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## **WOMEN ENTREPRENEURSHIP IN INDIA: IMPEDIMENTS AND OPPORTUNITIES**

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**Abstract:** Business people assume a key job in any economy. These are the individuals who have what it takes and activity important to take great new plans to market and settle on the correct choices to make the thought beneficial. The prize for the dangers taken is the potential financial benefits the business person could procure. Actually, a "Women business person" is any Women who arranges and deals with any venture, for the most part with impressive activity and hazard. Be that as it may, regularly the expression "Women possessed business" is utilized comparative with government contracting. Right now, business visionary (a Women) possesses (over half), controls and runs the undertaking. Information has been gathered from number of articles, books, periodicals and sites. The present investigation has been an endeavor to produce mindfulness and to get meaning, justification for enhancement. A broad writing survey is done on Women business visionary. Toward the end some serious issues looked by Indian Women business people, examples of overcoming adversity of Indian Women business visionaries, factors impacting Women enterprise and steps taken by the legislature for upliftment of Indian Women business visionaries.

**Keywords:** Women Entrepreneur, Diversification, Problems Faced by Indian Women Entrepreneurs, Success Stories of Indian Women Entrepreneurs, Factors Influencing Women Entrepreneurship, Steps Taken by the Indian Government.

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**Introduction:** Women business visionaries might be characterized as a "Women or a gathering of Women who start, compose and maintain a business undertaking". Administration of India has characterized Women business people dependent on Women investment in value and work of a business venture. As needs be, a Women run a venture is characterized as "an undertaking claimed and constrained by a Women having a base budgetary enthusiasm of 51% of the capital and giving at any rate 51% of the business created in the endeavor to Women". Women business visionary establish 10 % of the quantity of the quantity of business person in the nation. This has been a huge development in independent work of Women with Women currently beginning new pursuits at multiple times the pace of men. They establish half of the number of inhabitants in our nation with a lower education rate than men. This measurable truth shows that for the financial development of the country, Women ought not be urged to make a lot of monetary commitment towards the nation. one method for accomplishing is by making Women turn out and become business visionaries. In the customary society, they were bound to the four dividers, assuming family unit jobs, however in the advanced society, they are turning out to take an interest in different types of exercises. Regularly, Women business is found in the expansion of their kitchen exercises, mostly in getting ready industrially the 3 "P"s to be specific, Pickles, Papads and Powder. Not many of them adventure into administrations industry identifying with cordiality, cooking, instructive administrations, conference or advertising, excellence centers, and so on. Women enter business enterprise because of monetary variables which pushed them to be alone and ask them to accomplish something freely. Women want to work from their own work living arrangement, trouble in landing reasonable positions and want for social acknowledgment propel them towards independent work. We see a ton of Women experts in designing, medication, law and so on. They are additionally setting up emergency clinics, preparing focuses, and so forth. "An endeavor possessed and constrained by a Women having a base money related enthusiasm of 51 percent of the capital and giving at any rate 51 percent of the work created by the venture to Women."

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**Methodology:** The readied paper is an elucidating study in nature. The optional information and data have been investigated for setting up the paper broadly. The auxiliary data have been gathered from various scholars" and researchers" distributed books, articles distributed in various diaries, periodicals, meeting paper, working paper and sites.

**Issues Faced by Indian Women Entrepreneurs:** Other than the above fundamental issues different issues looked by Women business visionaries are as per the following:

