



WOMEN ENTREPRENEUR CHALLENGES AND OPPORTUNITIES

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Abstract

Women are one of the most relevant untapped resources for entrepreneurship women being successful managers of household could eventually contribute to the growth of the economy and the development of a country. Female entrepreneurship is gaining attention and importance based on recent evidences in economic research through the creation of novel business ideas. Amongst many challenges faced by women entrepreneur , the present study attempts to analyze financial technological and personal attributes of the challenges government scheme for women to start a business and the ways of their utilization have been reviewed in this context and discussed in detail it could be expected that these perspectives are given their due importance , considering their significance in the overall growth of developing countries like India.

Thus, this paper focuses on the topic women entrepreneurship & also the challenges & opportunities for same.

Key words: - Women, entrepreneurship, opportunities, Challenges.

Introduction

According to **APJ Abdul Kalam**"Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation."

Entrepreneurship has been globally felt as a developmental and progressive idea for business world Scott, (1986). The origin of the basic word "entrepreneurship" is from a French word "Entree" means "To enter" and "Prendre" means "to take" and in general sense applies to any person starting a new project or trying a new opportunity. Entrepreneurship has always been a male - dominated phenomenon. In India , the percentage of women Entrepreneur is increasing every year.



Education of woman have no doubt given them immense confidence & encouragement to serve & discover new business avenues. However the ground realities do differ to a great extent as far as geographical boundaries are concerned. Globally women are considered as weaker gender physically and emotionally, therefore prospects open for them to develop into business professionals is an area still quite unexplored and needs attention. Wennekers, (1999).

Opportunities promoting for female entrepreneurship:

In recent years there has been a growing tendency among women to start a business. Women-owned businesses, as well as female self-employment , are now considered to play an important and growing role. However , levels of inequality persist in most countries. (Example) West African country . The west African country is still dominated by men. A recent survey found that only 15% of specialty businesses in sub-Saharan America are women - owned . A large proportion of them are new businesses and more than a quarter of businesses are said to be run from home.

Review of literature :

While men primarily launch growth opportunities and labor market businesses, women often found entrepreneurs to achieve personal goals such as achievement and achievement experiences. Shows

the barriers to starting a business for women and how women can break down the barriers and succeed as entrepreneurs. This report mention that.

Objectives :

- ◆ To Study The Opportunities & Challenges faced by women Entrepreneurs.
- ◆ To explore the Challenges for women Entrepreneurs.
- ◆ Existence of gender biasness on various parameters.

Women Entrepreneurship In India:

States	No of Units Registered	No . of women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya pradesh	2967	842	28.38
Other states&UTS	14576	4185	28.71
Total	57,452	18848	32.82

Not specific : research gate

Top 30 Women Entrepreneurs Of The Year 2023:

1. Swathi Abburi – Founder, of Sisters Closet.



2. Yassmin Jal Mistry – Managing Director of Durand Forms India Pvt Ltd.
3. Aruna Joshi – Ceo-Founder & Director of RAPID ORGANIC PVT LTD.
4. Archana Mukul Agrawal – Proprietor of CitSpray aroma sciences Mangalam Agro.
5. Vassundara Nattes – Managing Director and Co-Founder of Aeliuscity HR Solutions.
6. Asma Korak Kahali – International Consultant of RIMBAA RAYAA WORLD SOLUTIONS PTE LTD.
7. Dr. Gagan Bhatia – Director, Founder of Uniqaya – a premium skincare brand.
8. Asmita Kapoor – Founder/CEO of Adsflourish.
9. Jhanvi Rana – Founder of Aries Holidays.
10. Dr. Subhash Rani – Proprietor of Indian Beauty The Best.
11. Pooja Garg – Proprietor of Navyaa Watertech Solutions.
12. Keeratdeep Kaur – Founder of, House Of Harkaari
13. Akansha Jain – CEO of CTODAY MEDIA & TECHNOLOGY PVT LTD.
14. Jyoti Sachdeva Iyer – Founder & Director of Jyoti Sachdeva Couture.
15. Mamta Singh – Founder and CEO of PRAYAS CONSULTING.
16. Nutan Kashap – Founder and CEO of Divya – Rediscover Yours.
17. Gitanjali Gulati – Founder/CEO of Aveda spa health and wellness.
18. Mamatha L – Learning Consultant Corporate Trainer Mentor Coach of Power Learning.
19. Nidhi Sharma – Director of Creative Infocom Private Limited.
20. Talat Jawed – Founder and CEO of Mentor your mind.
21. Dr. Richa Satsangi – Wellness coach/ NLP expert/ Author of Wings to Wellness.
22. Meenakshi Saroha – Founder Director of MS parenting.
23. Gargi Mukherji – Proof Reader of IIT Chennai.
24. Kajal Sunil Waghela – Founder Trustee & CEO of Niru Foundation.
25. Surabhi Singh – Mrs. India 2022.
26. Maria Samuel – Director of Gulmarg Ski Academy.
27. Rajeshri Bolaikar – Promoter & CEO of SUMU HEALTHCARE.



28. Dhanishtha Hemant Khaiwal – Director of DHK Pride Events Concierge.

29. Jyoti Kumari – Managing Director of J K FASHIONS (A UNIT OF MOZTECH EXIM INDIA PVT LTD).

30. Sandhya Singh – Proprietor of MVM Residency, Stellar lin.

Problem faced by Women Entrepreneur In India:

Women entrepreneurs who want to start a business in India face challenges from the time they plan to start a business to the point of starting a company and running it. Mostly in India women get married in their homes once they reach marriageable age. Therefore, women could not fulfill their dream even in their mother's house. Then the life of most women ends within the small circle of marriage, husband and children. In developed countries, women are more important in the business world because they prioritize and recognize them. However, women entrepreneurship in India still faces barriers.

- low level of literacy among women.
- Marketing problem.
- Limited Mobility.
- Gender inequality
- Lack of risk taking ability.
- Lack of family support.

- Fear of failure.

List Of Government Loan Schemes For Women Entrepreneurs:

1. Annapurna Scheme
2. Bharatiya Mahila Bank Business Loan
3. Mudra yojana Scheme
4. Orient Mahila Vikas Yojana Scheme
5. Dena Shakti Scheme
6. Pradhan Mantri Rozgar Yojana
7. Udyogini Scheme
8. Cent kalyani Scheme
9. Mahila Udyam Nidhi Scheme

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