

Women Entrepreneurship in India- The Status and Imperatives

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Abstract—The paper talks about the status of women entrepreneurs and the problems faced by them. And also how much credit can be given to entrepreneurship for the innovation and growth of free-enterprise economies. The reward for the risks taken is the potential economic profits the entrepreneur could earn. Technically, a “women entrepreneur” is any women who organize and manages any enterprise, usually with considerable initiative and risk. However, quite often the term “women owned business” is used relative to government contracting. At the end some major problem faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship and steps taken by the government for upliftment of Indian women entrepreneurs.

Entrepreneurship of women development is an essential part of human resource development compared to other countries the development of women entrepreneurship is very low in India especially in the rural areas however, women of middle class are not too eager to alter their role in fear in social backlash the progress is more visible among upper class families in urban cities. Due to change in environment, now people are more comfortable to accept leading role of women in our society. Our increasing dependency.

Objectives

Develop women entrepreneurship in rural area
Solutions for problems in rural areas for women
Government support in the form of schemes

Methodologies

This data is collected from primary data, secondary data, books on service sector has created many entrepreneurial opportunities especially for women where they can excel their skills with maintaining balance in their life. This study is intended to find out various problems, motivating and de-motivating factors of women entrepreneurship.

Keywords: Entrepreneurship, women, opportunities, Families, innovation, Development, factors, Technically, contracting, government.

1. INTRODUCTION

The developing economics, the small savings of rural areas are contributing more in establishing the small and micro enterprises in India. In the light of demise of rural artisanship entrepreneurship has been given much importance as well as

empowerment too. The women empowerment has been important role of governments and other non-governmental organizations. The women endowed with innative power that can make them successful entrepreneurs. Women entrepreneurs is inherent and also a natural process. A women entrepreneur is an adult who owns and runs an enterprise, especially a commercial one, often at personal financial risk. The ILO defined the women’s enterprise as ‘a small unit where one or more women entrepreneur has not less than 50% financial holdings. The origin of the basic word “entrepreneurs” is from a French word “entree” “To enter” and “Pender” “to take” and in general sense applies to any person starting a new project or trying a new opportunity.

The oxford English dictionary 1897 defines the term “entrepreneur” in similar way as the director or the manager of public musical institution one who gets of entertainment arranged especially musical performance. A women entrepreneur can b defined as a confident, innovate and creative women capable of achieving self economic independence individually or in coloration generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life. One way of achieving by making women come out and become entrepreneurs. In the traditional society, they were confining to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts activities.

2. CHARACTERISTICS OF WOMEN ENTREPRENEURS

Women entrepreneurs tend to highly motivated and self director; they also exhibit a high internal locus of control and achievement. Researches contained that women business owners posses certain specific characteristics that promote their creativity and generate new ideas and ways of doing things. Did you know that women owned businesses are one of the fastest growing segments of our economy according to the small businesses administrations If you have been considering starting your own businesses, now a good time to get started.

Starting your own businesses takes a lot of know how starting with planning. You also have to know about preparation, finishing and marketing add to that, is the importance of keeping an open and positive frame of mind. You have to believe you can succeed in order to make it a reality. One key characteristic of all successful entrepreneurs is that they have vision. They find a niche in a particular market and find a way to fill it.

3. PROBLEMS FACED BY INDIAN WOMEN ENTREPRENEURS

Besides the above basic problem the other problems faced by women entrepreneurs are as follows:

1. Family ties: Women in India are a very emotionally attached to their families. They are surprised to attend to all the domestic work, to look after the children and other members of the family. They are overburdened with family responsibilities like extra attention to husband, children and in laws which take away a lot of their time and energy. In such a situation, it will be very difficult to concentrate and run the enterprise successfully.
2. Male dominated society: even though our constitution speaks of equality between sexes, male chauvinism is still order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family.
3. Lack of education: most of the woman is 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 educational partly due to poverty.
4. Social barriers: the traditions and customs prevailed in Indian societies towards women's sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinder women entrepreneurs too. In rural, they face more social barriers. They are always seen with suspicious eyes.
5. Problems of finance: women entrepreneurs suffer a lot in raising and meeting financial needs of the businesses. Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women entrepreneurs on the ground of their low credit worthiness and low chances of business future.
6. Traditional Mindsets: when a friend once announced that she would like to quit her job and set up her own art and design business, instead of a pat on the back or a hearty congratulations, she got a raised brow and a question that broke her confidence 'you are an artist, what will you be able to do?' while a lot many women are breaking the shackles and moving out of their homes to work, setting up business is still perceived to be a man's domain.

4. SOLUTIONS FOR SOLVING THE PROBLEMS

The following are the solutions to solve the problems in women entrepreneurship. They are:

(1) Financial cells

To solve the financial problems of rural women entrepreneurs to establish financial institutions like banks special cells may be opened for providing easy finance. Finance to women entrepreneurs may be provided at concessional rates of interest and to easy repayment.

