

Problem Faced by Women in India for Entrepreneur

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ABSTRACT

In Indian women are challenging with high entrepreneurs' challenges this abstract the entire possibility that can enhance the women power as well as to built them in such a manner that they can serve as a pioneer into entrepreneur. The basic need for women entrepreneurship development because of explores the prospectus knowledge as well as undertaken the risk against business for pioneer in entire are of management. The empowerment of Indians women's is fully correlated among developments of entrepreneurship for encourage the leadership of society that's belong from rural areas as well as to enhanced the quality of peoples that belong from back words areas.

Keywords: - Challenges, Pioneer, Empowerment, Leadership, Entrepreneurship, Development

INTRODUCTION

Entrepreneurship goes from a person-inspired object into a permanent business ownership, employment creation, financial emergence and economic preservation. This technology is an important part of industrial development and serves as a solution to unemployment and mass unemployment. Women entrepreneurs need to be well-organized with entrepreneurship and skills to meet changing trends, threaten the global market and have sufficient capacity for adversity and resilience to gain recognition in the business sector.

Women entrepreneurs create special needs by increasing their economic status in society. Especially women start small businesses over time and develop them into big businesses. Every woman entrepreneur strives to monitor and make a profit thus contributing to nation building.

Women entrepreneurs try to create a new environment and overcome all the obstacles they face in this patriarchal society. Today women entrepreneurs are very good at dealing with problems and using strategic or strategic solutions to run a successful business. Women entrepreneurs run their businesses equally as male partners. This shows that they have deep power in this community. Each successful businesswoman has faced and failed all sorts of conflicts while trying to stabilize her business with their determination, which has had a positive impact on the community by offering more goods and opportunities to more people.

Objectives of the Study

The research paper has the following objectives:

- To discuss the problems faced by women entrepreneurs in India.
- To discuss the major factors affecting the development of women entrepreneurship among various countries.
- To discuss the measures needed to improve the state of women entrepreneurship in India

REVIEW OF LITERATURE

Bowen & Hisrich, (1986), reviewed a number of research studies conducted on women entrepreneurs. It concludes that women entrepreneurs are generally well educated but do not have the appropriate management skills, which are higher in control than other women in terms of their norms and may have business fathers. Cohoon, Wadhwa & Mitchell, (2010), exist. details about the background of male and female entrepreneurs. The study is based on data collected from preliminary data surveys to collect data on older and more successful women entrepreneurs. The study identified key factors that encourage women to enter the business world. The characteristics found were the desire to create wealth, the desire to gain ideas for your business and to move forward in life. Challenges are more closely related to business than gender work

experience somewhere. The Women in Business & in Decision Making network report focuses on women entrepreneurs, about their problems in starting and running a business, family background, education, business unit size.

Darrene, Harpel and Mayer, (2008) conducted research and established relationships between population and self-employment. Research has shown that self-employed women differ in many of the variables in human activities compared to income and women earning wages. The study also found that the level of academic achievement was faster for self-employed women than for other self-employed women.

Singh, 2008, conducted a study to identify the factors and factors influencing women's entrepreneurship and described the challenges to women's entrepreneurship growth. Issues identified are lack of interaction with successful entrepreneurs, social stigma such as women entrepreneurs, family responsibility, gender discrimination, lack of social media, lack of family support and finance.

Tambunan, (2009), conducted research on recent changes in women entrepreneurs in developing Asian countries. The study focuses on women entrepreneurs in small and medium enterprises based on data analysis and the latest important literature reviews. The study found that women's businesses are gaining momentum in all sectors. The study also highlighted the fact that the representation of women entrepreneurs in the region is very low due to factors such as poor education, lack of funding and cultural or religious issues.

Problems Faced by Women Entrepreneurs in India

There are ten challenges women face at various stages from starting their businesses, in running their businesses. Their problems are as follows:

Lack of Focus on Employment Responsibilities: Indian women do not focus on their job responsibilities in the same way they do in their families and personal health. Although they have excellent business skills, they do not focus on their job responsibilities. Their lack of focus on their jobs creates a problem in developing women's businesses.

Women's Economic Crisis: The economic stability of Indian women is at a critical juncture as they lack the necessary basic education to enable them to become self-reliant. Women in rural areas cannot take any business.

Lack of Risk: Skills Our education system is very old and creates awareness of women's ability and hidden power to manage economic activities. Most women do not do business because they do not have the right skills and the ability to do risk.

