



**DEVELOPMENT IN ENTREPRENEURSHIP -  
HIGHLIGHTS WOMEN EMPOWERMENT –A  
STUDY ON CERTAIN PROBLEMS AND  
CHALLENGES**

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**ABSTRACT:**

*The powerful Indian women both from urban, rural, and even in agency areas are playing a dominant role in doing the economic activity engaging like in employment, family traditional profession, doing small businesses with or without proper education. Like that they are supporting their families, children education, raising their standard of living. In rural areas women with their husbands actively participating in agriculture labour works earning for the growth and development of their families. In addition to that, in an unseasonal time, the women are busily engaged vegetable crops, trading activities, small textile products marketing, and engaging household business activities, poultry farming, dairy development, vegetable agriculture growing and marketing.*

*Recently as a part of welfare activities and schemes specially for women empowerment, state and central governments are launching welfare schemes like self help Groups (SHGS), DWACRA groups for undertaking group business handicraft activities like embroidery, tailoring,*

*weaving of handloom cloth, manufacturing of toys, manufacturing of dairy products, trading of animal products, weaving of baskets their-trading, collecting of forest products, home food products in weekly rural market. Government through scheduled commercial rural banks giving DWACKRA group loans for undertaking small business, for the purchase of sewing machine units, running of tailoring units, giving training to them for self help groups. crop loans for agriculture, cattle loans sanctioned to women, fisher farming, nursery plants etc., Sanctioning of ration shops, Gas dealer shop, Petrol dealer Pump on the name of women were also in progress. Like that women now a days are busily engaged in manufacturing, trading, and household business activities, educated sufficiently on par with gents as for equal opportunities and rights.*

*Further the Indian women today to keep their self-respect., and to lead independent life in certain family situations, and to support their husband for the growth and development their family economy, with their education background they starts small business enterprises like Candle manufacturing, piece of chalk manufacturing units, Nut powder manufacturing units, rice mill running, Match box industries, Toys industries,, silk worms growing units, opening and running primary schools, Oil seed crushing units and textile business units etc., This is women financial empowerment and social empowerment*

*Like that this paper further-more will examine how the women try for their*



*self-growth and development., in various fields, keeping their self-respect, independent rights, how to develop economically and how to get their share of government financial support for their upliftment. Surely this paper will give a clear picture to women how their empowerment will possible, and what are the various, barriers, hurdles for their economic development and how to overcome from the challenges.*

*Key Words: (Women Empowerment, Barriers, and hurdles, self-help-groups, self-respect, women family*

*Upliftment, encountering of problems and Challenges.)*

## **Introduction:**

**In good olden days, women are confined to see the family** was their own world., They were confined to the welfare of husband and their children growth and development. Kitchen was only their world. No liberty, no self-decision-making, no education and not independent. At that time male dominated family and female only dependent and limited to kitchen for preparing food. Gradually changes were taken place. There are so many social reforms were taken banning child marriages. Identified the significance of women education, anti-dowry system, removing bonded labour, equal payment for equal work, providing rights in share ancestral property. Gradually men shared some domestic activities, delegating certain powers.

Women are gradually habituated in going to schools, learning fine arts, music, dance painting and drawing., attending schools, colleges, and universities for their advance studies.

At present women are well educated even foreign education women stood first. Most of women are now in professional and management education., like lawyers, doctors, management professionals, scientists, banking, insurance fields they are working in top-most positions. They are now participating in politics, as gram panchayat sarpanch, assembly and parliament elections. They became rulers of the country as M.L.As and M.Ps., Now women are politically economically, socially and educationally empowered well on par with men.

Like that, traditional women transformed as dynamic productive entrepreneur with well educated, improved well scientifically and technologically., and acquainted the knowledge in information and communication technology (ICT) and Computer technology., bio-technology and space technology and as management experts they are rendering services.

For the economic development of a nation, the role of women now a days is unforgettable. With advance education, as doctors, management professionals, engineers, scientists, , their contribution is lion share to GDP and GST and Income Tax. Women are in top-most in Indian Civil services. They are also contributing their services as bureaucrats and policy makers.

