

## A STUDY ON CHALLENGES OF WOMEN ENTREPRENEURS IN INDIA

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### ABSTRACT

Entrepreneurs play an important role in an economy. These are the people who have the skills and initiative, necessary to take good new ideas to market and make the right decisions to make the idea profitable. The reward for the risks taken is the potential economic profits the entrepreneur could earn. Technically, a "women entrepreneur" is any women who organizes and manages any enterprise, usually with considerable initiative and risk. Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India. The present paper endeavors to study the concept of women entrepreneur and challenges faced by them in India. This paper is mostly based on secondary data and observations. An extensive literature review is done on women entrepreneurs. At the end some major problems faced by Indian women entrepreneurs, factors influencing women entrepreneurship.

*Key Words : Women entrepreneurs, Problems, Challenges*

### INTRODUCTION

Entrepreneurship has been globally felt as a developmental and progressive idea for business world Scott, (1986). Therefore entrepreneurship is considered as vital ingredient for not only globalization but at the same time for creating diverse opportunities for future potential performer (Mitra, 2002). To exploit the human resource to their optimum potential is one of the greatest challenges faced by innumerable business organizations in the contemporary economic world, where progress is quantified and consumed as an entity Brush, (1992). The origin of the basic word "entrepreneurship" is from a French word "Entree", "To enter" and "Prendre" "to take" and in general sense applies to any person starting a new project or trying a new opportunity. Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. An entrepreneur is a person who starts an enterprise. A number of definitions have been given of an entrepreneur- The economists view him as a fourth factor of production along with land labour and capital. The sociologists feel that certain communities and cultures promote entrepreneurship like for example in India we say that Gujaratis and Sindhis are very enterprising. Still others feel that entrepreneurs are innovators who come up with new ideas for products, markets or techniques. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services.

Women entrepreneur approach "A women or organization of women entrepreneur who take an initiate to start a business or an enterprise". Women are purpose oriented, unbiased, bendy, tolerant, creative, realistic, energetic and enthusiastic due to which the control fashion differs from their male complement. Government of India has defined ladies entrepreneurs primarily based on women participation in equity and employment of a enterprise organisation. Accordingly, a female run a agency is defined as "an organization owned and controlled via a women having a minimal monetary hobby of 51% of the capital and giving at the least 51% of the employment generated inside the business enterprise to ladies". Women entrepreneur represent 10 % of the range of the quantity of entrepreneur

inside the U.S.. In the conventional society, they were constrained to the four walls, playing family roles, however inside the contemporary society, they may be popping out to participate in all forms of sports. Normally, ladies entrepreneurship is determined inside the extension of their kitchen activities, specially in preparing commercially the specifically, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational offerings, consultation or public relations, splendor clinics, etc.

Women input entrepreneurship due to monetary elements which pushed them to be on their own and urge them to do some thing independently. Women opt to work from their personal paintings residence, difficulty in getting suitable jobs and choice for social reputation motivate them closer to self-employment. We see a lot of women experts in engineering, remedy, regulation and so forth. They are also putting in hospitals, education facilities, and so forth. "An company owned and managed with the aid of a ladies having a minimum economic hobby of fifty one in keeping with cent of the capital and giving as a minimum 51 consistent with cent of the employment generated by the organization to ladies."

## REVIEW OF LITERATURE

Sindhu (2019) conducted research on the difficulties experienced by prosperous women business owners in Chennai. She gathered data on 417 female entrepreneurs using the proportionate random sampling method, and after applying a one sample t-test to the data, she discovered that the biggest challenges faced by Chennai's successful female entrepreneurs were finding a location for their business and paying high state and federal taxes. A research by Surti and Sarupriya (2019) looked at 40 female business owners with at least two years of experience. They looked into the role of stress, the impact of different demographic factors such the women entrepreneurs' marital status and family structure, and how these women entrepreneurs cope with stress. The findings of this study suggested that single women entrepreneurs were less stressed than married women. It was mentioned that women business owners from joint families reported less stress, maybe as a result of their ability to discuss issues with other family members. While many business owners employed intra-persistent coping mechanisms to manage their stress, avoidance was the most popular strategy.

Das (2019) investigated and contrasted the challenges experienced by Indian women in starting their own businesses to those faced by women in western nations. He conducted research on female small- and medium-business owners in Tamil Nadu and Kerala, two states in India. He discovered that the first challenges faced by female entrepreneurs in India are remarkably similar to those faced by female entrepreneurs in western nations. However, he discovered via his research that Indian women entrepreneurs experienced fewer work-family conflicts than their counterparts in western nations. In terms of their motivations for beginning their businesses and levels of success, Indian women entrepreneurs are also different from those in western nations. According to the study's findings, there were far less businesses founded and run by women in India than there were in western nations.

