusion: Palghar district is a developing district of Maharashtra which includes tribal population. Women are considered to be economically and socially dependent on male members. Women entrepreneurs have the basic indigenous knowledge, skills, potential and resources to establish and manage enterprises, but at the same time women entrepreneurs face many problems, such as lack of education, social barriers, legal procedures, high production costs, male-dominated society, and limited management capacity. Also lack of self-assurance, harassment and disobedience with rules and regulations. As a significant gender in the general population, women have great capabilities and potential to be contributors to the overall economic development of any country. Therefore, programs and policies need to be

customized to not only encourage entrepreneurship, but also implement strategies that support the entrepreneurial culture of women.

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