Women entrepreneurs mainly starts the manufacturing and business enterprises with the financial support of state and central government and banking organizations under private sector. In the latest scenario due to advancement in higher educations



facilities, with innovative technology, ICT and IT adoption, the manufacturing portfolio completely modernized and fully automated the process without the involvement of human beings.

Moreover since 1991 financial sector reforms, new industrial policy has been adopted to revive sick units of government public sector units under privatization process, under liberalization process strict rules and regulations were liberalized to attract more industries to get more productivity. Under globalization process the products manufactured can be traded any where in the world where the demand is there. The introduction of L.P.G. given an opportunity for framing New industrial policy. Adoption of ICT and I.T. modernized the manufacturing portfolio with good quality and speed in manufacturing process and to get good quality in product manufacturing. Women who are educated well in mechanical engineering, Computerized engineering, and management professional education well planned their business and industrial and manufacturing enterprises.

#### SIGNIFICANCE OF THE STUDY:

In the society development, the family administration, in the growth and development of children educationally, physically, and ethically, the role of women is must and inevitable. In the Vedas, puranas and lithiasis described women as nature created the world and Jaganmata ruled the universe.

According to our Indian culture we will give topmost respect the women by giving all

highest places of priority. There are certain trusts and beliefs in the Indian Hindu culture. For the education and knowledge gaining lord goddess Saraswathi, for earning and sustaining financial growth Lord goddess Sri Lakshmi., and for gaining the power to face challenges Lord Goddess Parvathi, Durga Mata and we are performing pujas with complete devotion towards them for getting education, wisdom knowledge, for creation and earning of wealth and for gaining power to face challenges in human life. With this it is known that how much importance and respect we are giving for women. We feel proud of our mother and mother land., sisters and respect them.

Accordingly, women empowerment was already there and proved so many times,

Rani Rudrama Devi., Jhansi Lakshmi Bai., Mother Jijiya bai, freedom fighter Sarojini devi

were the best historical examples.

The population of women in our country significantly high when comparing men. Out of which educated women were placed in high positions and rendering wonderful service in banking and finance & insurance, management, science, and technology fields space scientists in ISRO who created wonders in successful launching of Chandra Yaan 3 and Adithya L1. Further as Advocates, doctors serving to society. Moreover, in academic field serving as teachers, professors for students' community. Also, they are, as aeronautical pilots, Navy captains and as army officers they are serving to our country. As I.A.S and I.P.S officers they are rendering service to the government and administrative department. Without them it is not possible this much of economic growth and development in our country so far. In our state and central governments as



Ministers, as MLAs and M. Ps they are doing policy framework for the welfare of public. It is all women empowerment. They are contributing their share towards growth and development of our country.

Women empowerment will be achieved with women entrepreneurship. Particularly to create and to provide employment for the educated youth, the state and central governments will have to encourage the young entrepreneurs with financial and Infrastructural support, to start industrial, manufacturing and business enterprises providing appropriate training in their concerned trades and fields. Through this initiative, women will be enlightened with entrepreneurial attitudes and awareness. Challenging attitudes also will be developed to encounter the problems and issues with strong determination of self-development and to support for the growth and development of Indian economy through the exports of quality products to the needy countries.

## CONCEPTUAL FRAMEWORK OF WOMEN ENTREPRENEURSHIP:

Government of India defined " The enterprise owned and controlled by women having a minimum financing interest of 51 % of the capital and giving at least 51% of the employment generated by the enterprises to women.

" A women entrepreneur can be defined as a confident, innovative, and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing, and running the enterprise by keeping pace with her personal, family, and social life." ..... by Kamal Singh.

While starting an appropriate business enterprise, and its starting in suitable location plays an important role on its success. If any wrong decision of inappropriate business in an unsuitable location leads to failure, it will be a big problem for future growth and development. Therefore, entrepreneurs particularly women must keep in mind the following points in selection of business and its location.

## FACTORS TO BE CONSIDERED FOR THE SELECTION OF BUSINESS:

1. Starting of business enterprise should not be very difficult with heavy formalities.
2. Any business enterprise, it should be continued long time, and having perpetual existence.
3. Business enterprises should not be with heavy capital and availability of easy financial support from banks.



