



ISSN: 2249-894X
 IMPACT FACTOR : 5.7631 (UIF)
 UGC APPROVED JOURNAL NO. 48514
 VOLUME - 8 | ISSUE - 8 | MAY - 2019



"SOCIO-ECONOMIC CONSTRAINTS OF WOMEN ENTREPRENEURS IN INDIA"

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ABSTRACT:

Since independence development of women has been centrestage of development and planning. In the first four five year plans 'Welfare' oriented approach was adopted. In the Vth plan the approach was changed from 'welfare' to 'development'. The VIth plan adopted a multi-disciplinary approach with three pronged thrust on health, education and employment. The need for women entrepreneurs in the national development was felt and more emphasize was given to women empowerment since the VIIth five year plan.

KEYWORDS: *sexual desire ,
 Compact Disc (CDs).*

INTRODUCTION:

The Industrial Policy resolution adopted in 1991 highlighted the necessity to provide special training programmes to develop women entrepreneurship. In the VIIIth plan 'women empowerment' the one of the main objective. Xth plan concentrate on growth and social justice. In XIth and XIIth plan-inclusive growth, faster, sustainable and more inclusive growth are the objectives. Government of India have taken so many atterts to develop women entrepreneurs but still they have to encounter public criticism, family prejudices economic and social constraints in the process of establishing themselves as independent entrepreneurs.

OBJECTIVES OF THE STUDY :

1. To study the concept of women Entrepreneurship.
2. To find out socio-economic constraints of women entrepreneurs in India.
3. To suggest remedies for constraints faced by the women entrepreneurs.

RESEARCH METHODOLOGY :

An extensive literature review of secondary data resources undertaken is relevant to the stated objectives of the study.

The Concept of Entrepreneur :

The world 'entrepreneur' is derived from French word 'entreprenre' which means 'to do something.' Different scholars have defined the term 'entrepreneur' in different ways. According to Kamala Singh, a woman entrepreneur can be defined as "confident, innovative, and creative woman capable of achieving self-

economic independence, individually or, in collaboration, generates employment opportunities for others through initiating, establishing and running an enterprise by keeping pace with her personal, family and social life."

Woman entrepreneurs are defined as "The woman or group of woman who initiate, organize and operate a business enterprise."

Joseph Schumpeter, "A person one who introduces innovative changes is an integral part of economic growth."

Noah Webster, "Entrepreneur is one who assumes the risk and management of business."

Robert Hisrich, "Entrepreneur is in the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological and social risks and receiving the results -

rewards of monetary and personal satisfaction.."

Thus various scholars have defined the term 'entrepreneur' in different ways,

The Concept of Women Entrepreneur :

National Level Standing Committee on Women Entrepreneurs "Women enterprise can be defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of capital and employing at least 51% women."

Types of Women Entrepreneurs :

According to V.G.Patel, Ex-Director of Entrepreneurship Development Institute of India, Ahmadabad. There are three types, of women entrepreneurs.

- 1. Chance Entrepreneurs :** Start business without any preparation, clear goals or plans. They happen to grab the opportunities which they come across.
- 2. Forced Entrepreneurs :** Start business due to some mishaps in their families like death of father or husband, divorce etc.
- 3. Created Entrepreneurs :** These entrepreneurs are properly identified, motivated, encouraged and developed through Entrepreneurship Development Programmes, as a part to develop women as competent entrepreneurs.

Social Constraints of Women Entrepreneurs :

Women suffer the most in our country. The basic problem of a woman entrepreneurs stems from the fact that she is a female. Women is first seen as a women and then as an entrepreneur.

