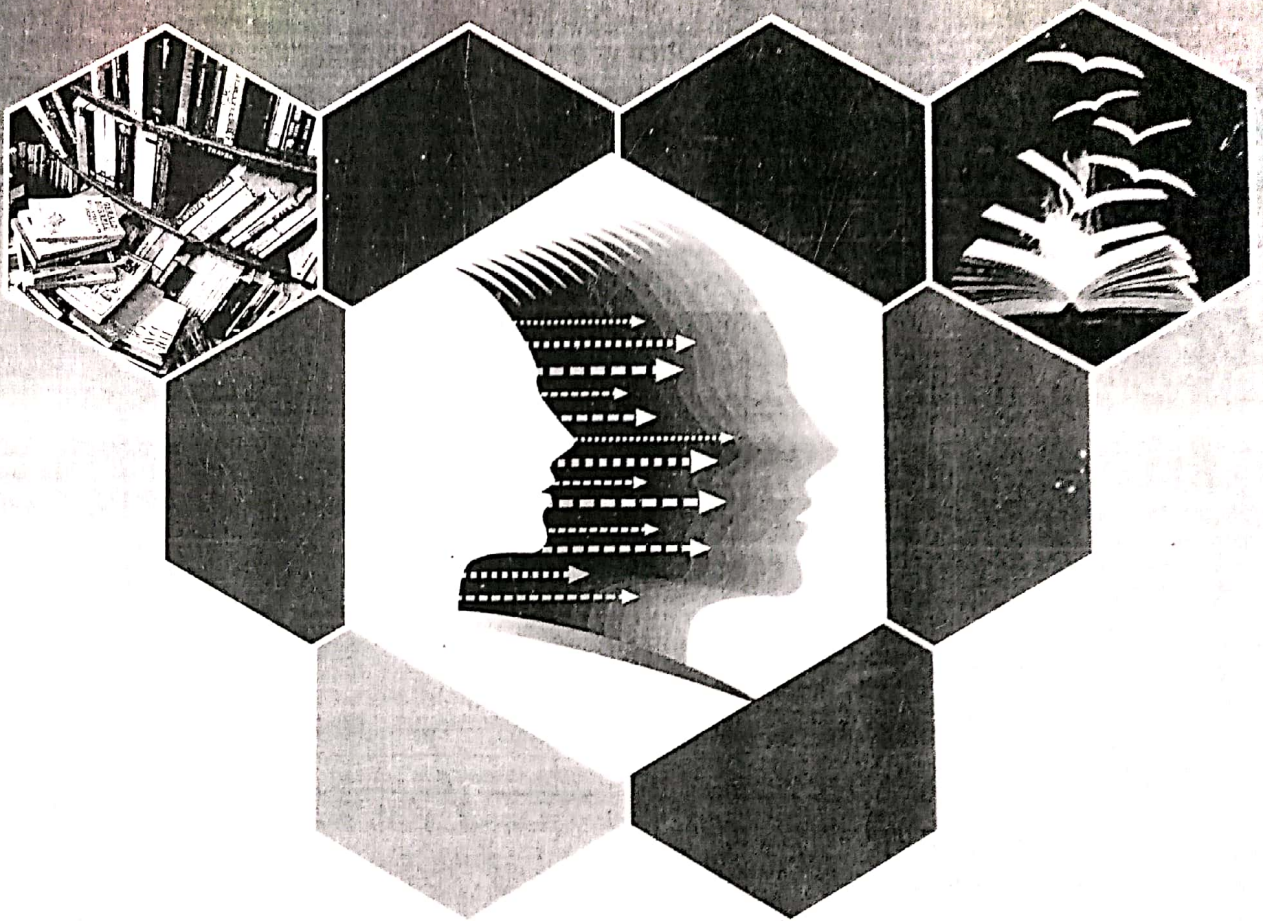


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Existing Literature Review on Problem Faced by Women Entrepreneurs in India

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Abstract:-

Entrepreneurship of Women development is an essential part of human resource. Development Compared to other countries the development of women entrepreneurship is very low in India. This paper focuses on Existing Literature Review on women entrepreneur. This paper is mostly based on secondary data and some observations; for the identification of these issues the author has reviewed different research articles and reports.

Keywords:- Entrepreneurship, Women entrepreneurs, Literature on Women entrepreneurs, Problems.

Introduction:-

The problems faced by women can divide into three major parts- Project formulation, project implementation and project operation; Vinze, 1987. In phase of project formulation, women often get lost while selecting product. The failure to relate the product to own background is another common error in product selection. Poor technical assistance, choice of location, absence of market analysis, false fixed investment decision and low equity base are some other problematic areas. In case of project implementation women may make wrong machinery, may be misguided by promotional agencies or the women herself may lack entrepreneurial skill. In this stage, she may face problems with marketing, production planning, and working capital or with entrepreneurship development institutes or agencies.