4. Business strategies should always be safeguarded.
5. Business enterprises should not be with heavy government regulations, controls, and restrictions.
6. Availability of raw materials, technical and non-technical labour and workers and easy production process. After that easy transportation to demand destinations.
7. Easy marketing access for trading of the products.
6. Women entrepreneurs when they are having corporate social responsibility, they will be recognized by the society and government by giving tax exemptions and their goodwill will also be enhanced.
7. Corporate governance, quality productivity, sharing in GDP, foreign trade gaining foreign exchange will be increased through women enterprises.

#### FACTORS INFLUENCING WOMEN ENTREPRENEURSHIP:

1. Well educated women are available in India, their thoughts and concepts are provoking towards the establishment of business enterprises independently so that to achieve economic independence.
2. By establishing their own business enterprise, they can feel self-identity and prove their excellence facing challenges.
3. When own business units are running their confidential levels will be increased and they become powerful.
4. They develop risk management, risk assessment and habituates risk bearing attitude.
5. If the business enterprise goes upward with its growth and development, it will be the self-motivation leads women empowerment.

#### HOW WOMEN ENTREPRENEURS BECOME SUCCESSFUL:

1. Having with strong determination of establishing a business enterprise for self-development financially.
2. While dealing with challenges, problems, certain issues in marketing, they will take quick decisions.
3. They feel strong when facing challenges and addressing the problems. Each problem and challenge is a big lesson and experience for them.
4. Creativity and innovation are the latest business enterprise strategy. Adoption of Information Technology and automation in production process. Software programming if done, it will be helpful.
5. Retention of customers while meeting customer requirements leads to gain new customers. Customers turnover also will be increased with customer satisfaction strategies.



## WOMEN ENTREPRENEURSHIP THROUGH SELF HELP GROUP (SHG):

It is a great gift of opportunity for the growth and development of rural poor women to improve their standard of living and livelihood. This concept has been recently developed, and widely used by rural poor women to become small business entrepreneurs forming as small groups voluntarily. It is simple to form with small and very a smaller number of women are required to help each other mutually. It is Just like a cooperative society, mutually aided for the self-development of rural women and contribute to a common fund. Self Help Group having the following characteristics.

1. In the SHGs women are formed as small groups voluntarily to support each other.
2. These groups will meet frequently to discuss the issues, concepts of project.
3. Group members are to attend meeting regularly for the meeting.
4. Each member must contribute and participate.
5. Women in SHGs may start their business units as per their convenience simply with home based products manufactured.
6. SHGs are directly with helping women to increase their income by providing loan facility for their manufacturing units.
7. The heavy interest rates of money lenders are avoided with SHGs.

8. They are not considered as a credit or savings groups alone. These group leads rural entrepreneurial development for growth and development of women empowerment.

## REVIEW OF LITERATURE:

Ranbirsingh, (2004) in his paper he studied the various issues, problems on women enterprises, how they faced and proved their power in dealing with challenges. He found the concept of Self-Help groups were a great opportunity to rural women for their self-growth and development not only financially but also improved social status. He studied their overall development of women in India by establishing women enterprises and their growth by undertaking various domestic economic activities.

Sanjay Kaushik (2013) in his research paper, he studied various internal and external motivational factors for the establishment of women entrepreneurship. For the overall development of women, women must come forward to start small business units at least homebased with small investment. With the changing circumstances, men are also coordinating with women.

Rahul Raj, co-founder CEO, Flobiz, in his keynote address, he observed that Indian women are making significant contribution to the MSMEs in India by manufacturing innovative products and services generating employment opportunities to educated youth and increasing the national economic growth GDP. Further recently the



MSMEs sector has remarkably transformed drastically with women overcoming entrepreneurial challenges. This attitude itself proved the women empowerment.

