

WOMEN ENTREPRENEURSHIP IN INDIA: ISSUES & PROBLEMS**Miss Radha Pradhan****Research Scholar, Dept. of commerce Faculty of commerce R.D.V.V. Jabalpur****ABSTRACT**

Entrepreneurship is the core of economic development. It is a multi- dimensional task and essentially creative activity. Entrepreneur is key factor of entrepreneurship. An entrepreneur is the person who bears risk, unites various factors of production and carries out innovations. An entrepreneur can be defined as an individual or a group of individuals who tries to create something new, who organizes production and undertakes risk involved in the establishment and operation of a business enterprise.

Key words- women entrepreneurship, women empowerment, Problems faced

INTRODUCTION

The origin of the basic word “Entrepreneurship” is from a French word “Entreprendre”, where it cradled and originally meant to designate an organizer of certain musical or other entertainments. Entrepreneurship is a fascinating practical and academic area of the study. Entrepreneurship is the process of searching out opportunities in the market place and arranging resources required to exploit these opportunities for long-term gains. India is a vast country with an estimated population of about 1.21 billion of which nearly half are women. Entrepreneurship amongst women in India is relatively a recent phenomenon. Various programmes are being conducted to improve the status of women, their access to resources and so on. But peripheral interest has been shown in developing a realistic and well-designed plan and programme for promoting women entrepreneurs. The women empowerment has been important role of Governments and other non-governmental organizations. The women are endowed with innate power that can make them successful entrepreneurs. Women entrepreneurship is inherent and also a natural process. Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society.

REVIEW LITERATURE

Singh, Sehgal, Tinani and Sengupta conducted a study on 60 successful women entrepreneurs from in around Delhi revealed that, majority of the women entrepreneurs were married, and in the age group of 26 to 35 years. The reasons for the choice of business are in the order of high demand for product, processing skills, ready market, future prospects and creativity. The reasons for women to become entrepreneurs were to keep busy, to earn money on their own, to pursue hobby as an earning activity, by accident and circumstances beyond control .

According to Shyamala entrepreneurial development is a complex phenomenon. Entrepreneurs play a key role in the economic development of a country. Entrepreneurship may be regarded as a powerful tool for economic development of a predominantly agricultural country like India. Since independence, small scale entrepreneurship programmes have contributed significantly to the economic growth. To create entrepreneurship among the students, younger generation, the small scale sector has to be made a vital part of our economy next only to agriculture. The human resource in Small Scale industries are found to be more helpful in maintaining them on profitable employment opportunities. It may be pointed out that the ideal "Golden Age" of Mrs. Robinson has come only through entrepreneurship development.

Rajeswari and Sumangala state that "the quest for economic independence and better social status and sometimes sheer need for the family's survival, force women into self- employment and entrepreneurship" (Pillai and Anna, 1990) In India, economic development has brought about changes in women's lives in many ways, because of advancement in medicine, availability and access to birth control devices, modern household appliances reducing the time and drudgery of house-hold work "But with the rising cost of living, the middle class family finds it very difficult today to manage with the husbands' income alone" (Roguradha Reddy 1986) At this critical position, selfemployment is the safer way to generate income. In addition, self- employment also changes the position of women from being job-seekers to job givers

OBJECTIVE OF THE STUDY

1. To study the problems and challenges faced by women entrepreneurs in India.
2. To improve standard of living of women entrepreneurs.

RESEARCH METHODOLOGY – This study relied on a sample of randomly selected women entrepreneur throughout the Jabalpur and Mandla District. We sampled 150 entrepreneurs. Out of the 150 questionnaire sent out, 150 were received, representing 100%. The survey instruments included open ended and closed ended questionnaires. We also followed up with personal interviews with director of these entrepreneurs. The findings are presented by the use of descriptive statistics.

