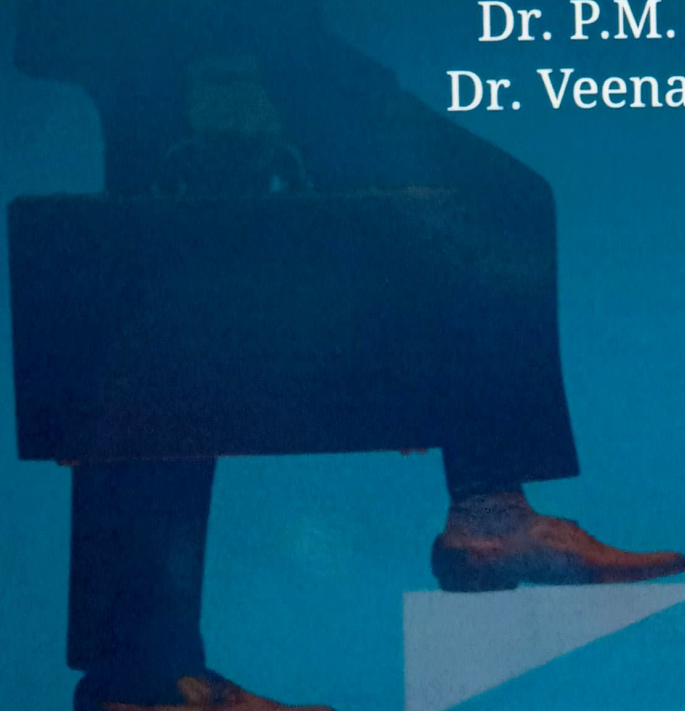


# DYNAMICS OF ENTREPRENEURSHIP

*Editors*

Dr. P.M. Shiva Prasad  
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Himalaya Publishing House

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**First Edition : 2019**

**ISBN: 978-93-5367-417-5**

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- 
- Published by** : Mrs. Meena Pandey for **Himalaya Publishing House Pvt. Ltd.**,  
"Ramdoot", Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004.  
**Phone:** 022-23860170, 23863863; **Fax:** 022-23877178  
**E-mail:** himpub@bharatmail.co.in; **Website:** www.himpub.com
- Branch Offices** :
- New Delhi** : "Pooja Apartments", 4-B, Murari Lal Street, Ansari Road, Darya Ganj, New Delhi - 110 002.  
Phone: 011-23270392, 23278631; Fax: 011-23256286
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Kolkata - 700 010. Phone: 033-32449649; Mobile: 07439040301
- DTP by** : Sunanda
- Printed at** : SAP Print Solutions Pvt. Ltd., Mumbai. On behalf of HPH.

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# Obstacles for the Women Entrepreneurship Development in India

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## ABSTRACT

*This paper indicates and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21st century. The primary objective of this paper is to find out the obstacles for the Women Entrepreneurship Development in India. Woman constitutes the family, which leads to society and nation. Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind in which every woman has in her but has not been capitalized in India in way in which it should be. The entrepreneurial process is same for men and women. Successful men and women entrepreneurs undergo similar motivations and thus achieve success in largely same way under similar challenges. However, in practice, most of the upcoming women entrepreneurs face problems that are of different dimensions and magnitudes than that faced by their male counterparts. These problems, generally, prevent these women entrepreneurs from realizing their potential as entrepreneurs.*

*The major hurdles that the women face during starting and running a company generally come from financing and balancing of life. The balancing of life is caused due to lack of family support for the women. The other hindering external factors include gender discrimination, inaccessibility to information, training opportunities, infrastructure, etc. Some internal factors like risk aversion by women, lack of confidence, lack of vision of strategic leader, etc. can also create obstacles for the women entrepreneurship development. This conceptual paper suggests the way of eliminating and reducing hurdles of the women entrepreneurship development in India. On the basis of this analysis, some recommendations are given to promote spirit of women entrepreneurship and helping the women to become a successful entrepreneur.*

## INTRODUCTION

Women entrepreneur is a person who accepts challenging role to meet her personal need and become economically independent. There are economical, social, religious, cultural and other factors existing in the society which are responsible for the emergency of the entrepreneurs. Government of India defines women entrepreneur as "an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated by the enterprise to women". Kamal Singh says "A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life."

