



## **PROBLEMS FACED BY WOMEN ENTREPRENEURS.**

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### **ABSTRACT:**

Women Business visionary is an individual who acknowledges moving job to meet her own requirements and become monetarily free. Numerous ladies have this quality however they never got a stage to grandstand their gifts and subsequently they don't have the foggiest idea about their genuine capacities. Ladies in India are taking more liabilities in raising kids and keeping a superior home with affection and friendship. At the family level, the errand of planning different exercises in a much powerful way, without feeling the touch of burdens, is being done by the ladies' society. This paper centers around issues and difficulties looked by ladies' business people in India. Ladies are similarly skillful in running business

yet needs behind notwithstanding ladies strengthening development in our country, there are social, social and f

financial obstacles in the method of ladies' business and the serious issue is absence of innovative climate. In show disdain toward of having the potential and ability, ladies are denied of chances, data and instruction. Some of the serious issues recognized are ladies' family commitments, Orientation imbalance, Issue of Money, Low-level gamble taking mentality, and the male - female contest. The issues of ladies' business visionaries can be killed by proper preparation, motivators, consolation and inspiration, social acknowledgment of their abilities to pioneer, and family's ethical help.

### **INTRODUCTION:**

The Indian culture made them just subordinates and agents of the choices made by other male individuals, in the essential family structure. The conventional set up is changing in the cutting-edge period. The change of social texture of the Indian culture, with regards to expanded instructive status of ladies and fluctuated goals for better living, required an adjustment of the way of life of Indian ladies both in metropolitan as well as in provincial regions. Ladies Business venture is an individual who acknowledges moving job to meet her own requirements and become monetarily autonomous. A powerful urge to accomplish something positive is an inbuilt nature of enterprising ladies, who is equipped for contributing qualities in both family and public activity. This is incredible information. However, a piece of ladies in certain pieces of the nation actually



don't have the foggiest idea about their power. The cultural set up in India has been customarily a male rule done. Ladies contribute essentially to the running of privately-run companies for the most part in the type of neglected exertion and abilities. The worth of this work is misjudged both by the families that take it for in truth and in scholarly examinations. At the family level, the errand of organizing different exercises in a much successful way, without feeling the touch of burdens, is being done by the ladies people. Ladies' business is fundamental for each country. They are expected to contend with advanced countries; the two men also, ladies ought to take part in movements of every sort on equivalent premise. Men execution is great, as a businessperson, ladies additionally ought to develop well as a business visionary. Like a male business people a ladies business visionary has many capabilities. They ought to investigate the possibilities of beginning new endeavor; attempt chances, presentation of new advancements, coordination, organization and control of business and giving viable authority in all perspectives of business. By and large ladies assume double part, like a house spouse and representative, such circumstances naturally the feelings of anxiety of ladies would step by step increment. However, they are fulfilled by assuming double part, most certainly they will confront pressure to deal with two jobs all at once. Administration of India has portrayed ladies' business people as an undertaking/adventure possessed and constrained by ladies having basically monetary interest of 51% of the capital and giving no less

than 51% of work produced in the association to ladies. Monetary development and advancement of the still up in the air by human, physical and monetary assets. An economy can continue toward more elevated levels of development either by gaining a bigger quantum of the variables of creation or through specialized progress in India, and the ladies business venture is important for the monetary development of improvement in India. Ladies' business venture is both about ladies present in the public eye and the job of Ladies Business in a similar society. Ladies are appearance with explicit obstructions (like family obligations) that must be beat to offer them admittance to similar chances as men. Additionally, in certain nations, ladies may experience hindrances regarding holding property and entering contracts. Expanded cooperation of ladies in the have force is an essential for advancing the place of ladies in the public eye and independently employed ladies. The job of Ladies business visionary should be viewed as in the monetary improvement of the country for different reasons Business venture alludes to setting another business to accept benefits from new open doors. Business visionary is the critical variable of business and presently ladies are fruitful in this as they have characteristics alluring for business venture advancement. Business is a reasonable calling for ladies than ordinary work. Ladies are checking out the Business venture in present a long time than past. The ladies have accomplished monstrous improvement in their brain. With expanding reliance on administrations areas, numerous potential open doors are there for ladies.