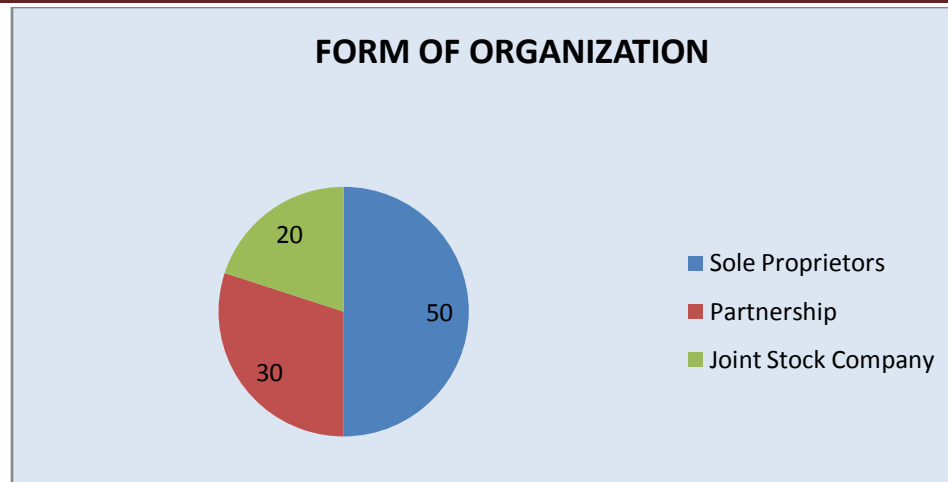
ANALYSIS OF RESULTS

In this section, we present an analysis and discussion of the empirical results.

TABLE-1**FORM OF ORGANIZATION**

Particular	Frequency	percentage
Sole Proprietors	75	50
Partnership	45	30
Joint Stock Company	30	20
Total	150	100

Table 1 presents the characteristics of the firms based on form. The form of business organization was also identified: Sole proprietorships were made up of 50% of the total respondent firms, 30% of the valid respondent firms were organized as partnership and the remaining 20% were organized as Joint stock companies.



