

A Conceptual Study on Women Entrepreneurs Challenges and Opportunities

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ABSTRACT

Women enterprise is where women maintained a little or medium business with various variables of creation, hold chances and give work to other people. A business person is "an individual who embraces a wealth making and worth including process, through creating thoughts, collecting resources and making things occurs". Females experience various difficulties and hindrances when contrasted with male; thus explicit gender based innovative research could aid the advancement and improvement of female business enterprise (FE). The main aim of the study is to highlight the tasks and opportunities tackled by the women entrepreneurs. Ladies have become mindful of their realism their privileges and their work condition. Nonetheless, ladies of white collar class are not very anxious to modify their job in fear of social kickback. The advancement is progressively noticeable among high class society families in urban groups.

KEYWORDS; Innovative Research, Work Experience, Hindrances

1. INTRODUCTION

Business enterprise is essentially connected to financial advancement of any economy by quickening development and flourishing. Over the most recent couple of decades lady as business person are raising both in created and creating economies. India has extraordinary innovative potential. At present, ladies contribution in financial exercises is set apart by a little work support level, exorbitant fixation in the sloppy segment and work in fewer gifted employments. Presently numerous have started to understand that for accomplishing the objective of monetary improvement, it is important to advance enterprise both subjectively and quantitatively in the nation. Just dynamic and excited business people completely investigate the possibilities of the nation's accessible assets – work, innovation and capital.

2. OBJECTIVES

- To identify the level of female participation as an entrepreneurs.
- To examine the challenges and opportunities handled by female entrepreneurs.

3. METHODOLOGY

The investigation is experimental in nature and endeavors to decode the wonders of ladies enterprise in Indian setting. Secondary information has been added to compose this paper. Secondary information gathered from National and International Journals, circulated reports from RBI, NABARD, Surveys, papers, production from different places which concentrated on different parts of Women Entrepreneurship.

4. WOMEN ENTREPRENEUR'S

Women entrepreneur has been perceived as a huge wellspring of monetary procedure. Women entrepreneur people produce new openings for themselves as well as other people and all in all offer society with all entirely unexpected answers for the executives, association and business issues. Women entrepreneurs is increasingly basic in more youthful age bunches in contrast with more seasoned age gatherings. Women entrepreneur's visionaries have different instructive foundation. Dominant part of the ladies business visionaries have a place with lower and center salary gathering and have administration arranged endeavors. Women enterprise is presently advancing from pickles, papads and powders and getting noticeable in grounds like designing.

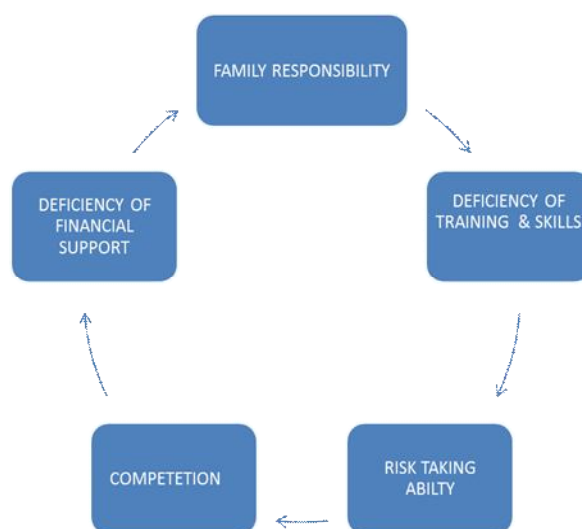
ROLE AND RESPONSIBILITY OF A WOMEN

A woman has to play various role in her day today life. She has to satisfy her socio as well as economic responsibility. A woman has to perform the role of a mother, spouse, daughter, public member as well as good business women. Women not only take care of her social responsibility but she has proved that they are also capable of handling the economic responsibilities by emerging as a good entrepreneurs. Women economic exercises contribute legitimately to development and strength in overseeing casual business issues and destitution decrease is one of the fundamental issues for policy creators.

5. REVIEW OF LITERATURE

- There ought to be a ceaseless endeavor to move, energize, rouse and co-operate ladies business visionaries. (**Dr.N. Thyagaraju SEPTEMBER 2017**).
- Women business visionaries not just need inspiration as monetary help, government assents, they may require support from relatives and life accomplices.(Dr.Radha ISSN 2230-2667).
- It is stated that there is need of ceaseless endeavor to move, support, persuade and co-work with ladies business visionaries, mindfulness projects must be directed on a majority scale with the goal of making mindfulness between ladies about the diverse territories to lead industry. (Vijay Kumar 2013).

CHALLENGES FACED BY WOMEN ENTREPRENERUS

**FIG 1****6. TASKS FACED BY WOMEN ENTREPRENEURS**

- **FAMILY RESPONSIBILITY**

Women entrepreneurs must satisfy the family and its members to come out of its social world. A women entrepreneur has to fulfill all the family responsibilities. She must satisfy the various roles like mother, wife, daughter etc. Thus, it is the basic responsibility of every women entrepreneurs to satisfy her responsibility.

- **FINANCIAL SUPPORT**

Insufficient beginning capital is one of the principle issues for the womens business visionaries. For the most part, ladies start up their business with constrained capital gathered from family reserve funds and the family members and different sources. For bank credits ladies need to put security with the exception of those advances originating from MFIs. Shockingly, they need more fixed cash-flow to put as security or an underwriter to get a little credit from the bank. Thus, government needs to go out on a limb of appropriating insurance free bank credit to the SME business visionaries especially for ladies business people.

- **RISK BEARING**

One pre-imperatives of innovative achievement is hazard taking. It is regularly accept that ladies being women's activist sex have okay taking capacity. They are being stifled by the ensured condition and are not enabled more often than not to go for broke regardless of whether she is willing or she can hold up under.

- **TRAINING AND SKILLS**

Huge number of ladies is no appropriate and adequate specialized and expert preparing to set-up another endeavor. All ladies business people are given a similar preparing through EDPs. Second-age ladies business people needn't bother with so much preparing as they as of now have the past introduction to business.

- **HEAVY COMPETITION**

Women business people need to confront an overwhelming challenge in the general public generally with the male entrepreneurs who are well versed in the field of business activity. women entrepreneurs have to prove themselves and should be ready to face any problems or challenges prevailing in the business field.

7. OPPORTUNITIES BY GOVERNMENT

Government has introduced various training schemes to improve the ability of the women entrepreneurs. Such training programs are very helpful for the women entrepreneurs to startup new ventures in small or medium scale.

- Support for Training and Employment Programme of Women (STEP).
- Development of Women and Children in Rural Areas (DWCRA).
- Small Industry Service Institutes (SISIs)
- State Financial Corporations
- National Small Industries Corporation
- District Industrial Centres (DICs)

8. CONCLUSION

Significance of ladies business enterprise expands in view of their commitment in work and income creation. Ladies business people constrained to small and little ventures as well as they are propelling enormous and medium scale endeavors. The legislature should assume a facilitator job and improve openness of money by empowering more banks and other budgetary foundations. Government ought to make legitimate and required foundation for ladies business enterprise action and furthermore Government should execute compensate plans and motivating forces plans for the fruitful Women business people.

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