**INDIA'S WOMEN ENTREPRENEURSHIP - PROBLEMS AND OPPORTUNITIES**

Mukta Goyal, Assistant Professor, Guru Nank Dev Institute of Technology, Delhi.

Department of management, Email ID: mgoyal1977@gmail.com

**ABSTRACT**

The educated Indian ladies need to go a protracted thanks to deliver the goods equal rights and position as a result of traditions are deep nonmoving in Indian society wherever the social science started has been a male dominated one. Despite all the social hurdles, Indian ladies stand tall from the rest of the gang and are applauded for his or her achievements in their various fields. The transformation of social material of the Indian society, in terms of increased instructional standing of ladies and varied aspirations for higher living, necessitated a modification within the life sort of Indian ladies. She has competed with man and with success stood up with him in each walk of life and business isn't any exception for this. These ladies leaders are assertive, persuasive and willing to require risks. They managed to survive and achieve this cut throat competition with their exertions, diligence and perseverance.

**Keywords:** Entrepreneurship, Women, Business, Gender

**INTRODUCTION**

Women who have received an education do not have to confine their lives to the four walls of their home. They expect equal treatment from their partners. However, Indian women got to go an extended because of achieve equal rights and position because traditions are deep rooted in Indian society where the sociological acknowledged has been a male dominated one. Women are considered as weaker sex and always made to depend on men folk in their family and out of doors, throughout their life. The Indian culture made them only subordinates and executors of the alternatives made by other male members, within the essential family structure.

Despite the fact that women account for at least half of the world's brainpower, they are perhaps the world's most underutilized resource. Despite all of the social obstacles, India is brimming with female success stories. They stand out from the crowd and are lauded for their accomplishments in their respective fields. During the 18th century, Cantillon was the first economist to coin the term "entrepreneur" (Cantillon, R. 1755). Say, for example, that profits accruing to an entrepreneur are distinct from those accruing to the one who supplied capital (Say. J. B. 1803). In his theory of entrepreneurship, Schumpeter introduced the concept of innovation (Schumpeter, J.A. 1934). An entrepreneur is someone who seizes opportunities (Drucker, P. F. 1964). According to Mc Clelland, entrepreneurial activity is ultimately determined by an enabling environment and one's abilities (McClelland, D.C., 1961). An entrepreneur's role is to fill market gaps caused by rising market imperfections (Leibenstein, H., 1968). Proposal for a Knight that risk-taking is a core function of an entrepreneur, and risk-taking is what leads to profit generation (Knight, F. H., 1921). The spirit of capitalism, according to Weber, drives entrepreneurial activity in any society (Weber, M. 1947). According to Hagen, marginalized groups in society turn to entrepreneurship in order to achieve equality and respect (Hagen, E, 1960). According to, women empowerment is essentially the creation of an environment in which women can make independent decisions about their personal development while also shining as equals in society (HELLOWORLD, 2015) Women are more likely to become entrepreneurs in low-income countries with a high birth rate.

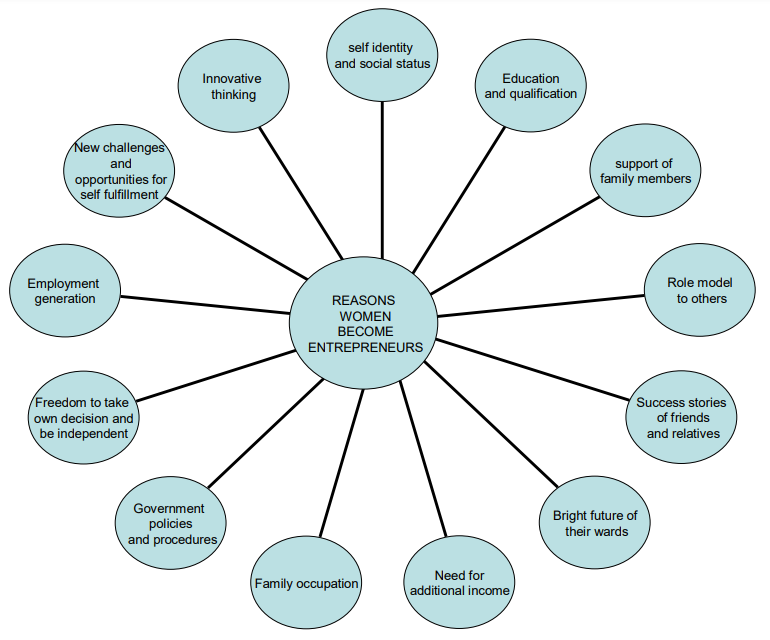
These female leaders are self-assured, persuasive, and willing to take risks. With their diligence, diligence, and perseverance, they were able to survive and succeed in this cutthroat competition. The ability to seek out quickly from her abilities, her persuasiveness, open type of problem solving, willingness to take risks and opportunities, ability to motivate people, and knowing how to win and lose gracefully are the strengths of Indian women entrepreneurs.

