

## Study about women entrepreneurship in India focusing problems and prospects

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### Abstract

This conceptual paper emphasizes the women entrepreneurs as the potentially emerging human resource. Women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage growing every year. The objective of this paper is to find out the problems and prospects. On the basis of findings some recommendations are suggested to solve problems. To make powerful society, economy and nation, spirit of women entrepreneurship should be promoted.

**Keywords:** women entrepreneurship, powerful society, economy, nation

### 1. Introduction

Entrepreneurship revealed that it is characterized by words such as innovation, change, risk taking, opportunity recognition, driving force and economic growth. It is constructed as something positive, leading to improvement. It is related to modernity in which development not only implies change, but also progress, which is both valued and expected. Entrepreneurs are innovators who come up with new ideas for products, markets or techniques. Thus, Entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. It is an attitude to create something new and an activity which creates value in the entire social eco - system.

Women entrepreneurship is considered as one of the most important factor contributing to the development of society. In India women's entrepreneurial role is limited in the large scale industries. But even in small scale industries, the women's participation is very low. However the number of women entrepreneur is increasing globally with huge obstacles as lack of capital, less experience strict social constraints and fewer skills. Women entrepreneurship has, or should have an important impact on the economy in terms of jobs, sales, innovation, economic growth and renewal. Ability to learn facing challenges, persuasiveness, managerial tactics, willingness to take risks and chances, ability to motivate, winning capability, losing braveness are required qualities for women entrepreneur.

### 2. Methodology

The present study is based only on secondary data. The data were collected from books, journals, website and annual reports.

#### 2.1 Causes of women's entry in entrepreneurship

Increasing consciousness among women about their existence & rights is gradually changing their role and economic status in the society. Reasons for women entrepreneurship are wish to establish self-identity, higher education, wish to be an ideal for others, wish for bright future, supplementary income,

family occupation, Govt. policies & schemes, liberty to take decisions, trend of employment for everyone, self-satisfaction, Innovative and creative thinking.

#### 2.2 Growth of Women Entrepreneurship in India

In India, women participation into business is a new phenomenon. Women entry into business is traced out as an extension of their kitchen activities mainly to 3 Ps viz, pickles, powder and papad. With growing awareness and spread of education, women have started shifting from 3 Ps to 3 modern E's, viz. Engineering, Electronics and Energy. They have excelled in these activities. In some areas women have grown remarkably. The status of women entrepreneurs and their contribution to the national economy is quite visible in India. Women's entrepreneurship has been recognized during the last decade as an important source of economic growth.

According to of statistics women in India 2010, proportion of female entrepreneurs to total population in percentage is 16.65 in rural areas and 9.42 in urban areas this shows overall less contribution of women in work but more percentage of women workers in rural areas.

The survey shows that women constitute only 13.76% of the total entrepreneurs, i.e., 8.05 million out of the 58.5 million entrepreneurs.

Another revelation is that out of these entrepreneurs, 2.76 million women (34.3% of the total entrepreneurs) work in agriculture sector whereas 5.29 million females (65.7% of the total entrepreneurs) work in non-agricultural sectors. In the agriculture, livestock dominates (with a share of 31.6 %) among all other farming activities.

Among the non-agricultural activities owned by women entrepreneurs, manufacturing and retail trade are dominant ones with corresponding percentages being 29.8% and 17.8% respectively.

Out of the total establishments under women entrepreneurs, percentage share of various social and religious groups OBC: 40.60%, SC: 12.18%, ST: 6.97% and others (40.25%); Hindus: 65.6%, Muslim: 12.84% and Christian: 5.2%.

Among the states, the largest share in number of establishments under women entrepreneurship is of Tamil

Nadu (13.51%) followed by Kerala (11.35%), Andhra Pradesh (10.56%), West Bengal (10.33%) and Maharashtra (8.25%).

