

CHALLENGES FACED BY WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

Woman entrepreneurship plays crucial position in India, in wake of monetary, liberalization and globalization. This research paper have recognized several variables like the size of the own family the age of youngsters, the work hours and the level of social help, etc. that have an effect on to balance the personal and professional life-styles. Now a day's inside the India the function of girls in our society has been notably changed. Women may be seen as better put up in training, CEO, banking client's provider etc. Girls are creating a contribution in every area. The ladies are the foundation of social and cultural existence of the circle of relatives. Women need to go through at some troubles to prove them valuable for the expert in addition to family lifestyles. We have conveyed statistics on ladies targeted tactics in personal and expert lifestyles. In research paper we used secondary information and primary information. The main objective of the study is to find out the elements which inspire girls to grow to be marketers, to take a look at the help given by the authorities to ladies entrepreneurs, to examine the obstacles confronted by means of girls' marketers.

KEYWORDS: *Women Entrepreneurship, Entrepreneurship, Entrepreneur Work Life Balance.*

Introduction

Women Entrepreneurs may be define because the ladies or a collection of ladies who commence and operate a business challenge. Like a male marketers a women entrepreneur has many capabilities. They should discover the possibilities of beginning new corporation; adopt dangers, creation of latest innovations, coordination, management and control of business and imparting powerful leadership in all components of enterprise. Government of India has defined ladies marketers as an enterprise/assignment owned and controlled by women having at the least financial interest of fifty one% of the capital and giving as a minimum fifty one% of employment generated inside the agency to girls. Women Entrepreneurs are enormously increasing in the economies of virtually all countries. The hidden business potentials of girls have been growing with the developing sensitivity to the position and economic fame in the society. The understanding, Skill and compliance in enterprise are the center motives for girls to come ahead into enterprise ventures. Women entrepreneurs interact in commercial enterprise because of push and pull elements which give confidence to women to have a self-sufficient career and stands on their foots. Logic closer to independent choice- making on their existence and career is the motivational issue at the back of this insists on 'Women Entrepreneur' is someone who accepts tough function to meet her non-public desires and turn out to be economically independent. A robust preference to do significant positive is an necessary first-class of entrepreneurial ladies, who is equipped of contributing values in each circle of relatives and social lifestyles. With the introduction of media, ladies are conscious of their own characteristics, rights and also the work conditions. The glass ceilings are shattered and girls are discovered indulged in every line of commercial enterprise from achier to telecommunication. Right efforts in all regions are crucial within the development of ladies marketers and their greater involvement within the entrepreneurial activities

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A small scale industry unit/enterprise associated service all enterprise organization, manage with the aid of one or more ladies entrepreneur in property challenge or wherein she/they character or together have a proportion capital of not less than fifty one% as partner/ shareholder/ the director of personal confined corporation/ member of cooperative society."

In the third of all India census of SSI the participants of women in SSI sector has been categorized in three roles;

- Some women are owner of enterprises
- Some women are manager of enterprises
- Some are employees
- With regard to ownership, the definition mention above has been adopted

As of 2002, there were 6.5 million majority women-owned businesses in the United States, employing 7.1 million people according to the U.S. Bureau of the Census. The number of privately held women-owned businesses in U.S. exceeds 10 million if one counts partially women-owned businesses as well. According to a Business Week Online article, "between 1997 and 2004 the number of women-owned companies grew 28.1 percent—nearly three times the rate of all privately held businesses." These statistics reflect a sea change in American conceptions of gender roles and abilities over the past half-century. Women have owned and operated groups for many years, however they had been no longer continually diagnosed or given credit score for his or her efforts. Often ladies entrepreneurs have been "invisible" as they worked aspect through aspect with their husbands, and plenty of best stepped into visible leadership positions whilst their husbands died. But a ramification of factors has combined in recent years to contribute to the visibility and variety of ladies who begin their personal corporations.

Literature Review

Mishra & Kiran (2014) pointed out the entrepreneurial improvement of ladies, specifically from rural history. They highlighted the fact that girls are becoming socially and economically impartial and empowered through running up their own organizations. Women entrepreneurship is getting more significance nowadays for the financial increase of the United States. The paper focused at the factors which will be used to beautify entrepreneurial ability of ladies residing in rural areas.

(Dangi & Ritika, 2014) in their research paper pointed out Micro, Small and Medium Enterprise (MSMEs) and the function they are gambling in bringing significant industrial improvement in India. The paper revolved around significance of MSMEs in India and difficulties faced by means of ladies marketers in India.

Swetha & Rao (2013) through their have a look at mentioned that an entrepreneur brings an ordinary exchange within the society through innovation. Indian entrepreneurs have proved to be inspirational in achieving heights while overcoming limitations and limitations of their discipline. The Second World War introduced with it many enterprising souls from various subject of understanding. Through their studies they instructed expressed that lifestyles of an entrepreneur had by no means been easy. They ought to face many boundaries and hindrances in their direction of entrepreneurship to reach to success. Further, they emphasized those girls as a part of the state acts as a supply of guide, solidity and firmness, not most effective to her circle of relatives but also to entire kingdom.

