

## **WOMAN ENTREPRENEUR IN INDIA - OPPORTUNITIES AND CHALLENGES**

**P. Shankar**

Assistant Professor, KMG College of Arts & Science, Gudiyattam, Tamilnadu

Email: shankarpargunan@yahoo.com

### **ABSTRACT**

*The present paper endeavors to study the concept of women entrepreneur in India what are the reasons to become an entrepreneur, reasons for slow progress of women entrepreneurs in India, what schemes are render by Government of India for promotion and development of women entrepreneur in India.*

*“When woman moves forward, the family moves, the village moves and the nation moves” Pandit Jawaharlal Nehru.*

### **INTRODUCTION**

Women Entrepreneur is any women who organizes and manages any enterprise, especially a business.

Women Entrepreneurs may be defined as the women or group of women who initiate, organize and co-operate a business enterprise.

Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

Out of total 940.98 million people in India, in the 1990s, females comprise 437.10 million representing 46.5 percent of the total population. There are 126.48 million women workforce but as per the 1991 census, only 1, 85,900 women accounting for only 4.5 per cent of the total self-employed persons in the country were recorded. As per a rough estimate the numbers of SSIs are expected to be 2.5 billion having 9% women entrepreneurs in to it. Considering this trend, women participation in another five years was 20 % more, raising the number of women entrepreneurs to about 5, 00,000. Combined effect of motivational drive, preparation of information material, conducting training, creation of women industrial estates, and training of promoters and use of mass media all together is bound to accelerate the process of women entrepreneurship development.

Some psycho-social factors impede the growth of women entrepreneurs are as follows:

- Poor self-image of women
- Inadequate motivation
- Discriminating treatment
- Faulty socialization

- Role conflict
- Cultural values
- Lack of courage and self-confidence
- Inadequate encouragement
- Lack of social acceptance
- Unjust social, economic and cultural system
- Lack of freedom of expression
- Afraid of failures and criticism
- Susceptible to negative attitude
- Low dignity of labour

The Indian women are no longer treated as show pieces to be kept at home. They are also enjoying the impact of globalization and making an influence not only on domestic but also on international sphere. Women are doing a wonderful job striking a balance between their house and career. Here are a few: (Top 10 Women Entrepreneurs and Leaders of India)



Dr. Kiran  
azumdar Shaw



Ekta Kapoor



Neelam  
Dhawan



Naina Lal  
Kidwai



Indu Jain



Priya Paul



Simone Tata



Mallika  
Srinivasan



Preetha Reddy



Ranjana Kumar

- Dr. Kiran Mazumdar-Shaw, Chairman & Managing Director of Biocon Ltd.,
- Ekta Kapoor, creative head of Balaji Telefilms,
- Neelam Dhawan, Managing Director, Microsoft India,
- Naina Lal Kidwai, According to the Economic times, she is the first woman to head the operations of a foreign bank in India. ( HSBC)
- Indu Jain, the multi-faceted lady used to be the Chairman of the Times Group the most powerful and largest Media house India.

- Priya Paul, she has a bachelor's degree specialising in Economics from Wellesley College, USA. She entered her family business and is currently the Chairperson of Park Hotels.
- Simone Tata, Tata Oil Mills into the largest cosmetic brand in India – LAKME,
- Mallika Srinivasan, currently the Director of TAFE- Tractors and Farm Equipment-India.
- Preetha Reddy, Managing Director of Apollo Hospitals, Chennai.
- Ranjana Kumar, currently Vigilance Commissioner in Central Vigilance Commission, after her retirement as the Chairperson of NABARD- National Bank For Agricultural and Rural Development, is a prominent Indian Banker.
- Women like these are an inspiration for all other women who strive to achieve great heights in their lives. Taking them as our role models each one of us can be there where they are right now. All we need have is faith in ourselves, confidence and above all a fixed aim that we need work towards.
- Women setup an enterprise due to economic and non-economic reasons as well. Various reasons can be due to (1) Motivational Factors & (2) Facilitating Factors.

**Motivational Factors**

- Economic Necessity
- Educational Qualification
- Independence
- Family Business
- Success stories of others
- Social Status

**Facilitating Factors**

- Adequate Financial Facilities
- Self Satisfaction
- Innovative Thinking
- Co-operation from family
- Morale support from friends and relatives

**Opportunities**

- Free entry into world trade.
- Improved risk taking ability.
- Governments of nations withdrawn some restrictions
- Technology and inventions spread into the world.

- Encouragement to innovations and inventions.
- Promotion of healthy completions among nations
- Consideration increase in government assistance for international trade.
- Establishment of other national and international institutes to support business among nations of the world.
- Benefits of specialization.
- Social and cultural development

**Challenges**

- Problems of raising equity capital
- Difficulty in borrowing fund.
- Thought-cut completions endangered existence of small companies.
- Problems of availing raw-materials.
- Problems of obsolescence of indigenous technology
- Increased pollutions Ecological imbalanced.
- Problems of TRIPS and TRIMS.
- Exploitation of small and poor countries, etc.

**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
Gujrat	3872	1538	39.72
Karnatka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71

Source: Economic Survey 2008-09

**Women Corporate In Industrial Sectors**

Sr. No.	Industry	Percentage of Women Corporate
1	Transportation and Warehousing	15.1%
2	Agriculture Forestry Fishing and Hunting	14.6%
3	Whole Sale Trade	14.0%

**Women Corporate In Industrial Sectors (Contd...).**

<b>Sr. No.</b>	<b>Industry</b>	<b>Percentage of Women Corporate</b>
4	Mining and Oil and Gas Extraction	13.5%
5	Manufacturing	13.3%
6	Management of Companies	12.4%
7	Real Estate and Rental and Leasing	11.8%
8	Administrative Support and Waste Management Remediation Service	10.0%

**Source:** Economic Survey 2008-09

**SUGGESTIONS**

- Govt. should provide separate financial fund of women's entrepreneur.
- We should provide her special infrastructure facilities whatever she needs.
- Govt. should arrange special training programmes of women entrepreneurship
- Govt. should felicitate top ranked women's entrepreneur.
- Women entrepreneur should more competitive and efficient in the local & international market.
- Use should invite successful women entrepreneurs from foreign countries.

**CONCLUSIONS**

Women entrepreneurs have become a strong driving force in today's corporate world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but they also comprise of almost half of all businesses owned today. Many Women entrepreneurs have an average age of 40 – 60 years old because they have had previous careers in other areas. Their primary goal is not monetary reward but rather personal satisfaction and community involvement. Many of them are educated and assemble into groups in order to pool business ideas and resources together.

**REFERENCES**

1. <http://nipccd.nic.in/reports/women-e.pdf>
2. <http://www.indiastat.com>
3. <http://indiabudget.nic.in/survey.asp>