

The problems faced by woman entrepreneurs business essay

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Abstract

In the new era women are stepping out and are seen everywhere. The woman entrepreneurs have focused themselves in various activities starting from home made Tiffin service to packaging and manufacturing sector. It is not like women have started becoming entrepreneurs now; we have examples like Lijjat Papad (Mahila griha udyog), Lakme (Simon Tata), Biocon (Kiran Mazumdar Shaw) and Shahnaz Hussain. The entrepreneurship provides them a satisfaction and assimilates a deep sense of accomplishment to create their own individuality in the society. The objective of the paper is to understand if women have some preferred sector when it comes to starting their own business and why. Also to understand which sector are the one they are uncomfortable with and why. The paper emphasis on the presence of women entrepreneurs in different sectors and the schemes that the government has introduced for their benefit. The study is a qualitative study and is based on the secondary data. KEYWORDS: Women entrepreneurs, Sectors, Government Schemes*Lecturer, YMT College of Management, Kharghar**Lecturer, YMT College of Management, Kharghar

INTRODUCTION

Among the Indian population 50% of them are women. The role of women in India is bounded inside the four walls of the household activities. Our Society being reigned by men, the unfair treatment against the women is still exercised in different parts of the country. In past, the lifespan of Indian women was like a well defined certain master plan. It began with a girl

playing with dolls and built to the crescendo of marriage. However, in this modern age things have been changed a lot. Spread of education coupled with a revolutionary change in the field of information and technology brings a significant change of the status of women in the society. In India women account for only five point two percent in terms of engaging into own business. There were more than 1, 53, 260 woman entrepreneurs claiming 9.01% of the total entrepreneurs in India during the year 1998-99. The decision relating to site selection for establishment of enterprise for women is based on closeness to the home. The women entrepreneurs face more difficulties than their male counterparts in the start-up stage of enterprise due to lack of experience of technical training and marketing. In the past rural women concentrated on traditional activities, but now due to the spread of education and favorable government policies towards self employment and skill development, women have changed their attitude and diverted towards non-traditional activities too. We find woman entrepreneurs engaged themselves in different type of activities such as: Engineering, Readymade Garments, Designing of Textiles, Designing of Jewellery. Handicrafts, Toy- Making, Painting. Knitting, Crèches, Leaf Paper Products, Mushroom farming, Bee-keeping, Poultry, Dairy. Fishing includes Dry-fishing. Livestock Management and Floriculture. The Women entrepreneurship is defined as an act of possession and innovation of businesses that benefices the women financially by increasing their confidence as well as the dominance in the society. The government of India has defined Women Entrepreneurship as the business possessed and governed by women having minimum financial stake of fifty one percent of capital and giving at least

fifty one percent of the employment rendered by the business concern to women. The Entrepreneurship can help women's financial independence and improve their position in the society. The development of women entrepreneurship enables society to understand and appreciate their abilities. It enhances their position and leads to the integration of women in building the nation and development of economy.

The attributes of Women entrepreneurs are

Most of the women have advocated changing the reflection into reality. They seize opportunities based on their knowledge from previous employment, depending on their educational qualifications or examples learnt from non heritable business. They possess clear visionary and set goals which they can carry forward confidently. A successful women entrepreneur is positive in her power. She is prepared to learn from others, explore for help from experts that adds value to her goals. Her eminent vitality levels prompt her to contribute vastly towards demonstrating and asserting a booming business. A woman entrepreneur devises a realistic affordable forecasting and provides a price efficient superior service to her customers. The women appreciate collaboration and dedication. They are exquisite on exerting connections and they communicate apparently and expeditiously. A woman entrepreneur is good at balancing different facets of life. Her multitasking ability blended with support from spouse and relatives empowers her to bring together the business priorities with domestic obligations proficiently and expeditiously.