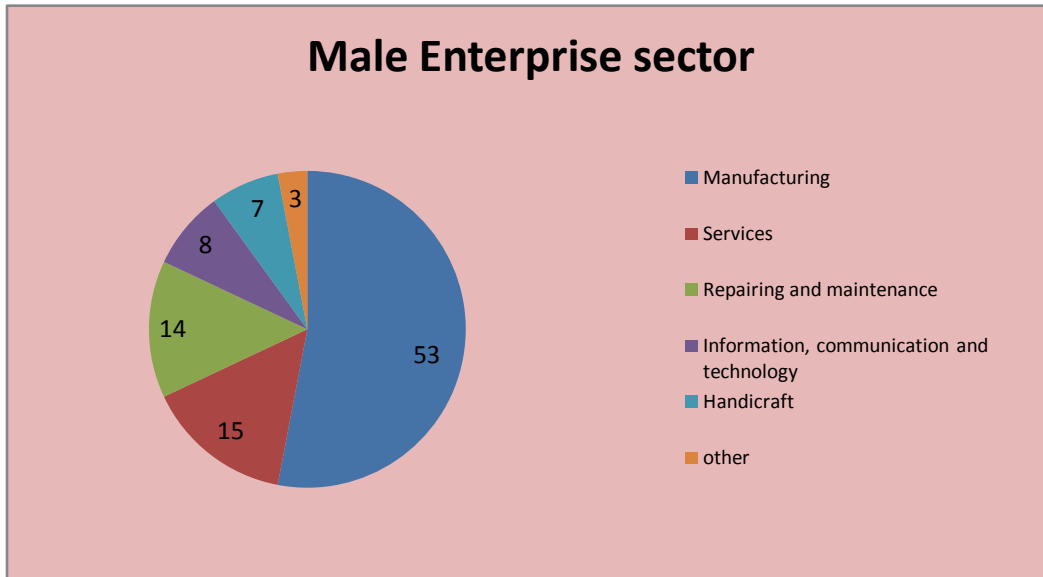
Based on table-1

TABLE – 2
ENTERPRISE SECTOR

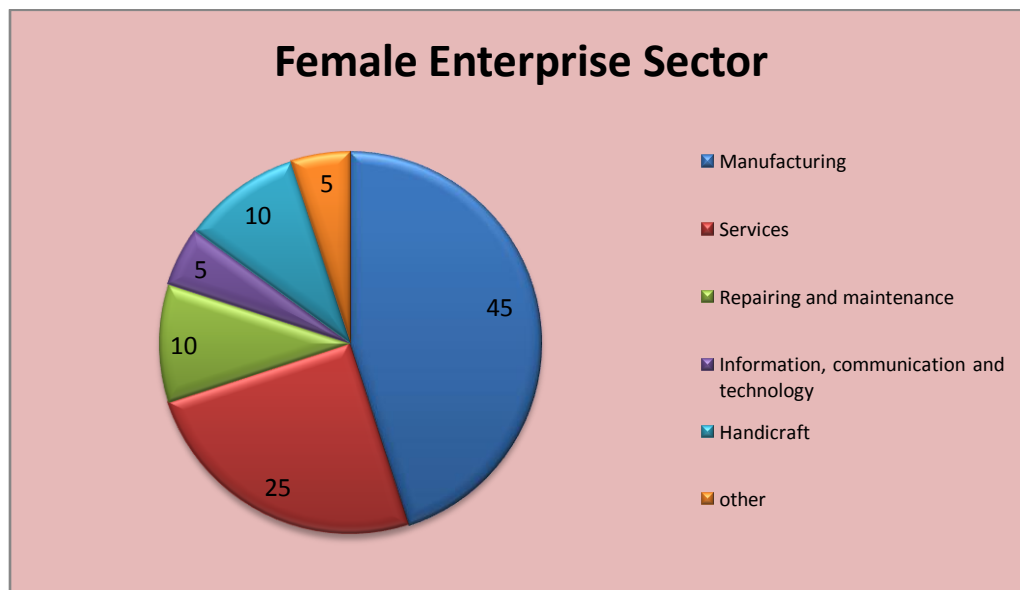
Particular	Female (%)	Male(%)
Manufacturing	45	53
Services	25	15
Repairing and maintenance	10	14
Information, communication and technology	5	8
Handicraft	10	7
other	5	3
Total	100	100

Source- calculation based for survey data

Table 2 shows that 45 % of women enterprise are in the manufacturing sector, compared to 53 % male enterprise. 25% women in service sector and 15% male in service sector , 10% women in Repairing and maintenance or 10 % in Handicraft sector compared to 14% and 7 % male enterprise.



Based on table-2



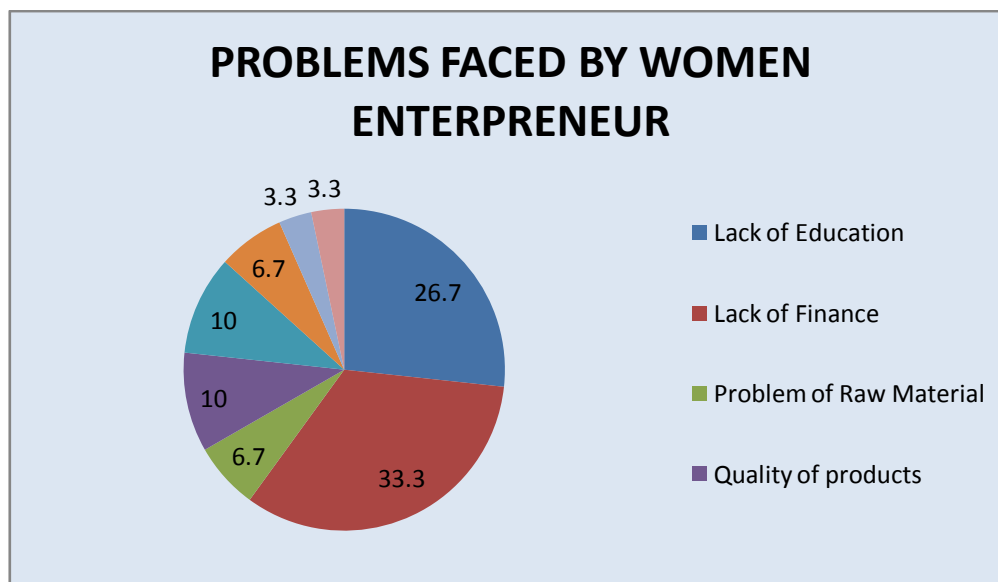
Based on table-2

TABLE – 3

PROBLEMS FACED BY WOMEN ENTREPRENEUR

Particular	Frequency	percentage
Lack of Education	40	26.7
Lack of Finance	50	33.3
Problem of Raw Material	10	6.7
Quality of products	15	10
Technology up gradation	15	10
Terms of payment	10	6.7
High cost of production	5	3.3
Export import procedure and regulation in India	5	3.3
Total	150	100

Source- calculation based for survey data



Based on table-3

Table 3 shows that the nature of problems faced by women entrepreneurs. The major problems are faced in finance (33.3%). Finance is life blood of business. So, it becomes necessary for women entrepreneurs to approach to financial institutions when need arises. . Due to the lack of education (26.7%), so women are not aware of business, technology and market knowledge

