

## Women Roll and Challenges as an Entrepreneur

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### **ABSTRACT:**

*The educated Indian women have to go a long way to achieve equal right and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. In today's world women entrepreneurs are playing very vital role and they have become important part of global business environment and it's really important for the sustained economic development and social progress. In India women are playing key role in the society, but still their entrepreneurs ability has not been properly tapped due to lower status of women in the society. The main purpose of this paper is to find out the status of women enterprises in India and another main purpose of this paper is to analyse policy of Indian Government for women and also analyse the growth of women entrepreneurship. The primary objective of this paper is to find the status of women enterprises in India and also study the success story of women enterprises of India. Women of 21<sup>st</sup> Century are no more a traditional resources confined to homes only rather and eructated knowledgeable and innovative part of the overall population processing. The capacity to transform economics into thriving enterprises. On the base of this paper analyse sum recommendation are given to promote sprit to women*

*entrepreneurship are helping the women to become a successful entrepreneurs.*

### **INTRODUCTION**

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. Indian women have to go a long way to achieve equal rights and position because traditional are deep rooted in Indian society where the sociological set up has been a mail dominated one. Women enterprises may be defined as the women or a group of women who commence and operate a business venture. They should explore the prospects of starting new enterprise under take risk, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspect of business. The economist views him as a fourth factor of production along with land, labour and capital. The sociologists feel that certain communities and culture promote entrepreneurship like for example; in India we say that Gujarat's and sin his are very enterprising. Still others feel that entrepreneurs are innovators who come up with new ideas for product market or techniques. The Indian culture made them only subordinates and executors of the decision

made by other male member in the basic family structure. The transformation of social fabric of the Indian society, in term of increased education status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has completed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are persuasive and willing to take risks. Ability to learn quickly from her ability, open style of problem solving, willingness, to take risk and chances ability to motivate people knowing how to win and lose gracefully are the strengths of the Indian women entrepreneur. Today's women have not only safely entered into job situations but have also immersed as professionals and executives in many fields. They have found acceptance in the family as well as society. However their entry into fiercely competitive business world has a great challenge. Besides, family and social problem they faced problem in raising both working capital finance and long term finance.

### **CONCEPT OF WOMEN ENTREPRENEURS**

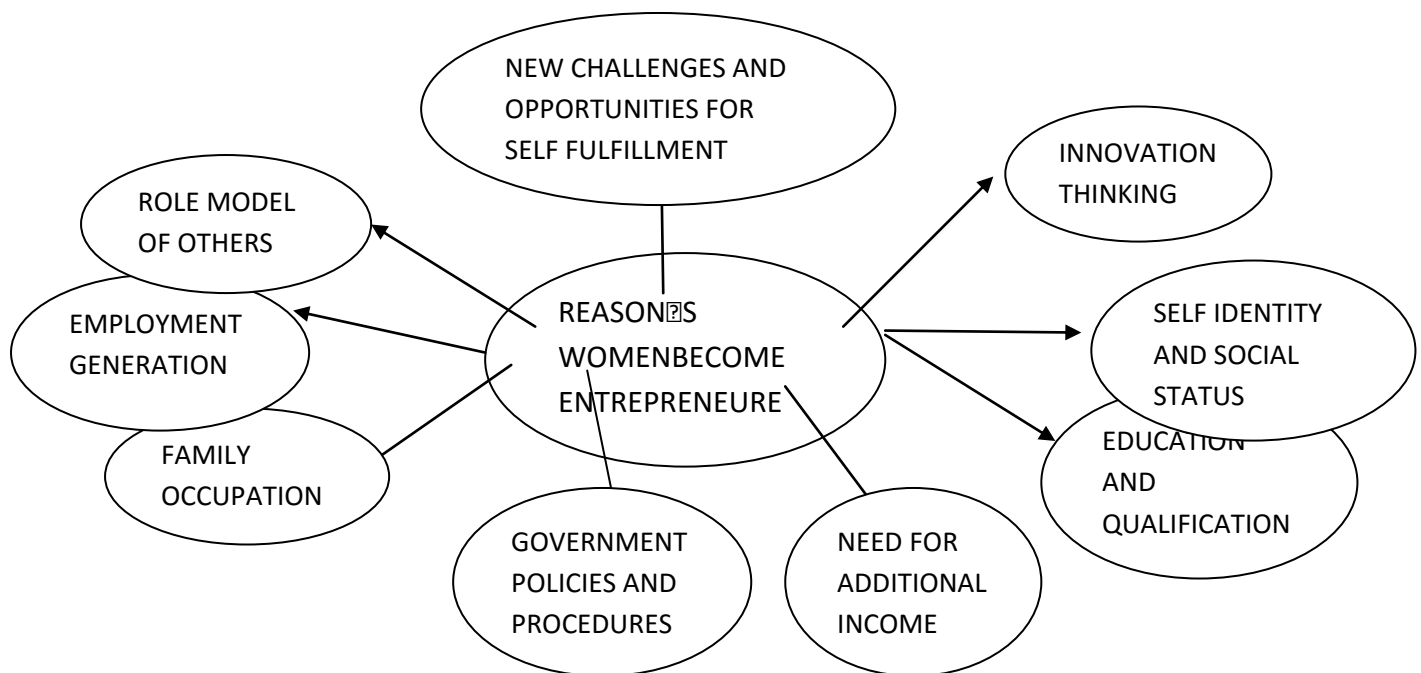
Women entrepreneurs may be define as the women or a group of women who invite, organise and operate a business enterprise .The Government of India has define women entrepreneurs as an enterprise owned and