1. **Family Ties:** Women in India are sincerely connected to their families. They should go to all the residential work, to care for the kids and different individuals from the family. They are overweight with family duties like additional consideration regarding spouse, kids and parents in law which remove a loads of their time and vitality. In such circumstance, it will be hard to think and run the endeavor effectively.
2. **Male Commanded Society:** Even however our constitution talks about balance between genders, male haughtiness is as yet the request for the day. Women are not offered equivalent men. Their entrance to business requires the endorsement of the leader of the family. Business has generally been viewed as a male save. Every one of these places a break in the development of Women business visionaries.
3. **Lack of Instruction:** Women in India are lingering a long ways behind in the field of training. The vast majority of the Women (around 60% of absolute Women) are uneducated. The individuals who are instructed are given either less or insufficient training than their male partner somewhat because of early marriage, mostly because of child's advanced education and halfway because of destitution. Because of absence of legitimate training, Women business people stay in dim about the improvement of new innovation, new techniques for creation, advertising and other administrative help which will urge them to thrive.
4. **Social Hindrances:** The conventions and customs won in Indian social orders towards Women at times remain as a deterrent before them to develop and flourish. Standings and religions rule with each other and prevents Women business visionaries as well. In country zones, they face progressively social boundaries. They are constantly observed with suspicious eyes.
5. **Shortage of Crude Materials:** The shortage of crude materials, once in a while nor, accessibility of appropriate and satisfactory crude materials sounds the passing chime of the endeavors run by Women business people. Women business people truly face an intense assignment in getting the necessary crude material and other important contributions for the undertakings when the costs are exceptionally high.
6. **Problem of Money:** Women business people stiffer a great deal in raising and meeting the budgetary needs of the business, Bankers, loan bosses and monetary organizations are not approaching to give budgetary help to Women borrowers on the ground of their less credit value and more odds of business disappointment. They likewise face budgetary issue because of blockage of assets in crude materials, work-in-progress completed merchandise and non-receipt of installment from clients in time.
7. **Tough Rivalries:** Usually Women business people utilize low innovation during the time spent creation. In a market where the challenge is excessively high, they need to contend energetically to get by in the market against the composed area and their male partner who have tremendous experience and ability to embrace trend setting innovation in overseeing ventures
8. **High Expense of Creation:** Several components including wasteful administration add to the significant expense of creation which remains as a hindrance before Women business visionaries. Women business people face innovation oldness because of nonadoption or moderate appropriation to changing innovation which is a main consideration of significant expense of creation.
9. **Low Hazard Bearing Limit:** Women in India are naturally frail, bashful and gentle. They can't hold up under the sum hazard which is fundamental for running a venture. Absence of instruction, preparing and money related help from exterior likewise diminish their capacity to endure the hazard engaged with an endeavors.
10. **Limited Versatility:** Women portability in India is profoundly restricted and has become an issue because of customary qualities and failure to drive vehicles. Moving alone and requesting a space to

remain out in the night for business intentions are still viewed with suspicious eyes. Here and there, more youthful Women feel awkward in managing men who show additional enthusiasm for them than business related perspectives.

11. **Lack of Enterprising Inclination:** Lack of pioneering bent involves worry for Women business people. They have no innovative bowed of psyche. Considerably in the wake of going to different preparing programs on business visionary ship Women business people neglect to hold over the dangers and inconveniences that may come up in a hierarchical working.
12. **Limited Administrative Capacity:** Management has become a specific activity which just productive chiefs perform. Women business people are not effective in administrative capacities like arranging, sorting out, controlling, organizing, staffing, coordinating, rousing and so on of an undertaking. Along these lines, less and restricted administrative capacity of Women has become an issue for them to run the endeavor effectively.
13. **Legal Conventions:** Fulfilling the legitimate customs required for running an undertaking turns into a change task with respect to a Women business visionary in view of the predominance of degenerate practices in government workplaces and procedural deferrals for different licenses, power, water and shed designations. In such circumstances Women business visionaries think that its difficult to focus on the smooth working of the venture.

#### **Successful Leading Business Women in India:**

- Indu Jain – Chairperson of Bennet, Coleman (TOI)
- Indra Nooyi – Chairwoman of PepsiCo
- Kiran Mazumdar Shaw – Founder of Biocon Limited
- Vandana Luthra – Founder of VLCC
- Priya Paul – Chairperson Park Hotels
- Ritu Kumar – World Famous Fashion Designer
- Shahnaz Hussian – CEO of Shahnaz Herbals
- Suchi Mukherjee – Founder & CEO of Limeroad
- Richa Kar – Co-founder of Zivame
- Aditi Gupta – Founder of Menstrupedia