**Table 1: State wise Status of Women Entrepreneurs**

State	Strength of Women Entrepreneurs %
Tamilnadu	13.51
Kerala	11.35
Andhra Pradesh	10.56
West Bangal	10.33
Maharashtra	8.25
Other States	46

**Table 2: Caste wise Status of Women Entrepreneurs**

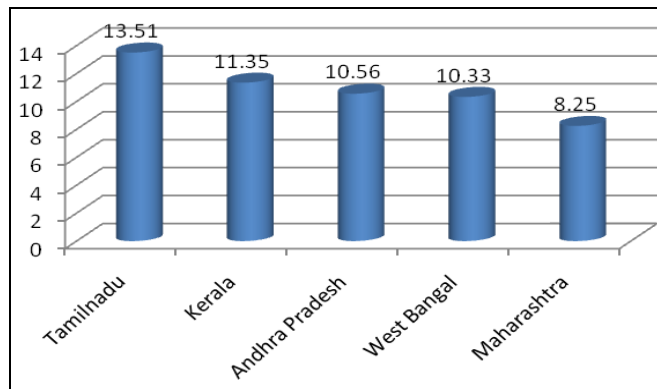
Cast	Strength of Women Entrepreneurs %
OBC	40.6
SC	12.18
ST	6.97
Others	40.25

**Table 3: Religion wise Status of Women Entrepreneurs**

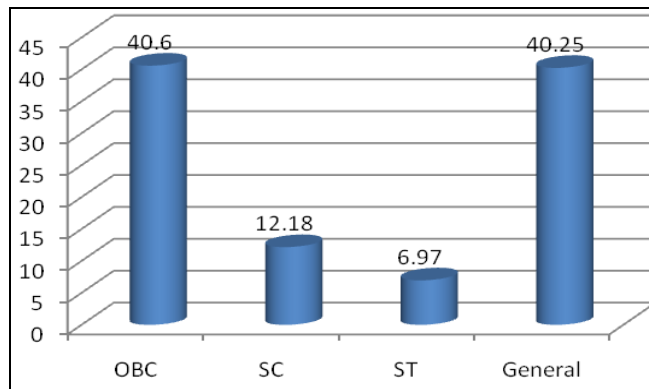
Religion	Strength of Women Entrepreneurs %
Hindus	65.6
Muslim	12.84
Christian	5.2
Others	16.36

**Table 4: Sector wise Status of Women Entrepreneurs**

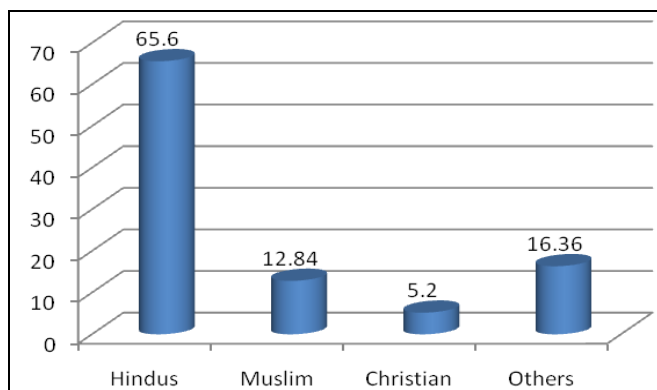
Strength of Women Entrepreneurs in Agriculture Sector (%)		Strength of Women Entrepreneurs in Non-Agriculture Sector (%)		
Livestock	Other	Manufacturing	Retail Trade	Other
31.6	2.7	29.8	17.8	18.1



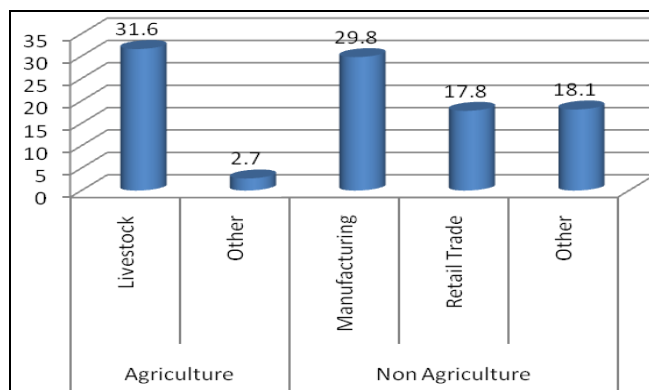
**Fig 1: State wise Status of Women Entrepreneurs**



