

## Startups on women entrepreneurs in India

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### ABSTRACT

A huge number of women are entering into entrepreneurship in some form or the other. The women entering in entrepreneurs the facing for stiff competition family ties, the lack of mobility and low risk-bearing ability and overall important challenges in the male-dominated Indian society, women are not treated equally to men. This, in turn, serves as a barrier to women's entry into the business. Women's skills, knowledge, talents, abilities, and desire to do something for themselves and their children or family are some of the reasons for the women to become entrepreneurs.

**Keywords:** Women Entrepreneurs, Challenges, Competition

### INTRODUCTION

Entrepreneurs play an important role in ever free-market society. As described by economist Joseph Schumpeter in the 1930s, entrepreneurs act as a force of creative destruction, sweeping away established technologies, products, and was off doing things and replacing them with others that the marketplace as a whole sees as representing greater value. In this sense, entrepreneurs are agents of change and, hopefully, progress. A huge number of women are entering into entrepreneurship in some form or the other. Entrepreneurs play a main role in the economic development of a nation. Women's skills, knowledge, talents, abilities, and desire to do something for themselves and their children or family are some of the reasons for the women to become an entrepreneur.

### ENTREPRENEURS DEFINITION

“According to economist Joseph Alois Schumpeter (1883-1950), entrepreneurs are not necessarily motivated by profit, but regard it as a standard for measuring achievement or success”.

## **SCHUMPETER DISCOVERED THAT THEY**

“Greatly value self-reliance, Strive for distinction through excellence, are highly optimistic (otherwise nothing would be undertaken), and always favor challenges of medium risk(neither too easy nor ruinous)”.

## **MEANING**

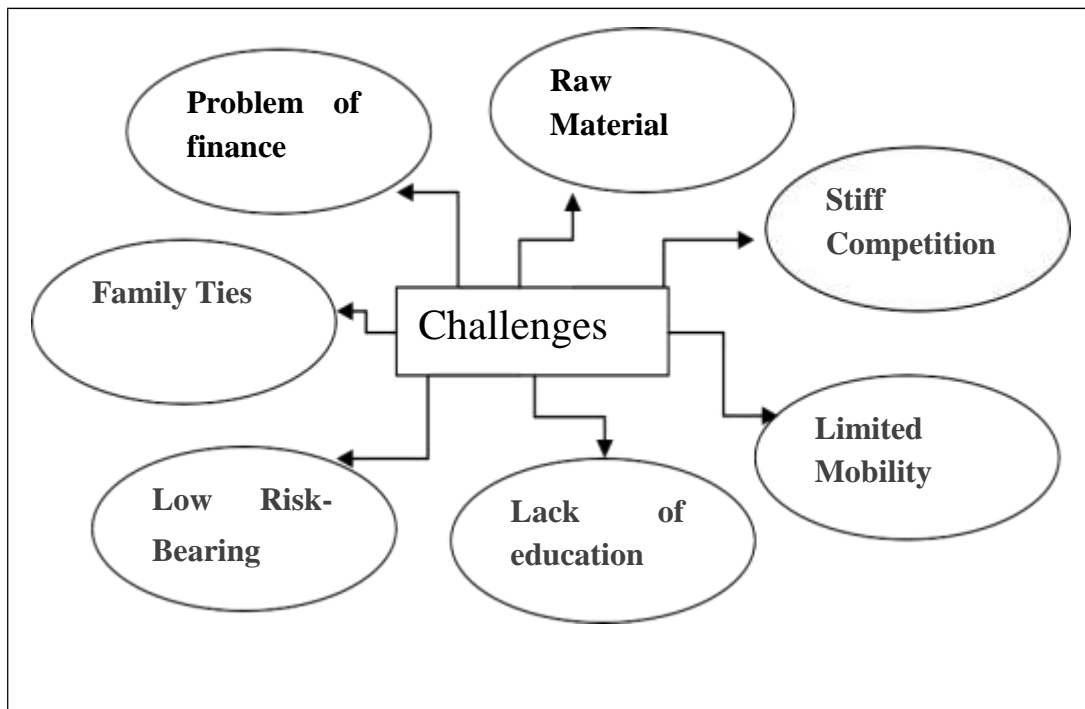
“An entrepreneur is an individual who, rather than working as an employee, founds and runs a small business, assuming all the risks and rewards of the venture. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business/or procedures”.

