

WOMEN ENTREPRENEURS IN INDIA: PROBLEMS AND CHALLENGES

Dr. P. CHINNADURAI, Assistant Professor

Business Administration Wing

DDE, Annamalai University

Annamalai Nagar

Abstract

Woman constitutes the family, which leads to society and Nation. Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. This paper tries to investigate the problems and challenges faced by women entrepreneurs in India.

Key Words: *Decision making, Enterprise, Equality, Economics, Women Entrepreneurs.*

INTRODUCTION

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, during the last two decades, increasing numbers of Indian women have entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should be.

The societal set up in India has been traditionally a male dominated one. Women are considered not only as fairer sex but also as weaker sex and always to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure.

The traditional set up is changing in the modern era. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women both in urban as well as in rural areas.

METHODOLOGY

The objective of this article is to find clues to the problems and challenges faced by women entrepreneurs necessitated the use of secondary data only. The secondary data were collected from reports, journals and magazines. Data were also collected by surfing the net and from relevant websites.

ANALYSIS AND FINDINGS

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to a Woman-Entrepreneur. The problems of Indian women pertain to her responsibility towards family, society and lion work. Women in India are faced with many problems to go ahead their life in business such as:

- **Lack of self confidence**
- **Lack of entrepreneurial aptitude**
- **Low risk-bearing capacity**
- **Problem of finance**
- **Gender Inequality**
- **Lack of education**
- **Skepticism of Financial Institution**
- **Obsolescence of technology & resulting increase in cost of production**
- **Limited managerial ability**
- **Legal formalities**

MEASURES TO REMOVE THE OBSTACLES

The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mindsets of people in society rather than being limited to only creation of opportunities for women. Hence, it is imperative to design programmes that will address to attitudinal changes, training, supportive services. The basic requirement in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of country.

Proper training in right direction is to be planned meticulously. Proper planning and execution are required at all levels.

CONCLUSION

The Indian social set up has been traditionally a male dominated one. This traditional set up is changing in the modern era. The transformation of social fabric of the Indian society, in terms of increased educational status and varied aspirations for better living, necessitated a change in the life style of Indian women.

The study tried to find out the difference among various set of people of the crucial factors which are concerned with the women entrepreneurial opportunities at large. Issues have been identified through various review of literature. It should be cross checked with the real entrepreneurs. These factors may vary from place to place business to business but women entrepreneurship is necessary for the growth of any economy weather it large or small.

REFERENCES

- Bowen, Donald D. & Hirsch Robert D. (1986), The Female Entrepreneur: A career Development .
- Dr. C.B Gupta & Dr. N.P. Srinivasan 2001 Entrepreneurship Development in India Sultan Chand & Sons.
- Women Entrepreneurship Development in India,
www.indianmba.com/Faculty_Column/FC1073/fc1073.html
- <http://idiva.com/photogallery-work-life/10-powerful-women-entrepreneurs-in-india/5226>
- <http://www.youthkiawaaz.com/2011/01/top-10-women-entrepreneurs-and-leaders-of-india/>
- http://www.ilo.org/public/english/region/asro/bangkok/paper/fac_ind.htm
- <http://www.enotes.com/business/q-and-a/whar-major-problems-faced-by-women-entrepreneurs-55369>
- <http://www.preservearticles.com/201101153366/problems-faced-by-women-entrepreneur.html>.