



CHALLENGES AND GROWTH OF WOMEN ENTREPRENEURS IN INDIA

NIVETHA. K ¹ | MAHESHWARI. V ²

¹ II M.COM (CA) DEPARTMENT OF COMMERCE E.M.G. YADAVA WOMEN'S COLLEGE MADURAI-625014

² II M.COM (CA) DEPARTMENT OF COMMERCE E.M.G. YADAVA WOMEN'S COLLEGE MADURAI-625014

ABSTRACT:

Entrepreneurship can be a rewarding career route. But with rewards, come challenges. Women entrepreneurship is gaining momentum in today's context of a globalized village. Many Women feel confident about themselves to leave the formal job scenario and work from home, starting a business on a modest scale making a profit and moving on wards from there. They have managed studied. This Paper focuses on the progress of women in the corporate sector and the challenges faced by them while pursuing their goals.

KEYWORDS:

WOMEN ENTREPRENEURSHIP, INSPIRATION, CORPORATE SECTOR, MOMENTUM, CHALLENGES.

INTRODUCTION:

An entrepreneur since times past is always automatically referred to the male gender. It is only in the NOW, that we are comfortable with the idea of a women entrepreneur and most of them are successes in the fields that they have chosen. It is this large percentage.

The purpose of the paper to group can be fully constraints and opportunities facing entrepreneurship in developing countries at micro and macro level perspectives and seeks to provide a detailed account of opportunities and constraints brought by entrepreneurship.

According to Kamala Singh, A women entrepreneur is a confident, innovation and creative women capable of achieving economic independence individually or in collaboration generate employment opportunities for each other through initiating establishing and running an enterprise by keeping pace with her personal, family and social life

According to Government of India "An enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated by the enterprise to women".

CONCEPT OF ENTREPRENEURSHIP:

Women Entrepreneurs have been defined as the women on a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as-an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of employment generated in the enterprise to women. Women entrepreneurs engage in business due to push and pull factors which encourage them to have an independent occupation and stand on their own legs. A sense towards

independent decision making" for their life and career is the motivational factor behind this urge.

Saddled with household chores and domestic responsibilities, women tend to feel undervalued. The desire to be appreciated is a normal and valid human tendency. Many a time it is this feeling that motivates an enterprise which gives them a sense of self_sufficiency.

Under the influence of the above mentioned circumstances women entrepreneurs choose a profession as a challenge and as an ignition to do something novel. Such situations are described as pull factors.

A push factor is one whence a woman is subtly coerced into the family business and they have obligatory responsibility thrust upon them. And then of course we have the classic factor where a woman simply has a passion to do something worthwhile to establish an identity for herself besides a homemaker and simply soars with her ideas.

Women's entrepreneurship can make a significant contribution to the economic well of the family and communities, poverty education and women's empowerment. Thus government across the as well as various developmental organizations is actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

From the above discussion, the main reasons or a woman to enter entrepreneurship can be classified into three main heads as

- push factors
- pull factors
- Passion

PROBLEMS FACED BY WOMEN ENTREPRENEURS IN INDIA:

There are some umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Their various problems are as follows:

1. LACK FOCUS ON CAREER OBLIGATIONS:

Indian women do not focus on their career obligations in the same manner as they do on their family and personal life. Despite having excellent entrepreneurial abilities, they do not focus on their career obligations. Their lack of focus towards their career creates a problem in promoting women entrepreneurship.

2. ECONOMIC INSTABILITY OF WOMEN:

The economic stability of Indian women is in a very poor state as they lack proper education that is crucial for becoming self-dependent. Women in rural areas can't take any entrepreneurial.

They wanted their voices to be heard as leaders to employees; and as managers of the entire business environment. However, all of them accepted both, their social and professional roles, maintaining a striking balance among the two.

In the eighties, the number of women pursuing highly advanced, technological and professional educational education increased. They entered into family businesses as equally contributing and working partners.

They made personal choices, stood up for their convictions and had the courage to make a new beginning. Much new beginnings. Much of society was hostile to them and sometimes they developed a sense of guilt for not playing the fitting traditional and conforming to the conventions of the society.

