

Project Report On

**PROBLEMS FACED BY WOMEN ENTREPRENEUR AND MEASURES/SCHEMES TO
DEVELOP WOMEN ENTREPRENEUR**

Submitted by

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Certificate

This is to certify that **SUPRABHA BASANT PADHI** has worked and duly completed her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of **ENTREPRENEURIAL MANAGEMENT** and her project is entitled, **PROBLEMS FACED BY WOMEN ENTREPRENEUR AND MEASURES/SCHEMES TO DEVELOP WOMEN ENTREPRENEUR** under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.

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I, the undersigned **SUPRABHA BASANT PADHI** declare that the work embodied in this project work hereby, titled **PROBLEMS FACED BY WOMEN ENTREPRENEUR AND MEASURES/SCHEMES TO DEVELOP WOMEN ENTREPRENEUR**, forms my own contribution to the research work carried out under the guidance of **DIPIKA GUPTA** is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name of the learner:

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Signature of the Student

(Suprabha B. Padhi)

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PROBLEMS FACED BY WOMEN ENTREPRENEURS AND MEASURES/SCHEMES TO DEVELOP WOMEN ENTREPRENEURS

ABSTRACT

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast-developing country like India. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of Jobseekers to Job givers. The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities.

INTRODUCTION: -

Entrepreneurship

Entrepreneurship refers to the process of creating a new enterprise and bearing any of its risks, with the view of making the profit.

It is an act of seeking investment and production opportunity, developing and managing a business venture, so as to undertake production function, arranging inputs like land, labour, material and capital, introducing new techniques and products, identifying new sources for the enterprise.



Conceptual Model of Entrepreneurship

The person who creates a new enterprise and embraces every challenge for its development and operation is known as an entrepreneur. And the undertaking or organization, typically a startup company, set up by the entrepreneur is called enterprise.

Women entrepreneurship: - When women are involved in entrepreneurial activity relating to production/distribution of goods and services to earn rewards and to assume risks, it is called as women entrepreneurship. Women entrepreneurship is the process in which women engage in business operations and provide employment opportunities to others.

Women entrepreneurs may be defined as a woman or a group of women who initiate, organise and run a business concern.

According to Government of India, “A Woman enterprise is the one owned and controlled by a woman having minimum financial interest of 51% of the capital and giving at least minimum 51% of generated employment to women”.

World over 1/3rd of the entrepreneurial ventures is run by woman entrepreneurs. Due to economic progress, better access to education, urbanization, spread of liberal and democratic culture and recognition by society, there has been a spurt in woman entrepreneurship in India. Special incentives and drives have been created in India to bolster the growth of women entrepreneurs. Schemes like Start-up India and Stand-up also make special case to promote entrepreneurial drive among women.

Gradually but steadily, world over, women entrepreneurs have emerged as successful entrepreneurs while earning many accolades for themselves. For e.g., Oprah Winfrey, an American entrepreneur, television host and media executive received the Presidential Medal of Freedom in 2013 for her outstanding work in the field of entertainment and social impact.

Closer to home, Indian woman Entrepreneur, Kiran Mazumdar Shaw, Chairman and Managing Director of Biocon Limited, received various coveted corporate award and civilian awards like Padma Shri (1989) and Padma Bhushan (2005) for her remarkable contribution to health and medicine industry. Other famous Indian Women entrepreneurs include personalities like Vandana Luthra, Ekta Kapoor, Naina Lal Kidwai and so on.

SUCCESSFUL LEADING BUSINESS WOMEN IN INDIA

The 21st leading business women in India: -

Akhila srinivasan, Managing Director, Shriram Investments Ltd.

Chanda Kocchar, Executive Director, ICICI Bank

Ekta Kapoor, Creative Director, balaji Telefilms Ltd.

Jyoti Naik, President, Lijjat Papad. — Kiran Mazumdar Shaw, Chairman & Managing director, Biocon Ltd. Lalita D.Gupte, JMD , ICICI Bank.

Naina Lal Kidwar, Deputy CEO, HBSE.

Preetha Reddy, Managing Director, Apollo hospitals.

Priya Paul, Chairman, Apeejay Park Hotels.

Rajshree Pathy, Chairman, Rajshree Sugars & Chemicals ltd. Ranjana Kumar, Chairman, NABARD.

OBJECTIVE:-

- To study role of women entrepreneurs.
- To analyse status of women entrepreneurs in India.
- To study contribution of women entrepreneurs.
- To study the problems faced by women entrepreneurs.
- To study about measures/schemes to develop women entrepreneurs.

IMPORTANCE AND SCOPE OF THE STUDY: -

World economy of the country is classified into developed economy, developing economy and underdeveloped economy. As per statistics it is known that in well-developed economy women is having freedom to develop as an entrepreneur, they are having equal priority as equal as man, but in developing economy and under developed economies women are facing different types of problem, though government introduces different types of schemes for the sake of women. women are growing well day by day in all sectors and in all areas. Their contributions are more as scientists, software engineers, technocrats, economists, professors, lawyers, doctors and as a businessman also. So, it is clear evidence that women contribution for economy is essential and considerable. The aim of the study is to investigate the problem faced by Woman's entrepreneurs and schemes to develop women entrepreneurs.

LITERATURE REVIEW: -

A **literature review** or **narrative review** is a type of review article. A literature review is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals and are not to be confused with book reviews, which may also appear in the same publication. Literature reviews are a basis for research in nearly every academic field. A narrow-scope literature review may be included as part of a peer-reviewed journal article presenting new research, serving to situate the current study within the body of the relevant literature and to provide context for the reader. In such a case, the review usually precedes the methodology and results sections of the work.

Producing a literature review may also be part of graduate and post-graduate student work, including in the preparation of a thesis, dissertation, or a journal article. Literature reviews are also common in a research proposal or prospectus (the document that is approved before a student formally begins a dissertation or thesis)

Cohoon et al (2010) introduced a point-by-point investigation of men and women entrepreneur's inspirations, foundation and encounters. This examination distinguished best five money related and psychological components rousing women to end up entrepreneurs. These are wanting to assemble the riches, the desire to capitalize possess business thoughts they had, the intrigue of startup culture, a long standing want to claim their very own organization and working with another person did not bid them. The examination reasoned that the women are especially worried about ensuring intellectual capital than their partner. Mentoring is vital to women, which gives encouragement and money related help of business accomplices, encounters and all around created proficient system.

Anita Tripathy Lal (2012), principle target of this exploration was to ponder the noteworthy ascent of Women Entrepreneurs in India and how it has developed since the pre-autonomy days (before 1947), amid the British colonial days. The investigation additionally dissected the reasons that have incited the women entrepreneurs to release their entrepreneurial energies into new businesses. In light of both qualitative and quantitative examinations the development of women entrepreneurship in India have been considered into four distinct periods – Pre-

Independence Period (before 1947), Post-Independence Period (after 1947), Post-Liberalization Period (after 1991) and Post – Global Recession period (2008 onwards). The examination at long last finished up to what degree the different emotionally supportive networks in India can additionally encourage a favorable biological system for the Women Entrepreneurs in India.

Sujatha Mukherjee (2013) in her article titled, “Women Entrepreneurship Changing Status” has examined that women from the low-salary segment take up entrepreneurship as a survival technique. The examination reports that wandering into entrepreneurship affected the women entrepreneurs. The discoveries show that with entrepreneurship development, the respondents built up a positive confidence as they increased self-assurance and were autonomous in settling on their own choices, in this way decreasing their reliance on their life partner/family members. The salary from business had made the respondents monetarily solid, however settled on them leaders. Situations where joint choices were taken to build up that the respondents were fit for exhibiting authority capacities in their everyday exercises and creating shared trust. An adjustment in their social status was likewise seen as the women were dealing with their family needs like household expenses, debt and loan repayment, and kids’ education, just as encountering an adjustment in their ways of life. Positive changes were likewise seen in resource development and decrease of the debt status that prompted their fulfillment with the business action.

