

Challenges Faced by Women Entrepreneurs in Economic Empowerment

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Abstract

Pandit Jawaharlal Lal Nehru has remarked "When women move forward, the family and then ultimately Women the Nation one of the most moves relevant untapped forward resources if you."Talk about entrepreneurship. Female entrepreneurship is gaining attention and importance in light of the evidence of the importance of new business creation for economic growth and development. Entrepreneurship refers to the act of setting up a new business so as to take advantages from new opportunities. Entrepreneurs are responsible for shaping the economy and they help in creation of new wealth and new jobs by inventing new products, process and services. We all understand that economic development of the today' woman's crucial for economic development of any country specially a country like India. The dependency on service sector has created many entrepreneurial opportunities for women that they can utilize to enhance their social standing and reputation. In this paper, an attempt has been made to study the opportunities and challenges related with entrepreneurship that the woman of our country faces in the present times. Much knowledge is not found about the economic relevance of women in entrepreneurship programs and the effect of these programs on society and economy.

Keywords: Entrepreneurship, Woman, Economy, Economic Development, Challenges, Economic Growth, & Business Enterprise

Introduction

The economic development of a Nation depends on its industrial development. The industrial development is based on the entrepreneurial competencies of the people. Hence, the concept of building entrepreneurship Promotion is need of the hour. Women entrepreneurs is one who starts business and manages it independently and tactfully, takes all the risks, faces the challenges boldly with an iron will to succeed. Women entrepreneurship is an economic activity of those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise Women enter entrepreneurship due to economic factors which push them to be on their own and urge them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs and desire for social recognition motivate them towards self-employment. We see a lot of women professionals in engineering, medicine, law, etc. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3P's, namely, Papad, Pickles and Powder .Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics etc. They're also setting up hospitals, training centers, etc. Even though female entrepreneurship and the formation of women entrepreneurship and the formation of women business networks is steadily rising, there are a number of challenges and obstacles that female entrepreneurs face. One major challenge that many women entrepreneurs face is the traditional male- dominated field, and it may be difficult to surpass these conventional views. Other than dealing with the dominant stereotype, women entrepreneurs are facing several obstacles related to their business. Women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life.

Objectives of the Study

1. To study the Women Entrepreneurship Development in India
2. To identify the problems faced by women entrepreneurs.
3. To know the role played by SHGs in Women Entrepreneurship Development.
4. To suggest appropriate suggestion for women entrepreneurship development
5. To discuss the problems faced by women entrepreneurs in India.

Review of Literature

The term entrepreneur has its origin in the French language. In the 16th and 17th century this term was used in relation to the military expeditions and civil engineering activities. Later on in the 18th century this term was used in context to the economic activities. In the late 19th and early 20th centuries, entrepreneurs were frequently not distinguished from managers and were viewed mostly from an economic perspective. Out of them 59% had founded two or more companies till the 1990s, mainstream academic journals and leading newspapers in the India perceived women owned firms as only small lifestyle businesses or sole proprietorship firms (Baker et al. 1997). Vijay Kulkarni (2000) has described in his Women article "through Self-Help Groups" the difference who have become part between of SHGs and those who are not members of the SHGs from the same village. Empowerment has taken place across caste/class. It has also helped to some extent to go beyond caste politics and to bring them together as women. Singh, 2008, conducted a study to identify the reasons & factors that influence entry of women in entrepreneurship and also explained the obstacles in the growth of women entrepreneurship. The factors identified were lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, and gender discrimination, lack of social networking, low family and financial support. Tambunan, (2009), made a study on recent changes that have occurred in women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. The study found that women entrepreneurship is gaining overwhelming importance in all sectors. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. Cohoon, Wadhwa & Mitchell, (2010), present a detail motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. The male-centered business model was considered as the natural model of doing business. However, research on women entrepreneurs' reveals that entrepreneurship is a gendered phenomenon and entrepreneurial activities can be rooted in families (Jennings and Brush 2013). Emerging literature suggests that women can play a significant role in the larger entrepreneurship phenomenon and economic development (Sarfaraz et al., 2014). Next, we present

a summary and analysis of the literature review papers published from the 1980s till Aug. 2018. Then, we discuss the research review approach followed in the paper and present the suggestions from our search using e-databases.

Contribution of Women Entrepreneurs in Economic Empowerment

Women entrepreneurship is growing at a faster rate for economic development of a country. Women approximate make half of the population. If their potential will be fully tapped then it will results creation of job opportunities, improved standard of living, income generation, development of social and economic life etc. González Arancha (2014) said that women entrepreneurs reinvest 90% of their revenues into the community. Women entrepreneurs contribute approximately 3.09 percent of industrial output and employ over 8 million people. Nearly, 78 percent of women enterprises belong to the services sector. Women entrepreneurship is largely skewed towards smaller sized firms, as almost 98 percent of women-owned businesses are micro-enterprises Women are also playing a major role in agriculture and home based industries. Apart from these, women entrepreneurs as small firms achieved remarkable heights of success in the world of fashion, beauty and career counseling.

