

“WOMEN ENTREPRENEURSHIP”

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Abstract: This paper attempts to analyze the status of Women Entrepreneurs in India and highlight the challenges of Women Entrepreneur. The participation of Women Entrepreneurship is significant and varies from country to country and society to society. However, a stark reality is that India too is finding the participation of women in this trend. We find that a woman who accepts challenging role to meet her personal need and become economically self sufficient after facing challenges. In reality there are so many problems in Women Entrepreneurs. To reach her familiar needs. At last a woman Entrepreneurs becomes economically self – sufficient after know the reality and challenges. By identifying herself a successful Entrepreneur, she shines in the two faces of her life i.e. society and family. On the basis of this paper some recommendations given to promote spirit of women Entrepreneurship and helping the women to become a successful entrepreneur.

I. INTRODUCTION

Entrepreneurship and business in general have been male dominated for decades, but this changed over the years. All over the world and women are starting their own business to seek greater control over their personal and professional lives.

The Indian Economy has seen a drastic changes since 1991 with new policies of economic Liberalization, Privatization and Globalization (LPG) started by the Government of India. India has a large Entrepreneurial potentially wherein the male participation excels Female who are erstwhile seen with reduced participation rate, excessive concentration in the often confined to their traditional roles within their dwellings and approaching out and employed at par with males are not highly encouraged. Though both state and centered government has started a number of measures like exceptional concessions, incentives, grants, mechanical and managerial teaching and assistance, yet a vacuum is glimpsed in the participation of women in the Entrepreneurial development. It is apt to extract **Dr. APJ Abdul Kalam**.

As the title of the paper indicates. There are so many challenges of women women Entrepreneurship. It is estimated that women Entrepreneurs presently comprise about 10% of the total number of Entrepreneurs in India. The reason for that the problem poverty, lack of resources, lack of awareness, education, networks, self-confidence, opportunity, capital. The paper is organized as follows. First we discuss the situation of women Entrepreneurs in India

and challenges facing by them. The paper findings the suggestion and objective of women Entrepreneurs to make them self employed by identifying

herself a successful Entrepreneur, she shine in the two faces of her life society and family. Finally we conclude the paper.

II. CONCEPT OF WOMEN ENTREPRENEURS :

In general an Entrepreneur is an economic man, who attains profit by his innovative methods. In the problematic path of Entrepreneurial activities or development,, an Entrepreneur faces numerous problems.

III. OBJECTIVES OF STUDY

1. To understand the concept of women Entrepreneur and Entrepreneurship.
2. To focus on the challenges of women Entrepreneurs in India.
3. To identify the problems faced by women Entrepreneur.

IV. REVIEW OF LITERATURE

Women play a vital roles in the growth and development of the economy of the Nation. They attain the success in Entrepreneurial worlds by facing a lot many problems. There may be various problems for women to get entered into the world of Entrepreneurship. The problem faced by women Entrepreneurs is more than the problem face by men. This is because they neither face gender bias nor the problems of literacy respectively. Hence if they take participation in the area of business, they can lower the concept of “brain and drain” within the nation by finding employment in their own area.

There is saying in English “Problems come in bunch not in Single” These problem may be social, economical or entrepreneurial one.

- Do the people practically practice the right of equality in all the spheres of life? Is there social protection for women Entrepreneurs?
- Does the government provide adequate facilities for women Entrepreneurs ?

- Does family support here in Entrepreneurship or not ?
- *M. BHVANSANKARARAO (2011)* has highlighted that health of women members of SHG has certainly taken a twin to better. It clearly shows that health of women members discuss among themselves about health related problems of other members and their children and make them aware of various Govt. provisions specially meant for them.
- *DOEPKE M. TERTILT M.(2011)* Does Female Empowerment Promote Economic Development ? This study is an empirical analysis suggesting that money in the hands of the mothers benefits children. This study development a series of non cooperative family bargaining modesl to understand what kind of frictions can give rise to the observed empirical relationship.
- *VENKATARVI AND VENKTRAMAN (2005)* focused on the effects of SHG on Women participation and exercising control over decision making both in family matters and in group activities.

V. PRESENT SITUATION OF WOMEN

New Delhi : Being equal to their male counterparts is still a far cry for India Women. Not only are they marginal as public figures an average Indian Women can hardly call the shots at home or outside. In 2012, women occupied only 8 out of 74 ministerial positions in the union council of ministers. There were only 2 women judges out of 26 judges in the Supreme Court and there were only 54 women judges out of 634 judges access to formal credit.