Nayyar et al, (2007) led an investigation on 100 women entrepreneurs in Himachal Pradesh uncovered that entrepreneurs face requirements in parts of financial, marketing, production, work place office and medical issues. Financial problems are identified with non-accessibility of long-haul money, customary and visit need of working capital. Intense challenge from bigger and set up units, poor area of shop and absence of transport office are real marketing problems. Production problems incorporated the problem of non-accessibility of crude material, non-accessibility of labor and staggering expense of machines. Entrepreneurs additionally face medical issues, for example, fatigue, tension and headache. Women entrepreneurs likewise face problem of ill-advised water and space office.

Madhurima and Sahai (2008), in their investigation on “Women in Family Business” directed a relative assessment of multi-dimensional issues and challenges of women entrepreneurship and family business. The investigation distinguished psychographic factors, for example, level of commitment, entrepreneurial challenges and future plan for extension, in view of statistic factors. Through stratified random examining and accommodation testing, the information has been gathered from women entrepreneurs who are working in urban areas of Lucknow. This

examination distinguished the business individuals' attributes as self-perception, self-esteem, entrepreneurial power and operational problem for planning their future growth and development. The examination likewise proposed that however there has been impressive growth in number of women picking to work in family possessed business, yet despite everything they have a lower status and face increasingly operational challenges to lead their business

Garga and Bagga, (2009) found that the most regular boundaries looked by women entrepreneurs were absence of hard-to-get assistance from the financial organization, getting trade license, tax certificate, and so forth. Different hindrances are nonappearance of appropriate women business network to raise the issue to the policy producers of the nation and nonattendance of business training organization to show them how to begin the business. Government in allowing liberal loans is sound. Women entrepreneurs appreciate adequate credit accessibility for addressing their needs. Anyway, the system to get these loans endorsed is troublesome and awkward. Truth be told, absence of mindfulness about accessibility of such offices is the reason behind non accessibility.

Nagendra Kumar Jha (2012) in his examination on "Development of Women Entrepreneurship- Challenges and Opportunities – A Case Study of Bihar", clarifies women, generally has been assuming a pivotal job in the family just as in the farm, shop and factory and in the general public, yet their commitment has not been appropriately acknowledged. The involvement and interest during the time spent development is the result for the elevation of women and lift their status in the general public. In the present phase of globalization where every single economy of the world is giving accentuation on women empowerment which is beyond the realm of imagination by making employment open doors for them however to rouse them to go for making their very own venture. Women have experienced an extreme transformation from just a homemaker to a dynamic multifaceted identity adding to the financial growth around the world. In this way, a move from family management to big business management might be less demanding than a move from paid employment to self-employment. Today, an ever-increasing number of women are looking for economic chance and self-determination through big business creation and are all around arranged to snatch the chances of the multi-polar world. And yet they need to confront various challenges which are required to be understood by making them and their family mindful and drawing in financial and moral help in such manner.

Swarnalatha and Anuradha (2014), Women in India face numerous problems and limitations to excel in their life in business. They ought to investigate the possibilities of beginning new

venture; embrace risks, present advancements, organize organization and control business and give powerful leadership in all parts of business.

Vinothalakshmi and Ganesan, (2013) has communicated alternate countenances of Indian Women entrepreneurship in late phenomenon and in the process need to confront different problems. The development of women entrepreneur and their commitment to the national economy is very unmistakable in India. The government of India has characterized women entrepreneurs-based women interest in value and employment of a business undertaking. Women establish the family which prompts society and family. Social and economic development of women is vital for development of any nation. Reason for the investigation is to discover problem.

Sharma Priyanka (2013), center around her articles any understanding Indian women, of their character, and particularly of their job taking and breaking new ways, will be deficient without a stroll down the passageways of Indian history where women have lived and disguised different good examples.

Shanta Kohli Chandra (2011), Development of Women Entrepreneurship in India-An investigation of public and projects uncovers that financial factors are influencing to the women entrepreneurs. The discoveries about financial factors influencing the women entrepreneurs are as under: -

- (1) As far as the time of women entrepreneurs is concerned, larger part of the entrepreneurs are young and have all the power and time to seek after their dare to see them completely grown.
- (2) Majority of women did not have a place with business families. They were young entrepreneurs who took the challenge without anyone else activity and inspiration.
- (3) Marital status or family ties in greater part of the cases did not meddle essentially in proceeding with the endeavour
- (4) About 60 percent entrepreneurs had experienced some training before beginning their undertaking
- (5) Religion astute appropriation demonstrated lion's share having a place with Hindu religion.
- (6) Majority of the entrepreneurs did not have any involvement in any business adventures before beginning their own business.

S. C. Jain (2013) in his book *Women and Technology* examines the job of science and technology in quickening the procedure of socioeconomic development. Despite the fact that women add to the family salary via completing economic exercises in farm, factory and other composed and sloppy segments a large portion of the exercises are brimming with drudgery. Appropriate technology for women and exchange of technology along these lines are basic for upgrading the development of women. By giving an innovative repertory, mechanical use and raising a couple of fundamental issues concerning social imperatives, he has delivered a decent book in the region of development movement.

Promilla Kapur (2016) in her book *The changing status of the working women in India* has concentrated on women office workers and women in irregular professions and occupations. The book talks about the effect of a wedded women's employment on her military and family connections and recognizes the factors influencing her marital amicability. The book is in two sections initially dependent on the discoveries of the exact investigation managing changing attitudes of instructed working women towards marriage and second talking about their status in principle and reality, alongside pattern of development in their status. It is an activity arranged examination which recommends measures to improve the status of women and to accomplish marital concordance.

Linda C. Mayoux (2017) states that employment prospects for women in development programs are fundamentally constrained to handicraft, cabin ventures and to self-employment in different little scale associations. The investigation analyzes the issues engaged with these in Bolpur and Ilambazar Thanas of West Bengal and the explanations behind the disappointment of endeavors at salary age. She likewise proposes that more prominent business introduction and increasingly adaptable bank credits would be gainful. Schemes ought to be made alluring just to those groups for whom they are expected.

SOURCES OF DATA COLLECTION

For the purpose of the study, data has been collected from primary and secondary sources.

Primary data collected through structured questionnaire. In which the respondents were asked to provide their opinion. And secondary data collected from various books, National & International Journals, articles, websites and in libraries focusing on various aspects of Women Entrepreneurship.

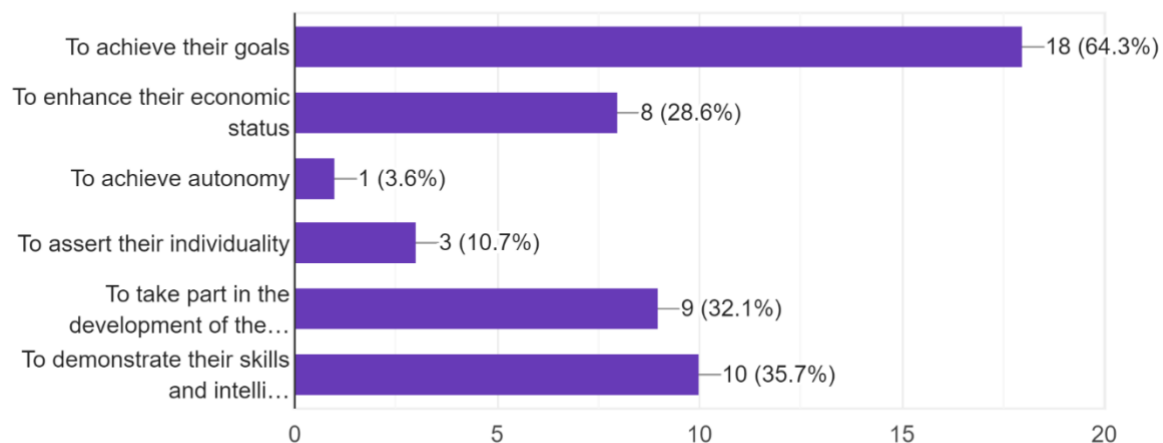
REASONS FOR WOMEN ENTREPRENEURS

The following are the reasons for becoming women as entrepreneurs.