PROBLEMS OF WOMEN ENTREPRENEURSHIP

- **PROBLEM OF FINANCE:** Finance is regarded as “life blood” for any enterprise, be it big or small. No enterprise could be set up or operated without capital. Financial needs and sources of their availability, must be estimated at every stage by the entrepreneur. Finance is needed for various purpose in the business. Thus, women enterprises fail due to the shortage of finance.
- **LACK OF RAW MATERIAL:** Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the other.
- **COMPETITION:** Women entrepreneurs do not have organization set- up 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 the liquidation of women enterprises.
- **LACK OF EDUCATION:** Illiteracy is the root cause of socio- economic problems. Due to the lack of education, women are not aware of business, technology and market knowledge. Also, lack of education cases low achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises.
- **MALE DOMINATED SOCIETY:** 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.
- **LOW RISK- BEARING ABILITY:** Risk bearing is an essential requisite of a successful entrepreneur. In addition to above problems, inadequate infra structural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio- economic constraints also hold the women back from entering into business.
- **MARKETING PROBLEMS:** During the process of marketing of products women entrepreneurs faced certain problems viz. poor location of shop, lack of transport facility and tough competition from larger and established units.

- **PRODUCTION PROBLEMS:** Production problems faced by maximum women are non availability of raw material. Non-availability of raw material is one of the reasons to the slow growth of women entrepreneurs. Other production problems are non-availability of machine or equipment, lack of training facility and non availability of labour, high cost of required machine or equipment.
- **HEALTH PROBLEMS:** Major health problems faced by women entrepreneurs were tension, backache, eyestrain fatigue and headache. It is found that women feeling the problem of feeling fatigued after returning home, lack of rest and sleep and heavy schedule.

Conclusion- Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. From these suggestions it is quite visible that for development and promotion of women entrepreneurship, in the region, there is a need for multi dimensional approach from different sector, namely from the government side, financial institutions, individual women entrepreneurs and many more, for a flexible integrated and coordinated specific approach. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women.

The government of India has launched a scheme for women in India called “Trade Related Entrepreneurship Assistance and Development Scheme for Women” (TREAD) during the 11th five-year plan. This scheme may augment economic empowerment of women through the development of their entrepreneurial skills in non-agricultural activities.

REFERENCES

- Aswathapra K., Essential of Business Environment, Himalya Publishing House, Mumbai (2001)
- Kothari, C.R., Research Methodology, Methods and Techniques, Wiley Eastern Limited, New Delhi (2000).
- Bhide, Sheela, Development of Small Scale Industries, Economic and Political Weekly, Vol.XXXV (2000).
- Singh Nagendra. 2000, Types of Entrepreneurship, Yojana, May 16-31, Vol. 32, No. 9, pp. 37-49.
- Himachalam .D. 2000, Entrepreneurship development in small scale sectors, Yojana Feb. 16-28, Vol. 32, No. 18, pp. 16-18.
- Berna. 2001, Entrepreneurship in Madras state, Yojana, April 30, Vol. 35, No. 7, pp. 6-7.
- 41. Ramakrishna .K.T. 2001, Finance for small scale industry in India, Yojana, May 15, Vol. 35, No. 8, pp. 24-25.
- S.K. Basu. 2007, Place and problems of small scale industries. Calcutta: Mukerjee and Co. Pvt. Ltd.
- Subramanyam, P., Reddy, B. R. (2012). Micro, small and medium enterprises in India: An overview. VSRD International Journal of Business and Management Research, II (XI), 532-539. 9.
- Singh, A., Raina, M. (2013). Women entrepreneurs in micro, small and medium enterprises. International Journal of Management and Social Sciences Research, 2 (8), 4-8. 10.
- Saka, B. B. (2012). Women entrepreneurs in India. Lambert Academic Publishing. 11.
- Sharma, A., Dua, S., Hatwal, V. (2012).Micro enterprise development and rural women entrepreneurship: Way for economic empowerment. Arth Prabhand: A Journal of Economics and Management, 1 (6), 114-127. 12.
- Shah, H. (2013). Creating an enabling environment for women's entrepreneurship in India. United Nations Economic and Social Commission for Asia and the Pacific, Development Papers 1304, 1-40.

