

Indian Women Entrepreneurship :Problemsand Prospects

1. Dr. Nitin Gupta

(Professor and Head, Mittal School of Business, LPU, Jalandhar, Punjab (India)_144411

2. Ms. Deepika Puri

(Research Scholar, Mittal School of Business, LPU, Jalandhar, Punjab (India)_144411

Date of Submission: 15-09-2020

Date of Acceptance: 25-09-2020

ABSTRACT: Entrepreneurship is the second pillar of the Indian economy. Now a days with the encouragement from government and due to betterment in educational facilities the women of the country are actively participating in national GDP growth by adopting various types of business activities and becoming entrepreneur. Although this is a positive turn around in the conservative male dominated Indian society. Yet there are a few challenges and teething problems that the women entrepreneur faces and which need to be addressed for the development of women entrepreneurship. This paper attempts to find and highlight various Problems and Prospects of Indian Women Entrepreneurship.

Key words: Entrepreneurship, business, women, government, problems

I. INTRODUCTION

Since a long time, women are considered to possess better management skills than their male counterparts. Her skills are polished each day of her life as she manages her house and family, while doing so women have also been mastering the skill of multitasking in the present times, looking at family's lifestyle and its needs. It is felt that their desires cannot be met by a single income of the male in the household, therefore it has become need of the hour for the women to take up yet another challenge of supplementing the family income in whatever way possible. For this in the urban parts we see the women vary actively putting on the boots of her male counterpart and getting involved in various work fields, thereby paving way of opportunity for women entrepreneurship. A women enterprise is where most of the works be it process related, risk taking ability related,

employment generation related or marketing related are carried out largely by the team of women workforce All these factors are largely taken care by women workforce. A women entrepreneurship is also taking participation in equity generation, as women have the quality of been flexible, tolerant, creative, realistic, enthusiastic and energetic, developing an enterprise for them is not a very big challenge.

II. OBJECTIVES OF THE STUDY

The following are the objectives of the present study:

- To study the status of women entrepreneurship in India
- To study the various problems faced by women entrepreneurs in India.
- To study the future prospects for the development of women entrepreneurship in India.
- To study various initiatives taken by the government for development of women entrepreneurship.

III. METHODOLOGY

Secondary data has been used to make this study. The data were collected from books, journals, magazines, government websites, and annual reports.

IV. CONCEPT OF WOMEN ENTREPRENEURS

Women Entrepreneurs may be described as the women or a group of women who commence, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and

controlled by women having a minimum financial interest of 51 per cent of the capital and giving a minimum of 51 per cent of the utilization generated with in the enterprise to women. Women entrepreneurs engaged in business thanks to push and pull factors which encourage women to possess an independent occupation and stands on their own feet's. A sense towards independent decision-making on their life and career is that the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to urge independence. Under the influence of those factors the women entrepreneurs choose occupation as a challenge and as an urge to try to do something new. Such a situation is known as pull factors. While the push factors for women occupied in business activities are family compulsion and therefore the responsibility.

V. WOMEN ENTREPRENEURSHIP IN INDIA

Entrepreneurship is that Entrepreneurship which ensures value addition to rural resources while engaging human resource to its maximum. As far as the development of women there have been various shifts in the policies of the government for the last fifty years – from the concept of welfare till the 70's, to development in the 80's and empowerment in the 90's,

Implementation in 21st century. A number of NGOs are also working to improve the status of women in the country.

It is estimated that presently women entrepreneurs comprise about 20% of the entrepreneurs in India. The term “Women Entrepreneurship” means, an act of business ownership and business creation that empowers women economically, increases their economic strength also as position in society. Hence women-entrepreneurs are making a substantial impact together most all the segments of the economy which is quite 25 percent of all types of business. In India “Entrepreneurship” is extremely limited amongst women especially within the formal sector, which is less than 5 percent of all the business. Indian women business owners are changing the face of businesses of today, both literally and allegorical. For more than a decade, the number of women-owned businesses has grown at one-and-a-half to two times the rate of all businesses. Even more important, the expansion in revenues and employment has far exceeded the expansion.

Status of women entrepreneurship in India

The following tabular data has been derived from the CMIE report to show the number of women entrepreneurs present in different states in India.