- Innovative thinking
- New challenges and opportunities for self-fulfilment
- Employment generation
- Freedom to take own decision and be independent
- Family occupation
- Need for additional income
- Bright future of their wards
- Role model to others
- Support the family members
- Educations and qualification self-identity and social status
- To assume new challenges and opportunities for self-fulfilment.
- To prove personalities in an innovative, daring and competitive jobs

What could be the main reason why women choose to be entrepreneur?

28 responses



According to research conducted through questionnaire, most of the respondents give preference to the 1st option. Out of 28 respondents 64.3% of respondent think the main reason behind to become women entrepreneur is to achieve their goals.

ROLE OF WOMEN ENTREPRENEURS: -

Basically, a woman entrepreneur is a women who initiates, organise and operate business enterprise for their personal gain. It is the concept which is relevant and related to the concept like Women empowerment and emancipation. Women entrepreneurs role is quite challenging, they have a dual role; their personal life and as an entrepreneur. Women entrepreneur has a self role or personal role like a parent, wife, daughter etc. Their main role tends to focus on improving the living standards for women on education and personnel development. Many women entrepreneurs work on empowering women and solving their specific issues. They have different roles, they try to do something to this society which should be impacted on the development and growth of the society. Basically, women entrepreneurs have a well-planned approach which helps them examine the existing situation and identify the available opportunities which is awaiting in this society. Women entrepreneurs have a fair play in their enterprise and work hard to sustain their business in this society. They are persistent and strong in their desire which is the willingness to take risk and proficiency in planning, making forecast estimates and calculations. Women entrepreneur are quite dynamic in their leadership styles and art of managing their business. They majorly have macro and micro enterprises which is being a part. Women entrepreneurs have increased the economic liberalisation and globalisation. These entrepreneurs have the role of change makers in both family and also in the society. Women have the responsibility of taking care of her family, belongings and surroundings.

Their responsibility towards the nation is very important so they play a vital and integral aspect in both family and as an entrepreneur. Basically, our society is a patriarchal society where there is gender inequality. The inequality towards women is not now it was from generations to generation and decades to decades of evil practices in our society which were and are the hurdles that makes a women's life harder. In spite of their hindrances, they work hard to sustain their enterprise efficiently and dynamically. They create more awareness among the public. Nowadays women are in different fields when we compare to the past. Hardly women entrepreneurs in India are basically and mostly engaged in different types of self employment. They have and make lots of opportunities. Various regulatory, promotional, credit and representational institutions are established for promoting women by successful women entrepreneurs. These institutions established by women entrepreneurs provide a ground to train, protects, represent and provides finance for establishing and running a firm to help women. So, women entrepreneurs have vital role in developing the nation towards the path of enrichment and making our country wealthier. The development of the nation's democracy is enormously and tremendously changed because women entrepreneurs who are taking part in the society which becomes a great and one of the reasons.

FACTORS INFLUENCING WOMEN ENTREPRENEURSHIP

1 Push Factors- Push factors are elements of necessity such as insufficient family income, dissatisfaction with salaries job, difficulty in finding work and a need for flexible work schedule because of family responsibilities. These factors may have more importance for women than for men.

2 Pull Factors -Factors that work as entrepreneurial drive factors relate to independence, self-fulfilment, entrepreneurial drive and desire for wealth, power and social status, co-operation and support of family members and a strong network of contacts.

The most prominent factor is self achievement expressed in terms of challenge which helps women to start, run their own business and turn it into a profitable venture. When a strong need for achievement could not be fulfilled through a salaried position or when there was a desire to transform a perceived opportunity into a marketable idea, then these factors work for a women to start their own venture.

CONTRIBUTIONS OF WOMEN ENTREPRENEURS

Women entrepreneurs are the part of economic development in our great nation. The role of women in the economic development of the nation cannot be neglected. In fact they have to be encouraged and motivated to take active part in any business activity. Women occupy a larger share of the informal economy and also in the micro and small enterprise sector in India. The acceleration of economic growth requires an increased supply of women entrepreneurs (Shah, 2012). Women entrepreneurs play the role of change makers both in the family and also in the society and inspire other members of the society to take up such activities. Women entrepreneurs are assets of the nation as they are engaged in certain productive activity and also the create job opportunities for others. This leads to poverty reduction and minimising the problem of unemployment.

Capital Formation: An economy grows rapidly if the idle savings are invested in some productive activities. The idle funds mobilised and invested in the industry and thus optimum utilization of national resources is done. This phenomenon of capital formation accelerates the economic growth.

Improvement in per capita income: The exploitation of the opportunities to convert the idle resources like land, labour and capital in to national income and wealth in the form of goods and services is the outcome of increasing entrepreneurial activities. The per capita income and the net national product will be increased resultantly.

Generation of employment: Entrepreneurial activities give rise to employment opportunities. The women entrepreneurs become the job creators and not job seekers. Naturally the economic growth will be accelerated by generating employment.

Balanced regional development: The regional development of the nation is balanced as the women mostly start their business activities in the rural and underdeveloped regions. Government also encourages the entrepreneurs to start businesses in these areas through different schemes and subsidies.

Improvement in standard of living: Various products are produced by the women in their small-scale businesses, which are offered to the people at reasonable rates. New products are introduced and the scarcity of essential commodities is removed. This facilitates the improvement in standard of living.

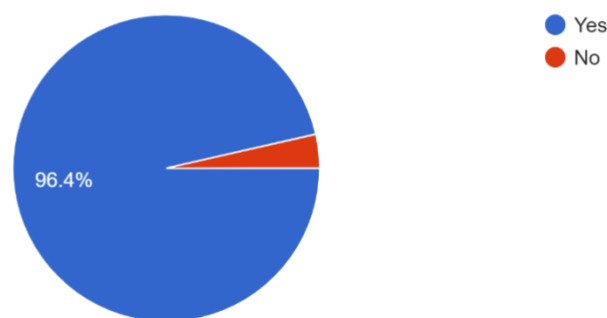
Innovations: Innovation is the key of entrepreneurship. (Dr. G. Malyadri) An entrepreneur through his/her innovations begins new enterprise and thus plays an important role of pioneer and

industry leader. As we have seen above, the enterprise leads to acceleration of economic growth through different angles.

Women entrepreneurs are transforming families and society, besides making contributions to business development. Women are more likely to reinvest their profits in education, their family and their community. Despite of all these contributions, today we find that rate of women entrepreneurs is very low. Government and non-government agencies also have recognized their contributions and have paid increasing attention towards the empowerment of women entrepreneurs. Although the women are entering into the field of enterprise at lower speed, we see various women successfully running their businesses both in domestic markets and also international markets. Kiran Mujumdaar Shaw, Shehnaaz Hussain, Ekta Kapoor, Jyoti Naik (Lizzat Papad), Rajni Bector (Cremica) etc. This is a very long list. But still, we find the rate of women entering into entrepreneurial activities is very low. And in the above paragraphs we have seen the different challenges faced by the women entrepreneurs.

Do you think women entrepreneurs have a role in the economic development?