Ghani, Kerr, and Connel (2019) examined the geographic factors influencing female entrepreneurship in India's manufacturing and service industries. They primarily concentrated on the existence of existing female-owned enterprises and sought to understand their function in fostering more and later female entrepreneurship in comparison to male entrepreneurship. In all sectors, they discovered signs of economic agglomeration, and among the existing enterprises in a district-industry, they discovered more female ownership, which suggests a higher proportion of future entrepreneurs will be women.

In their study of Indian women entrepreneurs, Mammen and Paxson (2019) discovered that these women did not occupy a respectable status in society. Even today, some societal segments do not favor women too much. Based on their research, they concluded that despite several economic improvements since the commencement of liberalization, women's roles in the Indian economy still lag below those of women entrepreneurs in industrialized economies.

Singh (2019) identified the key causes and determining variables that lead to women starting their own businesses. The study's core backdrop is to emphasize the primary or primary challenges and issues that India's female entrepreneurs have to deal with. The barriers that women entrepreneurs face, according to his research, include a lack of interaction with successful women business owners, social rejection as entrepreneurs by society, heavier family responsibilities, discrimination based on gender, a lack of networking skills, and difficulty getting a loan from a banker. He also made a few recommendations in this study for ways to help women entrepreneurs. Among his recommendations include giving women businesses promotional support, streamlining the institutional structure, assisting in their expansion, and offering assistance when required.

The multifaceted problems and difficulties that women entrepreneurs and family businesses encountered were compared by Lall and Sahai (2020). The study found a number of psychographic variables based on demographic factors, including the level of commitment, entrepreneurial hurdles, and future plans for expansion. Utilizing convenience sampling and stratified random sampling, a sample of female entrepreneurs from Lucknow's urban region was gathered. The study also concentrated on the traits of business women, including their positive view on life, strong self-esteem, level of entrepreneurship, and operational issues with their long-term growth and expansion plans. The survey found that even while there has been a significant increase in the number of women working in family-owned businesses, their standing was remained low and they still faced significant operational issues.

Bhardwaj, Parashar, Pandey, and Sahu (2020) did a study to determine the variations among diverse groups of people on the critical elements that are important and primarily related to the opportunities for women entrepreneurs. On the basis of numerous reviews of the literature, various issues have been discovered. These variables differ from location to location and business to business, but they claimed that women's entrepreneurship is essential for the expansion of every economy, big or small.

According to Vishwanathan (2020), there are many obstacles that prevent women from recognizing and reaching their full potential as business owners, which would enable them to make a substantial contribution to society. Their research indicates that the major impediment to women's entrepreneurship in India is a lack of freedom.

In contrast to the study mentioned above, Patel (2020) conducted research on women entrepreneurs and identified the main groups of female entrepreneurs. According to his research, there are three different categories of female entrepreneurs, based on how they started their businesses: "entrepreneurs created by chance," "entrepreneurs who are created," and "entrepreneurs who are forced into entrepreneurship." Entrepreneurs that take a chance are individuals who launch their business without any predetermined objectives or plans. Their hobbies or passion pastimes typically influence how their enterprises develop.

According to a study by Das (2020), "financial" or "to keep herself busy" are the two most common motives for women to start their own businesses. Only about one-fifth of women, according to the study's findings, were drawn to entrepreneurship by "pull" factors like the desire for a challenge, the desire to experiment on their own, the desire to be independent, and the desire to prove to others that they are capable of succeeding in business.

On the basis of their investigation, Walokar (2020) came to the conclusion that women between the ages of 25 and 40 make up the majority of small- and medium-sized business owners in India. Most women who operate small and medium-sized businesses are married. Additionally, they have a strong educational background—the majority of them hold graduate degrees or higher—and a track record of extracurricular activity engagement and academic achievement that is above average. Even before and after marriage, the majority of them come from metropolitan backgrounds and are raised in small nuclear families. Women who run small and medium-sized businesses frequently come from Hindu forward families, with the majority being Hindu brahmin families. Women from communities who have a history of commerce, such as Bania or Punjabi Khatri, start businesses in the northern region of the nation. In contrast to other Indian states, Gujarat, Maharashtra, and Karnataka have a higher percentage

of female entrepreneurs. These ladies either come from business-oriented families or have service-related backgrounds. They either have fathers or husbands who have advanced degrees. '

According to Ganesan's 2020 study on Indian women entrepreneurs, the majority of small and medium-sized businesses run by women entrepreneurs in India are single proprietorships. Following certain private limited businesses and a very small number of partnership concerns, these initiatives are well-liked because of their inexpensive initial investments and the availability of tax incentives.

