

Women Entrepreneurship in India: Challenges and Government Support

Abstract

Entrepreneurs bring innovation in an economy. It creates more jobs and leads to the inclusive, sustainable and equitable development of economy. During the recent years there has been significant improvement in terms of women in entrepreneurship. Government and various banks have made the efforts to uplift the concept of women entrepreneurship which further helps in entailment of women empowerment. Being an entrepreneur not only benefit her but also the family and society on the whole. The paper has a descriptive nature. The main aim of this paper is to study the problems faced by women entrepreneur in India, the assistance provided to them, the schemes developed, their growth, and the main source of finance.

Keywords: Women, Entrepreneurship, Challenges, Scheme.

Introduction

Women entrepreneurship is the issue that has been given attention from past to the present all over the world. Females have successfully paved the paths to manage, build and scale enterprises in the same manner as males have done. Nation is looking forward to see how women play their role for economic prosperity in the country and for the success of the business. The biggest challenge of women from the past years have been in balancing time and energy, managing the challenges of the family and business, so much so that even after becoming entrepreneurs they are involved in all the works of business and family side by side. With reference to sixth economic census women entrepreneur are 14% of the total entrepreneur in India.

There are numerous personal or external factors which prevents a woman from taking an entrepreneurial path. Many efforts are being made to change the dynamic through different initiatives, so as to create the need of women entrepreneurs both in and outside the organization by providing connections, learning and support. Various global and regional program are designed to support entrepreneurs, which help to create positive impact. Continuous efforts are being made by various groups of people and organisation to break the perceived glass ceiling for women lives and strengthening communities. Proper coaching and support for entrepreneurs and even the funding programs that will support female entrepreneur are designed.

Objectives of the Study

1. To study the development of women entrepreneurs.
2. To understand the challenges faced by the women entrepreneurs.
3. To study support given to women entrepreneurs by government of India
4. To provide knowledge regarding the financial assistance.

Research Methodology:

The prepared paper is a descriptive study and processing of secondary data from various reports, articles and websites.

In India many women have really make mark in the industry. Few successful women entrepreneurs despite many hurdles are:

1. Kiran mazumdar-Shaw- the Chairperson and Managing director of Biocon limited and the Chairperson of Indian institute of management Bangalore,
2. Chanda Kochhar - the former MD and Chief executive officer of ICICI bank,
3. Vandana Luthra -the Indian entrepreneur and the founder of VLCC health care ltd,
4. Nita dalal mukesh ambani - the chairperson and founder of the Reliance foundation and a non-executive director of Reliance industries,

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5. Suchi mukherjee - CEO of Lime road,
6. Shahnaz husain - the founder, chairperson & MD of the Shahnaz husain group,
7. Indra nooyi - an Indian American business executive, the Chairwoman of Pepsico,
8. Mallika srinivasan - the Chairperson and CEO of Tractors and farm equipment limited,
9. Chitra ramkrishna - the MD and CEO of the NSE,
10. Shikha sharma - the MD and CEO of Axis bank,
11. Preetha reddy - the Vice Chairperson of Apollo hospitals,
12. Priya paul - the Chairperson of Apeejay Surrendra park hotels, a subsidiary of the Apeejay Surrendra Group.

Problems Faced by Women's**Financial Problems**

Finance is the life blood of every business organisation. Every entrepreneur strives hard to carry on its business in smooth and in efficient manner by best utilising its financial resources. Women find it hard to take loan from the financial institution because of lack of guarantee, property as security and personal identity. It becomes difficult for them to overcome this problem through external source. Even the family do not support them due to lack of self-confidence, knowledge skill etc

Family Struggles

In India women generally are asked to look after their marriage and family life. In order to earn profit and run a long run business they have to spend long hours due to which she can't make herself available to the family each time like domestic work, looking after the children and family members etc. She faces problems because a very little time and energy is left for family. If she has to run the business then she has to keep a fine balance between business activities and domestic activities.

Sexism

India ranks 130 out of 189 countries in 2018 human development rankings released by the united nations development programme (undp). The Indian constitution speaks of equality but women are looked as weak in all respect both in family and business they are dominated by men. She always has to consult and get permission almost every time. Only men in the family are one who take the final decision and this is because the mother has nothing more than mothering in their lives.

Lack of Education

Majority of the women in India are denied of education and are still illiterate especially in rural areas. This is cause due to socio-economic problem people thing educating them or spending on their higher or technical education is totally waste of money as she has to do household work only and not the business. This thinking background of families have a great influence on the growth of women as they are not aware of technology, market knowledge and business and thus are not able to a skill entrepreneur. They due to all above condition lack motivation to stand and be self-reliant.