28 responses



STATUS OF WOMEN ENTREPRENEURS IN INDIA: -

In India women entrepreneurs are face lots of difficulties they remain quite lower in India. As indicated by the information gathered amid the study, just 14 percent of business foundations in the nation are being controlled by female business visionaries. This implies, out of the 58.5 million useful organizations, just 8.05 million of them have a female as a supervisor. The information gathered by the overview additionally uncovered that a large portion of these ladies run organizations are little scale and around 79 percent of them are self-financed. In India, a large percent of women micro enterprises that women adopt as a forced economic interest. These micro corporations can be categorised into farm and stale-farm businesses. They hardly ever reap scale and serve handiest to slightly sustain the women entrepreneurs and their families. In rural India, historically, plenty of girls number one producers can be categorized as entrepreneurs. For instance, a dairy farmer who resources milk to a close-by dairy or family is an entrepreneur. But family duties, conventional social norms and the hooked up patriarchal structure imply that these ladies marketers have confined publicity to the out of doors international. This restricts their mobility and makes them dependent on intermediaries to attain the marketplace or attain scale. In many situations, the solutions are available and the primary hindrance is the entrepreneur's lack of knowledge and lack of ability to access the answer. For example, the StandUp India scheme, launched by way of the Govt. Of India, goals to facilitate financial institution loans of Rs.10 lakhRs.1 crore to as a minimum one Scheduled Caste (SC) or Scheduled Tribe (ST) and one-female beneficiary per financial institution department for setting up a greenfield enterprise in buying and selling, offerings or production zone. But many women entrepreneurs, and even more so rural women entrepreneurs, aren't capable of access schemes like this, because of lack of knowledge. And as per the information collected from, they told women entrepreneurs are classified into two categories, they are

1)Women entrepreneurs of well-settled background and Influenced highly in this society. The women entrepreneurs who come under this does not face much challenges and problems. For these kinds of women entrepreneurs, they face the only challenge is their equal competitors. These women entrepreneurs have Large scale sectors.

2)Women entrepreneurs of normal, quite having a low background and not much influenced in this society. The women entrepreneurs of this type they don't have a big establishment. They run a small-scale enterprise. They face a lot of problems in our society like financial problems, societal pressures, etc.

FEATURES OF WOMEN ENTREPRENEURSHIP

1) **Management and control:** A woman or a group of women manages the whole business of enterprise. She prepares various plans and executes them under her own supervision and control. There may be some person to help her but ultimate control lies with the women.

2) **Employment to women:** A woman entrepreneur must provide at least 51% of the employment granted in her enterprise to women.

3) **Risk-taking:** Risk means uncertainty. It is the condition of not knowing the outcome of an activity. A woman entrepreneur takes calculated risk. She faces uncertainty confidently and assumes risk. She has to tie up capital and wait for good likes to take realistic risks because she wants to be a successful entrepreneur.

4) **Good organizer:** The most critical skill required for industrial development is the ability of building a sound organization. A woman entrepreneur assembles, co-ordinates, organizes and manages various factors namely land, labour and capital. She obtains factors of production from the society and supplies them as finished products.

5) **Self-confidence:** It is essential to be self-confident for a woman entrepreneur. She should have faith in herself and in her abilities. She should have the confidence to implement the changes and overcome any resistance to change. A woman entrepreneur should have courage to own the mistakes and correct them.

6) **Decision maker:** The main function of a woman entrepreneur is to make decision. She takes various decisions regarding the activities of her enterprise. She decides about the types of business to be done and the way doing it. A women entrepreneur must be clear and creative in decision making process.

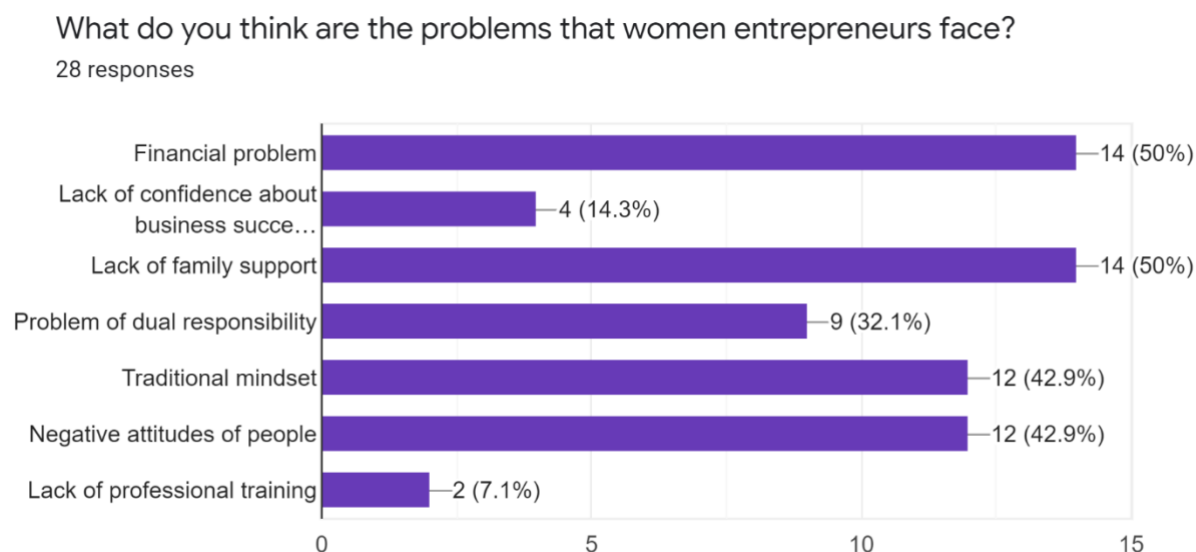
7) **Hard worker:** A distinguishing feature of a woman entrepreneur is the willingness to work hard. She has to follow the principle, "Hard work is the key to success".

PROBLEMS FACED BY WOMEN ENTREPRENEURS: -

In the journey of entrepreneurship there are several problems faced by women entrepreneurs, but for them, most of the problems are psychological like societies, emotional attachment or traditional mindset etc. Though the number is increasing rapidly that does not tell us the entire story. The problem faced by women entrepreneurs is different and extensive from their male counterparts.

In the traditional culture mostly, women spend their whole life under the shade of their male counterparts who dominated the entrepreneurship world. But the picture is different now. Women started to unleash their untapped entrepreneurial potential and participate in countries' economic growth. Yet at the same time, there are many problems faced by women entrepreneurs which are hanging before of their journey. After talking with several women entrepreneurs, we found that there are few common barriers that keep them from entrepreneurship.

Here we point out those problems faced by women entrepreneurs



FINANCIAL PROBLEMS: -

Finance is the lifeline of every business. Both long term and short-term funds are required for business. Women often felt stuck when it comes to raising funds for their enterprise. Investors hesitate to provide funding to women because of the extensive chance of business failure.

For obtaining loans and advances from financial institutions, they have to provide collateral securities. But usually, women do not have property in their names because in our culture son known as the descendant of the family. So, it's also against them and this hinders them from

obtaining external sources of funds. Banks also put their hands up when it's come to providing funds. The banks consider women as less credit worthy and discourage women borrowers on the belief that they can at any time leave their business and become housewives again.

Under these circumstances, women entrepreneurs are bound to rely on their savings and loans from friends and relatives. But most of the time friends and relatives also deny to help because of less belief in business success and return of capital. So eventually women have to depend on their own savings which are not enough to run a business smoothly. In the end, it's become impossible to compete with the big fish of the industry and retain the customer.

SCARCITY OF RAW MATERIALS: -

Scarcity of raw materials is yet another important problem faced by the women entrepreneurs. The price of raw materials is very high and women entrepreneurs usually get the raw materials at minimum discount. The failure of many women co-operatives engaged in basket making in 1971 is an example of how the scarcity of raw materials affects entrepreneurship.

MALE DOMINATED SOCIETY: -

Male chauvinism is still the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice women are treated as 'abalas'. From the very early-stage father take all the decision for the girl and after marriage, her husband. Society treats women as weak and incapable. Their roles in the family and society are fixed from the very childhood. They have to take approval even for the petty things. In short, women are not treated as equal to men. This is the main barrier to women's entry into business.

LACK OF EDUCATION: -

This is a major hindrance for women as it can be both a foundation of success or failure in any sphere of life. Nearly 60% of the women are reportedly illiterate in India which has always been one of the greatest socio-economic problems faced by our country till date.