During most recent twenty years, expanding quantities of Indian ladies in have entered the field of business venture and furthermore they change the substance of business. Ladies have been looking into later year in self-business. During the time spent business, ladies need to deal with different issues and these issues get multiplied as a result of her double job as worker and homemakers. In India a large portion of the homemakers need to go into business however there is such countless issues looked by them. They feel disappointed in double job. Govt. begun a few customized for the preparation of ladies' business venture. Preparing program make the interest among ladies and supportive to expand the abilities and furthermore to fabricate the social disposition, high certainty.

## CONCEPT OF WOMEN ENTREPRENEURS:

Women entrepreneurs people might be characterized as the ladies or a gathering of ladies who start, coordinate and work a business venture. The Public authority of India has characterized ladies' business people as —an endeavor possessed and constrained by ladies having a base monetary interest of 51% of the capital and giving at least 51% of the business produced in the venture to women. Ladies' business people participated in business because of back-and-forth factors which urge ladies to have a free occupation and stands on their own legs. A sense towards free dynamic on their life and vocation is the inspirational variable behind this desire. Burdened with family tasks and homegrown obligations ladies need to get freedom. Affected by these variables

the ladies' business people pick a calling as a test and as a desire to venture out. Such a circumstance is depicted as pull factors. While in push factors ladies participated in business exercises because of family impulse and the obligation is pushed onto them.

## REVIEW OF LITERATURE:

### Support Systems and Policies:

**Authors: Coleman, S., & Robb, A. (2009)**

Coleman and Robb's research in 2009 focused on the role of government policies and support systems in empowering women entrepreneurs. They underscored the significance of policies that provide access to business development programs, grants, and mentor ship opportunities. Their findings emphasized how such support systems can foster the growth of women-led businesses. In the last few decades women had started to realize the value of self-employment and they are now utilizing their capabilities in entrepreneurial activities. Researchers claim that family issues such as giving proper time and fulfilling family capabilities are the chief issues confronted by them. Hafizullahet (2012), the study highlighted that male dominance in culture creates problems for female entrepreneurs in terms of limiting their mobility, business participation and market interactions. The further arguments of the research revealed that women entrepreneurs of India have to face both environments; traditional and contemporary in order to run their enterprises. Traditional category includes socio cultural and religious elements while contemporary category is a subcategory of above-



mentioned factors and includes constitutional structure, policy making and other institutional mechanism. Palaniappan., Ramgopal and Mani (2022), the study revealed that the lack of proper leadership, planning and inadequate financial resource allocation is some other difficulties that women usually face during execution of their businesses. Many women have these qualities but they never got a platform to showcase their talents and hence they do not know their real abilities. Matching the basic qualities required for entrepreneurs and the basic characters of Indian women reveal that, much potential is available among the Indian women on their entrepreneurial ability. This potential is to be recognized, brought out and exposed for utilization in productive and service sectors for the development of the nation. The vast majority of the world's poor are women. Two thirds of the world's illiterates are female. Of the millions of school age children not in school, the majority are girls. The current world food price crisis is having a severe impact on women. Around the world, millions of people eat two or three times a day, but a significant percentage of women eat only once. And now, many women are denying themselves even that one meal to ensure that their children are fed. Afza, Hassan and Rashid (2019), His study recognized poor economy and stereotyped society as other factors liable of causing glitches for female entrepreneurs. The major factors that restrain women from business are gender-based discrimination, lack of communal support, limited access to information, inadequate education & training facilities, absence of trust in one's capabilities and access to resources. Ms. Themozhi G., (2022) in her study titled "A Study on Women

Entrepreneurship in Coimbatore District", has provided the status of women and motivational factors with their relation to socio – economic background. She has covered the entrepreneurial performance of women and also the various constraints encountered by women. Ms. Chandra P. in her study "Women Entrepreneurs – A Study with Special reference to beauty parlors in Virudhunagar District" has found that majority of the beauty parlour women entrepreneurs have been facing financial problems. Ms. Nisha Ashokan, in her study titled "Measuring the Performance of Enterprises run b Women Entrepreneurs in Chennai", has analyzed the financial efficiency and the financial stability of enterprises run by women.