Some Successful Leading Business Women in India

1. Akhila Srinivasan, Managing Director, Shriram Investments Ltd
2. Chanda Kocchar, Executive Director, ICICI Bank
3. Ekta Kapoor , Creative Director, Balaji Telefilms
4. KiranMazumdar-Shaw, Chairman and Managing Director, Biocon
5. Ranjana Kumar , Chairman, NABARD
6. RenukaRamnath, CEO, ICICI Ventures
7. Ritu Kumar, Fashion Designer
8. ShahnazHussain, CEO, Shahnaz Herbals

Challenges Faced By Women Entrepreneurs In India**Shortage of Finance**

Women and small entrepreneurs always suffer from inadequate financial resources and working capital. They lack access to external funds due to absence of tangible security and credit in the market. Women do not generally have properties in their name. Finance is the most important aspect of any business. Non availability of long term finance, regular and frequent need of working capital and long procedure to avail financial help are found to be the financial problems faced by the women. Finance is regarded as the "Life blood" for any enterprise be it big or small. However women entrepreneurs suffer from storage of finance on two counts firstly women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly the banks also consider women less credit worthy and discourage women borrowers on the brief that they can at any time leave their business. Give such situation women entrepreneurs are bound to rely on their savings, if any and loans from friends and relatives who are

expectedly meager and negligible. Thus, women enterprises failed due to the storage of funds.

Stiff Competition

Many of the women enterprises have imperfect organizational set up. They have to face severe competition from organized industries and male entrepreneurs. Women entrepreneurs do not have organization setup to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both, organized sector and their male counterparts. Such a competition, ultimately, results in liquidation of women enterprises.

High Cost of Production

Another problem which undermines the efficiency and restricts the development of women enterprises is the high cost of production.

Low Mobility

One of the biggest handicaps for women entrepreneurs is mobility or travelling from place to place. Women on their own find it difficult to get accommodation in smaller towns.

Family Responsibilities

In India it is mainly women's duty to look after the children and other members of the family. Their involvement in family leaves little energy and time for business. Married women entrepreneurs have to make a fine balance between business and home. In India it is mainly a women's duty to look after the children and other members of the family. Man plays a secondary role only in case of married women she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business support and approval of husbands seem necessary condition or women's entry into business. Accordingly, the educational level and family background of husbands positively influence women's entry into business activity.

Social Attitudes

The biggest problem of a women entrepreneur is the social attitude and the constraints in which she has to live and work. Despite constitutional equality there is discrimination against women. In a tradition-bound society, women suffer from male reservations about a women's role and capacity. In rural areas, women face resistance not only from males but also from elderly females who've accepted inequality.

Low Ability to Bear Risk

Women have comparatively a low ability to bear economic and other risks because they have led a protected life. Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk bearing is an essential requisite of a successful entrepreneur

Lack of Education

In India, literacy among women is very low. Due to lack of education, majority of women are unaware of technological developments, marketing knowledge, etc. lack of information and experience creates further problems in the setting up and running of business enterprises.

Low Need for Achievement

Need for achievement, independence and autonomy are the pre-requisites for success in entrepreneurship, but women are proud to bask in the glory of their parents, husbands, sons, etc.

Male Dominance

Male chauvinism is still the order of the day in India. The constitution of India speaks of equality between genders. But, in practice women are looked upon as able i.e., weak in all respects. Women suffer from male reservations about a women's role, ability and capacity and are treated accordingly. In nutshell, in the male dominated Indian society, women are not treated equal to men. This in turn, serves as a barrier to women entry into business.

Health Problems

Major health problems faced by women entrepreneurs where tension, backache, eye strain fatigue and headache. It is found that women feeling the problem of feeling fatigued after returning home, lack of rest in sleep and heavy schedule.

Lack of Technical Know

How Management has become a specialized job which only efficiently managers perform. Women entrepreneurs sometimes are not efficient in managerial functions like planning, organizing, controlling, directing, motivating, recruiting, coordinating and leading an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run an enterprise successfully.

Entrepreneurial Skill

Lack of entrepreneurial attitude is a matter of concern for women entrepreneurs. They have limited entrepreneurial abilities. Even after attending various training programs on entrepreneurship, women entrepreneurs failed to overcome the risk and troubles that may come up in an organizational working.

Lack of Self-Confidence

Women entrepreneurs, because of their inherent nature, lack self-confidence which is essentially a motivating factor in running an enterprise successfully. They have to work hard to strike a balance between managing a family and managing an enterprise. Sometimes, they have to sacrifice their entrepreneurial urge in order to strike a balance between the two which results in loss of a prospective entrepreneur

Recommendations to Overcome the Challenges

1. There should be continuous attempt to inspire, encourage, motivate and co operate women entrepreneurs.
2. SHGs should be provided with more loans from the government.
3. The government should introduce entrepreneurial development programme for women.
4. Finance should be made available to women entrepreneurs at a reduced rate of interest.
5. Better educational facilities and schemes should be extended to women folk from the government.
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8. Better educational facilities and schemes should be extended to women folk from the government.
9. Financial institutions should give loans to women entrepreneurs at a less rate of interest so as to encourage them to start their own business
10. Government should conduct special training programs, entrepreneurial development programmes, and improvement programs for Women Entrepreneurs to enhance their productivity.
11. Proper support should be administered to promising women entrepreneurs
12. Counseling should be administered to women entrepreneurs to encourage them to start their own business.
13. Incubator facilities should be provided to entrepreneurs so that they can manufacture a product without investing much on infrastructure.

Conclusion

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence etc. Various factors like Pull and Push factors influencing women entrepreneurs. Successful leading business women in India Government takes various steps for the up liften of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan. Women have the potential the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India. Women perform an important role in building the real backbone of a nation's economy. The process of economic development would be incomplete and lopsided, unless women are fully involved in it. The orientation of a society as a whole, regarding desirability that women should play an equal part in the country's development, is a very important precondition for the advancement of not only women, but the country as a whole. The highest national priority must be for unleashing of women power which is the single most important source of societal energy.

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