“CHALLENGES BEFORE WOMEN ENTERPRENURES IN INDIA”

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ABSTRACT
Every successful man’s behind is women. But women are not successful without the support of others. They require support at each level and stages. Being a successful Entrepreneurs, women has to do a many jobs. Even from all support, they are no successful due to many reasons, the researcher has analyzed the problems and causes of women entrepreneurs’ in India. How the women are facing all these problems and suggested method of overcoming theses problems are stated in this paper.”

INTRODUCTION:
The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture is such like that make women as subordinates and executor of decisions made by the male members. This is the primary structure everywhere in India. While at least half the brainpower on earth belongs to women, women remain perhaps the world’s most underutilized resource. Despite all the social hurdles, India is bringing with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. These women leaders are enthusiastic, strong will power and risk bearing. They are managing to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs

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.

OBJECTIVES AND RESEARCH METHODOLOGY OF THE STUDY
The study is based on secondary data which is collected from the published reports of RBI, NABARD, Census Surveys, SSI Reports, newspapers, journals, websites, etc. The study was planned with the following objectives:

a) To evaluate the factors responsible for encouraging women to become entrepreneurs
b) To study the policies, programmes, institutional networks and the involvement of support agencies in promoting women's entrepreneurship.
c) To critically examine the problems faced by women entrepreneurs.

HYPOTHESIS OF STUDY
1. Women’s Entrepreneurship of India is less developed than the advanced countries.

PROBLEMS FACED BY WOMEN ENTREPRENEURS.
1. Family Background:
Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other members of the family. They are overburden with family responsibilities like extra attention to husband, children and in-laws which take away a lot of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

2. Male domination:
Even though our constitution speaks of equality between sexes, 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.

3. Lack of Literacy:
Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other Governmental support.

4. Social Problems:
The Indian traditions and customs play a significant role in Indian societies. It makes more problems before Indian Women for growing and prospering as a business women. Religions, creed and caste pays an important role and play a dominating role with each other. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

5. Shortage materials:
Neither the scarcity of raw materials, sometimes nor, availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

6. Problem of finance:
Women entrepreneurs are suffering from financial problems. Bankers, creditors and financial institutes are not willing to provide financial assistance to women entrepreneurs on the ground of their less credit worthiness and more chances of business failure. They also face financial problem due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

7. Cut-throat Competition:
Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organized sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises.

8. High cost of production:
Several factors including inefficient management contribute to the high cost of production which stands as a stumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.

9. **Low risk-bearing capacity:**
Risk bearing in business is natural. Without risk one cannot achieve the target. Women in India are by nature weak, shy and mild. They cannot bear the amount risk which is essential for running an enterprise. Lack of education, training and financial support from outsides also reduce their ability to bear the risk involved in an enterprises.

10. **Limited mobility:**
Women mobility in India is highly limited and has become a problem due to traditional values and inability to drive vehicles. Moving alone and asking for a room to stay out in the night for business purposes are still looked upon with suspicious eyes. Sometimes, younger women feel uncomfortable in dealing with men who show extra interest in them than work related aspects.

11. **Entrepreneurial Skill:**
Entrepreneurial skill can be achieved by education and training. But it requires motivation and self confidence. Sometimes women feel the lack of confidance. Therefore this skill can not be achieved. Women is having all these skill but is should be promoted.

12. **Management skill:**
Management is the part and parcel of business life. It requires specializations in various fields. Women entrepreneurs are not efficient in managerial functions like planning, organizing, controlling, coordinating, staffing, directing, motivating etc. of an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

13. **Legal formalities:**
Fulfilling the legal formalities required for running an enterprise becomes an upheaval task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, and water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

14. **Exploitation by middle men:**
Since women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle men tend to exploit them in the guise of helping. They add their own profit margin which results in less sales and lesser profit.

15. **Lack of self confidence:**
Women entrepreneurs because of their inherent nature, lack of self-confidence which is essentially a motivating factor in running a business successfully. They have to strive hard to strike a balance between managing a family and managing an enterprise. Sometimes she has to sacrifice her entrepreneurial need in order to strike a balance between the two.

**SUGGESTIONS FOR THE GROWTH OF WOMEN ENTREPRENEURS**

1) There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.

2) An Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
3) Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.

4) Organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to undertake business.

5) Vocational training to be extended to women community that enables them to understand the production process and production management.

6) Educational institutes should tie up with various government and non-government agencies to assist in entrepreneurship development mainly to plan business projects.

7) International, National, Local trade fairs, Industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.

8) Women in business should be offered soft loans & subsides for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.

9) Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.

10) The weaker section could raise funds through various schemes and incentives provided by the government to develop entrepreneurs in the state. E.g. the Prime ministers Rozgar Yojana, The Khadi and Rural village industries scheme, etc.

11) In the initial stages women entrepreneurs may face problems but they must persevere, believe in themselves and not give up mid way.

12) Attempts by various NGO’s and government organizations to spread information about policies, plans and strategies on the development of women in the field of industry, trade and commerce. Women entrepreneurs should utilize the various schemes provided by the Government.

13) Women should try to upgrade themselves in the changing times by adapting the latest technology benefits. Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management. This can facilitate women to excel in decision making process and develop a good business network.

14) Self help groups of women entrepreneurs to mobilize resources and pooling capital funds, in order to help the women in the field of industry, trade and commerce can also play a positive role to solve this problem.

CONCLUSION

Today, It can be said that, we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed 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 i.e. the urban middle class women. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship.
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