



PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS IN INDIA

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Abstract

Educating Indian women should go a long way to achieving equal rights and status because the culture of Indian society is deeply rooted and the cultural norms have always been male. Despite all the social barriers, Indian women still stand out from the crowd and are admired for their success in their careers. The changes in India's social structure, including increasing education of women and different aspirations for a better life, have led to changes in the lifestyle of Indian women. They compete and succeed with men in every aspect of life and the business world is no exception. These women leaders are confident, motivated and willing to take risks. With their own hard work, dedication and perseverance, they have survived this fierce competition and succeeded. This article focuses on the concept of women entrepreneurs - reasons for women entrepreneurs - reasons for slow growth of women entrepreneurs in India - tips for women entrepreneur development

Keywords: Women's, Entrepreneurship, Problems, Challenges, Empowerment.

Introduction

Educated women do not want to confine their lives within the four walls of the house. They demand equality among their partners. However, Indian women still have a long way to go to achieve equal rights and status because Indian society has deep-rooted systems and cultural norms that are always applicable to men. Women are considered the weaker sex and have to depend on men throughout their lives, both within and outside the family. Indian culture makes them mere subordinates and executors of decisions made by other male members in the central family structure. There are success stories of women in India despite all the social barriers. They stand out from the crowd and are appreciated for their achievements in their own fields. Changes in the social structure of India, including increased education of women and different aspirations for a better life, have led to changes in the lifestyle of Indian women. They compete and succeed with men in every aspect of life and business is no

exception. These women leaders are confident, motivated and willing to take risks. With their own hard work, dedication and determination, they have survived this fierce competition and succeeded. The ability to learn quickly, the persuasive, clear problem-solving style, the willingness to take risks and be proactive, the ability to motivate people, the ability to win and fail. These are some of the strengths of Indian business women.

Objectives of the Study

1. To know the status of women entrepreneurs in India.
2. To know various problems encountered by women entrepreneurs in India.
3. To know the future prospects for the development of women entrepreneurs in India.

Concept of Women Entrepreneurs

Women entrepreneurs can be defined as women or groups of women who initiate, plan and run a business. The Indian government defines women business as "a business owned and controlled by women, in which at least 51% of the financial results are generated by the capital and at least 51% of the labor in the business is provided by women entrepreneurs". Push and pull to participate in the business The impact of empowering women to be independent and self-sufficient. The realization of independent decisions in life and work is the motivation behind this idea. Women with family and household responsibilities need independence. Under the influence of these factors, women entrepreneurs choose a career with the desire to compete and try new things. This situation is considered an obstacle. The main responsibilities of women in business life are family obligations and responsibilities.

Women Entrepreneurship in India

It is estimated that women entrepreneurs currently constitute about 10% of all entrepreneurs in India. The term 'women entrepreneurship' refers to the business ownership and establishment of businesses that support women's work and enhance their economic and social well-being. As a result, women entrepreneurs have a major impact in almost all industries, accounting for more than 25% of all types of businesses. The figure is less than 5%. Indian women entrepreneurs are changing the face of business today, both literally and figuratively. The positive growth and expansion of women-owned businesses is one of the trends of the past year, and all signs point to this trend continuing steadily. Over the past decade, the number of female entrepreneurs has increased by one and a half times, doubling the total number of businesses. And as their numbers have increased, so have income and employment.

Problems of Women Entrepreneurs

Gender inequality: India has traditionally been a male-dominated society and women should not be equal to men. They are seen as workers for their husbands and men, are physically weak and lack the confidence to take on work responsibilities.

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Lack of Education: Indian businesswomen are far from educated. Most women (about 60 percent of all women) are illiterate. Those who are educated receive little or no education, partly because of early marriage, partly because of high school students and partly because of poverty. Due to lack of proper education, women entrepreneurs are still unaware of innovation, new production, business and other government supports that encourage them to succeed.

Financial problems: Women entrepreneurs face many problems in terms of supporting and meeting the financial needs of their businesses. Banks, lenders and financial institutions do not provide financial assistance to women borrowers because their loans are more and they are more likely to fail. Facing technological discontinuity Non-acceptance or slow adoption of technological change is a major reason for high production costs.

Lack of entrepreneurial skills: Lack of entrepreneurial skills is a concern for women entrepreneurs. They do not have an entrepreneurial spirit. Even after attending various business trainings, they cannot overcome the risks and problems that may arise in the operation of the organization.

Inadequate management: Women entrepreneurs have weak management skills such as planning, organization, management, coordination, support. An organization. Therefore, women's lack of control and restrictions become obstacles that limit their success in running a business.

Legal Process: For women entrepreneurs, completing the legal process required to start a business is a difficult task due to the various permits in the government, organizing and expanding the processes related to electricity, water and sewage. In such cases, it is difficult for women entrepreneurs to concentrate on running a business effectively

Lack of self-confidence: Due to their background, women entrepreneurs lack self-confidence and self-confidence is the key to entrepreneurship. They should try to strike a balance between running the household and managing the business.

Future Prospects For The Development Of Women Entrepreneurs

The percentage of women entrepreneurs has increased significantly worldwide. The emergence and growth of women entrepreneurs in India is very noticeable and their overall contribution to the Indian economy is very significant. Today, the role of women entrepreneurs in the development of the economy is inevitable because women are achieving this. not only that we are doing it. The acceptance is not only in the field of choice but also in fields like business, economics and engineering. Business models and businesses have changed significantly. Information technology has changed the process of self-employment. Being a business owner gives women the freedom they want, the job they want and the success they want. Business ownership across the country is critical to future business success. Today, women are empowering, mentoring,

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and changing the face of business around the world. Finally, women business owners need to know who they are, what they do, and how effective they are in the business world. Vocational training and leadership skills for women entrepreneurs must continue. Activities that train women must focus on their entrepreneurship and profitability. National financial institutions and financial institutions should be allowed to provide business-related financing to women entrepreneurs. Finally, women-owned businesses should have access to open financing.

How to Develop Women Entrepreneurs?

The development of women entrepreneurs and their increased participation in business life requires efforts in all areas. The following measures can be taken to encourage the positive development of women entrepreneurs.

Consider women as a special group for all construction workers.

Government departments should provide better training opportunities and programs for women.

Provide appropriate training in management skills to women communities. Strengthening women's participation in decision-making processes.

Technical development will be carried out in women's polytechnics and business schools. Provide professional development and leadership training to women entrepreneurs.

Organize mass training and seminars to eliminate psychological factors such as lack of self-confidence and fear of success for existing women entrepreneurs.

Consultancy should be provided to existing and new business women with the help of NGOs, psychologists, professionals and employees.

Monitor and develop education programmers regularly. Activities in which women are trained should focus on their entrepreneurship and profit.

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Suggestions

Business knowledge needs to be done to educate women. Encourage women entrepreneurs and build a successful business. A suitable platform should be found to overcome the challenges faced by women entrepreneurs. Women should be encouraged to take advantage of the policy mandated by the government to improve the status and level of women entrepreneurs at home. Women entrepreneurs should receive support and encouragement provided by families, communities, governments and financial institutions.

Conclusion

Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the ways for that. But unfortunately it is seen that the traditional mind set of the society and negligence of the state and respective authorities.

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are important obstacles in the women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage, motivate women entrepreneurs.

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