The problems faced by woman entrepreneurs

The entry to get finance for the commencement of business is the toughest problem faced by the women entrepreneurs and most of family members do not provide either moral support or financial help to their women folk to start their own business in which the women have skills that is required to start an enterprise. The managing of the working capital by the women entrepreneurs becomes difficult because they are not able to provide surety to get loans from the financial institutions. As we know that the working capital is required for keeping the finished stock to meet the demand in the market, for production and meeting the marketing needs and other administrative expenses. The Women entrepreneurs bump the trouble in getting the raw-materials and necessary inputs at a minimum price and less discount. Most of the women entrepreneurs have to face serious contest from structured industries. They have also to face a tough competition with the men entrepreneurs who can embroil easily in the publicity and marketing of their products with the structured sector. The Woman entrepreneurs face problems in coordinating the production activities with change of technology. The problems like the attitude towards woman entrepreneurs, by the society, inadequate opportunities between women and women and very important amongst all the ' lack of confidence in women are also stalking the entrepreneurs. About forty percent of women in India are illiterate. Illiteracy is the main problem that creates social economical blocks. Due to absence in the know-how of change in the technology and lack of education produces troubles for women who want set up their own business concern.

OBJECTIVES

To study the presence of women entrepreneurs in different sectors. To understand the sectors preferred by women entrepreneurs. The schemes that the government has introduced for their benefit.

METHODOLOGY

The Collection of data is done by secondary data from several magazines, journals, intellectual articles, explorative papers and several authentic websites of various sectors. The size of 361 women entrepreneurs from different sectors in India are taken as sample for purpose of sectoral analysis.

LIMITATIONS

1. The study is limited to few sectors. . The sectors are Electrical and Electronics, Food products, Textile and Garments, Leather, Plastic and Rubber, Pharmaceutical, Service and Trading, Construction, Agro Based, Paper and Others. 2. The sample of women entrepreneurs is restricted to 361 only.

THE GOVERNMENT SCHEMES AND ASSOCIATIONS FOR ENCOURAGING WOMEN ENTREPRENEURSHIP

1) Self-Help Groups – The self help Groups are the club of small number of self- employed rural or urban women entrepreneurs who join together to take care of group wellbeing. This group with the help of the financial institutions and other Nongovernmental organization get their requirements fulfilled. This is a freewill affiliation. Each member puts up little amount cover seed money and rest of needed money will be taken care of by

Nongovernmental organizations and Government. 2) Federation of Indian Women -It is the outcome of resolution passed in 4th International Conference Women Entrepreneurs held at Hyderabad. This was founded in the year 1993. It mainly interacts with various women association of the country through network to facilitate the member in diversified activities. 3) Women's India Trust -This trust was established in 1968. The trust was started with the main objective of helping woman entrepreneurs. Establishing Kamila Trust in U. K. in 1994 to market the products of Women's India Trust in London under the name " Kashi" and extended export activities to Australia, Europe and Germany. 4) Small Industries Development Bank of India - It has brought in two special schemes for women -Mahila Udyam Nidhi to provide equity to women entrepreneurs and Mahila Vikas Nidhi to provide assistance in terms of development for perusal of yielding income for the activities undertaken by women. 5) SIDO-Small Industries Development Organisation conducts various programmes including Entrepreneurship Development Programmes for women. Small Industries Development Organisation has introduced product orient Entrepreneurship Development Programmes in the areas like repairing of television, printed circuit boards, leather goods, screen printing. 6) Consortium of Women Entrepreneurs in India -The Consortium of Women Entrepreneurs in India is a voluntary organisation consisting of NGOs, SHGs, voluntary organisations and individual business units. The objective is to be providing technology up gradation facilities to women entrepreneurs and other facilities in marketing, finance, HRD and production. The consortium is also having international business connections and provides its members marketing and export

support through this connection. 7) NABARD-National Bank of Agriculture and Rural Development is an autonomous financial institution provides liberal credit to rural women entrepreneurs. 9) Self-employed Women's Association- is a merchandise union of women which was registered in 1972 under Trade Union Act. The members of Self-employed Women's Association has extended its operations to the global level and has the opportunity of receiving grants from international organizations such as Ford Foundation, UNICEF, ILO, etc. and Government of India is also provides funds to this organization

DATA ANALYSIS AND INTERPRETATION

Table-1 –Showing Number of Women Entrepreneurs Sector- Wise

S. I Number

Sectors

Number of Women Entrepreneurs

Percentage of Women Entrepreneurs

1Electrical and Electronics174. 712Food products6618. 283Textile and Garments9827. 144Leather154. 155Plastic and Rubber4412.