controlled by women having a minimum financial interest of 51% of the capital and giving at least women entrepreneurs play the vital role particularly in terms of their contribution to the economic development. Women of economic growth by establishing their new venture women entrepreneur generate new jobs for themselves and others and also provide society with different salutation to management organization and business problems. such a situation is describe as pull factor while in push factor women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

### **OBJECTIVES OF THE WOMEN ENTREPRENEUR**

1. To find out the factor with encourage women to become entrepreneur.
2. To examine the obstacles faced by women entrepreneurs.
3. To study the support given by the government women entrepreneurs.
4. To evaluate the factor responsible for encouraging women to become entrepreneurs.
5. To study the policies, programmes, institutional networks and the involvement of support agencies in promoting women's entrepreneurship.
6. To critically examine the problem faced women entrepreneurs.

### **REASONS FOR WOMEN BECOME ENTREPRENEURS:**



The entry of women into business in India is traced out

As an extension women are self determination for recognition self esteem and career goal the key driver for taking up entrepreneurship by women. However, dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women in to entrepreneur activities. The day have gone when women always passed her whole life within the boundaries of house now women are found indulged in every line in business . The entry of women into business in India is an extension of their normal home activities.

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

The Problem and constraints experienced by women entrepreneurs have resulted in restricting the expansion by women entrepreneur are:

1. The greatest deterrent to women entrepreneurs is that they are women. Male members think it a big risk financing the ventures run by women.

2. Women are not treated equal right to men that act as a barrier to women's entry into business.
3. Lack of self-confidence, will-power, strong mental out-look and optimistic attitude amongst women creates a fear from committing mistakes with doing their piece of work.
4. 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.
5. Women's family obligations also bar them from becoming successful entrepreneur in both developed and developing nations.
6. The educations level and family background of husband also influences women participation in the field of enterprise.
7. High production cost of same business operation adversely affect the development of women entrepreneurs.
8. Lack of awareness about the financial assistance in the form of incentives, loans and schemes.

A part from the above discussed problem there may occurs other series of serious problem faced by women entrepreneurs as improper infrastructural facilities, high cost of production, attitude of people of society the women modern business outlook low need of enterprise. Women also tend to start business about ten year than men an average.

### **SUGGESTIONS FOR THE GROWTH OF WOMEN ENTREPRENURS**

Right efforts from all the required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. The following measures are suggested to empower the women to seize various opportunities are faced challenges in business.

1. There should be a inspire, encourage, motivate and co-operate women entrepreneurs.
2. Organize training programmes to develop professional competencies in managerial, leadership, production process profit planning and to improve their over- all personality slandered.
3. Educational institutes should tie up with various government and non-government agencies to assist into entrepreneurship development to plan business projects.
4. Women in business should be offered soft loan and subside for encouraging them industrial activities.

Women participation in many kinds of economic activities to complement to their family income, their participation in to way reduces their family duties. The task of women has become fuller of challenges. Let us all make efforts to help women rediscover her.

### **STEPS TAKEN BY THE GOVERNMENT**

AT PRESENT THE GOVERNMENT OF INDIA HAS VARIOUS SCHEMES FOR WOMEN, SOME OF THERE ARE

1. Assistance to Rural Women in non-far Development (ARWIND) Schemes.
2. Entrepreneurial Development Programme (EDPS)
3. Indira Mahila Yojana
4. Indira Mahila Kendra
5. Management Development Programme
6. Women's Development Corporation
7. Micro Credit Scheme
8. Working Women's Forum
9. Training of Rural Youth for Self Employment
10. Prime Minister's Rojgar Yojana

### **CONCULSION:**

Empower women entrepreneurs for achieving the goal of sustainable development and the bottlenecks hindering their growth must be reduced to enable full participate in the business. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the India women and laws guaranteed equal right of participation in political process and equal opportunities and right in education and employment were enacted. Therefore promoting entrepreneurs among. Indian women are certainly a short cut to rapid



economic growth and development. Let us try to eradicate all kinds of gender bias and thus allow women to be a great entrepreneur at par with men.

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