Due to lack of education and even basic awareness, women are far from happenings around the world, especially about technological disruptions, rising and falling markets and business knowledge of any kind. Therefore, lack of education and adequate exposure is also one huge impediment in the way of women and one of the top problems of women entrepreneurs.

LIMITED MOBILITY: -

The women entrepreneurs have limited mobility as compared to male entrepreneurs. The safety of women is a huge global issue. A single woman cannot travel anytime and anywhere to procure raw material, be part of crucial meetings or take a flight to another country or city without seeking approval from parents or spouse.

Mobility is now identified as a new count to enable gender parity. Mobility and workforce participation are directly proportional to each other.

FAMILY TIES: -

The women entrepreneurs have to balance their household life and business work. Quite often, women entrepreneurs have to look after their household chores apart from the business work. In India society, the lady of the house has a social obligation to look after the day-to-day chores of the household such as cleaning, cooking, caring for the children, etc. As far as male entrepreneurs are concerned, they can concentrate only on business work, and not on household aspects. Therefore, the women entrepreneurs have a disadvantage as compared to male workers.

LACK OF FAMILY SUPPORT: -

Sometimes the family may make the women feel guilty of neglecting household duties in her pursuit of business obligations. Cultural traditions may hold back a woman from venturing into her own business.

TRADITIONAL MINDSET: -

In the traditional culture women mostly spent their lives within the four walls of household activities, where the male dominates the outer world. They have to take care of their family, children and all these. Women don't have access to go for higher education, working in the corporate world or setting up businesses.

Society sees women as weak and incapable to survive the competition and stiffness of business. So they pull them back from the way of uncertainty. This kind of mindset and culture keep them afar from achieving their goals of being an entrepreneur.

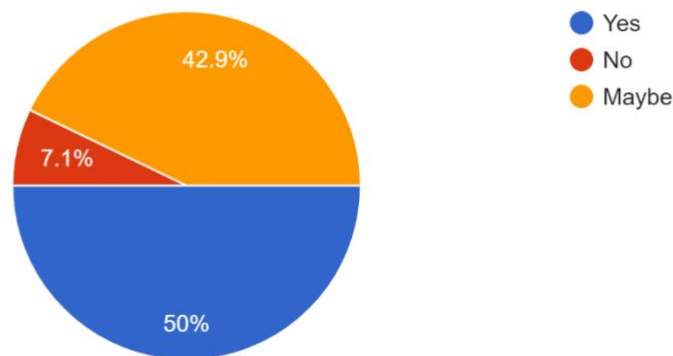
SAFETY AND SECURITY: -

This is one of the biggest problem's women face nowadays. The business world is filled with strangers and women entrepreneurs hesitate to socially interact with them. With the increasing

crime rate, it's become harder. This creates a strong impact on society and even in the women's mind also. And with time it becomes a burden for them.

Do you think that safety and security is the problem of women entrepreneurs?

28 responses



As we see in pie chart, out of 28 respondents 50% think safety and security is the problem of women entrepreneurs. And 42.9% respondents are not sure about. And 7.1% respondents think safety and security is not a problem faced by women entrepreneurs.

NOT TAKEN SERIOUSLY: -

In a male-dominated society, women struggle to earn the respect they deserve. Investors, employees or even customers sometimes don't respect the ability of women entrepreneurs. Employees don't want to follow the leadership of women. Because of this they struggle to borrow funds from investors and banks, failed to create the environment in the office and couldn't build a strong relationship with consumers. They also got a rejection from their family and friends which demotivate and discourage them and create a psychological barrier.

LESS CONFIDENCE ABOUT BUSINESS SUCCESS: -

The possibility of failure is very high in business. And with women entrepreneurs, it's even higher because of their low self-confidence. As growing up in an unsupportive atmosphere where no one appreciates them for their ability; they lose their self-confidence. When the whole world is telling you that you are not capable of doing anything big then it's become very difficult to convince yourself to do that. It takes mental strength to motivate yourself to fight with all the odds and this is where most of the female entrepreneurs fail.

FEAR Of FAILURE: -

Failure is real, hard and can manage to break you. And it is highly possible in a business venture. Naturally, failure is a huge threat to anyone with dreams, man or woman, due to its implications. This insecurity and self-doubt would make women refrain from dreaming big and sticking to their lane when they should be out making things happen. Failure cannot relinquish your goals and dreams and should be just viewed as a teaching moment in relationships, business, and life in general. And failure does not deserve to be one of the problems of women entrepreneurs, ever!

LACK OF ENTREPRENEURIAL EDUCATION: -

The prosperity of any country can be ascertained by the level of education of both males and females. The lack of quality education results in a lack of proper knowledge about business, entrepreneurship and the day-to-day activity of the market. Poor education enhances the unawareness of things and themselves also. Without proper education, one can't be aware of the things that are most important for her and society. By not having the traditional education they can't lead themselves to learn the basic skills of an entrepreneur and gain the essential knowledge. And without accurate skill and knowledge, it's become very difficult to sustain a business in the long term.

NETWORKING: -

Business is all about dealing with customers and built a relationship with people who can help you to make your business a success. It's very important to create a healthy network within your industry and built contacts to run your business. But the majority of the women felt to do so. It's may because of the comfort zone they are in for years, and it's become difficult to just get out of it and built the network. That's not how it works. Because of not having the freedom they can't set up the network and stay a long back from the competition.

STIFF COMPETITION: -

Women entrepreneurs do not have organization set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

PRODUCTION PROBLEMS: -

Coordinating factors of production are really challenging to women entrepreneurs. Women entrepreneurs cannot easily co-ordinate the production process particularly with the ever-changing technology. Very few women can endure such production instants. Women who aspire to become entrepreneurs cannot keep pace with technology progressions. This puts down their initiative to become entrepreneurs

OVER DEPENDENCE ON INTERMEDIARIES: -

Women entrepreneurs have to depend largely on intermediaries for the distribution of their products. These intermediaries take a major portion of their profits. It may be possible for the women entrepreneurs to eliminate the middlemen, but it requires additional investment of capital and a lot of travel. Women entrepreneurs find it difficult to capture market and popularise their products.

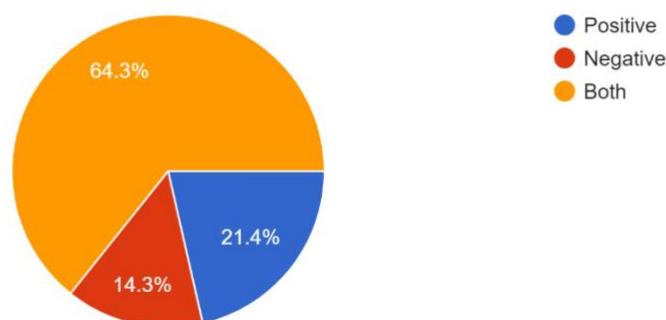
SOCIAL ATTITUDES: -

This is one of the most important stumbling blocks in the path of women entrepreneurship. The constitution provides equality for both men and women, but there is widespread discrimination against women. In a male dominated society, women are not treated as equals to men. Women have the potential but they lack adequate training.

There is a common belief that skill imparted to a girl is lost when she gets married. Therefore, girls continue to be helpers in agriculture and handicrafts and the rigid social attitudes prevent them from becoming successful and independent entrepreneurs.

According to you what kind of attitudes people have towards women entrepreneurs?

28 responses



As we see in the pie chart, most of the respondents believe that people's attitude towards women entrepreneurs is both negative and positive. And out of 28 respondents, only 14.3% of the respondents feel that the attitude of people is negative towards women entrepreneurs.

MARKETING PROBLEM: -

Difficulty in marketing their products due to lack of enough knowledge of how to market their products and also relaying on local markets; heavy competition from big enterprises, exploitation by middlemen, difficulties in the collection of dues, inadequate sales promotion avenues and lack of export market support.