Shah H., (2013) Performed its study with the objective to come up, become aware of and endorse some techniques and techniques that could make a positive environment for women marketers in India. It aimed at citing sure rules and practices that may inspire wholesome improvement of entrepreneurial activities and corporations owned by means of ladies. The observe majorly highlighted that ladies entrepreneurship isn't but tapped properly for monetary boom of United States like India. The observe shared many instances of women marketers and raised positive recommendations to promote a good environment for the growth of women in businesses. The research article

(Vijaya kumar and Jaya chitra, 2013) Revolved round emerging troubles and challenges of women marketers in India and measures to how to triumph over them. It additionally analyzed the various rules and programmes framed via the Government of India to uplift and beautify ladies entrepreneurship.

(Rajasekaran & Sindhu, 2013) expressed that how self-help groups are helping women of India in gaining confidence and motivation to achieve entrepreneurship goals. Based on their research, it has been shown that due to these extended help programs, number of woman entrepreneurs, has drastically increased. Researchers

(Mehta & Mehta, 2011) Explained the word entrepreneur very fantastically described as someone who pursuits to carry innovation and for this reason maximizing profits thru it. It also emphasized that rural girls constitutes a extensively big percentage of our Indian populace. If evolved properly and given favorable surroundings for entrepreneurship, it may deliver robust modifications to our society and Indian economy as an entire.

(MS. Rashmi Gopinathan, 2010) In his paper highlighted how women entrepreneurship is having an effect on households and located that majorly the respondents have been married. It also highlighted that belongings and the price associated with those property depicts the financial situation of the circle of relatives and the want for setting up non-public company depends on that.

Research Methodology

The research method used for this look at is descriptive in nature supported via brief evaluation of the theoretical findings. The data assets used for this study are secondary and primary in nature collected and compiled from reports of executive. Of India, various academic studies journals, newspapers, online net articles. And so on. Characteristics of women marketers in India the girls as an entrepreneur can convey new colors to companies and economic system of the United States. Various characteristics were enumerated here even as some are but to be explored, of the way they manipulate the complete business of an agency. From planning to executing, stunning, well timed and effective execution of work takes region beneath her control. A girl as an entrepreneur has a performance to calculate the danger on hand, visualize the capability risk too to strategize the work and endeavors. She can even dare to take proper and practical shape of risks, going through the uncertainties strongly to specific her proper ability to be hit entrepreneur. Woman as an entrepreneur strives to develop Sound Corporation, by means of coordinating, organizing and managing sources to their exceptional utilities. It is vital for all ladies running as an entrepreneur to have self-confidence and faith of their abilities and capacity with the courage to simply accept study and enhance errors coming from her decisions. A girl entrepreneur can generate new ideas, starts off evolved her commercial enterprise creatively with these new thoughts keeping feasibility in mind.

Objectives of the Study

- To find out the elements which inspire girls to grow to be marketers?
- To take a look at the help given by the authorities to ladies entrepreneurs.
- To examine the obstacles confronted by means of girls marketers.
- To draw conclusions and provide recommendations.

Data Analysis

Correlation Analysis 1

Correlations				
		Occupation	Would women entrepreneurs supported	Does government promoting women entrepreneur
Occupation	Pearson Correlation	1	.361**	.192
	Sig. (2-tailed)		.005	.142
	N	60	60	60
Would women entrepreneurs supported	Pearson Correlation	.361**	1	.614**
	Sig. (2-tailed)	.005		.000
	N	60	60	60
Does government promoting women entrepreneur	Pearson Correlation	.192	.614**	1
	Sig. (2-tailed)	.142	.000	
	N	60	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

Inference

- The correlation between Occupation and women entrepreneurs supported .361 is a positive correlation occur by chance
- The correlation between occupation and Does government promoting women entrepreneur .192 is a positive correlation occur by chance

Correlation Analysis 2

Correlations			
		Does women entrepreneur helps In G.D.P	Women entrepreneurship is facing different challenge
Does women entrepreneur helps in G.D.P	Pearson Correlation	1	.189
	Sig. (2-tailed)		.148
	N	60	60
Women entrepreneurship is facing different challenge	Pearson Correlation	.189	1
	Sig. (2-tailed)	.148	
	N	60	60

Inference

The correlation between women entrepreneur helps in G.D.P and Women entrepreneurship is facing different challenge .189 is a positive correlation of low order

Correlation Analysis 3

Correlations			
		Family is supporting women to start their own ventures	Lack of education family support financial challenges are big
Family is supporting women to start their own ventures	Pearson Correlation	1	.087
	Sig. (2-tailed)		.510
	N	60	60
Lack of education family support financial challenges are big	Pearson Correlation	.087	1
	Sig. (2-tailed)	.510	
	N	60	60

Inference

- The correlation between women entrepreneur helps in G.D.P and Lack of education family support financial challenges are big .087 is a positive correlation of low order.