**Fig 2: Caste wise Status of Women Entrepreneurs**



**Fig 3: Religion wise Status of Women Entrepreneurs**



**Fig 4: Sector wise Status of Women Entrepreneurs**

### 2.3 Challenges for Women Entrepreneurs

Indian women give more emphasis to family and relationships. Women have responsibilities for children, home and family members. These responsibilities hinder them from outside business work. Few women can devote all their time and energies to their business. The business success also depends on the support of the family members. Only few women are able to manage both home and business efficiently, devoting enough time to perform all responsibilities.

The greatest challenge to women entrepreneurs is that they are women. Male dominant social order is the big hurdle to them towards business success. Male members think it a big risk financing the ventures run by women. Women are looked as weak in all respects. In a male dominated society, women are not treated equal to men that act as a barrier for women entrepreneur.

Lack of finance is one of the most common challenges that entrepreneurs face. Women, who are further impeded by lack of personal identification, lack of property in their own name and the need for their family member's countersignature on documents. Sources of finance like banks are reluctant to lend to women entrepreneurs especially if they do not have any male or family backing.

Generally women don't have legal knowledge to start an enterprise. The institutional and legal environment is critical to the growth of female – owned enterprises. Laws regulating the marriage, inheritance and land can hinder women's access to assets that can be used as collateral when securing a loan.

Lack of role models undermines the self-confidence of women entrepreneurs. Lack of self-confidence, will-power, and optimistic attitude create a fear. The family members and the society are reluctant to stand with them to support.

Women entrepreneurs have to face competition with the men entrepreneurs who easily involve in the promotion and developmental activities. As a result women go behind the men.

Women in India are dependent on men since childhood. They are less educated, economically not stable nor self - dependent which reduce their ability to take risks and uncertainties of business.

The traditional social approach stops women from entering in the field of entrepreneurship. They are under a social pressure which restrains them to prosper and achieve success in the field of entrepreneurship.

Women managed business are often small and it is not always easy for women to access the information they need regarding technology, training, innovative schemes, alternative markets, financial schemes etc.

Generally women have lack knowledge about the financial assistance provided by govt. organizations. Hence, govt. policies regarding support to women entrepreneurs could not reach to the women entrepreneurs.

### 3. Suggestions

Entrepreneurship Development Training Programs should be organized to develop professional competencies. It should include basic training like managerial, leadership, marketing, financial, production process, profit planning, account keeping, handling of tax matters and compliance of rules and regulations to improvise their over-all personality standards.

There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs by govt. A

programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.

Attempts should be there to enhance the standards of education of women so that they may get knowledge of entrepreneurship with basic education. This will encourage women to undertake business.

Vocational training should be promoted for women that may enable them to understand the production process and production management.

International, national, local trade fairs, industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.

Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures. The weaker section may get funds through various schemes and incentives provided by the government to develop entrepreneurs.

Attempts by various NGO's and government organizations to spread information about policies, plans and strategies on the development of women in the field of industry, trade and commerce. Women entrepreneurs should utilize the various schemes provided by the Government. Women should try to upgrade themselves by implementing the latest technology. This can support women to excel business.

Self-help groups of women entrepreneurs to mobilize resources and pooling capital funds, in order to help the women in the field of industry, trade and commerce can also play a positive role to solve financial problem. Govt. should help women to solve marketing, product selling related problems.

### 4. Conclusion

The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and thinking in society. Hence, society needs a movement that will bring 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. Entrepreneurship training programmes are necessary to train aspirants. This could be achieved by carefully designing the curriculum that will impart the basic knowledge along with its practical implication regarding management of an enterprise.

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