## OBJECTIVES OF THE STUDY:

- To study the problems and challenges faced by the women entrepreneurs in India.
- To examine the types of issues and problems they encounter in order to reach the level of success.
- To know the theoretical aspects of women entrepreneur in India.
- To study the socio-demographic variables of women entrepreneur.

## PROBLEMS FACED BY THE WOMEN ENTREPRENEURS IN INDIA

The issues and requirements experienced by ladies' business people have brought about confining the extension of ladies' business. Ladies in



India deal with numerous issues to excel their life in business. Women entrepreneurs face a progression of issues right from the outset till the undertaking capabilities. Being a lady, itself presents different issues to a lady businessperson. A positive environment is essential for each lady to teach enterprising qualities and include extraordinarily in transactions. However, Ladies in India are confronted numerous issues to excel their life in business.

**Family ties** - women in India are sincerely joined to their families. They should join in to all the homegrown work, to take care of the youngsters and different individuals from the family. They are over trouble with family obligations like additional consideration regarding spouse, youngsters and parents in law which remove a bunch of their significant investment. In such circumstance, it will be truly challenging to focus and run the undertaking effectively.

□ **Male ruled society**-Despite the fact that the constitution talks about equity between orientation male

closed-mindedness is as yet the thing to address. Ladies are not offered equivalent men. Their entrance to business requires the endorsement of the top of the family. Business has customarily been viewed as a male safeguard. This large number of placed a break in the development of ladies' business people.

□ **Absence of schooling** - Ladies in India are lingering a long way behind in the field of training. The vast majority of the ladies (around 60% of all out ladies) are ignorant. The people who are

instructed are given either less or insufficient instruction than their male partner mostly because of early marriage, somewhat because of child's higher instruction and somewhat because of neediness. Because of absence of appropriate training, ladies' business visionaries stay in dull about the advancement of innovation, new strategies for creation, showcasing and other administrative support which will urge them to thrive.

□ **Self-Confidence** – In India women have lack of self-confidence in their strength and ability. The family members and the society are unwilling to stand beside their organizational growth. To a certain degree, this present circumstance is changing with Indian ladies but to confront an extraordinary correct to support the pace of development in business.

□ **Socio-Social Obstructions** - Family and individual commitments some of the time fills in as an extraordinary hindrance for prevailing in business vocation of ladies' business. Just couple of ladies are fit for overseeing both home and business productively, giving adequate opportunity to play out the entirety of their obligations in need.

□ **Takes a chance with Connected with Market** - Tuff rivalry on the lookout and absence of versatility of ladies make them reliant upon centre man fundamental. Numerous money managers find it undeniably challenging to catch the market offer and make their items well famous and acknowledged by client. They are not completely aware of the changing business sector climate conditions and thus can really take



advantage of the administrations of media and web.

□ **Versatility Requirements** - Ladies in India need to confront part of limitation on their portability, our general public still have some conservativeness, and because of that vocation of ladies is restricted to four walls of kitchen. ladies dealt with loads of issues being portable in enterprising action, the portability issue has been disposed of to exceptionally specific degree by the extension of instruction attention to all.

□ **Business Organization Information** - Ladies should be taught and prepared ceaselessly to procure the abilities and understanding in every one of the expected practical areas of undertaking. This will make ladies to succeed in navigation and foster great business abilities.

□ **Monetary Help** - A large portion of the ladies particularly in country regions don't know about the monetary help given by different foundations. The endeavor's taken for Ladies business visionaries may not be ready to arrive at the business visionaries in country and in reverse regions.

