



Women Entrepreneurship in India – Obstacles and Recommendations

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ABSTRACT

Women don't want to keep their lives limited to the hearth and children but they expect respect from their spouses. Traditions will not allow them to become a powerful society, so they have to go a long way to gain their own position and rights. Women try hard to keep the family together. No matter how many obstacles are faced in the work, the percentage of their success in business is found to be significant. Women always step forward to do this hard work and due to such hard work the authors of this essay have tried to present the role of women entrepreneurs and its contribution to the Indian economy.

Key Words Women Entrepreneurs Indian Economy Business Development

Introduction

Society and nation are made because of women do a great job of building a family For the overall economic development of a society or a country the social and economic development of women is necessary on a large scale In the changed situation people are more comfortable accepting the leading role of women in our society There are some exceptions Entrepreneurship. It is a state of mind that every woman has but is not capitalized on. There are many opportunities available to women where they can excel in their skills while maintaining a balance in their lives. Development of women is essential for the development of a country or society.

OBJECTIVES OF STUDY

To identify the reasons for women to invest in entrepreneurship to study the future of Indian women entrepreneurs to study the future of Indian women entrepreneurs to draw conclusions and make suggestions

PROCEDURE OF THE STUDY

This study is focused on extensive study of secondary data from various books journals on women entrepreneurship the study is focused on information collected from different websites



CONCEPT OF WOMEN ENTREPRENEURS

A person who combines money and labor for production is called an entrepreneur. According to Drucker, an entrepreneur always seizes opportunities as well as reviews and responds to changes. A woman entrepreneur starts a business with at least 51% investment in a business and owns the business.

JUSTIFICATION FOR WOMEN BECOMING ENTREPRENEURS

1. To meet different challenges for own bright future
2. To support the family
3. To be a role model for others
4. To create identity

PROBLEMS FACED BY WOMEN ENTREPRENEURS IN ENTERPRISE

The problems faced by women are of various types, firstly they have to face a lot of problems from the family and also it is not easy for women to get loans or finance for business and if they get such finance they don't know how to use it. Women find it difficult to handle materials or manpower because they do not have the technical training to complete the activity.

MAJOR HURDLE FACED BY WOMEN ENTREPRENEURS

In India, the industries are dominated by men, yet women constitute the majority of the total population. Women are more advanced in the business world, but women entrepreneurs in India face major challenges

1. LACK OF CONFIDENCE
2. ADMINISTRATIVE KNOWLEDGE
3. DISCRIMINATION
4. LACK OF TECHNOLOGY
5. SOCIAL EQUALLY CULTURAL BARRIERS
6. MORE CONSIDERATION OF FAMILY AND RELATIVES
7. THE BIGGEST OBSTACLE IS THAT THEY ARE WOMEN THEMSELVES

RECOMMENDATION FOR THE GROWTH OF WOMEN ENTREPRENEURS

Entrepreneurship means having control over one's life and work as well as giving confidence and mobility to women entrepreneurs to come out of their contradictions. Efforts should be made to raise the standard of education of women. 3 Efforts should be made to improve their overall personality. 4 appropriate training institutions should be established. 5 Women should be supported.

Efforts should be made to create public awareness in the society about self-development strategy of women entrepreneurs. Small loan scheme should be provided to women.



entrepreneurs at local level to plan eight business projects.

FORECAST OF INDIAN WOMEN ENTREPRENEURS

Although women in business face many hurdles in their journey to the North, there is many challenges to motivate them to take the leap. In order to accelerate their development, they need to be involved. Different types of organizations such as government and semi-government need to come forward to encourage them and inspire them so that women can bring about the expected economic development, the government is planning various policies and encouraging them. Chambers are working for their empowerment in rural and urban areas there are different organizations like NGOs, self-help groups and individual initiatives that are helping them in their work.

CONCLUSION

From the above study it was found that women are very good entrepreneurs because they can balance their life even though we have a male dominated culture, women entrepreneurs face many challenges from family as well as society and they have a long way to go to get equal rights and status. It has to go because traditions are deeply rooted and there are different socio-familial barriers, but women are performing very well and commendably. Similarly, they are willing to work hard and with persistence they survive the competition and achieve success.

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