

CHALLENGES AND ISSUES OF WOMEN ENTREPRENEURSHIP IN RURAL DEVELOPING ECONOMIES

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ABSTRACT

This study intends to discuss the problems concerning women's entrepreneurship in rural India. This paper is frequently based totally on primary and secondary data and some observations; for the identification of these problems, the author has reviewed different articles and reports. Findings of this study reveal that absence of precise schedule of lifestyles, absence of balance between family and career obligations of women, terrible degree of monetary freedom for women absence of direct possession of the property, the paradox of entrepreneurial skill & finance in economically wealthy and poor women, no awareness about capacities, low ability to undergo risk, problems of work with male workers, negligence by financial institutions, lack of self-self-belief, loss of expert schooling, mobility constraints and absence of interaction with a successful entrepreneur are predominant issues of women entrepreneurship development in India.

Keywords: Women Entrepreneurship, Rural Area, Problems, Awareness, Self-confidence

Introduction

Women constitute nearly half of the total population in India and are regarded as the better half of society. But for centuries, women were cofounded to the four walls of the houses doing household work at home marriage was considered the only career for most women.

Their main work was to nourish the family and upkeep the values of society. Through in Hindu scriptures, women had been regarded as Devi Laxmi for our Grahlaxmi and embodiment of Shakthi but in real life. She was treated as Abla passive, dependent. Since old age women have been the victim of social prejudices and discrimination.

The last ten years of the Indian economy make it evident that the structure of ownership in the industrial sector, in agriculture, in the trade and commerce sectors has changed. Many women entered the world of business, of trade commerce and they have become successful entrepreneurs in various business activities. However, the rate of participation or rate of their inclusion in the business world is very low, despite its increase during the last ten years.

This growth rate of women's participation in economic activities is much lower

than the expected rate. If we look at the developed countries, we see that women are actively participative in business and trade activities, including agriculture, without any social or other restrictions. But in India, there are still many social and cultural restrictions on women. Hence, women's participation in entrepreneurial activities is less than the requirement of the fast growth of India.

Statement of the Problem

Women entrepreneurs encounter two types of problems in setting up and developing their enterprises. They face the general problems faced by all women entrepreneurs. In the beginning, many problems and administrative difficulties were faced by the entrepreneur across from the financial institution these problems have been solved gradually.

Government should take necessary steps to make the unemployed young participate in entrepreneurial programmes or such other programmes and provide facilities for the establishment of industrial units. Moreover, such programmes should aim at providing enough information to the entrepreneurs in respect of rule and regulation in connection with setting up industrial units and organizations to be contacted.

Objectives of this Study

The main objective of this paper is

1. To identify the critical problems of women entrepreneurship in India
2. To discuss the various issues regarding to problems of women entrepreneurship in India.

Methodology

The present paper is based on primary and secondary data collected through literature surveys and personal interviews. 50 sample respondents are selected for analysing this paper. All facts and problems discussed in this paper are opinions of the respective authors. However, the present author criticizes some of these opinions and makes analyses based on the observations and experiences regarding women's entrepreneurship in India.

Issues of Women Entrepreneurship in India

1. Absence of Definite Agenda of Life
2. Absence of Balance between Family and Career Obligations
3. Poor Degree of Financial Freedom
4. No Direct Ownership of the Property
5. Paradox of Entrepreneurial Skill & Finance
6. No Awareness about Capacities
7. Low Ability to Bear Risk
8. Problems of Work with Male Workers
9. Negligence by Financial Institutions
10. Lack of Self-Confidence
11. Lack of Professional Education
12. Mobility Constraints
13. Lack of Interaction with Successful Entrepreneurs

ANALYSIS

Table 1 Occupation – Wise Distribution of Women Entrepreneurs

S.No	Category	Number of Respondents	Percentage
1	Petty Shop	8	16
2	Tailoring	13	26
3	Flower Shop	9	18
4	Beauty Parlor	12	24

5	Street Snack Sellers	8	16
	Total	50	100

Source: Primary Data

The above table shows that occupation wise distribution of women Entrepreneurs those who are having petty shop and street snack sellers were 16% of the total. The women those who are engaged in Tailoring work are highering 26 percentage.

Table 2 Reason for Choosing the Business by the Women Entrepreneurs

S.No	Reason	Number of Respondents	Percentage
1	Own Ambition	7	14
2	Desire for Independents	9	18
3	Social Percentage	6	12
4	Entrepreneurs ship family	12	24
5	Creating of Employment in the society	16	32
	Total	50	100

Source: Primary Data

The table reveals that Reasons for low level of Business women entrepreneurs of the respondents have the social prestige 12 %, 14% of the respondents are with the own ambition. High level entrepreneurs in creation of employment in the society 32%.

Challenges:

There are some challenges which are faced by rural women:

- ❖ **Balance between Family and Work:** A women have to give time to the children, husband, in laws etc. This will take their lot of time and it's very difficult to give proper time to business.
- ❖ **Lack of Education and Awareness:** Most of the rural women illiterate because in rural India parents teach their male child only because they have less money and no education or very less education for the women. Lack of education become obstacles cope up with new technology, government policies.
- ❖ **Male Dominated Society:** In the rural India no equality between male and female. For starting business first, they have to take permission from head of the family.
- ❖ **Lack of Finance and Raw Material:** Women entrepreneur have to suffer a lot in raising finance for business because of less credit worthiness and there is problem of poor connectivity of roads and transportation of raw material.
- ❖ **Tough Competition:** Women entrepreneur have to face tough competition from middle and large organization.
- ❖ **High Cost of Production:** There is high cost of production because inefficient management and less production.
- ❖ **Limited Managerial Ability and Low Risk Bearing Ability:** Planning, organizing, co-ordination, control etc all activities are not easy for women and lack of proper education and emotional nature they are not able to take risk.
- ❖ **Limited Mobility:** Due to security concern women are not able to go outside and stay at night.
- ❖ **Legal Formalities:** There is procedural delay of license, electricity, water and shed allotment.

- ❖ Lack of Motivation, Self- Confidence and Stronger Leadership: Women in rural area are not confident and less leadership skills.
- ❖ Social-Culture Barrier: In India there is lot of social-culture barrier which are obstacles on the way of the women entrepreneur.
- ❖ Distribution Channel and Sales Promotion: There is less social network for women so distribution and sales are not easy for rural women.

Conclusion

Women are an important human resource of the nation and every nation should try to make use of them as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the ways for that. But unfortunately, it is far seen that the conventional mindset of the society and negligence of the state and respective authorities are essential obstacles in the women entrepreneurship development in India.

Apart from the responsibility of the state and society, absence of definite agenda of life, absence of balance between family and career duties of women, poor degree of economic freedom for women, absence of direct ownership of the property to women, the paradox of entrepreneurial skill and finance in economically rich and poor women, no awareness about capacities, low ability to bear risks, problems of work with male workers, negligence by using financial institutions, lack of self-confidence, lack of professional training, mobility constraints and lack of interaction with successful entrepreneurs are main problems of women entrepreneurship development in India. Consequently, there is a need for non-stop to try to inspire, encourage, motivate and co-operate with women entrepreneurs, awareness programmes should be conducted on a mass scale to create awareness among women about the numerous areas to conduct business.

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