According to Sixth Economic Census released by the Ministry of Statistics and Programme Implementation, women constitute around 14% of the total entrepreneurship, i.e., 8.05 million out of the total 58.5 million entrepreneurs, noted the Vice President of India, M. Venkaiah Naidu. Out of this, 2.76 million women constituting 13.3% of women entrepreneurs work in agriculture sector whereas 5.29 million women constituting more than 65% work in non-agriculture sector.

In Indian scenario, women have to face many problems in carrying out any economic activities or undertaking any entrepreneurial task. Women have to face various socioeconomic and other problems as entrepreneurs as they are not treated equally to men due to social and cultural traditions.

## OBJECTIVES OF THE STUDY

1. To discuss about the obstacles facing by women entrepreneurs in India
2. To discuss about the suggestions to improve the state of women entrepreneurship in India

## RESEARCH METHODOLOGY

The main objective of the study is to know the obstacles faced by women entrepreneur in India. This study is mainly based on the secondary source in the form of various research papers, websites, textbooks and eBooks.

## LITERATURE REVIEW

Dahiya (2000) in her article titled, "Emerging Profile of Women Entrepreneurs and Workers in India" has compared Indian women's participation in economic activities to that of the other developed nations of the world. In her analysis, she has found out that in India women's participation in economic activities is not very encouraging in comparison to their counterparts in the developed nations of the world. The employment pattern in the organized sector has also remained massively biased against women. She has substantiated this view by showing that the recent government policy, entailing the curtailment and disinvestment of public sector, would affect both the existing and prospective women's job position, pushing them into the private and unorganized sector resulting in inadequate wages, wage discrimination and even struggle for food. She has suggested that the Indian women entrepreneurs may do better than women entrepreneurs of the other developed nations, if the Indian women entrepreneurs come forward and meaningfully participate in the huge task of nation building and of turning India into a viable and robust economy in the twenty first century.

Danish Ahmed Ansari (April 2016) has made an empirical study on "Women Entrepreneurship in India" which aims to identify the different categories and various problems that women come across in starting an enterprise. This paper states that the progress is seen only among women entrepreneurs of upper class and the progress is insignificant when compared with other nations. The study is purely based on secondary data and it suggests that government and various institutions should come up with guidelines and help women to overcome their problems.

Shikha Mahajan (2013) in her study "Women Entrepreneurship in India" analyzed the status of women entrepreneurs in India and also examines the challenges that they face. The study is fully based on secondary data and it concludes that the challenges can be overcome when there is change in the mindset of the society and the women should be made aware of her existence and her role towards the development of the country

## DISCUSSION

The status of women in India has been changing due to the growing industrialization, urbanization, higher education, technical know-how and their percentage in the workforce is also increased with the widespread of awareness on the significance of education and self-dependence. Government has also taken a special interest in conducting many entrepreneurial training programmes for women to enable them to start up their own business enterprise. Banks and financial institutions are also coming up to assist women entrepreneurs by providing loans and advances at lower rate of interest and this boosts the confidence level of women to take up the initiative to start their new venture. However, there are few obstacles for women to start and manage business.

## OBSTACLES FACED BY WOMEN ENTREPRENEURS

The hurdles and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship.