**CONCEPT OF WOMEN ENTREPRENEURS**

Women Entrepreneurs can also be defined as the women or a group of women who start, organize, and run a billboard business. Women entrepreneurs are defined by the Indian government as enterprises owned and controlled by women that have a minimum financial interest of 51% of the capital and give women a minimum of 51% of the use generated within the enterprise. Women entrepreneurs engaged in business because of push and pull actors which encourage women to possess an independent occupation and stands on their own legs. How towards independent decision-making on their life and career is that the motivational factor behind this urge? Saddled with household chores and domestic responsibilities women want to urge independence .Women entrepreneurs choose a profession as a challenge and as a desire to try something new as a result of the influence of these factors. Such a situation is referred to as a pull factor. While in push factors, women are compelled to engage in business activities due to family obligations, and thus the responsibility is thrust upon them. According to M.B. Murthy and M. Naga Gopinath (2013), the digital era's challenges and opportunities for women that are expanding so quickly that job seekers are becoming job creators. Many women start businesses as a result of a traumatic event, such as divorce, pregnancy discrimination, or the corporate glass ceiling, a family member's illness, or economic reasons, such as a layoff. However, as more women leave the corporate world to forge their own paths, a new talent pool of female entrepreneurs is emerging. Many researchers provide various definitions of entrepreneurs in the literature. Entrepreneurs are risk takers who make quick decisions to address pressing issues (Pickle and Abrahamson, 1990). Entrepreneurs are individuals who create new products to meet societal needs. Drucker (1985) and Leibenstein (1968) they, too, begin their business from the ground up.

**REASONS FOR WOMEN BECOMING ENTREPRENEURS**

Glass ceilings have been shattered, and women are now found in every line of business. The entry of women into business in India can be traced back to their kitchen activities, specifically the 3Ps, Pickle, Powder, and Pappad. But with the spread of education and passage of sometime women started shifting from 3P‘s to modern 3E‘s i.e., Energy, Electronics and Engineering. Skill, knowledge and adaptableness in business are the foremost reasons for girls to merge into business ventures. Women Entrepreneur ‘could also be a 1 that accepts challenging role to satisfy her personal needs and become economically independent. A strong desire to undertake to something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the arrival of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the work seekers are turning into job creators. Many women start businesses as a result of a traumatic event, such as divorce, pregnancy discrimination or the corporate ceiling, the health of a loved one, or economic reasons, such as a layoff. But a replacement talent pool of women entrepreneurs is forming today, as more women like better to leave corporate world to chart their own destinies. They’re flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. The next flow chart shows the reasons for girls becoming entrepreneurs.



**Source: insightssikhiri.wordpress.com**

**REASONS FOR THE SLOW DEVELOPMENT OF WOMEN ENTREPRENEURS IN INDIA**

The issues and constraints faced by female entrepreneurs have stifled the growth of female entrepreneurship. The following are the most common barriers that female entrepreneurs face:

