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## A study on challenges faced by women entrepreneurs in India

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### ABSTRACT

*India's economy is one of the world's fastest-growing. The number of start-up launched has been steadily increasing over the last decade. The vast majority of these have been started by men. The good news is that women have showed a strong interest in entrepreneurship and starting new businesses. The issue is that women's success rates are considerably lower than men's due to a variety of cultural factors like fear, lack of motivation, as well as a lack of commercial resources such as development and training. Women in general are for the most part seen as domestic producers with small to do with economy or commerce. The theme of ladies in business has been largely neglected both in society in general and within the social sciences. For occurrence, in spite of the fact that ladies have made gigantic strides in instruction in later years, such as outperforming men within the number of degrees allowed, they are still underrepresented in areas like building and computer science, which are the establishments for so much entrepreneurial action. Additionally, while women have held increasingly parts in organizations, they've been less spoken to within the sorts of positions that "involve senior-level key arranging and need setting." This paper has been made to ascertain the challenges faced by women entrepreneurs in the process of setting up and managing the business in a business environment. We have used secondary data to do this research paper.*

**Keywords:** Associations, Challenges, Initiatives taken by The Government, Women Entrepreneurship

### 1. INTRODUCTION

Women are half of the world's population. But they have played a very limited role in the field of business, trade, industry and entrepreneurship. In a male dominated society women are the victims of social prejudices and discrimination. Women are seen as weak, passive and dependent on others. They are not exposed to risks which adversely affect their self-confidence, innovativeness, and risk-taking ability. But the role of women in entrepreneurship in India has been increasing over the years. Women entrepreneurship is the process where women organise all the factors of production and undertake risks and provide employment to others. A woman entrepreneur must exercise all activities related to the creation of a business. It included Idea generation, screening, and determination of objectives, project preparation and project analysis. The woman or a group of women initiate organise and operate a business unit is known as women entrepreneurship. Hence, women entrepreneurship is an economic activity of those women who think of an entrepreneurial unit, initiate it, organise and combine the factors of production run the enterprise and undertake risks and handle economic uncertainty involved in the operations of a business unit. Women entrepreneurship has been recognised as significant source of economic development. Women entrepreneurs create new jobs for themselves and for others and also provide society with various solutions to management, organizational and business problems. Female entrepreneurship can make a particularly important contribution to the economic well-being of families and communities, to poverty reduction and to the empowerment of women.

### 2. METHODOLOGY OF STUDY

The study focuses on study of Secondary data collected from different Journals, research paper publications from different websites which focused on Women Entrepreneurship.

### 3. CHALLENGES FACED BY WOMEN ENTREPRENEURS

The economy suffers in a culture like ours when women are unable to reach their full potential. According to a recent survey, advancing women's equality in India can boost GDP by \$0.7 trillion, or 16 percent, by 2025. Many women who are brave enough

to embark on the path of entrepreneurship are often motivated by role models such as Bill Gates and Elon Musk, or are introduced to the world of business by male acquaintances. The government has also played an important role by introducing numerous programmes that encourage women to start businesses.

While more precise data isn't available, according to the most recent figures from approximately 2014, the percentage of businesses with female proprietors was 10.7%. Since then, the number has risen, but not at the rate that it should have. The stats today may appear exciting on paper, but there are a number of difficulties that women confront when it comes to female entrepreneurship. Here are a few examples:

### **3.1 Raising capital**

To have a thought is incredible, but getting to subsidizing to execute is likely the greatest challenge you'll confront. Particularly, as a lady business person, it is troublesome to pitch in your thought and not get addressed in a way a man would never be. Usually one of the greatest challenges that women entrepreneurs confront is that they handle more dismissal than men. In some cases they may be judged for the way they see, or for the way they dress. The key is to accept in your thought and make it difficult for the other individual to say NO.

### **3.2 Male domination**

As much as we abhor acknowledging this truth, the corporate world is still considered to be a male-dominated industry. Subsequently, women have a difficult time and in some cases are not taken truly. A few individuals wouldn't need to acknowledge a lady as their pioneer basically since of male vain issues that proceed to breed in our society. It makes it indeed harder for ladies to pick up the regard which they merit.