Khamurduddin S.K., Sripathi K(2021) they studied mainly on the role of M.S.M.Es in women empowerment. establishing and running surviving with of MSME is a big challenge as women facing external and internal problems. It shows the women imitativeness in establishing MSME at a larger level. In rural areas small cottage, village business units are best suited for women initially to run the business activities like small Kirana stores, small textile shop, vegetable vendor shop, poultry farming, dairy development, carpentry work, pottery works, tailoring shops, cattle field growing, nursery. They show their talents in showing economic growth in the small business units. MSMEs are best suited for women to prove their talents.

In 2<sup>nd</sup> conference of OECD Ministers responsible SMEs promoting entrepreneurship and innovative SMEs in Global economy, a detailed note they prepared as conference outcome with the opinions of delegates., they had elaborate discussions on the assessment of women enterprises., possible challenges, suggestions to overcome the challenges were arrived with certain policy decisions and recommendations. A detailed paper they prepared for future implementations the recommendations.

Basing on the above reviews it has been concluded that women are already empowered with all their capabilities,

talents. Due to lack of proper opportunities, support from government and society and financially and morally, and due to lack of training facilities, required risk bearing attitude they are lagging. If proper government support, family and society support is there, with financial investment and infrastructure support given to them, they can go to top heights of development.

#### OBJECTIVES OF THE STUDY:

Keeping in view of the literature review, my study focused mainly on the following objectives.

1. To examine the present situation of women entrepreneurial development and what are the further steps are needed to get more powerful women entrepreneurs in our country.
2. To study the supporting factors which are needed to take from the government to get more women entrepreneurs in our country.
3. To study the Problems, challenges, barriers which are to be encountered for the women entrepreneurial development.

#### RESEARCH METHODOLOGY:

This study will be done with conceptual and descriptive according to its nature depending.

Historical data. And with present situation of women entrepreneurial development made so far.

The historical data related to the Self-Help Groups for the rural women economic development and with the



Dwackra-Mahila groups considered to the present study. The secondary data related to village, small, cottage home based business activities undertaken by village women also examined specially for the focus of the present study.

## FACTORS TO BE CONSIDERED FOR THE SUCCESSFUL WOMEN ENTREPRENEURS:

To become successful entrepreneurs, particularly women should possess the following qualities:

1. Business and market awareness. Must be able to assess the customers' pulse. She must select appropriate business, location, product having 365 days demand. She must gain abundant business knowledge by approaching various business experts.
2. Future thinking of business and ascertaining business and assessment of market and product risks must be there to women entrepreneurs. They are capable habituating of this quality.
3. Habituate the challenging attitude to face any situation in the business. Her timely quick decision will be helpful to develop the business.
4. Latest business strategies to face the market competitors are to be formulated. Strict confidentiality should also be maintained in implementing the surprise strategies.
5. Must have technical knowledge and adopt information technology and ICT tools and automation process with modern machinery with the help of advanced software technology support. Updating is very important according to the changing needs of customers. For that frequent market survey should taken up as and when the released in the market.
6. Traditional commerce and business trading practices are outdated. No use of them, further. Adopt Ecommerce techniques. Computer based Commerce online ordering, online billing, net payment technology online banking, computer-based accounting should be adopted.
7. Wastage of funds, raw material, and labour should be avoided strict monetary control measures should be taken up. Encourage labour and workers with incentives to minimise wastage of raw material. Unnecessary labour appointments should be avoided, waste departments should not be continued.
8. Training facilities of always be provided to the labour and technical staff whenever technology changed.
9. Better wage policy, incentives, bonus, overtime allowance for extra works should be provided in addition to entertainment the workers on occasions.
10. Cordial relations with workers trade unions, strict discipline during working hours, entertainment on leisure times. Tactful administration, through counselling the workers, gradually change the attitude of workers.





11. Suitable compensation measure, Employees Service Insurance, medical facilities, children educational facilities, providing of worker uniform, providing Ration through workers cooperative societies helpful to the less paid workers.