* The simplest deterrent to women entrepreneurs is that they are women. a kind of patriarchal- male dominant social order is that the building block to them in their way towards business success. Male members think it a huge risk financing the ventures pass by women.
* Male chauvinism remains prevalent in many parts of the country yet. Women are looked upon as ―abla i.e. weak altogether respects. during a male dominated society, women aren't treated capable men that act as a barrier to woman‘s entry into business.
* Women entrepreneurs face stiff competition from male entrepreneurs who are easily involved in promotion and development and perform easy marketing of their products with both the organized sector and their male counterparts. Women entrepreneurs are eventually liquidated as a result of such a competition.
* Women's lack of self-confidence, willpower, a strong mental outlook, and an optimistic attitude creates a fear of making mistakes while doing their part of the work, which the relationships and thus the society are hesitant to face alongside their entrepreneurial growth.
* Women in India are well-protected. They are not less educated, economically insecure, or self-destructive. • One of the reasons for his or her failure is the old and outdated social outlook that prevents women from entering the field of entrepreneurship. They are subjected to social pressures that limit their ability to prosper and achieve success in the entrepreneurship sector.
* Unlike men, women's mobility in India is severely restricted for a variety of reasons. One of the women who asked for a room remained suspicious. The difficult exercise of starting a business, including officials' humiliating attitude toward women, compels them to give up their spirit of survival in business.
* Women's family responsibilities also prevent them from becoming successful entrepreneurs in both developed and developing countries. Financial institutions discourage female entrepreneurs on the grounds that they will eventually leave their businesses and return to being housewives.
* Indian women place a higher value on family ties and relationships. Married women must strike a delicate balance between work and family. The success of a business is also dependent on the relationships that are extended to women in the business process and management. Women's family and personal obligations can be a huge impediment to a successful business career. Only a few women are capable of managing both home and business.
* Women's family and personal obligations can be a significant impediment to a successful business career. Only a few women are prepared to manage both home and business efficiently, allocating enough time to prioritize all of their responsibilities.
* Husbands' educational level and family background also influence women's participation in the business sector.

• Many ladies attend the Entrepreneurial Development program without having an entrepreneurial mindset. Women who receive training from various institutes must be evaluated for aptitude through tests, interviews, and other means.

• The high cost of some business operations has a negative impact on the event of female entrepreneurs. The installation of new machinery during the expansion of productive capacity, as well as other similar factors, discourage female entrepreneurs from venturing into new areas.

• Women-owned businesses are frequently small, and it is not always easy for girls to gain access to the knowledge they require in terms of technology, training, innovative schemes, and concessions, alternative markets, and so on. Only a small percentage of female entrepreneurs use technology, and they, too, are limited to processing software on a computer. They rarely use advanced software such as SAP statistical software, TALLY accounting software, 3D MAX animation software, the internet, and so on.

• Lack of knowledge about financial assistance provided by financial institutions in the form of incentives, loans, schemes, and so on. As a result, genuine efforts to support women entrepreneurs will not reach entrepreneurs in rural and underserved areas.

• Female members' achievement motivation was found to be lower than male members'. The poor women with low levels of education and confidence have lower levels of achievement and advancement motivation when it comes to interacting in business operations and running a business.

Apart from the problems mentioned above, women entrepreneurs may face a number of other significant issues such as inadequate infrastructure, high production costs, societal attitudes toward women's modern business outlook, and low enterprise needs. Women, on average, start their own businesses ten years later than men. Motherhood, a lack of management experience, and traditional socialization have all been cited as reasons for a late start in entrepreneurial careers.

**THE STUDY'S OBJECTIVES AND RESEARCH METHODOLOGY**

The study is based on secondary data gathered from RBI, NABARD, Census Surveys, SSI Reports, newspapers, journals, websites, and other sources. The study was designed with the following goals in mind:

• To assess the factors that encourage women to become entrepreneurs.

• Research the impact of government assistance on women's entrepreneurship.

• Research policies, programs, and institutional networks, as well as the involvement of support organizations in promoting women's entrepreneurship.

• To conduct a critical examination of the issues confronting female entrepreneurs.

**RESULTS AND DISCUSSION**

**Steps taken by the government**

Girls' development has been a policy goal of the government since its inception. Prior to the 1970s, the concept of women's development was primarily welfare-oriented. In the 1970s, there was a shift from the welfare approach to the development approach, which recognized the mutually reinforcing nature of the development method. The 1980s took a multidisciplinary approach, focusing on three key areas: health, education, and employment. Women were given priority in all sectors, including the SSI sector. Women's economic contributions through self-employment and industrial ventures have received increased attention from government and non-governmental organizations.