Cut Throat Competition

Women being an entrepreneur has to work within some limits. She is not having access to all the

benefit that a man has, keeping in mind these she has to face a lot more factors in order to survive in the market with new, entrepreneurs having vast experience as well as organised industries. For marketing their product and services they lack in knowledge and experience that men entrepreneur has. Thus, such a competition adversely affects the women entrepreneur.

Heavy Household Responsibilities

Women in comparison to men have few hours to devote to business. They have to do first the household work and then if work and energy remains, she can work.

Safety and Security

To be an entrepreneur a woman needs to interact with a lot of strangers, work for long hours, attend meeting in different areas, travel a lot etc. Keeping in view the social crime in India it becomes the biggest obstacle for women. In some areas women hesitate to travel from one place to another in order to sell their dairy products, papads etc.

Limited Decision-Making Ability

Females from their childhood are meant to follow the instruction given to them. They are not allowed to participate in the discussions. For this most of them are now dependent on their parents before marriage and after that on husband and in laws.

Lack of Family Support

Time to time proper support of family is required by women to be an entrepreneur. Some family have a mindset the women are only meant to work within the four walls of the house only. They are not allowed to work but just to serve the family. Family has fear in mind of what society will think about them.

Legal Formalities

Females find it extremely difficult to fulfil all the legal formalities due to the fact that they are unaware of step to be followed to start the business, the process being cumbersome, financial requirement to get licence etc.

Marketing Problems

Women entrepreneurs face problem in marketing their product and services because of various factors involved. They have to travel from one place to another, need a lot of money to advertise, in building contacts with unknown etc. Middlemen are generally aware of area of work till which a woman can perform and take the advantage of it and exploits them and in deed pocket large chunk of profit. Even the experienced women fail to make a dent in this area as it is dominated by males and due to lack of marketing they fail to stand in the market.

Lack of Knowledge about Government Schemes

Lack of awareness amongst women about the schemes, policies, programmes run the government of India to provide financial assistance is one of the challenges. Only a few women are able to reach to avail the benefit.

Schemes

In recent years government institutions and banks have brought up plan, programmes, schemes to provide assistance and empower women. They have helped women to build their own identity

Name of bank with the schemes develop by them

Bank Name	Special Scheme Name
Vijaya Bank	V Mangala
Oriental Bank of Commerce	Oriented Mahila Vikas Yojana
Bank of India	Priyadarshinin yojana
Dena Bank	Dena shakti
State Bank of India	Stree Shakti Package
Small Industries Development Bank of India	Mahila Udyama Nidhi
UCO Bank	Naroi Shakti

Annapurna Scheme

This scheme provide assistance to the women involve in food catering on small scale. This scheme is sponsored by state bank of Mysore now state bank of India after merger in October 2017. A loan maximum of ₹ 50,000 is provided for a period of 36 months. The interest rate keeps on fluctuating as per market rate of interest.

Mudra Yojana Scheme for Women

These days government are helping out women to excel in their field of expertise. Women under this scheme can run tuition centres, parlours, sewing and other small-scale business. They receive the loan collateral free under predefined terms and conditions. Mudra card is given to verified female citizen which enables her to buy material to run its business. Under this scheme a woman get loan under shishu, kishore and tarun scheme.

Scheme	Amount of loan
Shishu	Up to ₹50,000
Kishore	Up to ₹ 5,00,000
Tarun	Up to ₹50,00,000

Cent Kalyani Scheme

The main aim of this scheme is to encourage women to start or to expand the business. The business can be manufacturing and service like doctor, engineer, designer, beautician etc. Women who manage Micro / Small enterprise or is involved in agricultural work.it is sponsored by Central Bank of India.Loans maximum of Rs. 100 Lakhs are sanctioned. There is no processing fee and the Interest rates vary in accordance with to market rates.

Udyogini Scheme

Punjab and Sind bank are the first sponsor of the scheme thereafter many banks offered this loan. Under this scheme loan is given to the women who are engaged in the small scale, retail and agriculture business. Women between the age of 18 to 45 year can avail the loan. A maximum of ₹1 lakhs is sanctioned. The interest rate is low

Mahila Udyam Nidhi Scheme

Punjab National Bank provides this scheme for the welfare of women who run industry on small scale to expand or modernise their unit. This scheme encourages and empower women hassle free

Stree Shakti Package for Women Entrepreneurs

State bank of Mysore now SBI after merger. Companies having shares of more than 50% in name of women are eligible under this scheme to avail loan. Up to ₹5 lakh no collateral security is required to be deposited. Concession rate of interest of 0.50% on loans if amount exceed ₹2 lakh.

Data Showing The Development Made In Enterpreneurship

With the help of various programmes run the increase in number can be seen from the data given below. Both the registered and unregistered memes and the percentage of women owned MSME's enterprises constitute about 97 % that very much shows its growth.

