

# “WOMEN ENTREPRENEURSHIP IN INDIA”

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**Abstract:** This conceptual paper indicates and emphasises the women entrepreneurs as the potentially emerging human resource in the 21<sup>st</sup> century. Entrepreneurship for Women Development is an essential part of human resource. In comparison to other countries, the development of women entrepreneurship is very low in India, specially in rural areas. However, middle class women are not to eager to alter their role due to fear of social backlash. The progress is more visible among upper class families in urban areas.

“When women moves forward, the family moves the village moves and the nation moves.”  
*Pandit Jawaharlal Nehru*

The primary objective of this paper is to find out the status of women entrepreneurs in India. Women of 21<sup>st</sup> century is no more a traditional resource confined to homes only rather an educated, knowledgable and innovative part of the overall population processing the capacity to transform economies into thriving enterprises. It can be concluded that the women entrepreneurs are in infant stage in India and government of India has come forward with so many lucrative schemes like facilities, concessions and incentives exclusively for women entrepreneur.

## **KEYWORDS:**

Entrepreneurship Growth, Women entrepreneurs, key to success, problems, challenges.

## I. INTRODUCTION

The entrepreneur is an important input of economic development. He occupies the central place in the growth process because he initiates development in a society and carries it forward. An entrepreneur is an individual with specific skills and innovative thoughts while entrepreneurship is the ability of an individual to convert the idea and thoughts into reality. Entrepreneurship is a process or a course of action undertaken by an entrepreneur to successfully run an enterprise. Entrepreneurship is an important factor of industrial development of a country. Development has economic, social and political dimensions and is incomplete without the development of women who

constitute about 50% of total population. So, contribution of women is essential in economic activities for healthy nation building. Women entrepreneur has been recognised during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and other and by being different solution to management. In today Indian scenario when India is turning out to be an economic power house the recent financial crisis which has affected countries has had its impact on the mind of women as they have understood the need to earn more.

Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation brought women has today's most memorable and inspirational entrepreneurs. It is estimated that women entrepreneur presently comprise about 10% of the total number of entrepreneur in India, with the percentage growing every year. If the prevailing trends continue, it is likely that in another five year, women will comprise 20% of the entrepreneurial force. The Tenth Five Year plan (2002-07) aims at empowering women through translating the recently adopted national policy for empowerment of women (2001) into action and ensuring survival, protection and development of women and children through rights based approach.

In Indian scenario, women have to face many problems in carrying out any economic activities or undertaking any entrepreneurial task. Women have to face socio-economic and other problems as entrepreneurs as they are not treated equally to man due to social and cultural traditions.

Now in recent India, it is observed that there has been an increasing trend in number of women-owned enterprises as the result of drastic change in the present world. Women are participating in large number in the present world of business.

## II. OBJECTIVES OF THE STUDY

- A. To study the role of women entrepreneurs
- B. To study development of women entrepreneurs
- C. To study the categories of women entrepreneurs in India

D. To study the problems encountered by women in starting business enterprises

### III. ROLE OF WOMEN ENTREPRENEUR:

A. Women Entrepreneurs tend to be highly motivated and self directed, they also exhibit a high internal locus of control and achievement. Researchers contend that women business owners possess certain specific characteristics that promote their creativity and generate new ideas and way of doing things.

B. Do you know that women-owned businesses are one of the fastest growing segment of our economy? According to small business administration starting a business needs a lot of scientific and non-scientific knowledge. Therefore, an entrepreneur must know the budgeting, financing and marketing etc. Further, it is the importance of keeping an open and positive frame of mind. One has to be confident of success in order to convert it into reality.

### IV. CHALLENGES FACED BY WOMEN ENTREPRENEURS

A. Conflicts between work and domestic commitments- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibilities for children, home and older dependent family members, few women can devote all their time and energies to their business." (Starcher, 1996)

B. Gender gap in education- While women are making major strides in educational attainments at primary and secondary levels, they often lack the combination of education, vocational and technical skills and work experience needed to support the development of highly productive businesses.

C. Lack of finance- Access to finance is one of the most common challenges that entrepreneurs face and this is specially true for women who are further impeded by lack of personal identification, lack of property in their own name and the need for their husband's countersignature on many documents.

D. Lack of family support- Sometimes the family may make the women feel guilty of neglecting household duties in her pursuit of her business obligations. Cultural traditions may hold back a women from venturing into her own business.

### IV. REASONS FOR SLOW PROGRESS OF WOMEN ENTREPRENEURS IN INDIA:

A. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal society is the building block to them in their way towards business success. Male members think it is a big risk financing ventures run by women.

B. Male chauvinism is still prevalent in many parts of the country yet. Womes are looked upon as **able i.e weak in all respects**. In a male dominated society, women are not treated equal to men that act as a barrier to women's entry into a business.

C. Women in India lead a protected life. They are even less educated, economically not stable nor self dependent, which reduce their ability to bear risk and uncertainties involved in a business unit.

D. The old and outdated social outlook to stop women from entering in the field of entrepreneurship is one of the reasons for their failure. They are under a social pressure, which restrains them to prosper and achieve success in the field of entrepreneurship.

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

F. Indian women give more emphasises to family ties and relationships. Married women have to make a fine balance between business and family. The business success also depends on the support of the family member extended to women in the business process and management.

### V. WOMEN ENTREPRENEURSHIP-KEY TO SUCCESS

Today's world is not static, it is dynamic, and more women are deciding to launch their own business for a variety of reasons:-

- i) To achieve independence and flexibility
- ii) To balance work and family
- iii) To make optimum use of technical education and qualifications

### VI. CONCLUSION

According to the study it has been observed that women are very good entrepreneurs, and prefer to choose the same as they can maintain work balance in life. Even though we have many successful women entrepreneurs in our country, but it should be cross-checked with the real entrepreneurs. These factors may vary from place to place and business to business ..but women entrepreneurship is necessary for the growth of an economy whether it is large or small. The government and financial institutions must enforce the measurable guidelines for women entrepreneurs from time to time. Hope the suggestions forwarded in this article will help the entrepreneurs as well as entrepreneurship development institutions to develop better strategies to encounter the problems.

At last my this task is for the welfare of the women  
as well as society and nation as a whole.

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