

WOMEN ENTREPRENEURS BREAKING THE MOULD- GRUELLING CHALLENGES AND BREWING SUCCESS

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Abstract - "When women move forward, the family moves, the village moves and then ultimately the Nation moves forward" said Pandit Jawaharlal Nehru during his regime.

Entrepreneurship is considered the keynote areas for the development of women these days. This adds a lot to the power of human resource to the country at large. The concept of entrepreneurial development for women is an age old topic but has received much importance over decades. Past few years woman have been making notable achievements through their entrepreneurship skills. Like every coin that has two sides, entrepreneurship like every other concept has two sides of both equal opportunities and challenges to cope up with. We tend to perceive that economic development of the today's women is crucial for economic development of any country particularly in India. Women entrepreneurs are observed to experience various economic and social problems due to culture and tradition being believed by the society. However, the contribution of woman entrepreneurs has become essentially important to the growth of the motherland. The present paper is penned down to take a quick glimpse at the opportunities and challenges connected with entrepreneurship that the women of our country face at present. There are several motivational and de-motivational factors that are studied with regard to women entrepreneurship in the Indian context also suggesting on how to eliminate the risk of facing existing hurdles.

Keywords - Women Entrepreneurship, Challenges.

I. INTRODUCTION

A calm unrest is taking structure among women. Not at all like the one which started in 1970s which saw women leave their home and enter the workforce by the thousand. Dislike ages previously, women incline toward working at home not as homemakers but rather as an occupation making business people. It is as yet a general faith in a few societies that the part of women is to make and keep up the unattractive issues like errand of cooking and raising kids. Since the turn of the century, the status of women in India has been changing because of development in industrialization, globalization. Business entrepreneurship has been a male-commanded certainty since the early age, yet now time has changed the circumstance and has brought women as the present most rousing and fruitful business people. The part of women business visionary in financial improvement is unavoidable. Presently a-days women enter in chosen callings as well as in callings like exchange, industry and building. Women are additionally eager to take up business and add to the Nation's development. There part is likewise being perceived and steps are being taken to advance women business entrepreneurship. Women business must be shaped legitimately with entrepreneurial attributes and aptitudes to meet the adjustments in patterns, challenges worldwide markets and furthermore be sufficiently able to manage and make progress toward greatness in the entrepreneurial field.

II. OBJECTIVES OF THE PAPER

1. To study the demanding challenges that are met by the Indian Shepreneurs

2. To understand until what extent the country and the women are benefitted having each other in their respective places.
3. To present the realistic situation and reliable suggestions to overcome the complexities.

III. PASSION THAT MAKES WOMEN INTO AN ENTREPRENEUR

Hina Shah is a home maker, a traditional artist, a business person, a painter, an academician and the executive of ICECD. In a man's reality, she has made a specialty for herself with way breaking imaginative thoughts. She started her profession in 1976 in the plastic bundling industry and with a conviction that monetary strengthening is the device for general strengthening of women, she steered an improvement procedure in 1980 that seen women as a functioning member in monetary improvement. In 1986, she changed her vision into an activity "Global Centre for Entrepreneurship and Profession Development (ICECD)" which today is perceived as "Place for perfection" by United Nations. She has in this way encouraged a large number of denied women to turn into business people. Hina Shah began her first program, named Entrepreneurship Development Program for women with 25 women from Gujarat, out of which 16 women set up non-customary organizations. Shah became instrumental in starting and systematizing Women Economic Strengthening methodology in different nations. Her endeavours have made a united abundance of Rs. 195 crores in India and Rs. 620 crores in different nations till date. Her main goal has dependably been to make effective what are more, tenacious women business people,

who will develop as employment makers and not work searchers. Mrs. Hina Shah Bhuptani's vision is to divert women from work searchers to work supplier.. Concentrating on engaging the women of today, the battle tries to draw out the shrouded achievers while helping the womenfolk lead a confident way of life. The crusade tries to motivate numerous more women, to approach to begin envisioning and begin accomplishing. Hina Shah's determined endeavours to change the substance of the denied, subordinate women of rural India made an imperative effect. These are the women who barely included themselves in pay age and dependably gave up. Their status enhanced as they started their little organizations, earned, began spending benefits on enhancing their lives; wellbeing and different fundamentals, and began sending their kids to class. Their confidence and certainty bloomed. They have investment funds in put, and are certain, more advantageous, better sustained and housed, better educated and regarded in the network. There has been an irreversible change in the part of women in the profoundly in reverse zones.

