

Women Entrepreneurship: Problems and Challenges - A Study

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I. Introduction:

Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risk, face challenges, provide employment to others and manages the business independently. Approximately, one third of the entrepreneurs in the world are women entrepreneurs.

Business or organisation started by a women or group of women. There has been a change in role of women due to growth in education, urbanization, industrialisation and awareness of democratic value.

Women Entrepreneurs - Industries:

- Agarbathi making
- Papad making
- Embroidery
- Handicrafts
- Catering services
- Running restaurant, snack bars
- Small retail shops
- Beauty parlours
- Pickle manufacturing.

Position of Women in India:

Since the 21st century the position of women in India has been changing as a result to growing industrialisation and urbanization, spasmodic mobility and social legislation. Over the years, more and more women are going for higher education and their proportion in the workforce has also been increased.

In India, a large percentage of women micro enterprises that women adopt as a forced economic interest. These micro industries can be categorised into farm and store farm business.

In rural India, historically, plenty of girls member one producers can be categorized as entrepreneurs.

Women entrepreneurs have increased the economic liberalisation and globalisation. These entrepreneurs have the role of change makers in both family and also in the society. Women have the responsibility of taking care of her family, belongings and surroundings.

Women entrepreneurs are the part of economic development in our greater nation. Role of women entrepreneurs in economic development of our nation cannot be neglected.

Challenges of Women Entrepreneurs:

Our society is basically a predominant male dominated were women are not equally treated like a men. So this male dominated society considered women to be a weaker section of the society. The male prejudice is still prevalent in India. So that Indian women lack of self confidence, will power, mental compositors and entrepreneurial attitudes has made devastating on India.

Women primarily have their self role and have to take care of domestic work. Her family commitment and responsibility will be a hindrance for most of the times for conducting her entrepreneurial activities. Her duty towards her children and family members as a whole result in some difficulties while taking care of her business activities.

Women entrepreneurs will face it as a difficult take to overcome the in stability to run their business. Sometimes has an unorganised work so that there will be lack of skilled work. Women have difficult in accounting the funds and other resources due to several reasons like personal laws which is regarding marriage, inheritance and property related problems can hinder women to access the assets that can be used as a collateral to secure a loan etc. Lack of awareness regarding the risks, government schemes, welfare and laws will be biggest challenges to a women entrepreneur.

II. Problems of Women Entrepreneurs:

1. Problems of Finance: Finance is regarded as “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance as two problems. Women do not generally have property on their to use them as collateral for obtaining funds from external sources.
2. The banks also considered women has credit worthy.
3. Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs.
4. Women entrepreneurs do not have organisational setup to pump in a lot of money for canvassing and advertisement. Thus, they have to face stiff competition for marketing their products with both organised sector and their male counter parts.
5. Unlike men, women mobility in India is highly limited due to various reasons.
6. In India, it is mainly a women’s duty to look after children and other members of the family, man plays a secondary role only.
7. In India, around 60% of the women are illiterate; illiteracy is the root cause of socio economic problems due to the lack of education and that too qualitative education.
8. Male dominated society, the constitution of India speaks of equality between sexes. But, in practice, women are looked upon as abla, i.e. weak in all respects.
9. Women in India lead a protected life. They are less educated and economically not self dependent.

Remedial Measures:

- Government and NGOs must provide help to women entrepreneurs both financial and non-financial areas.
- Women entrepreneurs must be given training to operate and run a business successfully.
- Women require assistance in selection of machinery and technology.
- Due to limited mobility, women are unable to market their goods. Assistance must be providing to help them to market their goods.
- Family should support women entrepreneurs and encourage them to establish and run business successfully.

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