The Reality and Challenges faced by Women Entrepreneurship

A). *LACK OF HIGHER EDUCATION TRAINING AND SELF- CONFIDENCE :*

Women in India lagging far behind in the field of education. The reason for that early marriage partially due to sons higher learning partially due to poverty. In a few families if higher education is granted then it is thought that she may run away from the house. So they are though given learning it can be basic degree. So the women's cannot opportunity of training thus without training there is lack of knowledge that's why lack of self confidence also.

B). *LACK OF FINANCE :*

Women Entrepreneurs stiffer a lot in raising and gathering the economic desire of the

business. Bankers, Creditors and Economic institutes are not coming ahead to supply economic aid to women borrowers on the ground of their less borrowing.

C). *RISK BEARING CAPACITY :*

In a market where the affray is to high, they have to fight hard to endure in the market against the coordinated part and their male equilant. Women in India by nature, weak, shy and gentle. They cannot accept the allowance risk which is absolutely vital to running an enterprise.

D). *LEGAL AND SOCIAL FORMALITIES :*

Fulfilling the law full formalities needed for running an enterprise. Because of prevalence of corrupt practices in government offices and procedural delays for divers permits, electrical energy, water and shed allotments.

E). *TECHNICAL PROBLEMS :*

If all else being equal in India Women Entrepreneurs faced technical problems which affect their working efficiency.

F). *MANAGEMENT:*

About majority of female responds agree that to manger their business. Properly is problem for them. The reason being that they donot have formal business education and training ..

G). *FAMILY SUPPORT :*

In some families are the view that are not supportive to them in their business.

H). *COMMUNITY SOCIETY :*

When some women were asked about the support of society the magourty of them strongly disagree that the community society is supportive. So lack of support for women Entrepreneurs is a challenge which they are facing.

I). *POVERTY :*

Poverty is considered the greatest threat to peace in the world. Due to this women are exploited as domestic helps.

J). *HEALTH AND SAFETY :*

The safety concerns of women are paramount for the well. Being of a country and is an important factor in gauging the Entrepreneurs of women in a country.

K). *INTERACTION WITH MALE WORKERS IN AN ENTREPRENEURIAL WORLD :*

In the general sense, a women always feel shy to work with a man of opposite sex, even

though she is spelled and knowledgeable. But in the present Entrepreneurial world as Entrepreneur has to vanish or come out the gender based thoughts. Irrespective of caste, creed, an entrepreneur has to work with male workers.

VI. FINDINGS

There are still quite a few areas in India where women empowerment is largely lacking.

1. There needs to be a sea change in the mind set of the people in the country. Not just the women themselves but the man have to wake up. To a world that is moving towards equality and equity.
2. There are some government programmes and NGOs in the country there is still a wide gap that exists between those under protection and those not.
3. Poverty and Illiteracy add to these complications. The Empowerment of Women beings with a guarantee of their health and safety.
4. Empowerment of women could only be achieved if their economic and social status is improved it could be impossible by adopting definite social and economic policies with a view of total development of women and to make them realize that they have the potential to be a strong human beings.
5. Heavy household responsibilities on the rural women that's why they are not prepared for extra work load of women Entrepreneurs.

VII. SUGGESTIONS

1. The First priority should be given to the education of women and paid special attention on the special training course.
2. Awareness programme need to be organized for creating awareness among women belonging to weaker sections.
3. Women should be allowed to work and should be provided enough safety and support to work. They should be provided with proper wages and work.
4. There should be personality development courses for women empowerment.

VIII. CONCLUSION

The study analysed that everybody whether men and women get the equal opportunity to express and well being of the society as whole. Women's Empowerment is not a northern concept women all over the world including countries in south have been challenging

and changing gender inequalities since the beginning of the history. Women represent half the world population and gender inequality exists in every nation on the planet. To perform below their true potential. The greatest need to our is the change of social attitude to women.

“When women move forward to family moves the village moves and the nation moves”. Its essential as their thought and their value system lead the development of good family good society and ultimately a good nation. The Entrepreneurship of the women has become one of the most important concern of 21st century not only national level but also at the international government initiatives along would not be sufficient to achieve this goal. Women should have full opportunities to self decision making and participating in social political and economic life of the country with a sense of equality.

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