IV. ENTREPRENEURSHIP

Entrepreneurship is to a substantial degree an attitude, continually endeavouring to do new things in an inventive and better way. The significance of entrepreneurship is got from the French seventeenth-century term for somebody who "attempts" and all the more particularly somebody who embraces a particular venture or action. In the nineteenth century, the French financial specialist Jean Baptiste Say refined the importance of business to people who make an incentive by moving assets from bring down to higher-esteemed exercises. The higher esteem exercises can be exercises that bring an incentive to the two people and society.

In Schumpeter's view, business people are pioneers who drive the "innovative demolition" process, changing or altering the example of generation. In numerous regards, supportable organizations are fundamentally changing, if not upsetting, the examples of generation and administration conveyance, changing business homes in ways that advantage the earth and society.

V. ENTREPRENEURIAL STATUS AND DEVELOPMENT OF COUNTRY:

Entrepreneurship is fundamental for work creation, monetary development and critical thinking. It additionally mirrors a general public's ability for intensity, hazard taking and innovativeness. All the more particularly, as indicated by the Global Entrepreneurship Development Institute (GEDI), there is a solid positive relationship between entrepreneurship, financial development and advancement.

The GEDI has of late discharged its 2018 Global Entrepreneurship Index, a positioning of 137 nations. Nations are positioned on 14 criteria: Opportunity discernment (regardless of whether the populace can recognize chances to begin a entrepreneurship); start-up abilities; hazard acknowledgment; systems; social help; opportunity start-up (whether entrepreneurship people are inspired by circumstance as opposed to need); innovation assimilation; human capital; rivalry; item advancement; process development; high development (entrepreneurship expectation to develop); internationalization and hazard capital accessibility.

VI. STATUS OF WOMEN

The Empowerment of Women is considered as a functioning procedure empowering women to understand their full character and power in all circles of life. The overall advancement of women has been one of the points of convergence of arranging process in India. The First Five-Year Plan (1951-56) imagined various welfare measures for women. Foundation of the Central Social Welfare Board, association of Mahila Mandals and the Community Development Programs were a couple of ventures toward this path. In the second Five-Year Plan (1956-61), the strengthening of women was firmly connected with the general approach of serious farming advancement programs. The Third and Fourth Five-Year Plans (1961-66 and 1969-74) upheld female training as a noteworthy welfare measure. The Fifth Five-Year Plan (1974-79) underlined preparing of women, who needed salary and insurance. This arrangement agreed with International Women's Decade and the accommodation of Report of the Committee on the Status of Women in India. In 1976, Women's welfare and Development Bureau was set up under the Ministry of Social Welfare. The Sixth Five-Year Plan (1980-85) saw an unequivocal move from welfare to improvement. It perceived women's absence of access to assets as a basic factor looming their development. The Seventh Five-Year Plan (1985-90) accentuated the requirement for sex equity and strengthening

The government of Andhra Pradesh is focused on social and monetary strengthening of women. It has embraced miniaturized scale credit as an apparatus to accomplish the same and had taken the SHG-Bank Linkage program as a mass development since 1998-99 onwards in the State to accomplish the objective.

Different preparing and limit building programs have been led on generation, pressing, promoting, smaller scale credit and usage of advances and so forth., to women SHGs (Self-Help gatherings). Notwithstanding the above consistent expertise advancement preparing programs are being sorted out for giving worth expansion to SHG items, to create

aptitudes among women on showcasing, bundling, and so on.

VII. CHALLENGES FACED BY WOMEN ENTREPRENEURS

Entrepreneurship isn't a stroll in the recreation centre for anybody and it can be considerably all the more difficult in the event that you are of the "female influence". Indeed, even with the greater part of the headways that women have made in the business world, there is as yet far to go before the achievement rate is level amongst male and female business people. The following are a portion of the difficulties that female business visionaries need to defeat by and large all together for women owned organizations to be more effective at large.