Based on their research, Sharma and Dhameja (2020) found that most female entrepreneurs start out in the service or trade industries. It was only after they had worked in these fields for eight to ten years that they began to show signs of entrepreneurial mobility and moved into the manufacturing industry. It was found that compared to women entrepreneurs in the manufacturing and trading sectors, more business owners in the service sector started out as employees. Additionally, it was shown that women business owners in the service sector had higher levels of education than those in the trading sector.

### **CHALLENGES FACED BY WOMEN ENTREPRENEURSHIP**

Even though entrepreneurship has its own advantages, it is not free of problems. For this there are a number of factors (Samiti, 2006), (Tan, 2000) classified the basic factors that affect entrepreneurs in to two broad categories –economic and social. The economic factors include competition in the market; lack of access to the market, lack of access to raw material, lack of capital or finance, lack of marketing knowledge; lack of production/ storage space; poor infrastructure; inadequate power supply and lack of business training The social factors include lack of social acceptability; having limited contacts outside prejudice and class bias; society looks down upon; attitude of other employees; and relations with the work force. Besides this, Gemechis (2007), Hisrich (2005), ILO (2009) added Social and cultural attitude towards youth entrepreneurship; entrepreneurship education; administrative and regulatory framework; and business assistance and support; barriers to access technology are crucial factors that affect entrepreneurial success.

### **CHALLENGES AND PROBLEMS OF WOMEN ENTREPRENEUR IN INDIA.**

Even though woman entrepreneurship and the formation of woman-owned business networks is step by step growing, there are some of challenges and barriers that lady marketers face. One fundamental task that many woman marketers face is the impact that the conventional gender-roles society may still have on ladies. Female entrepreneurs are dealing with numerous obstacles related to their organizations.

#### **Problem of Finance**

To raise finance is a huge venture for women. Women's do not have any property and any securities in their personal names and they use. Probably the women's are relying person to men either physically and financially and morally. They need to depend upon their own financial savings and negligible loans from friends and spouse and children.

#### **Male Domination**

Women's are dominated by means of men in her family in addition to enterprise. Still now women's are get permission from guys before doing any form of sports; this isn't taken into consideration there may be no same right of women.

#### **Technology governance**

Technology governance is important position to growth and improvement within the evolving procedures and politics of presidency (centre and kingdom), private institutions, media, non- governmental institutions and society in India. In India women training is still no longer given to ladies's that will't able utilize generation nicely.

#### **Lack of Infrastructure development**

India calls for more and more infrastructure facilities like raw materials, finance and many others... ladies may not having enough infrastructure centers to begin and expand an business enterprise. The New Development Bank, Asian Infrastructure Investment Bank and Asian Development Bank provide extra sources in the direction of

infrastructure and sustainable improvement in the united states of america.

### **Lack of Education**

Women's have decrease price of literacy. At present the significance of women training is most want in our u . S ..

### **Low hazard bearing potential**

Women's are evidently to keep away from the threat from their childhood, their mother and father are take choices for her and after marriage her husband takeover decisions what she has to be performed. So maximum of the times they are able to table take any kind threat in her life as well as her business.

### **Social Recognition**

Society does now not supply a whole lot importance to women marketers, due to the fact the society taken into consideration as ladies's are make simplest residence work like cooking, washing, and to take care on her family and circle of relatives individuals.

### **Religion**

Some of there legion does now not deliver preference to women due to the fact there legions norms.

### **Marketing**

Women are can't fully advertising their goods and service evaluating to guys. A girl does no longer journey every day or frequently like guys, so she does not cover the whole marketplace.

## **SCHEMES FOR WOMEN ENTREPRENEURS IN INDIAN NAPURNA SCHEME**

This loan is provided to women in the food catering industry, still establishing their small scale businesses. The loan allows these women entrepreneurs to avail it as capital requirements like buying equipment and utensils, setting up trucks, etc. Under this scheme, women can sell packed food items and snacks which is one of the most common businesses that women entrepreneurs scope out and excel in since it is something that housewives have been managing all their lives and are accustomed to. This boosts their sales since they have a chance at better capital and new products to kick start their business than they could otherwise afford. The loan limit is Rs. 50,000 under the scheme.

### **Bharatiya Mahila bank business loan**

This banking scheme supports women and their businesses on a large scale that is why it was created in the first place. Women have ventured into different fields of business and are constantly pining for success. This bank has the vision to provide economic empowerment to women. The loan limit via this source is Rs.20 Crores.