### **3.3 Balancing work and family**

This point once more focuses straightforwardly to our off-base societal and social convictions. A lady does not come with the tag of a family runner. Our society frequently tends to create a lady feel blameworthy for investing more time at work. But in case a man is in a comparative circumstance, he would be praised for working so difficult to supply for this family. Usually, women confront the challenge of their development being restricted as they have to be surge back domestic. The corporate world indeed offers more adaptability to ladies but there's no denying that they won't be picked for major ventures since of the picture that they ought to be domestic.

### **3.4 Lack of support**

Need of tutors and advisors are another major difficulty for a lady business visionary. Concurring to a study, 48% of female business visionaries said that the need of coaches and advisors control their proficient development. In a world where high-level trade is overwhelmed by men, it gets to be troublesome for ladies to exceed expectations in their calling without somebody appearing them the proper way.

### **3.5 Lack of business support**

Agreeing to an study, ladies were not a portion of trade systems which would offer assistance them construct a arrange to develop their commerce, discover clients, accomplices, providers, construct associations, and more which come exceptionally normally to male business visionaries but ladies don't have a place to these systems.

### **3.6 Building market access**

This is often the challenge of each business person, more so ladies entrepreneurs as their networks are as a rule littler and thus they don't have much get to the showcase when they start. It is watched that the bigger agreement when it comes to challenges that lady business visionary faces in Indian cities is that they stem from socio-cultural notions that define what a woman's part is within the Indian society. Whereas those ideas have to be alter and are certainly changing centre moreover ought to alter on making strides the ease of doing trade for ladies business people be it getting credits more effortlessly or making a difference in way better organizing opening.

### **3.7 Being accepted as a leader**

The challenges confronted by ladies business visionaries who accept administration parts can be gigantic. Business enterprise is still a to a great extent male-dominated field. As a result, individuals are regularly unwilling to memorize from or take orders from ladies. Earning respect hence demonstrates to be a tough errand for ladies entrepreneurs

## **4. INITIATIVES TAKEN BY THE GOVERNMENT**

Government of India has come up to support and encourage women on financial grounds. Several schemes for women entrepreneurs are launched in this direction. Here are some of the schemes:

### **4.1 Mudra Yojana Scheme**

It is a Government of India activity that aims to move forward the status of ladies within the nation by giving trade credits and supporting them so that they can be fiscally free and self-reliant. After endorsement of the advance, they will be given Mudra cards that work like credit cards with the withdrawal constrain being 10% of the credit. This plot has a few diverse sorts of plans as per trade type, level of extension, and credit point. The credit constrain under this scheme by the government is Rs. 10 Lakhs.

### **4.2 Annapurna scheme**

This credit is given to ladies within the nourishment catering industry, still building up their small scale businesses. The advance permits these ladies business people to avail it as capital necessities like buying hardware and utensils, setting up trucks, etc. Beneath

this scheme, ladies can offer stuffed nourishment things and snacks which is one of the foremost common businesses that ladies business visionaries scope out and exceed expectations in since it is something that housewives have been overseeing all their lives and are accustomed to. This boosts their deals since they have a chance at way better capital and modern items to kick-start their commerce than they seem otherwise bear. The advance constrain is Rs. 50,000 beneath the scheme.

#### **4.3 Bharatiya Mahila Bank Business Loan**

This banking conspire underpins ladies and their businesses on an expansive scale, that's why it was made to begin with. Ladies have wandered into diverse areas of trade and are continually pining for success. This bank has the vision to supply financial strengthening to ladies. The credit restrain through this source is Rs.20 Crores.

#### **4.4 Orient Mahila Vikas Yojana Scheme**

This scheme is for ladies who hold 51% share capital independently or collectively as an exclusive concern. It could be a very great opportunity for these partners to assist grow their trade and include to the improvement of their field. This scheme does not require collateral security whereas too giving a concession at the interest rate of up to 2%. The period of reimbursement is adaptable up to 7 years and the credit constrain is Rs. 25 Lakhs.