- i) **Not Being Taken Seriously:** Within the business world, women's suppositions and counsel are not generally seen as "master" contrasted with a man's sentiment. What's more, when a female begins a business, some of the time family, companions, and others in the business network can see it as a side interest or a side task to family obligations, instead of a genuine business.
- ii) **Giving Fear A chance to obstruct:** By and large, women can be less prone to take risk and can let their own fears, (for example, the dread of disappointment, dread of progress, dread of being alone and so on.) hinder "making it work" and seeking after the way of business entrepreneurship.
- iii) **Wearing Too Many Hats:** In their personal lives, women have the tendency to be everything to everybody and wear such various caps that juggling everything turn out to be extremely troublesome. Along these lines, when women include "business person" and "entrepreneur" into the mix, this tendency is additionally enlarged.
- iv) **Promoting issues:** Women business people frequently rely on the agents for showcasing their items who take substantial lump of benefit. The middlemen misuse the women business people. Women business visionaries additionally think that it's hard to catch the market and make their items mainstream. A considerable measure of cash is required for notice in nowadays of hardened rivalry from male business visionaries. Women business people likewise need vitality in such issues.
- v) **Family Conflicts:** One of the primary obligations of women in India is to care for the youngsters and other relatives. A next to no time and vitality is left for business exercises. A marital women business visionary needs to make an ideal harmony between residential exercises and business exercises. The women business person can't prevail without the help and

endorsement of spouse. Their achievement in such manner additionally relies on supporting spouse and family. Subsequently, word related back grounds of families and instruction level of spouses impact the development of women business entrepreneurship. Women likewise confront the contention of performing of home part as they are not accessible to invest enough energy with their families.

- vi) **Man centric Society:** One of the most serious issues women business people confront is the social state of mind in which she needs to live and work. They are discrimination against women in India in spite of established equity. Women don't get equivalent treatment in male-commanded Indian culture and male self-image places hindrances in their advance. Business entrepreneurship has been generally observed a male safeguard and thought of women taking up entrepreneurial exercises considered as a far off dream.

VIII. SUGGESTIONS TO OVERCOME PROBLEMS FACED

Women business people confront a wide range of "hindrances," all through their vocations and offered the accompanying proposals:

- i) **Finance cells:** A large number of various fund cells might be available to give simple fund to women business people. These unique cells ought to give fund to women business people at low and concessional rates of interest and on simple reimbursement offices.
- ii) **Advertising Co-agents:** Marketing co-agents ought to be set up to urge and help to women business visionaries. Government should offer preference to women business visionaries while obtaining their necessities.. This will help in eliminating the middlemen.
- iii) **Training facilities:** Training and developments programmers play extremely essential part for the improvement of business entrepreneurship. Unique preparing plans ought to be designed to the point that women can get full favourable circumstances.
- iv) **Team Building:** Many female business people attempt to deal with each part of the business alone, according to Weismann, and that is a formula for disappointment. It's very important that female business visionaries encircle themselves with colleagues that have diverse qualities and ability that can help maintain a fruitful business. Men in the business world have

a tendency to understand that, though women are accustomed to multitasking.

CONCLUSION

Entrepreneurship is presently the most examined and encouraged concept everywhere throughout the world to overcome economic challenges. Women being the vital gender of the overall population have incredible limit and potential to be the contributor in the general financial improvement of any country. In this manner, projects and approaches should be modified to not simply empower business and additionally execute

Techniques which can help support entrepreneurial culture among youth. Media has the potential to play the most essential part in entrepreneurial advancement by making and featuring every single such stage which can draw out the imagination and development among the women and men to develop business entrepreneurship culture in the public eye.

Developing countries are certainly in critical need to empower women entrepreneurship as women workforce is immediately accessible to exploit the unexplored measurements of business ventures.

Freedom acquired guarantee of correspondence of chance all circle to the sphere to the Indian women and laws ensuring for their equivalent rights of participation in political process and equivalent opportunities and rights in education and business were enacted.

Yet, shockingly, the legislature supported advancement exercises have profited just a little area of women. The large majority of them are as yet unaffected by change and advancement exercises have profited just a little area of women i.e. the urban

middle class women. Women will take up business and add to the country's development. Their part is being perceived and steps are taken to advance women entrepreneurship.

Resurgence of business is the need of the hour. Women business people must be shaped properly with entrepreneurial attributes and aptitudes to meet changing patterns and testing worldwide markets.

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