LOW NEED FOR ACHIEVEMENT: -

The pre-requisites for success in entrepreneurship are the need for achievement, independence and autonomy. But in India the common Indian woman is happy to bask in the glory of their parents, husband, children etc. They have preconceived notions about their role in life. This inhibits them from achievements and independence.

LOW-RISK BEARING ABILITY: -

This ranks high among problems of women entrepreneurs. The lifestyle of women is very conservative and orthodox. The family doesn't allow them to go outside of the home for higher education or a job. They usually have to live a very safe and secure life. They don't experience the culture of the corporate world or face any entrepreneurial problems. This culture creates a huge impact on their mind which doesn't allow them to think anything outside the box or taking risk of being an entrepreneur against society.

POOR QUALITY CONTROL: -

The entrepreneurs in general face the problem of quality control. There is lack of emphasis on quality in most of the enterprises. Therefore, the sales of small enterprises do get affected.

LOW LABOUR PRODUCTIVITY: -

The labour productivity is low in most of the small enterprises, and women enterprises are no exception. The labour productivity is low due to poor recruitment and selection, faulty placements, lack of training and development, etc.

LACK OF PROFESSIONAL MANAGEMENT: -

Indian entrepreneurs including women entrepreneurs lack of professional management. The lack of professionalism is due to the following: -

- Use of outdated technology.
- Over emphasis on profit objective.
- Lack of social responsibility.

Poor personnel policies, etc.

PROBLEM OF TECHNOLOGY: -

The women entrepreneurs face the problem of technology. They often use outdated technology. This is mainly due to lack of funds, and lack of awareness of modern technology. Therefore, the overall performance of women entrepreneurs gets affected.

PROBLEM OF INFRASTRUCTURE: -

Entrepreneurs in general face the problem of infrastructure. The women entrepreneurs face the problem of infrastructure, especially in backward areas. However, since 1991, the Government of India has developed the scheme of integrated Infrastructure Development Scheme in rural areas, and since 2000 in urban areas as well, to solve the problem of infrastructure faced by entrepreneurs.

PROBLEM OF MANAGING MALE WORKERS: -

In India, women entrepreneurs find it different to manage male workers. The male workers ignore the directions of women managers. They look down upon women managers, including women entrepreneurs. However, this trend has changed, and women entrepreneurs do not find much difficulty in managing male workers, especially when they possess good managerial skills.

MEASURES / SCHEMES TO DEVELOP WOMEN ENTREPRENEURS

Women have been among the most disadvantaged and oppressed section of our country with regard to access to resources. Problems faced by them continue to grave particularly for illiterate and semi-literate women of rural and urban areas. In order to alleviate their problems, various organisation, government, semi government and NGOs have initiated various schemes for women entrepreneurs to make them economically dependent. Some of the important schemes for women entrepreneurs are as follows: -

ORGANIZATIONS PROMOTING WOMEN ENTREPRENEURSHIP IN INDIA

1) National Resource Centre for Women (NRCW) An autonomous body set up under the National Commission for Women Act, 1990 to take up women's issues, facilitate leadership training and to create a national database in the field of women's development.

2) Women's India Trust (WIT) WIT is a charitable organization established in 1968 to develop skills of women and to earn a regular income by providing training and employment opportunities to the needy and unskilled women of all communities in and around Mumbai.

3) Development of Women and Children in Urban Area (DWCUA) DWCUA was introduced in 1997 in order to organize the urban poor among women in socioeconomic self-employment activity groups with the dual objective of providing self-employment opportunities and social strength to them.

4) Association of Women Entrepreneurs of Karnataka (AWAKE) AWAKE was constituted by a team of women entrepreneurs in Bangalore with a view to helping other women in different ways –to prepare project report, to secure finance, to choose and use a product, to deal with bureaucratic hassles, to tackle labour problems, etc.

5) Working Women's Forum (WWF) WWF was founded in Chennai for the development of poor working women to rescue petty traders from the clutches of middlemen and to make them confident entrepreneurs in their own right. The beneficiaries are fisher women, lace makers, beedi making women, landless women, labourers and agarbathi workers.

6) Association of Women Entrepreneurs of Small Scale Industries (AWESSI) It was founded in Ambattur in Chennai in 1984 to promote, protect and encourage women entrepreneurs and their interests in South India to seek work and co-operate with the Central and State Government

services and other Government agencies and to promote measures for the furtherance and protection of small-scale industries.

7) Women's Occupational Training Directorate It organizes regular skill training courses at basic, advanced and post advanced levels. There are 10 Regional Vocational Training Institutes (RVTIs) in different parts of the country, besides a National Vocational Training Institute (NVTI) at NOIDA.

8) Self- Employed Women's Association (SEWA) SEWA is a trade union registered in 1972. It is an organization of poor self- employed women workers. SEWA's main goals are to organize women workers to obtain full employment and self- reliance.

9) Self- Help Group (SHG) An association of women, constituted mainly for the purpose of uplifting the women belonging to the Below Poverty Line (BPL) categories to the Above Poverty Line (APL) category. The major activities of the group are income generation programmes, informal banking, credit, unions, health, nutritional programme, etc.

GOVERNMENT SCHEMES TO DEVELOP WOMEN ENTREPRENEURS

1) Bharatiya Mahila Bank (BMB) business loan:

BMB Inaugurated on 19th November 2019 and was merged with State Bank of India on 1st April 2017. This loan is for women who wanted to start their own business. It offered women entrepreneurs business loans up to 20 Crores for manufacturing enterprises with an interest of 10.15% and more. It also offers collateral-free loans up to 1 crore under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) cover. The loans under this bank loan scheme are to be repaid in seven years.

2) Annapurna scheme:

This scheme is for financing women to establish a food Catering Unit for selling tiffin/food/lunch packs etc. It offers loans up to 50,000/- rupees. The amount granted as a loan under this scheme can be used for buying utensils, other kitchen tools, and equipment. The interest rate is depending upon the market rate and the concerned bank. A guarantor is required to secure the loan and it can be repaid in 3 years (36 monthly installments). Once the loan is approved, women don't have to pay EMI for the first month.

3) Stree shakti Package:

Women who have 50% share in the ownership of a firm or business and have taken part in the state agencies run Entrepreneurship Development Programmes (EDP) is eligible for this package.

The scheme also offers a discounted rate of interest by 0.5% in case the amount of loan is more than 2 lakhs. For tiny sector units no security is required for loans up to Rs. 5 lakhs.

This scheme offered by State bank of mysore.

4) Orient mahila vikas yojana scheme:

This scheme is launched by Oriental Bank of Commerce. It ll provide capital for women for starting small businesses. Womens with 51% share in the business are eligible for the loan. Collateral is not needed if loans are between Rs.10 lakhs to Rs.25 lakhs for small-scale industries. Repayment is for 7 years period. And it offers concession of 2% on the rate of interest.

5) Dena shakti scheme:

This scheme is provided by Dena bank to those women entrepreneurs in the fields of Agriculture & allied activities, Retail Trade, Micro Credit, Education, Housing and retail & small business enterprises. There is a concession of 0.25 % on rate of interest. Scheme offers loans up to Rs 20.00 lakhs under retail trade, Rs 20 lakhs under education and housing and Rs 50,000/- under micro credit.

6) Udyogini scheme:

The main advantage of the udyogini scheme is low interest rates on business loans. Women entrepreneur aged between 18 to 45, who are involved in agriculture, retail and similar small businesses are eligible for loans upto 1lack under this scheme. And her family annual income should be 45,000 or less to avail this loan. There is exception for widowed, destitute or disabled women. For widowed, destitute or disabled women from SC/ST categories, a subsidy of 30 percent of the loan, up to Rs 10,000, is provided and for women with general category a subsidy of 20% of the loan or Rs.7,500 wichever lower is provided. Panjab and sind bank and KSWDC are offering this loan.

