

Problems Associated With Women Entrepreneurs in India

Mohini Agarwal

Abstract—Entrepreneurship is the core of economic development. It is a multi-dimensional task and essentially a creative activity. Entrepreneur is key factor of entrepreneurship. Women entrepreneurship is a recent phenomenon and in the process have to face various problems. The initial problems faced by these women seem similar to those faced by women in western countries. This paper examined the problems these women faced during the setting up and continued operation of their businesses and will try to figure out the solution for this problem.

Keywords—Entrepreneurship, Women, Problems, Development.

I. INTRODUCTION

FROM time immemorial men endeavor has been for the upliftment or enrichment of society. In recent times the single most important factor contributing to this advancement has been industrialization by bringing about social and economic development of the society. Industrialization can be achieved both by collective and individual efforts which are two different forms of entrepreneurship.

Entrepreneurship is neither a science nor an art it is a practice, but as in all practices, medicine or engineering for instance. Knowledge in entrepreneurship is a means to an end. It is not a “flash of genius” but purposeful task that can be organized into systematic work.

The entrepreneurs in the modern sense are the self starters and doers of a business who have organized and built their own enterprise or enterprises. In common parlance, almost anyone who starts an enterprise, industry, shop is called and entrepreneur.

Enterprises started by women are no longer confined to conventional fields like embroidery, knitting and tailoring they are venturing into new fields like electronics, pharmaceuticals, engineering and services. These women are mostly urban appropriately educated, sometimes having specialize skills and are also equipping themselves with some training and financial support.

Need for women entrepreneurial Development:

Human resources, both men and women, of working age constitute the main strength of economic development of the nation. Women form an important segment of the labour force and the economic role played by them cannot be isolated

from the frame work of development as the role and degree of integration of women in economic development is always an indicator of women economic independence and social status. The government is therefore making planned efforts to inculcate the spirit of enterprise among women through many incentives and developmental programs. These efforts are expected to spin good results with many more women taking to entrepreneurship.

Entrepreneurship seems to be idle for women seeking participation in the country’s economic development because of certain factors. Emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables and these changes seems to have become acceptable norms in the context of women at work in the Indian situation today with more and more women participating in the economic development.

Some recent researches indicate that several women are becoming entrepreneurs, specially the middle class women due to the pull and push of the traditional and changing values. Under the pull factors, the women entrepreneur chooses the profession as a challenge, as an adventure with an urge to do something new and to have an independent occupation. Under the push factors women take up business enterprises to get over financial difficulties when a responsibility is thrust into them due to family circumstances. As such women both in the rural and urban sectors and especially belonging to the middle classes are turning towards entrepreneurship to fulfill their aspirations both economically and socially.

Problems Associated With Women Entrepreneurs :

Basically all women entrepreneurs almost suffer from two main category of problems, such problems can be designated as follows:- 1) Specific Problems 2) General Problems. The first category of problems affect women specifically in their smooth operations of enterprise ,while the other category of problems have a general or over-all affect on the enterprises owned by such group pf women entrepreneurs. Over-all these problems can be summed up as under:-

- Problem of Finances arrangement:-

Finance is said to be the “life blood” of every business undertaking, be it large or medium or small scale enterprise. Usually women entrepreneurs face the problems of shortage of finance on two important grounds. Firstly, women do not generally have property on their own names to use that as collateral securities for obtaining loans/funds from banks and other financial institutions. Thus their access to external sources is very limited .Secondly, the banks also consider

women less credit worthy and discourage women borrowers on the belief that they cannot repay back the amount of loans taken by them.

- Scarcity of raw materials required for productive capacities:-

They have to even face the problems of scarcity of raw-materials and necessary inputs. On the top of this, is the high prices of raw materials, on one hand and getting raw materials at minimum discount rates is the other.

- Cut-throat competition with other group of men and established self-sufficient entrepreneurs:-

Women entrepreneurs do not have a proper organizational set-up to pump in a lot of money for canvassing and advertisements. Thus they have to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women entrepreneurs.

- Limited mobility factor in case of women entrepreneurs:-

Unlike men, women mobility in India is highly limited due to many factors/reasons. A single women asking for room is still looked with suspicion. Cumbersome exercise involved in starting with an enterprise coupled with officials humiliating attitude towards women compels them to give up their spirit of surviving in enterprise altogether.

- Family responsibilities, ties as well as commitments:-

In India, mainly a woman's duty is to look after her children and manage the 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 almost no time or energy to be diverted for the business activities. Support and approval of husbands seems to be necessary condition for women entry into business. Accordingly, the educational level and family background of husbands also influences women participation in the field of enterprise.