The First Five-Year Plan (1951-56) envisioned a number of initiatives of women's welfare measures the formation of the Central Social Welfare Board, the formation of Mahila Mandals, and the implementation of Community Development Programmes were all steps in the right direction.

The empowerment of women was closely linked with the overall approach of intensive agricultural development programs in the second Five-Year Plan (1956-61).

Female education was promoted as a major welfare measure in the Third and Fourth Five-Year Plans (1961-66 and 1969-74) respectively.

The Fifth Five-Year Plan (1974-1979) prioritized training for women who needed income and protection. This strategy coincided with the International Women's Decade and the submission of the Committee on the Status of Women's Report within India The Ministry of Social Welfare established the Women's Welfare and Development Bureau in 1976.

The Sixth Five-Year Plan (1980-85) saw a clear shift away from welfare and toward development. It identified women's lack of access to resources as a critical impediment to their growth.

The need for gender equality and empowerment was emphasized in the Seventh Five-Year Plan (1985-1990). For the first time, emphasis was placed on qualitative aspects such as instilling confidence, raising awareness of rights, and providing training in skills for better employment.

Through Panchayati Raj Insights, the Eighth Five-Year Plan (1992-97) focused on empowering women, particularly at the Gross Roots Level.

**Organizations.**

The Ninth Five-Year Plan (1997-2002) adopted a Women's Component Plan strategy, with at least 30% of funds/benefits earmarked for women-related sectors.

The Tenth Five-Year Plan (2002-07) aims to empower women by putting into action the recently adopted National Policy for Women's Empowerment (2001) and ensuring the survival, protection, and development of women and children through a rights-based approach.

Currently, the Government of India operates over 27 schemes for women through various departments and ministries. Among these are:

* Integrated Rural Development Programme (IRDP)
* Khadi And Village Industries Commission (KVIC)
* Training of Rural Youth for Self-Employment (TRYSEM)
* Working Women‘s Forum
* Indira Mahila Yojana
* Indira Mahila Kendra
* Mahila Samiti Yojana
* Mahila Vikas Nidhi
* Prime Minister‘s Rojgar Yojana (PMRY)
* Entrepreneurial Development programme (EDPs)
* Management Development progammes Women‘s Development Corporations (WDCs)
* Marketing of Non-Farm Products of Rural Women (MAHIMA)
* Assistance to Rural women in Non-Farm Development (ARWIND) schemes
* Trade Related Entrepreneurship Assistance and Development (TREAD)
* SBI‘s Stree Shakti Scheme
* NGO‘s Credit Schemes
* Micro & Small Enterprises Cluster Development Programmes (MSE-CDP)
* National Banks for Agriculture and Rural Development‘s Schemes
* Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
* Priyadarshini Project- A programme for ‗Rural Women Empowerment and Livelihood in Mid Gangetic Plains‘
* NABARD-SEWA Bank project
* Exhibitions for women, under promotional package for Micro & Small enterprises approved by CCEA under marketing support
* Micro Credit Scheme
* Rashtriya Mahila Kosh
* SIDBI‘s Mahila Udyam Nidhi
* Mahila Vikas Nidhi
* SBI‘s Stree Shakti Scheme
* NGO‘s Credit Schemes
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The efforts of the state and its various agencies are amply supplemented by non-governmental organizations (NGOs), which play an equally important role in facilitating women's empowerment. Despite the best efforts of governments and non-governmental organizations, there are some gaps. In fact, we've come a long way in terms of empowering women, but the longer term journey remains difficult and demanding.

**Suggestions for the growth of women entrepreneurs**

In the event of women entrepreneurs and their increased participation in entrepreneurial activities, proper efforts from all areas are required. Entrepreneurship essentially entails being in control of one's life and activities, and female entrepreneurs must cultivate confidence, independence, and mobility in order to break free from their paradoxes. The following measures are proposed to empower women in business to seize various opportunities and face challenges.

• There should be an on-going effort to inspire, encourage, motivate, and collaborate with female entrepreneurs.

• A large-scale awareness campaign should be carried out with the goal of raising women's awareness of the numerous dangers they face.areas for conducting business

• Efforts should be made to improve women's educational standards in general, as well as to make effective provisions for their training, practical experience, and personality development programs, in order to improve their overall personality standards.