7) Cent kalyani scheme:

This loan scheme is offered by the Central Bank of India. And is for women business owners in multiple areas such as SMEs or agricultural work or retail trading. Under this scheme loans up to Rs.1 crore are sanctioned. There is no need of collateral and guarantors. There are no processing fees and interest rate varies according to market rates.

8) Mahila udyam nidhi scheme:

This scheme is offered by Punjab National Bank and Small Industries Development Bank of India (SIDBI). This scheme provides financial assistance of up to Rs 10 lakh to set up a new small-scale venture. It also promotes upgrading and modernization of existing projects. And repayment

period is 10 years. SIDBI also includes a moratorium period of maximum 5 years. The interest rate varies according to market rate.

9) Mudra yojana scheme for women:

This scheme offered by nationalized banks under the Pradhan Yojana. Which provides financial support to women entrepreneurs who want to start their own small businesses like day care, beauty salon, tuition, tailoring unit, etc. The loans between Rs.50,000 to Rs.50 lacks are sanctioned under this scheme. For loans below Rs.10 lack there is no need of collateral and guarantors. It has three plans

- 1) Shishu - Offers loan upto Rs.50,000 for new businesses with interest 1% per month and repayment period is 5 years.
- 2) Kishore - Offers loan from Rs.50,000 to 5 lacks for well established businesses. Interest depends on bank, scheme guidelines and applicants credit history. Repayment also depends on bank's discretion.
- 3) Tarun – Offers loan from Rs.5 lacks to 50 lacks for business expansion. Here also interest depends on bank, scheme guidelines and applicants credit history. Repayment also depends on bank's discretion.

10) TREAD (Trade Related Entrepreneurship Assistance and Development) scheme

This scheme aims to economic empowerment of women by providing credit (through NGOs), training, development and counseling extension activities related to trades, products, services etc. Government grants up to 30% of the total project cost as appraised by lending institutions which would finance the remaining 70% as loan assistance to applicant women.

TRAINING PROGRAMMES:

The following training schemes specially for the self-employment of women are introduced by government;

- Support for Training and Employment Programme of Women (STEP).
- Development of Women and Children in Rural Areas (DWCRA).
- Small Industry Service Institutes (SISIs)
- State Financial Corporations
- National Small Industries Corporations
- District Industrial Centres (DICs)

STATE-LEVEL INCENTIVES

State governments are actively taking part in promoting women entrepreneurs. Few states are providing incentives to encourage women's involvement.

Andaman and Nicobar Islands: a monthly allowance of INR20,000 is provided to start-ups with women as founder/cofounder for a period of one year.

Andhra Pradesh: start-ups with women entrepreneurs are given 100% reimbursement of the rental cost for setting up exhibitions in the notified national/international exhibitions.

Assam: a one-time incentive of INR5,000 per women candidate is offered to start-ups. There is an upper limit of INR1 lakh per start-up for a period of three years.

Bihar: there are certain grants/ subsidy/ exemptions which the government of Bihar is providing the entrepreneurs. Women get an additional benefit of 5% of the limit fixed.

Jammu and Kashmir: monthly allowance of INR12,000 for one year is granted to start-ups founded by women on fulfilment of specified conditions.

Orissa: monthly allowance of INR22,000 is given to start-ups founded by women subject to the ownership of 50% equity in the start-up entity.

Uttarakhand: marketing assistance allowance of INR7.5 lakhs is being provided to start-ups that are being operated by women. The start-up must, however, be approved by the Start-up Council.

OTHER MESURES/SCHEMES FOR WOMEN ENTREPRENEURS ARE AS FOLLOWS:

Entrepreneurship Development Programmes: - To upgrade skills of potential women entrepreneurs, Various institutions undertake entrepreneurship development programmes (EDPs). The entrepreneurship development programmes encourage potential women entrepreneurs to set up small enterprises. Some of training and development institutional include:

NIESBUD – National Institute of Entrepreneurship and Small Business Development

EDII – Entrepreneurship Development Institute of India

SIDO- Small industries development organisation

NISIET – National institute For Small Industries Extension Training

Special Awards: -A number of organisations including NGOs provide special awards to women entrepreneurs in order to motivate and encourage women entrepreneurs. For instance, (SIDO)Small industries development organisation has instituted a special award to “Outstanding women entrepreneurs of the year” to recognize contributions of women entrepreneurs in field of business development.

Women Cell: - The office of the development commissioner (DC) Small Scale Industries has set up a Women Cell. This Cell provides assistance to women entrepreneurs facing specific problems.

Income Generation Schemes: - The Department of Women and Child Development implements this scheme. It provides assistance for setting up training-cum-income generating activities for needy women to make them economically independent.

Scheme of Bank of India: - The Bank of India operates “Priyadarshan Yojana” for the benefit of women entrepreneurs. Under this scheme, the bank has appointed Entrepreneurial Development Counsellor at every zonal office to provide financial assistance to women entrepreneurs. The counsellor provides guidance to utilise funds for productive purpose.

Scheme of State Bank of India: -Under this scheme, loans are provided upto rs.25000/- to women entrepreneurs to set up business units. Women groups wanting to set up micro enterprises and be self-employed are also covered under this scheme. To qualify for this scheme, women entrepreneur has to manage the business by herself and should have at least 51% of the financial stake in the business.

Scheme of ICICI Bank: -Empowering women through economic independence-ICICI Bank launched the Self-Help Group - Bank Linkage Programme exclusively for underprivileged women in rural India. The programme provides unsecured loans to these women-led groups and helps them in starting or expanding their own businesses. Through this programme, the Bank aims at promoting entrepreneurship among rural women and in helping them to earn sustainable livelihoods.

Scheme of SFCs/SIDCs: - The state financial corporations and State industrial development corporations provide schemes for women entrepreneurs in the area of finance. Women entrepreneurs can obtain direct finance from SFCs/SIDCs for setting up enterprises. The SFCs in turn can obtain refinance from SIDBI.

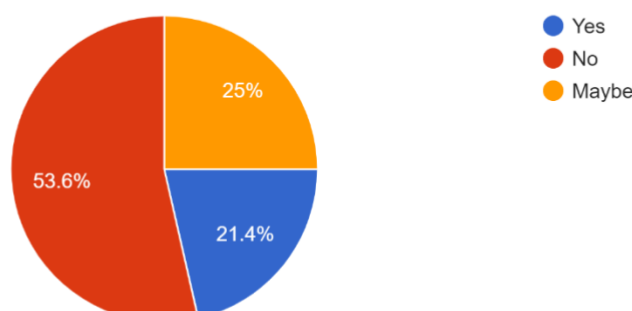
Production Grant: -Women entrepreneurs can obtain a grant for setting up a production unit from Central Social Welfare Board. This grant is available under Social-economic programme of the board. The central social welfare board also provides training and extension services to women entrepreneurs.

Schemes of KVIS: - The khadi village industries commission undertakes various schemes for the benefits of women entrepreneurs. The schemes of KVIS provides financial and non-financial assistance to women entrepreneurs to set up small business units or cottage industries in rural and semi-urban areas.

Women Industries Fund Scheme: Under this scheme, women entrepreneurs get 15% seed capital of the total cost of the project. The seed capital is subject to a maximum amount of Rs. 1 lakh and the cost of the project not to exceed Rs. 10 lakhs. The women entrepreneurs must contribute at least 10% of the total project cost. In case partnership firms or joint stock companies, the women entrepreneur(s) should have a minimum of 51% of the total project cost. This scheme is operated through nationalised banks or state financial corporations.

Do you think that all women are aware of the scheme that has been started to develop women entrepreneurship?

28 responses



As we see in the pie chart, most of respondents think that majority of women's do not aware about schemes that has been started to develop women entrepreneurs. Out of 28 respondents only 21.4% respondents think that women are aware of the scheme that has been started to develop women entrepreneurs. And 25% of respondents are not sure.