1. **Lack of finance:** Due to lack of finance, women find it difficult to do something on her own. Obtaining the support of bankers, managing the working capital and lack of credit facility are the problems faced by women entrepreneurs. According to a report by the United Nations Industrial Development Organization (UNIDO), "Despite evidence that women's loan repayments rates are higher than men's, women still credit". Although the process of getting the loans has been simplified to an extent has been still facing a problem.
2. **Role conflict:** Women entrepreneurs face role as they are not available to spend enough time with their family. They spend long hours. It is difficult to meet the demands of their family members.
3. **Lack of self-confidence:** Women lack confidence and thereby they hesitate to take risk in their business. Since she has to play dual role, she has to strive hard to strike a balance between her dual roles.
4. **Stiff competition:** As many of the women enterprises have imperfect organizational set-up, they have to face severe competition from well-organized industries.
5. **Family restrictions and ties:** Women have had many ambitions during their student days, but most of them usually lose track of their ambitions in the period of post education that is during marriage and settling down as a homemakers. As family is always a major influencing factor for married women entrepreneurs, and husband being the main constituent of the family, has a major influencing role. So, it is a difficult task for women to face multiple roles.
6. **Lack of information:** Women entrepreneur lack knowledge and information of availability of raw material, financial facilities, government help, subsidies available and many more. Lack of advanced knowledge hinders the expansion of their markets.
7. **Lack of access to technology:** It is not always easy for women to access the information they need regarding technology, innovations schemes. Though they attend various meetings of associations, getting information from other entrepreneurs, it is not sufficient. While technology is being used to assist in delivering information to women-owned businesses, just a small percentage of women entrepreneurs avail this technology. They hardly make use of advanced software like SAP, Accounting Package Tally, Animation Software, Internet and many more.
8. **Socio-cultural barriers:** Women entrepreneurs in India are always seen with suspicious eyes, particularly in rural arrears. They face more social and cultural barriers. So, many castes and religions dominate with one another and hinder women entrepreneurs.
9. **Lack of training:** As many women become entrepreneurs, they also have to play dual role of business women and caretaker of their family. As a result, they lack access to training, which will go a long way in helping them in developing business skills.
10. **Problem of middlemen:** Women entrepreneur depends on middlemen for the sale of their product. Middlemen add their own profit margin and hence cause for higher selling price. In such cases, customers' demand will decrease for the products of women entrepreneur. And this will further lead to fewer sales and less profit.

## FACTS AND FIGURES

- Women entrepreneurship has hit a media tipping point. Women-owned entities in the formal sector represent approximately 37% of enterprises globally — a market worthy of attention by businesses and policy makers alike.
- While aggregated data is often challenging to find, the recent Global Entrepreneurship Monitor (GEM) found 126 million women starting or running businesses, and 98 million operating established (over three-and-a-half years) businesses.
- There are 224 million women impacting the global economy — and these survey counts only 67 of the 188 countries recognized by the World Bank.



- In India, women comprise about 30% of corporate senior management positions, which is notably higher than the global average (24%). But women entrepreneurs constitute only 10% of the total number of entrepreneurs in the country. One of the most obvious reasons to invest in women leaders in India is that women control the vast majority of household spending. So unless you are a business that is focused mostly on men, women are more likely to better understand customer perspective. Another is that women are often better at building long-term relationships than men. Lasting relationships benefit a business tremendously, as only so much can be achieved without trust with employees, customers, suppliers, shareholders, government, etc.
- For instance, Kashmir is an agrarian economy with more than 70% of the population depending upon agriculture for their livelihood. Even though grassroots female entrepreneurs are not undertaking their businesses at a commercial level, they are breaking barriers and inspiring other women to become self-reliant.

## SUGGESTIONS

1. Family should support women entrepreneurs and encourage them to establish and run business successfully.
2. Women require assistance in selection of machinery and technology. Assistance must be provided to them in technical areas so that the business unit becomes successful.
3. Proper training has to be provided to women who are still reluctant to take up the entrepreneurial task.
4. Family should be liberal in providing financial support to them.
5. Government and other financial institutions must provide assistance to women entrepreneurs both in financial and non-financial areas.
6. Women entrepreneurs need to have a wide network with other firms to get required and timely advice for the growth and development their business.

## CONCLUSION

Women's entry into business is a recent scenario. It is found out as an extension of their kitchen activities to three Ps, i.e., pickle, power (masala) and pappad manufacturing. With growing awareness and spread of education over the years, women have started giving attention to modern activities like engineering. Women entrepreneurs face two types of problems, one, general problems faced by all entrepreneurs and, second, problems specific to women. Male-dominated society, family ties, lack of need achievement, education and risk-bearing abilities are the examples of problems specific to women entrepreneurs.

Women in India no longer remain confined within four walls of the house. They are participating and performing well in all areas of activities such as academic, politics, administration, space and industry. Government and voluntary agencies levels to tap the hitherto unrecognized and unaccounted for strength of women to integrate them in the process of industrial development, more especially small-scale industry development in the country. It is hoped that the suggestions forwarded in the article will help the women entrepreneurs in general to look into these obstacles and develop better ideas, developmental programmes and opportunities to the women to enter into more entrepreneurial venture without any hurdles.

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