## **REVIEW OF LITERATURE**

Ms. Sweety Gupta, Ms. Aanchal Aggarwal(2015), in their study “**Opportunities and Challenges faced by Women Entrepreneurs in India**”, the researcher concluded that attempts to motivate, inspire and assist women entrepreneurs should be made at all possible levels. Proper training should be given to the women by establishing training institutes that can enhance their level of work-knowledge, risk-taking abilities, enhancing their capabilities. After setting up training institutes, there should be continuous monitoring, improvement of training programs so that they can improve the quality of the entrepreneurs being produced in the country. Undoubtedly the women's participation rate in the field of entrepreneurship is increasing rapidly. However, efforts need to be taken at the larger scale to give the position in the field of entrepreneurship that they deserve. The actions & steps that have been taken by the government-sponsored development activities have benefited only a small strata of society and more needs to be done in this area. Effective steps need to be taken to have entrepreneurial awareness and skill development for women.

Sanjay Kaushik (2013) in her study “**Challenges Faced by Women Entrepreneurs in India**”, the researcher concluded that Women entrepreneurs faced so many problems in aspects of financial, marketing, health, family, and problems. Some guidelines should be given by the govt and the financial institution to the women entrepreneur from time to time. What women need for enterprises little training, some financial support and motivation at all levels-home, the society, and the government. Its hope that suggestion forwarded in the article will help the entrepreneurs, in particular, to look these problems and develop better schemes by the govt.

## CHALLENGES FACED BY WOMEN ENTREPRENEURS



### PROBLEM OF FINANCE

Finance is regarded as the lifeblood of any enterprise, be it big or small. However, women entrepreneurs suffer from a shortage of finance on two counts. Firstly, women do not generally have property in their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any, and loans from friends and relatives who are expectedly meager and negligible. Thus, women enterprises fail due to the shortage of finance.

### RAW MATERIAL

Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the one hand, and getting raw material at the minimum of discount, on the other.

## **STIFF COMPETITION**

Women entrepreneurs do not have organizational set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

## **LIMITED MOBILITY**

Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for the room is still looked upon suspicion. The cumbersome exercise involved in starting an enterprise coupled with the official's humiliating attitude towards women compels them to give up the idea of starting an enterprise.

## **FAMILY TIES**

In India, it is mainly a women's duty to look after the children and other members of the family. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in the family leaves little or no energy and time to devote to the business. Support and approval of husbands seem necessary condition for women's entry into the business. Accordingly, the educational level and family background of husbands positively influence women's entry into business activities.

## **LACK OF EDUCATION**

In India, around three-fifths (60%) of women are still illiterate. Illiteracy is the root cause of socioeconomic problems. Due to the lack of education and that too qualitative education. Women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education one type or other problems for women in the setting up and running of business enterprises.

## **LOW RISK-BEARING ABILITY**

Women in India lead a protected life. They are less educated and economically not

self- dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur. In addition to the above problems, inadequate infrastructural facilities, shortage of power, the high cost of production, social attitude, low need for achievement and socioeconomic constraints also hold the women back from entering into business.

## **CONCLUSION**

Independent-minded women entrepreneurs know when to trust their race in the competition world. An expanding of research from a number of fields, including economics and real form of knowledge. It's a skill you can develop and strengthen shift in cultural or economic trends will create new entrepreneurial opportunities. Sometimes that shift arises from advances in technology. Many of our profiled entrepreneurs recognized emerging consumer needs and desires that signaled new market opportunities.

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