Classification of Women-Owned MSME's

Category	Registered	Unregistered	Total	Total versus all women owned businesses (percent)	Total versus all MSME's (percent)
Micro	274,059	2,655,318	2,929,377	97.62	9.40
Small	40,722	30,414	71,136	2.37	0.23
Medium	276	0	276	0.01	0.01
Total	315,057	2,685,732	3,000,789	100.00	10.25

Women entrepreneurs owned 5,45,806 number of units, which constitute 18.95%.

Employment provided by these units to 9,19,039 persons (12.86%).

Percentage Share of Women Owned Establishments

States In India	Percentage Share of Women Owned Establishments
Tamil Nadu	13.51
Kerala	11.35
Andhra Pradesh	10.56
West Bengal	10.33
Maharashtra	8.25
Karnataka	6.78
Gujarat	6.57
Uttar Pradesh	5.99
Telagana	4.43
Odisha	3.10
Rajasthan	3.08
Madhya Pradesh	2.77
Assam	1.91

Bihar	1.91
Haryana	1.55
Punjab	1.38
Manipur	1.10
Chhattisgarh	0.97
Delhi	0.87
Jharkhand	0.68
Other States In India	2.91

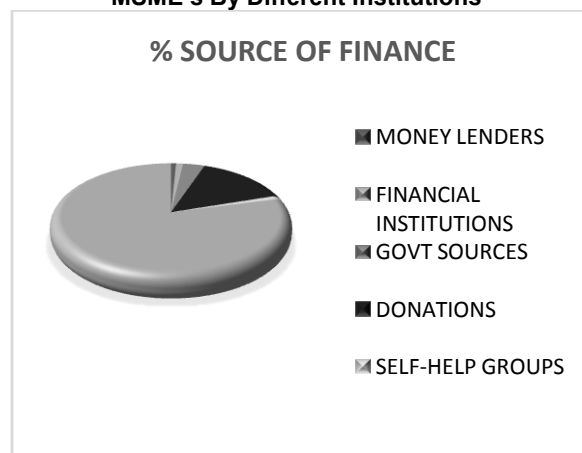
From the above data taken from the sixth economic census it can be drawn that Tamil nadu in comparison to other states of India had more percentage of women having establishments. Jharkhand, Chhattisgarh, Delhi have much more to do for upliftment.

Sources of Finance

The data given below shows the area from where finance has been raised by women in order to start up its business.

Source	Financing supply share (percent)
Public sector banks through microcredit	30
Public sector banks to small scale	38
Prime minister's rozgar yojana	2
Swarna jayanti shahari rozgar yojana	1
Swarna jayanti gram swarozgar yojana	4
Private sector banks	19
Foreign banks	5

Table: Supply of Finance to Women-Owned MSME's By Different Institutions



It can be interpreted from above that maximum time the women had to arrange the fund to run its business. It has not been an easy way for women to run its business as finance is the core and without it the idea can't be converted into action.

Women Enterprises And SSI Units Managed By Women

Name of State/ UT	No. of enterprises managed by women	No. of women enterprises
Jammu & Kashmir	5640	5742
Himachal Pradesh	3515	3722
Punjab	30190	29068
Chandigarh	2059	2243
Uttaranchal	8706	8804
Haryana	10087	9620
Delhi	13368	14383
Rajasthan	29785	36371
Uttar Pradesh	54491	72667
Bihar	38170	49443
Sikkim	30	98
Nagaland	207	179
Arunachal Pradesh	131	150
Manipur	9168	10745
Mizoram	3076	3700
Tripura	631	863
Meghalaya	3658	3580
Assam	11189	11757
West Bengal	71847	69625
Jharkhand	7271	7865
Orissa	33274	38233
Chhattisgarh	11766	10034
Madhya Pradesh	62351	68823
Gujarat	55361	53703
Daman & diu & dadra & nagar haveli	167	213
Maharashtra	80662	100670

Andhra Pradesh	77347	77166
Karnataka	101264	103169
Goa	677	810
Lakshadweep	61	67
Kerala	137561	139225
Tamil Nadu	130289	129808
Pondicherry	1089	1065
Andaman & nicobar islands	53	110
All India	995141	1063721

Conclusion

Women have held a very important position in social, political and economic form and will continue, with the assistance of government from time to time in India. A positive environment to work in need to be maintained so that they as a woman can play the role and continue to contribute to the society. The study shoes that a woman faces a number of problems as compare to men. She has to keep a proper balance between the family and business only then she can be successful. The schemes introduced by government and banks have made an efforts towards reducing the problem and enabling them to show their talent .the data shows that Tamil Nadu and Kerala are the state in India that are on first and second position respectively that have more women entrepreneurs .Hence it can be said that women are doing well in areas of their expertise, but still much

more is required to see them in huge number by strengthening their skills and capabilities

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