#### CHALLENGES AND PROBLEMS IN SURVIVING WOMEN ENTREPRENEURSHIP:

1. Only selected sectors, small business enterprises like village domestic business for rural women dairy products trading, poultry forms business, nursery plants growing like that.
2. No financial support from family, government as expected.
3. Lack of required Business knowledge capability of market assessment.
4. Gender discrimination problems in family and in society.
5. Unable to assess the strategies of market competitors.
6. Lack of legal knowledge, no idea of government rules and regulations.
7. Work life balance is difficulty between domestic and official.
8. Decision making may be the late process.
9. Pressures from employees, workers, threats,
10. Tax assessment and remittance, exemptions.

11. Lack of technology support. Adoption of technology is costly.
12. Lack of market knowledge of products.
13. Lack of confidence levels, challenging attitude in certain problem due to less experience.
14. Limited sources of Finance. Funds mobility is a big problem.
15. Continuous or constant increase of customer needs. Updating is a big problem.

Rural Women entrepreneurs today are not well educated. They will face the above problems while dealing with their small business enterprises, of course, government also as part of welfare schemes for women economic development they are supporting financially through banks. Also, government authorities supplying machinery and equipment on subsidies. Rural women can trade their product in village weekly markets or in exhibitions arranged by the government in a nearby towns occasionally. Government giving training to those women who selected for a particular business enterprise. Ex., tailoring works, sewing machines will be supplied. For workers they will give training.

But in towns, cities, and metropolitan cities, women are all well-educated, having wonderful knowledge of starting business enterprises like manufacturing, software companies, corporate companies, doctors will establish large sized nursing homes, corporate hospitals, engineering



graduates will establish Architect developers, construction companies., software programming companies like that. They are having challenging attitude, at the same time trouble shooting techniques also.

The following are some of the successful women entrepreneurs in India.

Sl. No	Name of
women entrepreneur	Education
Business started	

01. Meena Ganesh aged 40 IIM Calcutta., E Commerce ventures, Big basket, Blue stone etc.,

02. Upasana Taku, educated from Stanford University, MobiKwick is India fastest growing mobile wallet

03. Shraddha Sharma aged 30. Qualcomm ventures, Kalluri Capital marquee investors

04. Swathi Bhargava aged 30, London School of Economics, India’s largest, fastest growing cash back

05. Padmaja Rupal, B.A. Hons. Aged at 45 yrs. India Angel Network, India’s first angel investors’

06. Ankitha Sheth aged at 32, MET., she is a Co-founder for Vista Rooms of budget hotels.

07. Rashmi Daga aged at 30 educated in IIM Ahmedabad fast foods Bangalore based internet restaurant.

08. Suchi Mukherjee aged at 42 London school of Economics. online shopping, biggies Flip Kart, snap deal

09. P. Srivasthava aged at 25 B.E. comp. Science. started Grab house is a broker free website locating apartments to people searching for

10. Sivani Siroya aged at 30. Columbia University., Venture is a mobile technology and data science Co.,

**SUGGESTIONS FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP:**

1. Women entrepreneurship concept should be part of education curriculum. Students must properly be

Educated during the course. Government should take initiative to include in education syllabus.

2. Personal training should be provided in the concerned field to students. internship training in certain

Certain fields with the development of communication and soft skills.

3. Separate training should be provided on challenges, problems of entrepreneurship. After training they

Must be provided financial support to start enterprises.

4. Continuous training institutes should be affiliated or attached to educational institutions. So that the students will be trained.



5. College educated women, rural women, city town college youth should be gathered register themselves in a separate agency to get training and financial support.
6. Institutes shall be established separately for women for the improvement of entrepreneurial talents.

## CONCLUSION:

For the development of women empowerment, women business enterprise, self-help groups and

Rural based business activities, dairy form, nursery plant growing, poultry farms maintenance are the

the best platforms. For the educated women, if they are in challenging attitude, they will be trained

during their academic courses in the colleges so that they easily tackle the problems.

Educated women by starting the business and industrial enterprises provide employment, to the educated women.

By starting various S.M.Es., M.S.M.Es., women became gradually powerful. By starting the

Women enterprise, women must have corporate social responsibility. Provides and generates the

employment opportunities to the educated woman, quality product to customers, best wage policy to

the workers, and providing medical facilities to the workers and labour also providing education facilities to the children of workers.

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