186Pharmaceutical92. 497Service and Trading7520. 778Construction71.

939Agro Based71. 9310Paper143. 8711Others92. 49

TOTAL

36199. 94

Figure-1 Showing Number of Women Entrepreneurs Sector-Wise

Interpretation

It is apparent from the data that the absorption of women entrepreneur in the textile and garment industry is 27% followed by service and trading is 21% and food products is 18%. Yet it is clear that the remaining about 34 % women who have opted non- traditional enterprise choices do so in innovative and high technology areas like plastics, Leather, Pharmaceutical, Paper and Construction.

SUGGESTIONS

When developmental programs are conducted in the country, women also have to be taken as particular group for the enrollment of programs as well for training purpose. In order to accommodate the varying demands and accomplishments, special training should be provided to women and also train them on management skills, professional abilities and leadership skill Attempts have to be made to enhance their skillfulness and quality of production through proper applied science, instrumentations and exercises. Women entrepreneurs have to be rendered necessary help for merchandising their products. The Government of India at national level and state level has to encourage the women entrepreneurs to take part in foreign merchandise fair, public display and leagues. They also have to be encouraged to take part in making decisions. The family members of women entrepreneurs have to render support to them in and also take actively part in managing their units. Attempts have to be made in focusing on simplifying the operations in terms of abiding the conventions and ordinances which are

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to be accomplished by women entrepreneurs in the form of registering their business and find help in terms of getting grants from various sections and government sponsored establishments. The government has to improve in providing best educations and schemes to the Women. The women entrepreneurs both new and existing have to undergo advising from psychologists, managerial experts and technical personnel to understand their abilities and to improve their skills and technical knowledge. The well established entrepreneurs can provide advocacy on their establishments in order to boost the team spirit of new women entrepreneurs. The Financial Institutions should provide merchandize related financial transactions, render working capital for ventures whether large or small, render small loans to women entrepreneurs to empower them. The persons who are acting as financiers need to be taught to handle women with self-respect. In order to handle the issues and problems of women entrepreneurs, there is a need to have Women Guidance Cell. The grooming for entrepreneurship must begin at high school with well planned courses, that can build confidence with the help of behavioral games. A well designed training program has to be developed in order to train, motivate and render guidance to the new women entrepreneurs to accomplish their wish. There are various schemes which are sponsored by World Bank. The training program undertaken must provide lessons on marketing of products, generation of revenue, rendering help on using the new technology, balancing work and family life.. While allocating plots for industrial purpose, the Government has to mark some margin for providing industrial plots and other amenities to women entrepreneurs. As a forethought, measures have to be taken to fend

off the pervert of utilizing the given margin to women by men in the name of the women.

CONCLUSION

In present scenario due to modernization, urbanization, globalization and development of education, with increasing awareness, women are now seeking gainful participation in several fields. The entrepreneurship among women will help them in earning money and becoming economically independent. Due to social networking women will develop self-confidence, awareness and ability to marshal environmental support. This will lead to an improvement is not only the women, from the point of view of better health, education and skill but an improvement in her living condition also by being able to use cleaner fuel, better house, better sanitation, facilities and infrastructural facilities. This will lead to saving of resources like time, energy, transforming women into stronger personality and an overall improvement in her quality of life. Encouraging entrepreneurship among women is most important task to harness the difficulties of unemployment in the society. With changes in technology, there is requirement to modify the society beliefs and render women a podium for entrepreneurship and democracy. With the growing help from Government, Non-Government and other financial institutions to many women entrepreneurs within the economy there can be substantial growth in the process of women entrepreneurship.