Entrepreneurship For Women:-

Entrepreneurship is an idea or vision which a woman holds to discover and optimize which could help her create new jobs & economic empowerment among her fellow beings. Across the globe, generations of women from very different backgrounds show very encouraging sign of entrepreneur spirit. It is to be hoped that governments at all levels will work to provide an environment in which this spirit may increase. Delmar, (2000). Over 200 million women are employed across all industry sectors, with half of this number is in developing countries. Gem report, (2007). Entrepreneurship by definition implies being in control of one's own life and activities. Gundry, yoseph and posig, (2002). This women empowerment is exactly the real barrier which society. does not acknowledge and therefore majority of woman potential remains unused, which can be a powerful resource in economic growth of every economy. Helms, (1997). For a woman entrepreneurship is not a new concept but certainly keeps woman uncertain to be among start ups due to societal and community trends and pressures. Many other factors do influence to keep woman away to be potential entrepreneurs especially in developing countries. Hisrich, (1999). Developed nations have provided gender equality platforms to keep the woman workforce motivated to be entrepreneurs. However, women still face financial insecurity, business insurance & human resource challenges plus resistance from their male counterparts to be successful woman entrepreneurs.

Objectives of the study:-

1. To study the Existing Literature on women entrepreneurs .
2. To find the problems encountered by women entrepreneurs.

Methodology :-

This researcher has adopted the method of reviewing different research articles, research journals, and case studies, to collect data about entrepreneurship and woman entrepreneurship. The present article is purely based on secondary data collected through literature survey. All facts and problems discussed in this article are opinions of the respective authors.

Literature Review on women entrepreneurs:-

Importance of development of entrepreneurship as an essential ingredient of economic development has been recognized as early as 1950s in India; however purposeful efforts and substantial amount of research has gone in to this area only after one or two decades. Researchers in the recent past have shown keen interest in the study of entrepreneurs, particularly focusing their attention on women entrepreneurs. A review of literature would point out the relevance of the study and provide a background for future research.

Soundar pandian, (1999) suggested that for entrepreneurship development in India, there was a greater need to highlight on research relating to process and development of entrepreneurship. The problems of women entrepreneur are listed as, solid competition from male entrepreneurs, High price of raw materials required, Financial constraints, Managerial constraints, Technical difficulties, Low ability to bear risks, Low level of positive family background, Lack of entrepreneurial project. Sharma R.A. (1985) notices two mainstreams in entrepreneurial development of India. The entrepreneurs were more evolved from certain well known group with some industrial and mercantile backgrounds. The other stream consists of some well known caste and communities. According to him, strong desire to do something self-determining in life, technical knowledge and/or manufacturing experience, financial assistance from institutional sources, business experience in the same or related line, accommodation in industrial estates and heavy demand for a particular product or service are the major factors induced the emergence of new entrepreneurial class.

Vatharkar (2012) examined the problems faced by women entrepreneurs in Pune district at various levels in their journey as entrepreneurs and also found the factors motivating these women to become entrepreneur. The study found that women entrepreneurs face lots of problems at start-up as well as operating stage like, role conflict, lack of motivation, lack of finance, maintaining balance between work and family life, selective treatment, understanding government rules and regulations, etc. Further, it is noted that these women entrepreneurs are both "willing" as well as "forced" entrepreneurs. For some of them, factor motivating to start their own enterprise is to support family financially, while for some of them it is the push for to be economically independent. Sivaloganathan (2002) in his paper, "Women Entrepreneurs: Problems and Prospects" highlights the major problems faced by women entrepreneurs which are gender rooted and some of the prospects they enjoy. The paper emphasized that large number of women are now seeking gainful employment in various fields, which were once dominated by male. Yet they have to go a long way to be on par with male partners. Indian women face certain problems such as inequality, low wages, mistreatment by middleman, lack of finance, education and also socio-economic constrains which are mainly gender-rooted.

Rao (2007) observed in his study that poverty and illiteracy are the basic reasons of the low rate of women entrepreneurship in our country. The educational level and professional skills also influence women participation in the field of enterprise. We are providing education to the women but not providing professional education. If we look in the professional schools we find that there is a very few number of women students. If we examine rural - urban ratio of enrolled women in professional education we understand that there are very few rural female students enrolled in this type of education. Even parents are not ready to send their daughters for undergoing professional education. Rao (2002) on the basis of a national sample survey showed that

women shared only 14.1 % of total employment. Only 5.6 % of them were employed in government jobs. In rural areas, 56 % of males and 33 % females were in labour force. 66% of females in rural sector were unutilized. This was due to existing social customs, putting men and women on different footings. It was also reported that women were usually not able to take benefit of employment schemes, especially those of self employment because of huge unemployment in male youth. They also pointed out that young unmarried girls were normally not allowed to work independently.

Singh (1993), in her work 'Women Entrepreneurs; Their Profile and Motivation', concluded that factors impinging on the entrepreneurial manifestation of women are not different from those affecting men entrepreneurs. The researcher finds that several women are now willing to become entrepreneurs due to various factors. These factors can be broadly classified under two categories, namely, 'pull factors' and 'push factors'. Under the first category, the women entrepreneurs choose a profession as a challenge and adventure with an recommend to do something new and to have an independent occupation. The other category of factors forces women to take up business enterprises to get over financial difficulties due to family circumstances. However, the latter category forms a negligible percentage of total women in her sample, can be regarded as an extension of kitchen activities-the three Ps, namely Pickles, Powder (spices) and Papad, with which women entrepreneurship is popularly identified.

Conclusion:-

. Findings of this study disclose that absence of definite agenda of life, absence of balance between family and career obligations of women, poor degree of financial freedom for women, absence of direct ownership of the property, the inconsistency of entrepreneurial skill & finance in economically rich and poor women, no awareness about capacities, low ability to accept risk, problems of work with male workers, carelessness by financial institutions, lack of self-confidence, lack of professional education are major problems of women entrepreneurship development in India.

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