Financial Planning and Planning for immature financial assets is a major problem facing women entrepreneurs. Their access to external financial resources is very limited due to their poor economic situation in society. they find it difficult to become entrepreneurs as they are not at risk due to lack of financial support. Another problem they face is the lack of immature goods and the difficulties faced by women entrepreneurs in arranging high quality goods at competitive prices.

Women's Competition: Women entrepreneurs have to face tough competition not only from industry but also from their male counterparts. Surviving this hot competition and achieving the goal of producing quality products at a competitive price is not an easy task for women entrepreneurs.

Women's Low Literacy Levels: Illiteracy is a major cause of social and economic bias that exists in society and does not allow women to achieve economic independence. Due to the lack of the latest technology and proper education, it is difficult for women to start their own businesses.

Problems of accessing financial assistance through banks and financial institutions: Banks and financial institutions financially support operators of small and medium firms to access financial assistance. But these banks and financial institutions do not easily lend loans to women entrepreneurs because they doubt the legitimacy of women entrepreneurs. Ironically, according to a report by the United Nations Industrial Development Organization (UNIDO), repayment rates for women are higher than for men but financial institutions still doubt their ability to repay.

Marketing Problems: Women entrepreneurs face marketing problems as their area is full of men and women who fail to stand out in this area. Women entrepreneurs also find it difficult to hold the market and make their products popular and often exploit those who are in the market for their products who often charge high prices for them.

Little Family Support: Business women should work long hours and, as a result, find it difficult to meet the needs of their family members and the community as well. Thus, they end up unable to do household chores, take care of their children's needs which leads to conflict in their lives and they find it difficult to work as women entrepreneurs.

High Production Costs: High production costs have a negative impact on the development of women entrepreneurs. The high cost of production and raw materials makes it difficult for women entrepreneurs to work in the industry. Government grants and subsidies to some extent enable them to cope with difficult situations. In addition to the high cost of production, women entrepreneurs also face labor issues, human resources, infrastructure, legal rules, overcrowding, mistrust etc that pertain to all businesses.

Women's Insecurity and Self-Esteem: A strong psychological perspective and a positive attitude among women are needed among women to become entrepreneurs. But it has been noted that women do not have the qualities needed to run their own businesses. Therefore, the lack of self-confidence needed by today's women to move forward creates resistance to being good entrepreneurs.

Factors affecting the Development of Women Entrepreneurship among various countries

United States	<ul style="list-style-type: none"> ▪ Access to finance ▪ Access to information ▪ Access to networks
Korea	<ul style="list-style-type: none"> ▪ Funding ▪ Effort to balance work and family
Vietnam	<ul style="list-style-type: none"> ▪ Existing social and cultural inequalities based on gender and bias ▪ Receiving loans from legal entities due to their limited access ▪ Formal education, property ownership, and social mobility ▪ Unequal access to opportunities and markets ▪ Include business experiences, ▪ Limited knowledge of marketing strategies,
Bangladesh	<ul style="list-style-type: none"> ▪ Adequate funding ▪ Competition ▪ Access to high quality raw materials, as well ▪ Balancing the time between business and family
Morocco	<ul style="list-style-type: none"> ▪ Lack of operational and management skills ▪ Cultural barriers ▪ Inefficient production methods ▪ Lack of management skills
Kenya	<ul style="list-style-type: none"> ▪ Lack of technical skills, ▪ Self-confidence, ▪ Strong individual involvement ▪ Willingness to take risks
Africa	<ul style="list-style-type: none"> ▪ Barriers and barriers to obtaining start-up and growing capital Business. ▪ Women's lack of knowledge about banking ▪ Their lack of financial confidence ▪ Access to essential skills, skills and business knowledge ▪ Their two (domestic) roles and responsibilities (three) and community (community). ▪ Lack of dedicated key —timel of being able to explore and expand their resources ▪ Lack of skills, competencies and expertise in specific business matters.

Information on Business Development for Women The following facts and details about Business Development for Women:

- Entrepreneurship can be an effective way to create jobs and empower women and to promote entrepreneurship and gender equality helps to empower women in society.

- Women do not trust their entrepreneurial skills so as well as the training of women entrepreneurs they should be provided with strategic relationships, networks and programs that contribute to the development of entrepreneurs in general.
- Infrastructure should also be provided to support entrepreneurial opportunities for women to succeed.
- In every country women represent a minority in the business world, are self-employed, or are small business owners and their full potential is not yet fully utilized.
- The trafficking of women is not very successful because they face many challenges due to lack of education, lack of business models, gender issues, social and economic instability etc.