(2) Marketing cooperation

Central and State Government should give priority to women entrepreneurs while purchasing for their requirements. Sufficient data and marketing intelligence should be made available to women entrepreneurs.

(3) Supply of raw materials

Scarcely and imported raw materials may be made available to women entrepreneurs on priority basis. A subsidy may also be given to make the products manufactured by women entrepreneurs cost competitive.

(4) Education and awareness

It is necessary to change negative social attitudes at women. And without proper education she can't succeed in business field in present scenario.

(5) Promotional help

The promotional helps are in the form of the following, they are:

- Preparation of project report
- Registration
- Licensing etc.

5. CHALLENGES OF WOMEN ENTREPRENEURSHIP IN RURAL AREAS

The following are the challenges faced by rural women entrepreneur they are:

- Poverty
- Millennium development goals
- The neglect of rural development
- Gender inequality

6. POVERTY

The widening gap between rich and poor world-wide is a major threat to global security and economic integration. About half of the planet's population are poor, living on less than 2 dollars a day. Poverty is a vicious circle, being both major cause and the effect of a situation, in which no opportunities seem to exist for the poor to help themselves.

7. MILLENNIUM DEVELOPMENT GOALS

Eradicating poverty is shared objective of the international community. The millennium Declaration of the United Nations stipulates the target of having the proportion of the

world's people whose income is less than one dollar a day by the year 2015. Another millennium development goal is to promote gender equality and empower women as effective ways to combat poverty, hunger and disease and to stimulate development that is sustainable.

The neglect of rural development

A staggering 75% of the world's poor live in rural areas. And yet, resources and policies continue to be biased in favors of urban development. An imbalance in development is the consequence, with detrimental effects on both rural and urban people.

Gender inequity

Women and girls constitute three-fifth of the world's poor. Their poverty level is worse than that of men as clear gender disparities in education, employment opportunities and decision making power exist. In addition to their economic and income –generating activities, women assume multi – faceted roles in society, i.e. As breadwinner of a family, unpaid family workers, service providers in the communities and mother take care of the family.

8. OBJECTIVES OF INDIAN WOMEN ENTREPRENEURS

The study is based on secondary data which is collected from the published reports of RBI, NABARD, census Surveys, SSI Reports, News papers, journals, Websites, etc. The study was planned with the following objectives:

1. To provide a training facilities in export marketing and management domestic marketing, quality control and standardization, management of enterprises laws, regulations, procedures and systems of running small and medium sized enterprises and sustaining their growth.
2. To facilitate enterprise to enterprise cooperation with in the country and with SME and women entrepreneur counterparts in 96countries of the world as on 30th June 1994 having members and associates of world association of small and medium enterprises, with which FIWE is affiliated.
3. To enhance access to term loan working capital.
4. Assisting in the identification of investment opportunities.
5. To identify the reasons for women for involving themselves in entrepreneurial activities.
6. To determine the possible success factors for women in such entrepreneurial activities.
7. To make an evaluation of peoples opinion about women entrepreneurship.

9. FACTORS INFLUENCING WOMEN ENTREPRENEURSHIP

1. **PUSH FACTORS:** Push factors are elements of necessity such as insufficient family income, dissatisfaction with salaries job, difficulty I finding work and a need for flexible work schedule because of family responsibilities. These factors may have more impotence for women then for men.

1. **PULL FACTORS :** Factors that works as entrepreneurial derive factors relate to independence, self fulfillment, entrepreneurial derive and desire for wealth, power and social status, co operation and support of family members and a strong network to contacts. The most prominent factors its self achievements expressed in terms of challenge which helps women to start, run their own businesses and turn in into profitable venture.

10. ROLE OF WOMEN ENTREPRENEURS IN INDIA

In India, women dominate the micro enterprise sector both in rural and urban areas. According to e micro enterprises the central statistical authority women account for close to 70 percent of the micro enterprises in Indian are run by women. However their participation in small, medium and large enterprises diminishes by owned participating in produce activities such as agriculture trade and industry women have multiple roles in society.

Women entrepreneurs are often described survivalist and dominate the law skill law capital interviews and micro business. Women tend to focus on business voice sector of their domestic roles such as the service sector the potential for the growth of women women Entrepreneurs is below and is driven laws by entrepreneurial derive then the need for several.

11. CONCLUSIONS

India is a male dominated society and women are assumed to be economically as well as socially dependent male members. Women entrepreneurs faced lots of problems like laths of education social barriers, legal formalities, high cost of production, Male dominated society, limited managerial ability, laky of self confidence etc. Various factors like Pull and Push factors influencing women Women Entrepreneurs. Successful leading business women in India. Government takes various steps for upliftment of women entrepreneurs in 7th five year plan, 8th five year plan, 9th five year plan.

According to the study it has been observed that women are very good entrepreneurs, and profit to choose same as they can maintain work life balance. Even though we have many successful women entrepreneurs in our country, but as who have a male dominated culture there are many challenges which women Entrepreneurs face from family and society.

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