

**“CHALLENGES FACED BY WOMEN ENTREPRENEUR”**

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**Abstract:** The current study aims to find out the scenario about the Challenges Faced by Women Entrepreneur. The papers explore the sectors for improvement of the existing and creation of new tools, techniques and women entrepreneurs in the light of the development of women entrepreneurs. There are so many Challenges Faced by Women Entrepreneur. The paper explore the different Challenges Faced by Women Entrepreneur. Which are basic for the knowledge for improvement of the existing quality of knowledge in the study in the light of the development of organization. Awareness about this Challenges Faced by Women Entrepreneur in India is very necessary. There are different Challenges Faced by Women Entrepreneur required for Effective Development organization. The principles are a set of underlying things about how to view the Challenges Faced by Women Entrepreneur and its relation to organization. All organizations can have more or less systematic, integrated and proactive approaches to deal with the principles. Accordingly, a quality profile cannot simply be implemented on the basis of the existing management structures and systems. It may require the detailing of work, the definition of roles, the design of structures, the learning of new skills by students and the reorientation of organizational goals.

There are many students which are unaware about Challenges Faced by Women Entrepreneur. hence the researcher feels to study on the awareness of Challenges Faced by Women Entrepreneur.

**Key Words:**women entrepreneurship, Challenges, Entrepreneurs, Management, Indian awareness, sectorsetc.

**Introduction:**

There are so many different types of Challenges Faced by Women Entrepreneur.. There are many challenges one manger have to facebecause of new strategies, new patterns for the growth of organization. Current study aims to study on the awareness of different Challenges Faced by Women Entrepreneur. For an instance, the Challenges Faced by Women Entrepreneur.gives idea to improve relationship between employees andorganization, which are two interrelated factors that are important.

Women entrepreneurship having two main types those are interrelated.

1. Women become entrepreneurs by choice.
2. Women become entrepreneurs by necessity

**Literature Review:**

There are several studies women entrepreneurship in India. Few of them are highlighted as:

1. **Dr. Vijayakumar, A. and Jayachitra, S. in Women entrepreneurs in India - emerging issues and challenges**The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon. This paper focuses on the problems, issues, challenges faced by women entrepreneurs, how to overcome them and to analyse policies of Indian government for and problems faced by them while pursuing their business.
2. **N Jennifer E. Jennings & Candida G. Brush in Research on Women Entrepreneurs: Challenges to (and from) the Broader Entrepreneurship Literature?**Emergence of women entrepreneurs has led to an engendered perspective in realm of entrepreneurship. to discuss how this broader literature poses challenges (both difficulties as well as opportunities) for scholarship on female entrepreneurs. We approach these objectives from the standpoint of informed pluralism, seeking to explore whether and how women entrepreneurship research offers extensions to—and can be extended by—general research on entrepreneurs and their ventures.
3. **Sureyya ECE in COMPARISON OF ENTREPRENEURIAL PERSONALITY CHARACTERISTICS OF MALE AND FEMALE ENTREPRENEURS**The paper In the studies on entrepreneurship, it has been claimed that there are entrepreneurial personality characteristics lead individuals become entrepreneur. Uncertainty tolerance, achievement, dominance, affiliation and autonomy.

**The main objectives of Challenges Faced by Women Entrepreneur:**

- a. To improve the digitization involving with Challenges Faced by Women Entrepreneur procedures across the country in the country.
- b. To minimize the efforts and improving the technology for organization.
- c. To replace a lot of other management process to reduce efforts of organization
- d. To comprehend with most of the Challenges Faced by Women Entrepreneur.
- e. To improve the effect of Challenges Faced by Women Entrepreneur of each and every area.
- f. To improve the competitiveness of the organization.
- g. To ensure the availability of knowledge for the improvement
- h. To reduce the complications in the system and organization
- i. To decrease the unhealthy competition among the states due to unawareness of Challenges Faced by Women Entrepreneur.
- j. To reducing the Challenges Faced by Women Entrepreneur problems to avoid further issues.
- k. To simplify the process of Challenges Faced by Women Entrepreneur with effect of digital technology.

Thus, there are many good and beneficial aims and objectives of using Challenges Faced by Women Entrepreneur in India.

**Aims and Objectives of the Study:**

- a. To explaining about Challenges Faced by Women Entrepreneur.
- b. To study about the awareness of Challenges Faced by Women Entrepreneur.

- c. To study of skills, responsibility, knowledge of Challenges Faced by Women Entrepreneur for the growth and development

### Hypothesis:

- There is not clear picture of about Challenges Faced by Women Entrepreneur to the all sectors.
- Students, employees are not having proper knowledge of about the Challenges Faced by Women Entrepreneur.

### Methodology:

Data was collected from several books and Internet. The list of the papers are mentioned in the references.

