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Women Entrepreneurship in India problems & Suggestion

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Research Paper - Economics

Introduction:-

The educated women do not want to limit their lives in the four walls of a house. They demand equal respect from their partners. However Indian Women have to go a long way to achieve equal rights & position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker set and always made to depend on men folk in their family and outside throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members in the basic family structure. While at least half the brain power on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is beginning with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and married aspirations for better living necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These Women leaders are assertive persuasive and



succeed in this cut throat competition with their hard work diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness open style of problem solving willingness to take risks and chances ability to motive people knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.

Concept of women entrapments:-

The concept of entrepreneurship was first established in the 1970 and the meaning has evolved ever since. Many simply equate it with starting one's own business. Most economists believe it is more than that. To some economists the entrepreneur is one who is willing to hear the risk of a new venture if there is a significant chance for project. Other emphasizes the entrepreneur role as an innovator who markets his innovation. Still other economists say their entrepreneurs develop new goods or processes that the market demands and or not currently being supplied.

In the 20th century economist Joseph Schumpeter (1883-1950) and how the entrepreneurs drive for innovation and improvement creates upheaval and change. Schumpeter viewed entrepreneurship as a force of creative destruction. The entrepreneur carries out new combinations these by helping render old industries absolute. Established ways of doing business are destroyed by the creation of new and better ways to do them. Business expert Peter Drucker (1909-2005) took this idea further describing the entrepreneur as someone who actually searches for change responds to it and exploits change as an opportunity. A quick look at changes in communication from typewriters to personal computer to the internet illustrates these ideas. Most economists today agree that entrepreneurship is a necessary ingredient for stimulating economic growth and employment opportunities in all societies. In the developing world successful small businesses are the primary engines of job creation income growth and poverty reduction. Therefore government support for entrepreneurship is a crucial strategy for economic cooperation and development (OECD) said in 2003 policies to foster entrepreneurship are essential to job creation and economic growth. Government officials can provide incentives that encourage entrepreneurs to risk attempting new ventures. Among these are laws to enforce property rights and to encourage a competitive market system.

The culture of a community also may influence how much entrepreneurship



there is with in it . Different levels of entrepreneurship may stem from cultural difference that make entrepreneurship more or less rewarding personally . A community that record the highest status to those at the top of hierarchical organizations or those with professional expertise may discourage entrepreneurship . A culture or policy that accords high status to the self made individual is more likely to encourage entrepreneurship.

How to develop to Rural Entrepreneurship:

Establishing an industry and these by activities. Though the answer to the question how to develop entrepreneurship lies in the solutions of the problems in faced in this regards yet the following measures are suggested for developing entrepreneurship in the rural areas.

1. Finance is considered as lubricant for setting up and running an industry fund therefore need to be made available on time at soft terms and conditions to those who really need it.
2. Proper provisions need to be made to impart the institutional training to orient the entrepreneurs in specific products and trades . So that the local resources can be harnessed properly.
One effective way to inculcate the entrepreneurial acumen and attitude may be imparting entrepreneurial education in the school colleges, and universities.
3. In order to solve the problem of marketing for rural industries common production cum marketing centers need to be setup and developed with modern infrastructure facilities, particularly in the areas having good production and growth potential
4. Provide easy loan facilities of Rural entrepreneurship.

Some problems of women entrepreneurship:

1. Finance problems:- Every business stand on finance is a blood of business women entrepreneurship face the finance problem They did not get loan easily. They have not property on their own names to use the securities for getting loan from bank and financial industries.
2. Raw-material problems:- Raw material are not easily available encounter the problem of shortages of raw material and necessary input also problem of high rate of raw material.



3. Cut-throat competition:- Women entrepreneurs have to face competition from organized industries they have also to face stiff competition with the men Entrepreneurs who really involve in the promotion and development area and carry out easy marketing of their product both the organized sector.
4. Lack of education :- In Indian 40% women are illiterate this is the most important problems among women Due to lack of knowledge the latest technological .
5. Marketing Problem :- Women entrepreneurs faced the marketing problem their products . They have not any experience of marketing . They depend on middlemen who pocket the bulk of profit. Although the middle men exploit the women entrepreneurs women entrepreneurs also find it difficult to capture the market and make their product .
6. Lack of self-confidence:- Most of women from problem of self confidence self confidence is the motivational factor for entrepreneurs due to lack of self confidence. Most of women entrepreneurs . Thus all these psychological factors often in the area of enterprise .
7. Family problem:- Women entrepreneurs play dual role in their life So family support is very important for achieving great success in their life . Indian women look after her children and manage the other family member they have spend a lot of time for family so they did not get more time for the business as a result .

Suggestions:-

- There should be a continuous attempt to inspire encourage , motivate and cooperate women entrepreneurs.
1. An awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
 2. Attempts should be there to enhance the standards of education of women in general as well as making effective provisions for their trading practical experience and personality development programmes to improve their overall personality standards .
 3. Vocational training to be extended to women community that enables them to understand the production process and production management.



4. Skill development to be done in women's polytechnics and industrial training institutes skills are put to work in training. Cum production workshops.
5. Educational institutes should tie up with various government and non-government agencies to assist in.
6. International, National, Local trade fairs, Industrial exhibitions seminars & conferences should be organized to help women to facilitate interaction with other women entrepreneurs.
7. Making provision of micro credit system and entrepreneurs may face problem but they must persevere believe in themselves and not give up mid way.
8. Government of India has over 27 schemes for women operated different departments and ministries.
Integrated Rural development programme (IRDP)
Khadki and village industries commission (KVIC)
Training and Rural youth or self employment
Prime ministers Rojgar yojana (PMRY)
Entrepreneurial Development Programme
Mahila Vikas Nidhi
Rashtriya mahila kosh
NGOS credit schemes
Rajiv Gandhi Mahila Vikas pariyojana

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