STATE	NO. OF UNITS REGISTERED	NO. OF WOMEN ENTREPRENEURS	PERCENTAGE
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujrat	3872	1538	39.72
Karnatka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Gujarat	7344	1123	15.04
Other States and UTS	14576	4185	28.71
Total	64796	19971	32.82

VI. PROBLEMS FOR WOMEN ENTREPRENEURSHIP IN INDIA

1. **Financial requirement:** To establish an enterprise the first and foremost requirement is finance but when we see the economic fabric in the rural society, we find that its already too strained. As within the limited finances available to the family, it already has more share of outflow sources for that income. Thus finance becomes a huge challenge in the roadmap for a rural women enterprise. In the

rural economy the families exist on a shoestring budget and in such a situation for a women to set up a business identity is close to impossible. In current period government of India also declares and emphasizes on doubling the income of farmers in the country therefore we could also not let difficulties overshadow possibilities.

2. **Market oriented risk:** stiff competition in the market and lack of mobility of women make the dependence of women entrepreneurs on

middleman indispensable. Many business women find it difficult to capture the market and make their products popular. They are not fully aware of the changing market conditions and hence can effectively utilize the services of media and internet.

3. **Lack of confidence:** In general, women lack confidence in their strength and competence. The family members and the society are reluctant to stand beside their entrepreneurial growth. To a certain extent, this situation is changing among Indian women and yet to face a tremendous change to increase the rate of growth in entrepreneurship.
4. **Socio cultural barriers:** Women often face gender discrimination and have a hard time balancing work and child bearing. Women's family and personal obligations are sometimes a great barrier for a succeeding. In a business carrier only, a few women are able to manage both home and business efficiently, devoting enough time to perform all their responsibilities in priority.
5. **Less support towards family:** in business women have to devote long hours and as a result, they find it difficult to meet the demands of their family members and society as well. As such they become incapable in attending to domestic work, attending to the needs of their children which lead to conflict in their personal lives and they find it difficult to work as a women entrepreneur.
6. **Lack of focus to career obligation:** Indian women do not focus on their career obligations in the same manner as they do on their family and personal life. despite having excellent entrepreneurial abilities, they do not focus towards their career creates a problem in promoting women entrepreneurship.
7. **Lack of knowledge of accounting procedure and legal formalities:** Not having adequate knowledge of formalities involved in company formation, not knowing about accounting procedure of company in respect to legal obligations to run an enterprise pose a challenge for the women to set up an enterprise.

VII. FUTURE PROSPECTS FOR DEVELOPMENT OF WOMEN ENTREPRENEURSHIP:

As the country has taken up its journey towards poverty alleviation a great emphasis by the current government is being laid upon, the 50% non-working population in the country i.e. the women of India. In its efforts to bring about this

behavioural change in the society, the government as well understood the challenges and shortcomings that an individual would face to make its vision a success. In order to create an atmosphere of entrepreneurship and build self confidence amongst the people, there have been many schemes that have been introduced by the government while creating these schemes and policies government has kept a great focus for developing women entrepreneurship in the country. An emphasis has particularly been given to build up the confidence of "YES WE CAN" Amongst the women of India by the prime minister of our country.

State ministers under the aegis of ministry of women and child development, food processing industry, HRD ministry and various others are encouraging the women of all the sectors to contribute in nation's GDP growth to their maximum potential and in the process, special schemes for women entrepreneurs are developed at both state and central level.

Largely, the schemes that have been brought up by the government help in new start-ups, innovative ideas, marketing solutions and many such areas which a budding entrepreneur would experience as challenges. There are specific and special training programs of various levels at block, state and country level. Training is also available for the desirous under Pradhan Mantri Kaushal Vikas yojana, National Skill Development Council, The UDAN scheme and many more for graduate and under graduates. In order to facilitate a new entrepreneur, various soft loan schemes have also been brought up wherein loans of various sizes have been made accessible with nil or very small collateral security. Cost of such loans has also been intentionally kept very low. As for a new entrepreneur, exploration of suitable market is also a huge challenge so, in order for the new start up to survive in the market B2B solutions have also been made available by the ministries. These factors indicate government's intentions of helping out the people to the maximum so that they can utilize their potential to the best and great opportunities are provided with vision of a better India.

VIII. INITIATIVES TAKEN BY THE GOVERNMENT:

Following are the foremost programs for the development of Entrepreneurship:

1. **Industrial Awareness Programs (IAPs):** Industrial Awareness Programs (IAPs) are organized in various parts of the state to generate industrial/business awareness and to educate the potential entrepreneurs about the latest incentives and facilities offered by the

support system. The duration of each programme is three days.