### **Mudra yojana scheme:**

It is a Government of India initiative that aims to improve the status of women in the country by providing business loans and supporting them so that they can be financially independent and self reliant. After approval of the loan, they will be given Mudra cards that work like credit cards with the withdrawal limit being 10% of the loan. This scheme has several different types of plans as per business type, level of expansion, and loan aim. The loan limit under this scheme by the government is Rs. 10 Lakhs.

### **Orient mahila vikas yojana scheme:**

This scheme is for women who hold 51% share capital separately or collectively as a proprietary concern. It is a very good opportunity for these stakeholders to help expand their business and add to the development of their field. This scheme does not require collateral security while also giving a concession at the interest rate of up to 2%. The period of repayment is flexible up to 7 years and the loan limit is Rs. 25 Lakhs.

### **Dena shakti scheme:**

This scheme is also for women entrepreneurs but limited only to those in the fields of agriculture, retail, manufacturing, are small enterprises or micr-credit organizations. As per RBI limits, the maximum ceiling limits to women beneficiaries are also provided according to the sector they are expanding or planning to open a business in. The loan limit is Rs.20 Lakhs.



**Pradhan mantri rozgar yojana:**

Also known as PMRY, this is one of the best schemes for women entrepreneurs both socially and financially. The focus of this scheme is on creating skill-based, self-employment through women entrepreneurs and smart minds at work being utilized for monetary independence. This scheme covers both urban and rural areas and was developed through several amendments in cost, eligibility, and subsidy limits. The loan subsidy amount is up to 15% of the project cost with an upper ceiling of Rs. 12,500 per borrower as a restriction. The scheme applies to all types of ventures in industries, trade and services. The age limit is 35 years and loan limit for business is Rs. 2 Lakh while for service and industry, Rs. 5 Lakh.

**Udyogini scheme:**

This program encourages women to be self-reliant and help them in self-development by empowering them economically to be able to do so. This scheme encourages budding women entrepreneurs by providing loans in the regards and giving good rates of interest in comparison to private sector skyrocketing rates, while also being a trustworthy source of lending. This is only valid for those who have a family income of less than Rs. 40,000 per annum. They especially encourage loans in the trade and service sector and the cap amount for the same is Rs. 1 Lakh.

**Cent kalyani scheme:**

The scheme is targeted at both new businesses and those that aim to grow and expand; the only specific emphasis is on the scheme being for Women Entrepreneurs. Retail trade, education and training, and self-help groups are not eligible for the scheme. The eligible categories are given in detail with the rules on their website. This loan is a collateral-free loan as well as zero processing fees. The selected eligible categories of business women can take the loan and expand their business through these schemes for women entrepreneurs. Under this scheme, the loan limit is Rs. 100 Lakh.

**Mahila udyam nidhi scheme:**

This scheme aims to meet the gap in equity. It promotes MSMEs and small sector investments in different industries to grow and excel in their areas. This also encourages the reconstruction of SSI units that are deemed incapable but are actually viable to save. A period of 10 years is given to the debtor to repay the loan and the limit for the loan is Rs.10 Lakhs.

**CONCLUSION**

From the various research papers studied several challenges faced by women entrepreneurs have come into focus. These include balance between family and career, socio-cultural barriers, male dominated society, illiteracy or low level of education, dearth of financial assistance, lack of technical knowledge, marketing and entrepreneurial skills, lack of self-confidence and mobility constraints. Now the time has come for women to come out of the burden of housework and give way to their creativity and entrepreneurship. Social and political developments in India have also been responsible for determining the role of women in a changing society. The government schemes, incentives and subsidies have stimulated and provided support measures to women entrepreneurs. With the increase in the number of women getting education, there is considerable awareness among women to be self employed thus leading to change in the role of women in the society.

It sincerely show that these days we are residing 21st century, the participation of women in all fields more and more specially within the field of entrepreneurship is growing at a widespread fee. Indian charter is developing the identical opportunity in all locations, identical rights of participation in political and same rights in schooling and employment. Women are in 48% of Indian populace, but a totally few women are executed in our country, so the authorities need to offer entrepreneurial attention, orientation and skill improvement programmes for women.

In this look at it has been genuinely shows that women are super marketers and prefer to pick out the family, that allows you to keep the family and business in a balanced way. Even though we've proper successful women

entrepreneurs in our country, however others can't capable of gain because male domination and our conventional tradition. These demanding situations are faced by means of women marketers from family and society.

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