



STUDIES ON WOMENS ENTREPRENEURS IN INDIA: EMERGING ISSUES AND CHALLENGES

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ABSTRACT

In this paper, the focus is on women who are no longer restricted to being homemakers, that condescending and rather patronizing 'vocation' thrust. It has become newsmakers too in pretty much every aspect of society be it art, education, politics or business.

KEY WORD: *art, education, politics or business, aspect of society.*

INTRODUCTION

Now a days, the impact of globalization and its subsequent riches become indulged. Woman entrepreneurs in India are being recognized and appreciated not just nationally but globally in the international sphere. [1-3]

Women have end up being the backbone of not just their ebay homes but the economy for every steps. It's often more of a great responsibility than an privilege, considering there is an onus on them to find the right balance between their family and their career.

A woman entrepreneur still ends up playing multiple roles home and away and is constantly faced with some customary pitfalls that she has no choice but to contend with. Here are a few of those, and how we feel they will tackle with them.

WEARING TOO MANY HATS:

Today is society's social stigma, and it starts at home. They often carry this work into workplace, and take on too much of work instead This makes them more engaged in their business, as opposed to on their business. So, it's better to get the best out of those working for you. Team building and tapping resources are key to running a successful business instead of being a single-woman show.

NOT BEING TAKEN SERIOUSLY:

Comparisons based on gender are unavoidable in the business space, and often when a woman starts a business, even family and friends may be "just keep yourself busy" as a hobby or a side project. There is no option but to buckle down and to prove them. Clichéd as it may sound; actions speak louder than words - so sure your work

PATRIARCHAL SOCIETY:

India still remains largely patriarchal And there is no escaping it. Women Entrepreneurs Entrepreneurship in business has long been a male bastion, and the idea of women going toe to toe will not sit well always. Do not get sucked in the fight Find your niches, set up a support system that works for you and let your work, rather than gender be the focal point.



SHORTAGE OF FINANCE:

Studies demonstrate that large part of women entrepreneurs had needed to depend on the degree of self - made back amid start - up period. Bank loans and grants have just been used as a part of a couple of cases

Women often do not own property or events, do not even have a bank account to their name. Male members of the family, meanwhile, do not want to invest in their capital in businesses run by women due to a lack of confidence in their ability to run successfully venture

Most of the women entrepreneurs end up failing Marketing and financial problems are such obstacles. It is the government's prerogative that they encourage more banks to seek out women entrepreneurs and fund their projects even if it means waiving off the necessity to have collateral assets

There are many other government schemes for women like STEP scheme which aims to impart skills that give employment to women and to provide competencies that help women to become an entrepreneur. Other steps that could be taken by the authorities include making women's entrepreneurs at a concessional rate, the setting of training centers as well as part-time training facilities for women entrepreneurs etc.

CONCLUSION

Women will be seen as small and weak Men everywhere will try to make them feel too, especially if they sense competition And men will try to use that one aspect that they feel power in this world, power itself, to have their way This is where women need to tap into their core strengths, patience, and perseverance and develop a no-nonsense attitude toward all biases.

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