CONCLUSION

Women entrepreneurs have become strong dynamic force in today's corporate world. Not only had they able to make equal their duties of both motherliness and entrepreneurship but also comprise of almost half of all businesses owned today. Their primary goal is not monetary reward but rather personal satisfaction and community involvement. the importance of women entrepreneurs is being increased because they are the back bone of our country's development. There is direct relationship between the economic growth, poverty reduction and women entrepreneurship. It has been correctly stated by our first Prime Minister Pandit Jawaharlal Nehru, that —when women move forward, the family moves, the village moves and the nation moves. The role of women entrepreneurs and their contributions towards this country is high. women entrepreneurs are gaining recognition recently, still there is a long way they have to go. She has to learn from her experiences, adapt herself and overcome the challenges in her field. She has to creatively utilize her strengths to overcome the threats and grab all the opportunities to minimize her weaknesses. This will be certainly be a mantra for her to develop and grow her business successfully. 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 Since the 21th century the status of women in India has been changing as a result to growing industrialization and urbanization, spasmodic mobility and social legislation. Over the years, more and more women are going for higher education, technical and professional education and their proportion in the workforce has also been increased. With the spread of education and awareness, women have shifted from kitchen, handicrafts and traditional cottage industries to non- traditional higher levels of activities. Even, the government has laid special emphasis on the need for conducting special entrepreneurial training programme for women to enable them to start their own ventures. Financial institutions and banks have also set up special cell to assist women entrepreneurs. This has boomeranged the women entrepreneurs on the economic scene in the recent years although many women's entrepreneurship enterprises are still remained a much-neglected field. I observed that Women are very good entrepreneurs, and prefer to choose the same as they can maintain work life balance. Even though we have many successful Women Entrepreneurs in our country, but as we have a male dominated culture there are many challenges which women entrepreneurs face from family & Society.

FINDING

- 1) Women have dual role which is personal or self role and as women entrepreneurs. In their personal role they act as a parent, wife, daughter, etc and as a women entrepreneur, she runs and manages the enterprise.
- 2) Their contribution towards this society like land, labour and capital into wealth and national income in form of goods and services will be increasing the entrepreneurial activities which improves the economic growth of our society.
- 3) Increase in capital formation by using the availability resources like land, labour and resources by running an enterprise successfully.
- 4) Provide larger employment by giving more employment opportunities towards women and unemployed in our country.
- 5) The living standards of the people are being increased by the women entrepreneurs by introducing and satisfying the needs and wants of the people by using their innovativeness at a reasonable rate.
- 6) Our society predominant male dominated society where women are not equally treated like a man.
- 7) Financial instability or losses might happen, women entrepreneurs will face it as a difficult task to overcome the instability to run their enterprise.
- 8) 14% of women entrepreneurs in India are being controlled by female business visionaries.
- 9) Women entrepreneurs of well-settled background and Influenced highly in this society.
- 10) Women entrepreneurs of normal, quite having a low background and not much influenced in this society.

Women, being almost 50% population of India, have a pivotal role to play as far as economic development of country is concerned. India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self-confidence etc. Various factors like Pull and Push factors influencing women entrepreneurs. Successful leading business women in India. Government takes various

steps for the upliftment of women entrepreneurs in 7th five-year plan, 8th five-year plan and in 9th five-year plan. Women have the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneurs a part of mainstream of national economy and they can contribute to the economy progress of India. The Government has increased the importance of women by adopting various schemes and programs for their participation in economic activities. As technology speeds up lives, women are an emerging economic force, which cannot be neglected by the policy makers. The world's modern democratic economy depends on the participation of both sexes. Today, women in advanced market economies own more than 25 per cent of all businesses and women-owned businesses in Africa, Asia, Eastern Europe, and Latin America are growing rapidly. In some regions of the world, transformation to market economy, women entrepreneurs are a growing trend. However, in India, the actual participation of women in income generating activities is quite unsatisfactory, only eight per cent of the small scale- manufacturing units are owned and operated by women. If women entrepreneurs get support and encouragement from family, society, Government and financial institutions, such positive effort can open new avenues for them and increase the marketability and profitability of business owned by them. If the problems of women entrepreneurs are addressed properly, they can emerge as very successful entrepreneurs far better than men entrepreneurs.

SUMMARY OF SUGGESTIONS

- Motivate women become economically independent and take up the challenge of starting their own business.
- Determination and strong will power are very necessary for successful business women.
- 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.
- Complete family support
- Thorough involvement of all agencies in providing support in the areas of infrastructure, finance, raw material, marketing etc.
- The government should organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to undertake business and Women should attend training programs, seminars, workshop and conferences. This may help to reduce the challenges they face in business.
- More and more training centres for creating awareness amongst women about entrepreneurship as a career need to be setup.
- Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops. Women should try to upgrade themselves in the changing times by adapting the latest technology benefits. Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management. This can facilitate women to excel in decision making process and develop a good business network.
- Government should also organize camps in villages and small towns to guide women.
- More attractive schemes should be launched for women entrepreneurs.
- Women should start their business from micro or small level and allow it to grow gradually. Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large-scale ventures.
- The weaker section could raise funds through various schemes and incentives provided by the government to develop entrepreneurs in the state. E.g., the Prime ministers Rozgar Yojana, The Khadi and Rural village industries scheme, Entrepreneurial Development programme, Women's Development Corporations, Indira Mahila Yojana, Indira Mahila Kendra, Mahila Samiti Yojana, MahilaVikasNidhi, Micro Credit Scheme, Rashtriya Mahila Kosh, Mahila Vikas Nidhi, SBI's Stree Shakti Scheme etc.
- Society should change its attitude towards women entrepreneurs.

- Women should understand and implement the new way to balance work and life.
- Women entrepreneurs should spend some time to study and observe the nature of challenges women face in business.

The growth and development of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women. Therefore, a favourable environment is needed to be created to enable women to participate actively in the entrepreneurial activities. There is a need of Government, non-Government, promotional and regulatory agencies to come forward and play the supportive role in promoting the women entrepreneur in India.

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ANNEXURE

Problems faced by women entrepreneurs and measures/schemes to develop women entrepreneurs.

The survey is being conducted for academic purpose only. you are requested to kindly fill the questionnaire below. I assure you that the data generated shall be kept confidential.

*** Required**

1. Email address *

2. Name *

3. Gender *

☐ Male

☐ Female

☐ Other

4. Age *

☐ 18 to 30 years

☐ 30 to 40 years

☐ 40 to 50 years

☐ Above 50

5. Marital status *

☐ Married

☐ Unmarried

☐ Other:

6. Educational Qualification *

- ☐ Undergraduate
- ☐ Graduate
- ☐ Post Graduate
- ☐ Any Other

7. What could be the main reason why women choose to be entrepreneur? *

- ☐ To achieve their goals
- ☐ To enhance their economic status
- ☐ To achieve autonomy
- ☐ To assert their individuality
- ☐ To take part in the development of their country
- ☐ To demonstrate their skills and intelligence

8. What do you think are the problems that women entrepreneurs face? *

- ☐ Financial problem
- ☐ Lack of confidence about business success
- ☐ Lack of family support
- ☐ Problem of dual responsibility
- ☐ Traditional mindset
- ☐ Negative attitudes of people
- ☐ Lack of professional training
- ☐ Other: _____

9. Do you think that safety and security is the problem of women entrepreneurs?

- ☐ Yes
- ☐ No
- ☐ Maybe

10. According to you what kind of attitudes people have towards women entrepreneurs? *

- ☐ Positive
- ☐ Negative
- ☐ Both

11. Do you think that all women are aware of the scheme that has been started to develop women entrepreneurship? *

- ☐ Yes
- ☐ No
- ☐ Maybe

12. Do you think women entrepreneurs have a role in the economic development? *

- ☐ Yes
- ☐ No

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