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## EVALUATION OF RURAL ENTREPRENEURS: A STUDY ON CHALLENGES FACED BY THE WOMEN ENTREPRENEUR IN INDIA

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### **Abstract:-**

Women in business square measure a recent development in Asian nation. By and huge they'd confirmed themselves to petty business and small bungalow industries. girls entrepreneurs engaged in business attributable to push ANd pull factors which inspires girls to possess an independent occupation and stand on their own legs. a way towards freelance decisionmaking on their life and career is that the psychological feature issue behind this urge. Saddled with household chores and domestic responsibilities girls wish to induce independence, under the influence of push ANd pull factors girls select a profession as a challenge and as an urge to try and do something new. Women businessperson square measure those girls UN agency think about a commercialism, initiate it organize and mix the factors of production, operate the enterprise, undertake risk and handle economic uncertainties concerned in running a commercialism. the explanations square measure well sighted within the discussion a part of the article. it's hoped that the suggestions forwarded within the article can facilitate the entrepreneurs particularly and policy-planners normally to appear into this problem and develop higher schemes, biological process programmers and opportunities to the women folk to enter into additional entrepreneurial ventures. this text here tries to remember some of the prosperous girls entrepreneurs like Ekta Kapoor, inventive Director, Balaji Telefilms, Shahnaz Husain and Kiran Mazumdar Shaw business executive, Biocon. This paper provides AN observational proof however girls is troubled for creating the competency with men entrepreneurs for achieving success altogether components of his career. It conjointly provides that roles, scope for the women in property developments and at last consequences round-faced by the ladies's in starting to any such entrepreneurial activities together with that advised few measures to overcome those issues.

**Keywords:** Evaluation , Rural Entrepreneurs , Women Entrepreneur , Phenomenon , Economic Uncertainties

### **INTRODUCTION**

Women entrepreneurs have larger social networks for recommendation and resources. But, men amazingly have larger emotional networks. The advanced of associations provides heat, praise and encouragement. Preliminary findings recommend that gender affects the revenues, growth, and profits of recent ventures in stunning ways that. Women entrepreneurs square measure higher at establishing networks of friends, family, and associates, and their networks square measure wider and bigger than those came upon by male entrepreneurs. however the larger the network, the less the associations hurt profitability. the larger the networks square measure for feminine entrepreneurs, the additional they appear to tug down revenue growth. ladies have huge networks, however they embody "lots of the incorrect individuals, and other people United Nations agency haven't any helpful resources." ladies Entrepreneurs could also be outlined because the ladies or a bunch of ladies United Nations agency initiate, organize and operate a commercialism. Government of Asian nation has outlined because the ladies or a bunch of ladies, United Nations agency initiate, organize and operate a commercialism. Government of Asian nation has outlined ladies entrepreneurs as associate degree enterprise

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owned and controlled by a ladies having a minimum monetary interest of fifty one of the capital and giving a minimum of fifty one of employment generated within the enterprise to ladies. sort of a male enterpriser have several functions. they ought to explore the prospects of beginning new enterprise; undertake risks, introduction of latest innovations, coordination administration and management of business and providing effective leadership all told aspects of business.

#### **SCOPE OF WOMEN ENTREPRENEURSHIP**

The hidden entrepreneurial potential of women has gradually been changing with the growing sensitivity to the role and economic status in the society. Women are increasingly becoming conscious of their existence, their rights and their work situations. Today, women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents, abilities and creativity in business and a compelling desire of wanting to do something positive. Women today are radiating that unmistakable glow of leadership. The time has come for the nations to celebrate and salute the success of women.

It is high time that countries should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women. At the same time, it is up to women to break away from stereotyped mindsets.

#### **PUSH-PULL FACTORS AND WOMEN IN BUSINESS**

##### **Push Factors**

- Death of bread winner
- Sudden fall in family income
- Permanent inadequacy in income of the family

##### **Pull Factors**

- Women's desire to evaluate their talent
- To utilize their free time or education
- Need and perception of Women's Liberation, Equity, etc.
- To gain recognition, importance and social status
- To get economic independence.

#### **ROLES PLAYED BY GOVERNMENT AND OTHER INSTITUTIONS**

A.Below are the various institutions for supporting women's sustainable developments through financial support for establishing a new venture in the market.

- Federation of Indian Women Entrepreneurs (FIWE);
- Prime Minister's RozgarYojna (PMRY)
- Federation of Ladies Organization (FLO)
- District Industrial Centre (DIC)
- Small Industries Development Bank of India (SIDBI)
- MahilaVikasNidhi (MVN)
- MahilaUdhyamNidhi (MUN)
- Indira MahilaYojana (IMY)

**B. Micro-Enterprise Development**

- Classified under three major heads;
- Related to agricultural and allied agricultural activities
- Related to livestock management activities
- Related to household base operation.

**C. Self- Help Group (SHG)**

It is a small, economically homogenous and significant group of rural/urban poor, who voluntarily formed to save and mutually agreed to contribute to a common fund to begin with a home based business.

Groups meet regularly, initially for general awareness, once after selecting a specific project groups attend different training programs as per requirement. Initial contribution is made either by NGO's/funding agency/the government, they may even start with home based business, but each member is expected to contribute and participate. Even they help in marketing the products by arranging stalls in exhibition and fair.

SHG's directly help women to increase their income by providing loans for productive enterprise and there are other indirect ways in which SHG's help in increase income. The SGH's involved in self-employment activities which certainly contributes to group of entrepreneurship grassroots level.

**CHALLENGES FACING WOMEN IN BUSINESS**

Major challenges are faced by women especially in all kinds of Business. But as women, because of their gender, often have additional challenges and obstacles that their male peers are less likely to encounter. Working women who have children experience even more demands on time, energy and resources.

But this does not mean women are less successful than men, in fact, statistics show that women are starting businesses at more than twice the rate of male-majority-owned businesses. The growing success rate of women entrepreneurs shows that they are resourceful, and able to succeed, despite the odds.

#### HOW WOMEN CAN OVERCOME BUSINESS CHALLENGES

Women often have life skills and natural abilities that are useful in businesses. Women tend to be great net workers, have inherent skills for negotiating, and the ability to multi-task. Single mothers are often good at delegating and budgeting; skills that they rely on to manage their families. In order to get along with all entrepreneurial activities some suggestions are given to meet those challenges and to encourage women entrepreneurship are given below:

- Better time management
- Setup home based business
- Better education and adequate training programs on management skills
- Create a strong network to exhibit and market her products
- Effectively and efficient use of information technology to understand current trends of market
- Getting inspiration and advice by other women succeeding in business
- Provision of micro credit system and enterprise credit system by state finance cooperation and financial instructions
- Setup of Women Entrepreneur Guidance Cell to handle the various problem of women entrepreneurs
- Gender sensitization programmers to train financiers to treat women with dignity and respect.
- More government schemes to motivate women entrepreneurs to engage in business ventures.
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## CONCLUSION

Independence brought promise of equality of opportunities in all spare to the Indian women and laws guaranteeing for their equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefitted only a small section of women in that, it will not reaches the poorer section. Empowering women entrepreneurs is essential for achieving the goal of sustainable development and the bottlenecks hindering their growth must be eradicated to entitle full participation in business. Entrepreneurship among women is also added advantage in economic activities, which improves the wealth of nation as well as family, so women empowerment is very important Today women's are more willing to take up activities, challenges then men's, who also proved to be one among in the contribution for the growth of economy. Women Entrepreneurs must be properly molded and trained with entrepreneurial skills, knowledge, information about changing trends, challenges in market both globally and domestic and also to be competent enough.

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