### Results of the Study:

There are a so many Challenges Faced by Women Entrepreneur. Among which 4 are studied and explained below:



**Image 1.1 Different Challenges Faced by Women Entrepreneur.**

### 1. Personal challenges

Thorough personal challenges is very much essential. Women Entrepreneur should have face as there are different sectors like Engineering, Marketing, and Medical etc. There should be understanding of subjects. There should be familiarize, awareness of all the areas. There should be a technical knowledge in there sectors. There should be general knowledge of things around the sectors to improve the growth of organization. Personal challenges like:

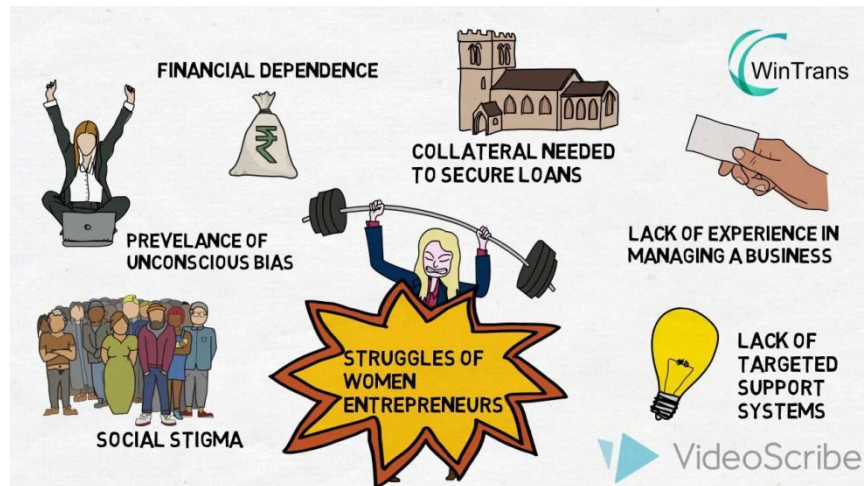
- Low confidence
- Less education
- Lack of communication skills
- Family boundaries
- Society with male domination
- Lack of technical knowledge

### 2. Social challenges

Women Entrepreneur should of power to make the organization or to break organization. to achieve the goals and target of organization they encourage the employees. Leading team, leading employees in effective way & manner. Supporting other employees and evoking other for the growth.

Understanding there problems and leading them in the area of each sector to build team. Social challenges like

- Attitude change
- Self-recognition
- Gender biased society
- Tradition ,ethics, support



**Image 1.2 struggle of Women Entrepreneur**

For the growth of organization manger should have quality of communication society should communicate those priorities to each member who is responsible for each and every task.

### 3.Financial challenges

One of the key factor for the women Women Entrepreneur is money management. Financial management is very much important for the goal achievement time limit is very much important for each team member.to increase the effectiveness,efficiency,productivity control of money for specific activity is very much important. Financial challenges like

- Lack of working capital
- Bankers not took seriously
- Lack of security
- Awareness of financial assistance

### 4.Marketing challenges

Marketing is very much important for the growth of organization so women should have quality to appreciate means he should be enthusiastic person. There should be keen interest in each and every activity and get involved in each thing. The strong feeling to do things very effectively and interestingly. Eagerness to do something until it will be achieved or fulfillment of task, target. Marketing challenges likes:

- Marketing risk
- Competition
- Uneven demand of products services
- Harassment from co-sellers

**Findings:**

- 1) There are many cases in which students themselves are confused about Effective qualities of good manger and norms of it. Therefore, students knew only that these are basics needed.
- 2) What is exactly Effective qualities of good manger very few of know.
- 3) As qualities of Effective manger is basic & deep concept, it will not take time to understand to the students,employees also in the point of view of its organization.
- 4) It is not simple and easy to understand the skills responsibility but we can understand and apply to improve the growth.
- 5) Overall study shows that early stage of managementwill be a part of creating complication in the mind of students.
- 6) There are negative approach and views of students, employeesabout manger and its role responsibility and qualities.
- 7) Lack of facilities is also one of the major reasons to make students unaware about Effective qualities of good manger.

**Suggestions of the Study:**

- i. It is essential to give training for improvement of Effective qualities of good manger.
- ii. Need of counselling and communicating to all level of fields about Effective qualities of good manger and its benefits.
- iii. It is necessary to inform the students, employees about the qualities and its effect is more advanced and innovative than normal terms.
- iv. It is essential to convey all the students, employees to make aware that there is no exemption from improving skills to anyone, so they should prepare themselves with positive attitude towards the use of it.
- v. It needs to go time to understand the particle skills,responsibility,growth from thequalities of good manger and its effects to students, employees.

**Conclusion:**

There are several cases within which students,employee themselves are confused concerning Effective qualities of good manger and its skills,responsibility of it. Therefore, students knew solely that these are some of qualities required. What's precisely some of important Effective qualities and its applications only a few of apprehend. It's not straightforward and simple to apply skills so theidea of qualities of good manger is very much necessary for the improvement. There is negative approach and views of scholars concerning qualities, skills which will defiantly be a disadvantage. Also lack of facilities is additionally one in every of the foremost reasons to form students unaware concerning of qualities. Therefore the detailed and simpler way of learning of qualities of good manger is necessary for positive approach of the students. So that it will get easier and fully acquired by the student which will help them overcome the phobia of the skills or qualities do become a manger.

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