Findings

In this comments form, there are 60 respondents. The forty respondents are between the age of 20-25 years, the nine respondents are between 15-twenty years and rest are among extra then 35 years vintage. This shows maximum of the responses are given by individuals who belongs to the age of 20-25 years old. It is apparent from the above desk that maximum of the respondents are professional. The seventy three% respondents are professionals, the 6% are employees, the 16% are students and relaxation of they are business humans. This suggests that professionals are more aware about the demanding situations faced by ladies entrepreneurs in our U. S. A.It is obvious from the above comments that women entrepreneurship is supported in India. The 71% respondents said the women entrepreneurs are supported in India and only 29 % respondents are against this query. In the contemporary times girls are well educated in India and authorities of India plays an important position to help girls marketers. Got takes various initiative and measures for boom and improvement of girl's entrepreneurs. Now, families also support girls to start their very own small enterprise corporations. The seventy seven% respondents said that government is assisting the girls entrepreneurs in India and best 23% respondents are against this question. An authority of India performs an essential function to assist girls' entrepreneurs. Government of India takes diverse initiative and measures for growth and improvement of women entrepreneurs. Now families additionally guide women to start their own small business corporations. It is clear from the feedback of respondents that a women entrepreneur plays a significant role in growth of Gross domestic product [GDP]. If we support women to start their own ventures, they will definitely contribute in GDP of the India. The 71% respondents said they contribute in GDP and 29 % are against this question. This is good thing for the economic growth of our country.It is clear from the above table that family is supporting women to start business in the modern world. The 77% respondents said that family is support women in India.

It is clear from the feedback of the respondents women are facing limited challenges in now a days India because government is providing financial support to women. Government makes various scheme such stand up India, startups India and so on. The family is also supporting women in India. Thus according to respondents these are not big challenges for women entrepreneurs in India.

Conclusion

Women entrepreneurship in India faces many demanding situations and calls for a radical exchange in attitudes and mindsets of society. Therefore, programs need to be designed to cope with modifications in mindset and mind-set of the human beings. It is critical to sell entrepreneurship among ladies to improve the monetary scenario of the ladies. This may be made viable with the help of education as education is an effective device in bringing out the entrepreneurship features in a person. Moreover, attempts to encourage encourage and help women entrepreneurs need to be made in any respect viable ranges. Proper schooling ought to be given to the women with the aid of establishing training institutes that may decorate their level of work-expertise, risk-taking abilities, improving their competencies. After setting up schooling institutes, there should be non-stop monitoring, improvement of education packages on the way to enhance upon the satisfactory of the marketers being produced within the United States of America. Undoubtedly the ladies participation charge inside the area of entrepreneurship is growing hastily. However, efforts need to be taken at larger scale to give the location in the area of entrepreneurship that they deserve. The movements & steps that have been taken by way of the authorities backed improvement sports have benefited best small strata of society and extra needs to be performed on this location. Effective steps need to be taken to have entrepreneurial consciousness and skill development to ladies

Suggestion and Recommendation

You need to pass outside of your comfort quarter. Resumes that include failures are great evidence that you have taken the necessary risks in your journey. Often, girls are more laid low with failure and allow it have an effect on their confidence. Don't let it. Failure is an inevitable part of achievement, from which we study. Remember the outstanding recommendation of George Burns, "I clearly assume it's miles better to be a failure at some thing you like than to be a success at something you hate. Feedback is critical to validate your enterprise. Competitive research can also assist you recognize what clients need. You will want to move beyond researching on your competitor's websites. Read critiques, locate articles about them, and interview their clients. Pay unique mind to bad evaluations and ask human beings especially what they wish they were getting out of the products or services they're using out of your opposition. Doing this in-intensity analysis will help you decide in which your opposition's strengths and weaknesses. Once you discover their weaknesses, you ought to exploit them by means of ensuring your services or products fill that hole for customers. If you are in a business that produces a product, then crowd funding can be a super manner to quickly validate your idea. Even though there are several crowd websites, Fund Women is a new platform for girls-led startups and small enterprise and offers free crowd funding training. The key to increase, innovation and achievement is knowledge. Every successful entrepreneur I actually have met is an avid learner. In reality, the common CEO reads as much as 60 books a yr. If you don't like studying, attempt audio books, online instructions, masterminds and/or investment persevering with training classes at a local college. Mentor box is a first-rate aid that allows busy marketers via picking out the nice commercial enterprise and management books and providing summaries and webinars on every ebook so that you can soak up the facts within the way that fits your mastering style.

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