□ **Preparing Projects** - Contingent on the requirements, span, expertise and the motivation behind business visionary there are different studios and preparing programs accessible the social and government assistance affiliation. Such sorts of programs are truly useful to new and youthful business visionaries who want to begin a little and medium measured business all alone.

□ **Cost** - Some business have exceptionally creation and activity cost

that unfavorably influences the extension of Women business visionaries. The establishments of new hardware during development of the useful limit what's more, as comparative variables deter the women business visionaries from going into new regions.

## CHALLENGES OF WOMEN ENTREPRENEURS IN INDIA:

Entrepreneurship was once considered a man's territory, but each year, more and more women set out on the journey to launch and lead their own companies. These business-savvy ladies inspire other women with dreams of founding startups, but many female businesses owners face still face significant obstacles because of their orientation. Female Chiefs shared a couple of the greatest difficulties ladies' business people face today, and how to beat them.

□ **Ladies business people think they need to carry on like men** - Most female entrepreneurs who have gone to systems administration occasions can connect with this situation. At the point when ladies' business visionaries need to talk business with basically male leaders, it very well may threaten. To redress and safeguard themselves, ladies frequently feel like they need to embrace a characteristically male demeanour toward business.

□ **Feelings and sustaining abilities can influence ladies' organizations** - However attempting to behave like a man does not ensure a positive outcome for a female business visionary, permitting her "feminine" characteristics to disrupt the general flow of finishing things isn't really suggested, by the same token. Naturally, ladies are more



personal and sustaining, which can now and then be a block to maintaining a business.

□ **Ladies frequently miss the mark on help of other female business pioneers**

- Different female business pioneers had an unreliable outlook on being in the minority as ladies who succeeded in math and science and yearned for more fellowship and backing from female companions in their fields.

□ **Numerous ladies need to offset raising families with maintaining their organizations**

- Balance between fun and serious activities is frequently an objective of business visionaries in all cases, however moms who start organizations need to all the while run their families and their organizations.

□ **Ladies business people fear disappointment**

- As per “Global Business visionary Monitor” the anxiety toward disappointment is the top worry of ladies who send off new companies. Disappointment is an undeniable chance in any business adventure; however, it ought not be seen as negative.

## SUGGESTIONS FOR WOMAN ENTREPRENEURS:

Woman entrepreneurs themselves can take proactive steps to overcome challenges. Theoretical suggestions include:

- Seek mentor ship opportunities and actively build professional networks.

- Invest in continuous learning and skill development to enhance business acumen.
- Prioritize self-care and time management strategies to maintain a healthy work-life balance.
- Engage in advocacy efforts to promote gender quality in entrepreneurship.
- **CONCLUSION:**

Women entrepreneurs face many problems in various aspects of finance, marketing, health and family. After independence, law guaranteed equal rights and equal opportunities in education and employment for women. The Primary motivations to women to get success as an entrepreneur not only in the form of financial assistance and government schemes, there should be psychological support from family members and husband. Even though, government supporting in financial aspects, without having moral support from near and dear women may not get success as an entrepreneur. When it is a business, business is all about profits, losses and tensions. Someone should support in all times positively to avoid problems. This support will support a lot not only women and all. Now a days the aspirations of women entrepreneurs are increasing because their self-confidence, self-esteem, self-motivations are increased. The literacy rate is gradually increasing, becoming well aware of all things; enhancements in knowledge levels will make women to have aspirations in future. In the pursuit of gender quality in entrepreneurship, it is incumbent upon all of us to turn theory



into action. By translating these theoretical insights into practical initiatives, we can collectively empower women entrepreneurs to thrive in their business endeavours, fostering innovation, economic growth, and social progress. The path forward is one of collaboration, inclusivity, and continuous dedication to leveling the playing field, ultimately creating a more diverse, resilient, and prosperous entrepreneurial landscape for all.

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