



ECONOMIC ADMINISTRATION REVIEW

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Women Entrepreneurship in India

Preeti Sharma*

Preeti Mundra**

INTRODUCTION :

The entrepreneurship is not only beneficial for individual entrepreneur but it results in development of economy as a whole. Men and women both are two wheels of society and contribution of both is essential for building healthy nation but she has to face various socio economic problems even after getting permission from family. That is why women as entrepreneurial resource have not been widely recognized in India.

At present, women involvement in economic activities is marked by a low work participation rate, excessive concentration in the unorganized sector & employment in less skilled jobs. In India, though women have played a key role in the society, their entrepreneurial activity has not been properly tapped due to their low status. Women in the advance nations are recognized & are prominent in the business world. But in India women entrepreneur are facing some major constraints like :

1. **Low level risk :** Its one of the factor affecting women decision to get into business. Investing money, monitoring the operations & ploughing back of money for surplus generations requires high risk taking attitude, courage & confidence. Though the risk tolerance ability of women in day to day life is high compared to male members while in business it is just vice-versa.
2. **Lack of education :** Knowledge of latest technological changes, know how and education level of the person are significant factors that effect business. The literacy rate of women in India is found at low level compared to male population.
3. **Male dominating society :** Male dominant social order is the building block to women in their way towards business success. Male members find it risky financing the ventures run by the women.

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4. **Lack of financial assistance :** Women entrepreneur are suffering from inadequate financial resource and working capital. They lack access to external funds due to their inability to provide tangible security as they do not have any property on their name.
5. **Priorities towards family :** Indian women give more emphasis towards family ties & relationship. It is difficult for a married women to make a fine balance between family & business which hinders the entrepreneurial growth.
6. **Low access to Govt. support :** Govt. of India has made efforts to both central as well as State level to solve these problems by the way of introducing policy measures & promoting NGO's. Despite of these efforts, the problems still exists as most of the women are not aware about their policies due to low education level.
7. **Raw material problems :** Lack of knowledge of availability of the raw materials, low level negotiation & bargaining skills are the problems which affect women entrepreneur business ventures.
8. **Poor managing ability :** Though women are stronger in logic based skills but weaker in self promotion, handling frustration & also have less emotional ability.
9. **Lack of motivation :** Achievement motivation of the women are found less than male members. The low level of education & confidence leads to low achievement & advancement motivation among women to engage in business operations & running a business concern.

Measures to overcome the problems of women entrepreneurship in India:-

- a) Women should be provided training on management skills which is required to manage and sustain their enterprise growth.
- b) Training on leadership styles should be extended to Women Entrepreneurs.
- c) The importance of taxation & government policy and the tailoring of enterprise growth by taking optimum advantage from their should be understood by the Women Entrepreneurs.
- d) In order to have adequate knowledge of the production process & production management, vocational training should be provided to women entrepreneurs.
- e) Government should make efforts to provide better education facilities and schemes to women folk.
- f) Women should seek the aid of consultant through NGOs, managerial experts technical personnel in order to boost their entrepreneurial growth.

Women Entrepreneurship

- g) Motivation
- h) The role of government in the development of women entrepreneurship
- i) Advantages of women entrepreneurship
- j) Application of women entrepreneurship

States

- Tamil Nadu
- Uttar Pradesh
- Kerala
- Punjab
- Maharashtra
- Gujarat
- Karnataka
- MP
- Other States

Total

CONCLUSION

Indian women entrepreneurs have to face many difficulties in the field of business. They are being in the need for more support in the field of business. In the field of business, they are facing many difficulties. In the field of business, they are facing many difficulties. In the field of business, they are facing many difficulties.

- e) Motivating women entrepreneurs to participate in decision making.
- h) They should have the necessary information & analytical techniques for the adoption of appropriate technology. Also should have the wider knowledge to access the technological information system.
- i) Adequate finance should be provided to all the financial institutions to promote the women entrepreneurial growth.
- j) Apart from training programs, news letters, mentoring, trade fairs, exhibitions also can be a source for women entrepreneurship development.

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
MP	2967	842	28.38
Other State & UT	14576	4185	28.71
Total	57452	18848	32.82

CONCLUSION :

India being socially male dominated country, women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs have to face many problems at start up as well as operating stage like lack of finance, gender related myth, low access to govt. support etc. The root cause of all these problems lies in the social system & attitudes. The development of women entrepreneurship has become an important aspect of our plan, priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India. There is a need for changing the mindset towards the women so as to give equal rights as enshrined in the constitution.

In the advance countries like U.S.A., women won 25% on all business in Canada 30% of small business are owned by women & in France, it is 45. In India, the seli

employed women account for only 5.2% of the self employment persons in the countries. Henceforth, promoting entrepreneurship among women is certainly a short cut to rapid economic growth & development. Let us try to eliminate all forms of gender discrimination and thus allow women to be an entrepreneur at par with men.

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