2. **Short Term Entrepreneurship Development Program (EDPs):** The Short-Term Entrepreneurship Development programs (EDPs) are organized, so that the message of industrialization is carried to the general masses especially to the rural educated youth, who are unaware of the self-employment opportunities provided by the industries. The duration of Short-Term Entrepreneurship Development Program is one week.
3. **Short Term Product Specific EDPs:** The short-term product specific EDPs are organized for a duration of 2 weeks in which practical training is provided to the trainees in respect of product specific trades, such as computer application, mobile repair, fruit and vegetable processing, bag making, etc.
4. **Long Term Product Specific EDPs:** Long term EDPs are organized for a period of one month in which detailed practical training is provided to the participants in the trades of screen printing, beauty parlours, auto repairs, fashion designing, etc.

By ministry of Micro, small & medium enterprises:
Credit Guarantee Trust Fund for Micro and Small Enterprises: CGTMSE has been set up to strengthen credit delivery system and facilitate flow of credit to the MSE sector. To make available credit to micro and small Enterprises for Loans up to 200 lakhs without collateral guarantees. The corpus of the Trust has been recently enhanced from Rs. 2500 crore to Rs. 7500 crores. This enhancement would be funded by GOI.

Prime Minister Employment Generation Programme: This program has been set up to generate employment opportunities in rural as well as urban areas of the country through setting up new self-employment ventures. It aims to increase the growth rate of rural and urban employment. The maximum cost of the project admissible under manufacturing sector is Rs. 25 lakh and under Business sector is Rs. 10 lakhs.

Government schemes for creating women Entrepreneurship:

The Government of India has introduced multiple schemes to develop entrepreneurship among the women

- **Mudra yojana Scheme for women:** This scheme has been launched by the government of India for individuals wishing to start small new enterprises like Food processing units, beauty parlors, tuition centres and tailoring units. The

loan does not require any collateral security and can be availed as per 3 schemes:

- Shishu.. Loan amount is limited to Rs 50000.
- Kishor.. Loan amount ranges between Rs 50000 to Rs 5 lakhs.
- Tarun ..Loan amount is Rs 10 lakhs for the purpose of expansion of an existing enterprise.
- **Dena Shakti Scheme:** This scheme is provided by Dena bank to those women entrepreneurs in the fields of agriculture, manufacturing or small enterprises who are in need of financial assistance. The interest is also decreased by 0.25% along with the maximum loan amount being **20 lakhs** for retail trade.
- **Udhyogini:** This scheme is provided by Punjab & Sindh bank to those women in age group of 18 to 45, engaged in agriculture and SSI. **Maximum 1 Lakh Loan** is provided if annual income of the family is less than 45000, No income limits for widowed and differently abled women.
- **Cent Kalyani Scheme:** This scheme is offered by the Central bank of India with the aim of supporting women in starting a new venture or expanding an existing enterprise. This scheme requires no collateral security and the maximum amount that can be guaranteed under the scheme is **100 lakhs**.
- **Bhartiya Mahila Bank Business Loan:** BMB offers banking and financial services and growth opportunities to enhance businesses owned and managed by women across India. Those who want to start new ventures in retail trade for manufacturing enterprises, loan **up to Rs. 20 crores** will be given. Interest rates will be reduced by 0.25%. Various Loan types offered by Bhartiya Mahila Bank under CGTMSE scheme.

BMB Shringaar – Loan for Beauty Parlour/Saloon/Spa: Collateral not required

BMB Annapurna Loan – Loans for Food Catering: Collateral not required

BMB SME Easy Loans for small and medium enterprises: up to 1 crore collateral is not required

BMB Parvarish – Loan for Day Care Centre: Collateral not required.

IX. CONCLUSION:

Women are an important manpower resource of the country and every nation state

should try to employ them as mediators of economic progress and development. Women should be given equal opportunities economically and socially. Support for women entrepreneurship is one of the ways for that. But unluckily it is seen that the conventional mind set of the society and slackness of the state and respective authorities are major barrier in the women entrepreneurship development in India. That is why there is a need of continuous seek to motivate women entrepreneurs.

X. SUGGESTIONS:

Educational programs regarding the entrepreneurship should be brought in order to educate the women. • Sound business surroundings should be promoted for the growth of women entrepreneurship. • There should be proper programs where problems encountered by women entrepreneurs can be addressed. • Women should be inspired to take the benefits of policy measures initiated by the Government to encourage the place and level of women entrepreneurs in the nation • Women entrepreneurs should get support and inspiration from family, society, Government and financial institutions.

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