The women of the nineties were capable, competent, and confident and a package deal to be taken seriously. They were clear of their goals, processes and them and sometimes they developed a sense of guilt goals, processes and the dynamics of their end accomplishments. The women of the nineties were capable, competent, and confident and a package deal to be taken seriously. They were clear of their goals, processes and the dynamics of their end accomplishments.

CHALLENGES FACED BY WOMEN ENTREPRENEURS:

Entrepreneurship has been traditionally seen as a male preserve and the idea of women taking up entrepreneurial activities is considered a distant dream. Any deviation from norm is frowned upon and if possible, immediately curbed. Women also have to face a role conflict as soon as they initiate any entrepreneurial activity. It is an uphill task for women to face such battles and cope with the twin role.

ABSENCE OF ENTREPRENEURIAL APTITUDE:

Many women take training by attending the

Entrepreneurship Development programs but do not possess an entrepreneurial bent of mind.

HEAVY COMPETITION:

Many of the women-owned enterprises have imperfect organizational foundations. Usually women entrepreneurs employ low technology in the process of production. In markets where the competition is too high, they have to fight hard to survive in the market against the organized sector and their male counterpart who have vast experience and capacity to adopt advanced Technology in managing enterprises.

HIGH COST OF PRODUCTION:

High cost of production undermines the efficiency and stands in the way of development and expansion of women's enterprises. Government assistance in the form of grants and subsidies to some extent enables them to tide over the difficult situation. However, in the long run, it would be necessary to increase efficiency and expand productive capacity and thereby reduce cost to make their ultimate survival possible. Other than these, women entrepreneurs so face the problems of labor, human resources, infrastructure, legal formalities, overload of work load of family support, mistrust etc.

SAFETY AND SECURITY:

In today's times, safety is probably the biggest obstacle for any woman in India. The security thus, making women hesitate to take on roles demand long hours and interactions with a world of strangers. The rest of social crime and the need for safety push everything else down the priority list when there is a demand to spend late hours at getting work done.

SUCCESS STORIES:

Women-owned business enterprises. Which are success stories are playing a more active role in society and its economy, inspiring academic to occur on his interesting phenomenon. The increasing presence of women in business fields have changed the conference on technology and business management.

Changed the demographic characteristics of business and has given a boost to the economic growth of a country, example of such inspiring women who have achieved soaring feats are

ANU SRIDHARAN:

Anu is the founder of Next Dop a company which allows Indian students in the urban areas to track the availability of piped water through SMS (Short Message Service). The company already serves around 18000 people in the states of Karnataka. She is determined to change the ways in which technology allows us to interact with our urban systems.

ADYTA GUPTA:

Aditi is the founder of Menstrupedia.com. She co-founded the site with Thin Paul, who is also her husband, in November 2012. Menstrupedia is a friendly and useful

guide to healthy periods. It is unique as it is India's first such site which talks so openly about women's monthly cycles and eliminates the topic from being considered a taboo.

PRIYA NAIK:

Priya is a social entrepreneur in India and founder of samhita social ventures, which is an organization that helps corporation, donor agencies, and NGOs, individuals and philanthropists collimator with each other for social impact on a large scale. Samhita was founded in 2009 and means 'collective good' in Sanskrit language. Prior o samhita, Priya co-founded the spark Group, an education company that delivered affordable education to low income communities.

CONCLUSION:

Women are coming forth to the business arena with ideas to start innovative enterprises. The transition from being a tradition homemaker to a sophisticated business woman is not that easy. Many women feel strong about themselves to leave the formal job scenario and work independently, starting a business on a modest scale, making a profit and moving onwards from there.

REFERENCES

1. Anil Kumar, 'Women Entrepreneurs Profile of the Ground relatives', SEDME Vol.30 No.4 December 2003 P-1.
2. Anil Kumar, Financing Pattern of Enterprises owned by women Entrepreneurs. The Indian journal of Commerce, Vol.57 No.2, April-June.2004.P-73