- Lack of education and prevalent levels of illiteracy amongst women:-

In India, around 3/5th (60%) of women are still illiterate. Illiteracy is the root cause of socio-economic barriers or hurdles. Due to lack of education and that to qualitative education, women are not aware of business, technology and market knowledge. Also lack of education causes low achievement motivation amongst women. Thus lack of education creates problems before women to set up competitive enterprises.

- Domination by male and ideology of male dominated society:-

Male chauvinism is still prevalent in many parts of the country yet. The constitution of India speaks about the equality between both the sexes, i.e. men and women. But in practice, women are looked upon as "ablaa" i.e. weak in all respects. Thus women suffer from a number of problems, in a nutshell in a male dominated society, women are not treated equal to men. This in turn, serves as a barrier to woman's entry into business.

- Lesser risk and uncertainty bearing attitude:-

Women in India lead a protected life. They are even less educated and economically not stable neither self-dependent. All these factors reduce their ability to bear risks and uncertainties involved in a business unit, which is the most important criteria of every business activity.

- Lack of self-confidence and optimistic attitude amongst women :-

Today all the women are suffering from one major problem of lack of self-confidence, will-power, strong mental outlook, optimism etc. They always fear from committing mistakes while doing their piece of work, more over there is limited initiative of taking risk and bearing uncertainty in them. Thus all these psychological factors often obstructs their path of achieving success in the area of enterprise.

- Old and outdated social outlook to stop women from entering in the field of entrepreneurship:-

Also one of the dominant reason for their failure is the attitude of society people towards their modern business prospects and developing attitude. Women nowadays have low risk taking ability because of the number of questions put forward by the conservative society people. Thus they are under a social pressure which restrains them to prosper and achieve success in the field of entrepreneurship.

- Absence of proper support and back-up for women by their own family members and the outside world people:-

Many a times their own family members are not supporting and cooperating as well as having encouraging attitude to dare to enter into the entrepreneurship field. They are always making many pessimistic feelings to be aroused in their minds and making them feel that family and not business is a place meant for them. Due to such limited scope of help and cooperation from family and other people, they drop the idea of excelling in the enterprise field.

Apart from the above discussed problems there may occur other series of serious problems faced by women entrepreneurs are improper infrastructural facilities, high cost of production, attitude of people of society towards the women modern business outlook, low needs of achievement and socio-economic constraints often puts women behind in the field of enterprise.

Solutions for solving the above discussed problems:-

On the basis of the above mentioned problems faced by women entrepreneurs and various other problems too, there is a provision of a number of solution measures to overcome the aforesaid problems. Such solutions or remedies can be well understood as under:-

- There should be a continuous attempt to inspire, encourage, motivate and cooperate women entrepreneurs.
- Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.
- Attempts to establish for them proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.

- Attempts to bring about a society attitude change, generation of awareness and consciousness on the policy of self-development of women entrepreneurs.
- Attempts by various NGO's and government organizations to spread information about policies, plans and strategies on the development of women in the field of industry, trade and commerce.
- Establishing various policies to offer easy finance schemes for economically strengthening the position of women.
- Forming a cooperative association of women entrepreneurs to mobilize resources and pooling capital funds, in order to help the women in the field of industry, trade and commerce.
- Offering seed capital, up-liftment schemes, women entrepreneurs fund etc. to encourage them economically.
- To extend concessional rates facilities and schemes for women entrepreneurs to prosper in the field of enterprise.
- To establish all India forum to discuss the problems, grievances, issues, and filing complaints against constraints or shortcomings towards the economic progress path of women entrepreneurs and giving suitable decisions in the favour of women entrepreneurs and taking strict stand against the policies or strategies that obstruct the path of economic development of such group of women entrepreneurs.

Thus by adopting the following aforesaid measures in letter and spirit the problems associated with women can be solved.

CONCLUSION

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. This is mainly because of attitude change, diverted conservative mindset of society to modern one, daring and risk-taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various up-liftment schemes to women entrepreneurs etc. Thus, what else is required is to continue with the above changed trend, emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy. For this many NGO's should also come forward to extend their support services in the form of pooling financial resources for helping them and spreading education amongst various category of people of the society to encourage woman's in their families to represent themselves in the entrepreneurship sector and earn a good name, reputation, financial status, and goodwill in the field of industry, trade and commerce. If every citizen works with such an attitude towards respecting the important position occupied by women in society and understanding their vital role in the modern business field too, then very soon we can pre-estimate our chances of out beating our own conservative

and rigid thought process which is the biggest barrier in our country's development process.

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