• Plan training programs to help employees develop professional competencies in areas such as management, leadership, marketing, finance, and the manufacturing process, profit planning, bookkeeping, and other areas. This could encourage more women to start their own businesses.

• Vocational training for women in the community to understand the assembly process and production management.

• Exciting skill development women's polytechnics and industrial training institutes were depleted in training-cum-production workshops, skills are put to use.

• Educational institutions should collaborate with various government and non-government organizations to support entrepreneurship development, particularly in the planning of business projects.

• International, national, and local trade fairs, industrial exhibitions, seminars, and conferences should be organized to assist women in networking with other female entrepreneurs.

• Women in business should be given low-interest loans and subsidies to encourage them to engage in industrial activities. Financial institutions should provide more capital assistance for both small-scale and large-scale ventures.

• Providing microsystems and enterprise systems to female entrepreneurs at the local level.

• The poorer sections could raise funds through various government schemes and incentives designed to develop entrepreneurs in the state. For instance, the Prime Minister's Rozgar Yojana, the Khadi and Rural Village Industries Scheme, and so on.

• Women entrepreneurs may face challenges in the early stages, but they must persevere, believe in themselves, and not give up.

• Attempts by various non-governmental organizations (NGOs) and government organizations to disseminate information about policies, plans, and strategies for the advancement of women in industry, trade, and commerce. Female entrepreneurs must make use of the government's various programs.

• Women should plan to upgrade themselves in the changing times by taking advantage of the most recent technological advances. Women must be educated and trained on a regular basis in order to acquire skills and knowledge in all functional areas of business, including management. This may help women excel in the selection process and build a trustworthy business network.

• Self-help groups of female entrepreneurs to mobilize resources and pool capital funds, among other things, to assist women in the sectors of industry, trade, and commerce can also play a positive role in resolving this problem.

• Women's entrepreneurship must be examined at both the individual and organizational levels (i.e. the decision to become self-employed) and at the firm level (the performance of women owned and managed firms) to fully comprehend the differences between men's and women's entrepreneurship.

• to establish all-India forums for debating problems, grievances, issues, and filing complaints against constraints or shortcomings in the economic progress path of women entrepreneurs, and to make appropriate decisions in favor of women entrepreneurs, as well as to take a firm stand against policies or strategies that obstruct such a group of women entrepreneurs' economic development path. Thus, by enacting the aforementioned measures in letter and spirit, women's issues are frequently resolved. For women, entrepreneurship is not a bed of roses. Women participate in a variety of economic activities to supplement their family's income; their participation in no way reduces their income.

**CONCLUSION**

It is frequently stated that we are now in a better position, with women's participation in the field of entrepreneurship increasing at a significant rate. Efforts are being made in the economy to bring the promise of equality of opportunity to Indian women in all spheres, and laws guaranteeing equal rights of participation in the political process, as well as equal opportunities and rights in education and employment, have been enacted. Unfortunately, government-sponsored development activities have benefited only a small group of girls, namely urban bourgeoisie women. Women account for nearly 45 percent of the Indian population. At this point, effective steps are required to supply entrepreneur women's orientation and skill development programs. The importance of female entrepreneurs in economic development is also being recognized, and steps are being taken to promote female entrepreneurship. Entrepreneurship resurgence is that the need of the hour, emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine within the enterprise field, making them realize their strengths, and important position within the society, and thus the great contribution they will bring to their industry as well as the entire economy. To meet the changes, women entrepreneurs must be properly molded with entrepreneurial traits and skills.in trends, global markets, and even be competent enough to sustain and strive for excellence in the entrepreneurial arena If every citizen works with such an attitude toward respecting women's important role in society and understanding their vital role in modern business, we will very soon overestimate our chances of outperforming our own conservative and rigid thought process, which is the biggest barrier in our country's development process. We have always believed that a sensible woman can devour employment on any given day, but if she becomes an entrepreneur, she will provide a living for at least ten more women!! Highly educated, technically savvy women who are well-educated and professionally qualified should be encouraged to run their own businesses rather than relying on wage employment. Untapped talents of young women are frequently identified, trained, and used in a variety of industries to increase productivity in the industrial sector.

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