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PROBLEM'S OF WOMEN ENTREPRENEURSHIP IN INDIA

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Introduction

Entrepreneurship is one of the most important drivers of job creation & economic growth & is crucial for the development of a vibrant formal small & medium sized business sector. Women entrepreneurs in a country play a key role in the economic development of a country. Entrepreneurship is a powerful tool for economic development of an agricultural country like India. After we got independence small scale & medium scale entrepreneurs have contributed significantly to economic growth in India. There are more and more young people attracted to undertake entrepreneurship activities for self-employment. Women entry into business is a recent phenomenon. It is traced out as an extension of their kitchen activities to three pieces, i.e. pickles, papad, masala manufacturing. Women have started moving from traditional to modern activities like engineering, electronics & energy popularly. Women entrepreneurs account for about 10% of total entrepreneurs in the country. Women in India are no longer confined and remain within the four walls of the house. They are participating & performing well in all spheres of activities such as politics, academic, administration, space & industry.

Women entrepreneurs may be defined as the women or group of women who initiate, organize & cooperate a business enterprise. Government of India has defined "women entrepreneurs" as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and given at least 51% of employment generated in the enterprise to women.

Women entrepreneurs create new jobs for themselves and also provide society with different solutions to management and business problems. Women entrepreneurs often face gender-based barriers to starting and growing their businesses like discriminatory property, matrimonial & inheritance laws and cultural practices. Lack of access to formal finance mechanisms, limited mobility and access to information and networks etc.

Women entrepreneurs in the four southern states and Maharashtra account for over 50% of all women-led small-scale industrial units in India.

Problems of Women Entrepreneurs

1. Family Responsibilities

Management of family may be more complicated than the management of the business hence she cannot put harmful involvement in the business. Occupational background of the family and education level of husband has a direct impact on the development of women entrepreneurship.

2. Social Attitudes

Women don't get equal treatment in a male-dominated society where ever she goes she faces discrimination. The male ego stands in the way of success of women entrepreneur's. The rigid social attitudes prevent a woman from becoming a successful entrepreneur.

3. Finance Problem

Women don't generally have property on their names to use them as collateral for obtaining funds from external sources. Women entrepreneurs suffer from shortage of finance, owing to lack of confidence in women's ability. Male members in the family do not like to risk their capital in ventures run by women. Banks have also taken negative attitude while lending to women.

entrepreneurs. Thus women entrepreneurs rely often on personal saving & loans from family and other friends.

4. **Lack of Education**

About 60% of women are still illiterate in India. Due to the lack of education women are not aware of business, market knowledge and technology. There exists a belief that investing in women's education is a liability not assets.

5. **Lack of Training and Information**

A women entrepreneurs from middle class starts her first entrepreneurial Venture in her late thirties or early forties. Due to her commitments towards children, her biggest problem is the lack of sufficient business training. Women entrepreneurs sometimes are not aware of technological development and other information on subsidies and concession available to them. They may not know how to get loans, industrial states raw material etc.

6. **High Cost of Production**

High Cost of material, low Productivity, underutilization of capacity, account for high cost of production .The government's assistance and subsidies would not be sufficient for the survival

7. **Stiff competition**

Women entrepreneurs don't have organizational setup to pump lot of money for canvassing and advertisement thus they have to face a stiff competition for marketing of their products.

8. **Male – Dominated Society**

The constitution of India speaks of equality between sexes but in practice women are looked upon as weak in all respects

9. **Law mobility**

Unlike men, women mobility in India is highly limited due to various reasons. A single women asking for rooms is still looked upon suspiciously. One of the biggest handicaps for women entrepreneurs is her inability to travel from one place to another for business purpose sometimes licensing authorities, labour officials and sales tax officials may harass them.

10. **Other Problem's**

- i. Gender bias, 42% of women entrepreneurs reported gender discrimination in their upbringing during their childhood.
- ii. Among the weakness of women entrepreneur's lack of exposure is also the problem faced by the women entrepreneurs.

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