- 1. Negative attitudes :** Men have negative attitudes towards female therefore gender discrimination is prevailing. Due to family responsibilities women entrepreneurs have less time compared to males; they have to look after both their family and business.
- 2. Attitude of inequality :** Women entrepreneurs have to face not only resistance and reservation from men but also from elder women who are imprisoned in the attitude of inequality.
- 3. Less mobility :** Due to family responsibility women entrepreneurs have less mobility.
- 4. Prejudice against women :** Serious barrier to women entrepreneurs is the persistence of the belief held by both men and women that entrepreneurship is a male domain.
- 5. Other :** There is a general feeling that women may not have risk bearing capacity, self confidence and they may have the fear of social security to travel and involve in business dealing during night and odd hours. Women entrepreneurs face the problems of public relations.

Economic Constraints of Women Entrepreneurs :

Finance is essential to start as well as to run business enterprise. Most of the women entrepreneurs are facing financial problems at the time of starting as well as during operations of their business enterprise. Following are the important economic constraints faced by the women entrepreneurs.

- 1. Financial Problem :** Generally women lack the title of the property in her name, so the bank find it to difficult to grant loans in the absence of any security.
- 2. Lengthy Procedure of Loan :** The procedure of granting the loan is very cumbersome and lengthy.
- 3. Negative Approach of Banks :** Institutions and commercial banks do not come forward to lend loan to women members who are basically housewives with less exposure to business and risk.
- 4. Problem of marketing :** For marketing they products, women entrepreneurs have to face heavy competition in the market. They have to depend on middlemen because of their lack of mobility and contact.
- 5. Shortage of fixed capital :** The shortage of fixed capital is the vital constraint of women entrepreneurs. They need huge amount in the form of fixed capital to float an enterprise by investing in fixed assets and they have entirely depend upon their family members not only for fixed capital but also for seed money to get loan from banks.

6. Non-Availability of raw material : They do not get required raw material easily. Due to high cost and ups and downs in the rate of raw material it directly affects the price of the finished product and the profit margin of the entrepreneurs.

7. Low level of Education and Less Professional Knowledge : Some of the women entrepreneurs are not well-equipped in terms of advanced higher education and professional knowledge in comparison to their male counterparts. So they unaware of the latest technological development and changing market conditions.

Contribution of Government, other agencies and programmes To The Development of Women Entrepreneurs :

1) National Standing Committee on women Entrepreneurs, 2) Small Industries Development Organisations, 3) National Institute for Entrepreneurship and small Business Development, 4) District Industries centre, 5) Entrepreneurship Development Institute, 6) National Alliance of Young Entrepreneurs, 7) National Institute of small Industries Extension Training (Hyderabad), 8) Rashtriya Mahila Kosh, 9) Swa-Shakti Project, 10) Support to training and employment programme for women, 11) Swavlamban, 12) Mahila Udyog Nidhi of small Industries Development Bank.

Remedies :

The following measures may be adopted to solve the problems faced by women entrepreneurs.

1) Supply of raw material, 2) Financial assistance, 3) Efforts on education level, 4) Efforts on professional training, 5) To provide guidance for marketing, 6) Efforts on social attitude, 7) Bank procedure of loans should be simplify, 8) Major role of NGO's for spread out information among women about government policies and programmes regarding women entrepreneurs, 9) Women friendly policies by the Government.

Here I suggest some new areas for women Entrepreneurs - 1) Now a days protection of environment against plastic is an emerging problem so manufacturing prepare paper cups, paper bags and paper cover is good job. 2) For interior decoration making terracotta dolls is good business, 3) Producing PVC pipes and ancillary materials, 4) Making instant food product like idaly mix, Uttappa mix, Dosa mix etc., 5) Preserving dry fish is also challenging task, 6) Establishment of Health Club, Health guidance and treatment of beautification, 7) Demand for readymade garments is picking up so women entrepreneurs have entered in this area also.

CONCLUSIONS :

Women have the potential and will to establish and manage enterprises of their own. What they need is encouragement and support from the family, Government and the society. There are some socio-economic constraints faced by women entrepreneurs but with the help of education proper training and management skills she over come on it.

In the words of Pandit Nehru, "When women moves forward, the family moves, the village moves and the nation moves."

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