PROBLEMS AND OPPORTUNITIES OF WOMEN ENTREPRENEURS FACED IN THE GLOBALIZED ECONOMY

D.SHANTHI REVATHI1, Research Scholar, Sathyabama University, Chennai
Dr. JAYASREE KRISHNAN2 Research Supervisor, Sathyabama University, Chennai

ABSTRACT

The educated Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social hurdles, Indian women stand tall from the rest of the crowd ands are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks, they managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance.

The present paper endeavors to study the concept of women entrepreneurs –reasons women become entrepreneurs –Reasons for slow progress of women entrepreneurs in India-suggestions for the growth of women entrepreneurs-schemes for promotion & development of women entrepreneurship in India-case study of a women entrepreneurs.

KEYWORDS: Entrepreneurship, women, business, gender

INTRODUCTION

Entrepreneurs are essential drivers of innovation and progress. In today’s competitive world many individuals start small business with an intension to earn profits and to achieve the goals in their business activity. Women entrepreneurs act similarly, tapping inspiration and creativity, courage and fortitude, to seize opportunities that
challenge and forever change established. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world’s most underutilized resource.

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. These women are assertive persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance, ability to learn quickly her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs. Despite all the social hurdles, India is brimming with the success stories of women.

**OBJECTIVES OF THE STUDY**

1. To evaluate the factors responsible for encouraging women to become entrepreneurs
2. To study the impact of assistance by government on women’s entrepreneurship.
3. To study the policies, programmer’s institutional networks and the involvement of support agencies in promoting women’s entrepreneurship.
4. To critically examine the problems faced by women entrepreneurs.

**CONCEPT OF WOMEN ENTREPRENEURS**

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The government of India has defined women entrepreneurs as “an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women”. Women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

**REASONS FOR WOMEN BECOMING ENTREPRENEURS**

The glass ceilings are shattered and women are found indulged in every line of business. “Women entrepreneur” is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. The obstacles and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. But new talent
pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies.

REASONS FOR SLOW PROGRESS OF WOMEN ENTREPRENEURS IN INDIA

The problems and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship. The major barriers encountered by women entrepreneurs are

- The greatest deterrent to women entrepreneurs is that they are women.
- Male chauvinism is still prevalent in many part of the country yet. Women are looked upon as “abla” weak in all respects.
- Women entrepreneurs have to face a stiff competition.
- Lack of self-confidence, will power, strong mental outlook amongst women creates fear in their growth.
- Women in India lead a protected life.
- The old and outdated social outlook to stop women from entering in the field of entrepreneurship is one of the reasons for their failure.
- Women’s family obligations also bar them from becoming successful entrepreneurs in developing nations.
- Indian women give more emphasis to family ties and relationships.
- Women’s family and personal obligations are sometimes a great barrier for succeeding in business career.
- The educational level and family background influences women participation.
- Many women take the training by attending the entrepreneurial development programme.
- High production cost of some business operations adversely affects the development of women entrepreneurs.
- Women controlled business are often small and not easy for women to access the information they need regarding technology, training, innovative schemes etc.
- Lack of awareness about the financial assistance.

Apart from the above discussed obstacles there may occur series of serious obstacles faced by women entrepreneurs as improper infrastructure facilities, high cost of production attitude of people of society towards the women modern business outlook, low needs, traditional socialization has all been cited as reasons for delayed entry into entrepreneurial careers.

SUGGESTIONS FOR THE GROWTH OF WOMEN ENTREPRENEURS

The development of women entrepreneurs and their greater participation in the entrepreneurial activities. Women entrepreneurs need to be given confidence, independence and mobility to come out of their paradoxes. The following measures are suggested to empower the women to seize various opportunities and face challenges in business.
There should be a continuous attempt to inspire, encourage women entrepreneurs.
A awareness programme should be conducted.
Enhance the standard of education of women, organize training programmes.
Self-help groups of women entrepreneurs to mobilize the resources
To establish all India forums to discuss the problems issues against constraints towards economic progress

Thus by adopting the following aforesaid measures in letter and spirit the problems associated with the women can be solved. The task of women has become more tedious and full challenges.

**STEPS TAKEN BY THE GOVERNMENT**

Development of women had been a policy objective of the government since independence. Women are given priorities in all the sectors including SSI sector. Government and non-government bodies have paid increasing attention to women’s economic contribution through self-employment and industrial ventures.

- The first five-year plan (1951-56) - women establishment of social welfare measures for women.
- The second five-year plan (1956-61) - women empowerment in agricultural development programmes
- The third & fourth five plan (1961-66 & 1969-74) - Support for women education as a major welfare.
- The fifth five year plan (1974-79) - emphasized in training for women welfare & development.
- The sixth five year plan (1980-85) a definite shift from welfare to development.
- The seventh five plan (1985-90) emphasized the need of gender equality and empowerment.
- The eight five year plan (1992-97) focused on empowering women through panchayati raj institutions
- The tenth five year plan (2002-07) - National policy for empowerment of women (2011) - protection and development of women.

At present, the government of India has over 27 schemes for women operated by different departments & ministries some of these are

- TRYSEM- Training of rural youth for self-employment
- IRDP- Integrated rural development programme
- KVIC- Khadi and village Industries commission
- PMRY- Prime Minister’s Rojar Yojana
- RGMVP- Rajiv Gandhi Mahila Vikas Pariyojana
NEED FOR THE STUDY

- “Women in business is considered in recent trends in India
- Employed to self-employment has been a noticeable phenomenon in the emergence of new women entrepreneurs.

CONCLUSION

Today in India women’s are in better position in the field of entrepreneurship through effective participation in various sectors. Efforts are taken at the economy as brought promise of equality of opportunity in all spheres to Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. Women sector occupies nearly 45% of Indian population at the effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Women in the society and understand their vital role in modern business field too. Then very soon we can pre-estimate our chances of out beating our own conservative and rigid through process which is the biggest barrier in our country’s development process. the unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector.

REFERENCES