**Steps Taken by the Indian Government:** The growth and development of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women. Therefore, a congenial 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. The Government of India has also formulated various training and development cum employment generations programs for the women to start their ventures. These programmes are as follows:

1. Steps taken in Seventh Five-Year Plan: In the seventh five-year plan, a special chapter on the “Integration of women in development” was introduced by Government with following suggestion:
  - a) Specific target group: It was suggested to treat women as a specific target groups in all major development programs of the country.
  - b) Arranging training facilities: It is also suggested in the chapter to devise and diversify vocational training facilities for women to suit their changing needs and skills.
  - c) Developing new equipments: Efforts should be made to increase their efficiency and productivity through appropriate technologies, equipments and practices.
  - d) Marketing assistance: It was suggested to provide the required assistance for marketing the products produced by women entrepreneurs.
  - e) Decision-making process: It was also suggested to involve the women in decision-making process.
2. Steps taken by Government during Eight Five-Year Plan: The Government of India devised special programs to increases employment and income-generating activities for women in rural areas. The following plans are lunched during the Eight-Five Year Plan:
  - a) Prime Minister Rojgar Yojana and EDPs were introduced to develop entrepreneurial qualities among rural women.

- b) Women in agriculture scheme was introduced to train women farmers having small and marginal holdings in agriculture and allied activities.
  - c) To generate more employment opportunities for women KVIC took special measures in remote areas.
  - d) Women co-operatives schemes were formed to help women in agro-based industries like dairy farming, poultry, animal husbandry, horticulture etc. with full financial support from the Government.
  - e) Several other schemes like integrated Rural Development Programs (IRDP), Training of Rural youth for Self employment (TRYSEM) etc. were started to alleviate poverty. 30-40% reservation is provided to women under these schemes.
3. Steps taken by Government during Ninth Five-Year Plan: Economic development and growth is not achieved fully without the development of women entrepreneurs. The Government of India has introduced the following schemes for promoting women entrepreneurship because the future of small scale industries depends upon the women-entrepreneurs:
- a) Trade Related Entrepreneurship Assistance and Development (TREAD) scheme was launched by Ministry of Small Industries to develop women entrepreneurs in rural, semi-urban and urban areas by developing entrepreneurial qualities.
  - b) Women Comkpoonent Plant, a special strategy adopted by Government to provide assistance to women entrepreneurs.
  - c) Swarna Jayanti Gram Swarozgar Yojana and Swaran Jayanti Sekhari Rozgar Yojana were introduced by government to provide reservations for women and encouraging them to start their ventures.
  - d) New schemes named Women Development Corporations were introduced by government to help women entrepreneurs in arranging credit and marketing facilities.
  - e) State Industrial and Development Bank of India (SIDBI) has introduced following schemes to assist the women entrepreneurs.

These schemes are:

- Mahila Udyam Nidhi
- Micro Cordite Scheme for Women
- Mahila Vikas Nidhi (iv) Women Entrepreneurial Development Programmes
- Marketing Development Fund for Women

4. Consortium of Women entrepreneurs of India provides a platform to assist the women entrepreneurs to develop new, creative and innovative techniques of production, finance and marketing. There are different bodies such as NGOs, voluntary organizations, Self-help groups, institutions and individual enterprises from rural and urban areas which collectively help the women entrepreneurs in their activities

**Conclusion:** India is a male commanded society and Women are thought to be monetarily just as socially subject to male individuals. Women business people confronted bunches of issues like absence of training, social hindrances, legitimate customs, significant expense of creation, male ruled society, restricted administrative capacity, absence of fearlessness and so forth. Different elements like Pull and Push factors impacting Women business visionaries. Effective driving agents in India. Government makes different strides for the upliftment of Women business people in seventh multiyear plan, 8th multi year plan and in ninth multiyear plan. Women have the potential the potential and assurance to arrangement, maintain and manage their own venture in an efficient way, fitting help and consolation from the general public, family, government can make these Women business visionary a piece of standard of national economy and they can add to the economy progress of India.

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