Steps to Develop a Women Entrepreneur

The business of women in India is facing many challenges and requires a major change in public thought and thinking. Therefore, programs should be designed to deal with changing attitudes and behavior. Modern women should be made aware of who she is and her contribution to the economic growth and development of the country. The Curriculum should be structured in a way that conveys the basic knowledge of the theory and its practical implications and helps to provide the skills needed to become an entrepreneur.

At the same time, there are various programs such as World Bank-sponsored programs that can be implemented for these purposes. Plans can be made where older and more successful women entrepreneurs can advise and warn future women entrepreneurs of the challenges they will face as entrepreneurs in order to increase the morale and confidence of future entrepreneurs. Government must also play a key role in developing policies and programs that support entrepreneurial opportunities. Establishing good infrastructure is necessary to create entrepreneurial opportunities. It is not easy to promote women entrepreneurs in India as it requires the elimination of various barriers including changing people's attitudes and ideas in society about women. To provide opportunities for women entrepreneurs in India one needs to make women aware of their position in terms of the amount they can contribute to the economic growth and development of the country.

Education can play an important role in the development of women entrepreneurship and the promotion of women entrepreneurs can be achieved by designing a curriculum that will convey basic knowledge and its practical impact on starting your own business. Vocational training can also help by training, motivating and assisting future female entrepreneurs in starting and managing a new business. In addition to training sessions women can be trained in Information Technology to gain new technologies in starting their studies. Education has played a major role in increasing women's participation in business. Proper education not only contributes to the acquisition of knowledge but also conveys information about the various opportunities available in different fields. A good education gives women confidence in dealing with business problems effectively. Also, women entrepreneurs who have successfully established their own businesses can serve as mentors for future women entrepreneurs. The advice taken from these successful entrepreneurs can be beneficial to future women entrepreneurs by leading to better engagement of women entrepreneurs in their businesses.

Some Successful Leading Business Women in India

- Akhila Srinivasan, Managing Director, Shriram Investments Ltd
- Chanda Kocchar, Executive Director, ICICI Bank
- Ekta Kapoor, Creative Director, Balaji Telefilms
- Kiran Mazumdar-Shaw, Chairman and Managing Director, Biocon
- Ranjana Kumar, Chairman, NABARD
- Renuka Ramnath, CEO, ICICI Ventures
- Ritu Kumar, Fashion Designer
- Shahnaz Hussain, CEO, Shahnaz Herbals

Facts & Statistics about Women Business

The results of a study conducted by IIT, Delhi are:

- Women own one-third of small businesses in the USA and Canada and the value may be 50% next century.
- Women make up about 40% of the total workforce in Asian countries.
- Women outnumber men by at least two lines in China.
- The percentage of women entrepreneurs increased from 7.69% in 1992-93 to 10% in 2000-01, but the value is still very low compared to the overall employment rate of 25.7%.

- The number of women in technical, technical and engineering studies indicates a major rise. Polytechnics and IITs have only 15% of girls enrolled and the youngest students enroll and set up their own businesses.
- About 8% of women are interested in starting a business or thinking about it, by comparison by 13% of men.
- About 1 in 5 women enters the labor force due to unemployment compared to one in five for men.
- Only 2% of men cite family ties as a reason for self-employment, compared to 21% of women.

CONCLUSION

Women trafficking in India face many challenges and requires major changes in attitudes as well as public concepts. Therefore, programs should be designed to address the changing attitudes and mindset of people. It is important to encourage businesses among women to improve the economic status of women. This can also be done with the help of education as education is a powerful tool in delivering education business qualities in a person. In addition, efforts to encourage and assist women entrepreneurs must be made. The training that should be provided to women by establishing training institutions that can improve their skills level of work knowledge, risk-taking skills, developing their skills. After establishing training centers, there must be continuous monitoring, development of training programs in order to improve the level of entrepreneurial production in the country. Undoubtedly the level of participation of women in this field businesses are growing fast. However, efforts need to be taken on a larger scale to provide a position in the business sector they deserve. Actions and programs taken by the government funded development projects have benefited a small community of people and much needs to be done in this regard. Practical steps must be taken to raise awareness of entrepreneurship and skills development for women.

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