#### **4.5 Dena Shakti Scheme**

This scheme is additionally for ladies entrepreneurs but limited only to those within the areas of horticulture, retail, fabricating, are little endeavours or micro-credit organizations. As per RBI limits, the most extreme ceiling limits to ladies recipients are too given according to the segment they are expanding or arranging to open a commerce within. The advance constrain is Rs.20 Lakhs.

#### **4.6 Udyogini Scheme**

Punjab and Sind Bank started promoting this scheme and many other banks including Karnataka state women's development corporation offer this loan today. Loans of up to ₹1 lakh are sanctioned; given the women availing the loan is aged between 18 and 45. The family's yearly income of women should be ₹45,000. No income limit exists for widowed, destitute or disabled women. A subsidiary of 30% of the loan for ₹10000, whichever is lower, is provided for widowed, destitute or disabled women and women belonging to SC/ST category. A subsidy of 20% of the loan or ₹7500, whichever is lower, is provided for women belonging to general category.

#### **4.7 TREAD Scheme**

The Trade Related Entrepreneurship Development Assistance Scheme (TREAD) was launched by the Government of India with the main aim of promoting women entrepreneurs. Up to 30% of the total value of the project (as appraised by the bank) is provided as financial assistance by the government under the scheme. The remaining 70% will be provided by the bank.

The main objective of the scheme is to provide poor women with sustainable employment by developing their technical skills and entrepreneurial capabilities via various support services. Apart from training and counselling, delivery credit is a major problem that is faced by poor women.

### **5. ASSOCIATIONS PROMOTING WOMEN ENTREPRENEURS**

#### **5.1 Self – Help Groups (SHG'S)**

It is an association of a small group of independent rural or urban entrepreneurs who join together to take care of group welfare & everyone will voluntarily contribute little amount. To start SHG requires ₹ 1 Lakh – 10 Lakh.

SHG is a small, economically homogeneous group which is voluntary in nature, to share the facilities equally between members. All member of SHG have to be active, attend all meetings and discuss the programmer and problems. The funds will be provided by members as well as supporting institutions such as NGOs, government and funding agencies.

#### **5.2 FIWE – Federation of Indian Women Entrepreneur**

This was founded in 1993. They help provide networking facilities for women entrepreneurs in the country and abroad to grow their businesses. It helps to provide facilities in the field of marketing, quality control, export management, standardization, etc.

It provides facilities to expand the business of members of member associations. It helps in providing facilities for members to participate in national & international conference, fairs, exhibitions etc.

#### **5.3 WTI – Women's India Trust**

It is established in 1968. It is used to market the products of WTI members from door to door under Kamila Trust. Then it opened the shop in London named KASHI and also extended in Europe, Germany etc. WIT has also started educational programme in nursing and kinder garden training has planned to launch computer training.

#### **5.4 SIDBI – Small Industry Development Bank of India**

SIDBI was established at national level to provide facilities to small scale Industries. It has established 2 schemes.

- a) Mahila Udyam Nidhi – equity to women entrepreneur.
- b) Mahila Vikas Nidhi – development assistance for pursuit of income generating activities to women.

#### **5.5 SIDO – Small Industries Development Organisation**

It has introduced process / product oriented EDP's in area like TV repairing, printed circuit boards, leather goods etc.

A special prize to repairing – “outstanding women entrepreneur” is awarded. A women cell is also functioning to provide co-ordination and assistance for setting up training cum income generating activities for needy women.

#### **5.6 CWEI – Consortium of Women Entrepreneurs of India**

It is a voluntary organization, consisting of NGO's, SHG's Voluntary Organizations and individual business units. This is formed in 2001.

It provides technology recycling facilities for women entrepreneurs and other structures in the areas of marketing, finance, human resources and manufacturing. It provides man power training. It plays role between India and international entrepreneur's agencies.

#### **5.7 NABARD – National Bank for Agriculture and Rural Development**

It is established on the lines of RBI. It is used to provide various types of agricultural credit to agriculturalist of the country and to rural women entrepreneurs. SHG's, MAHIMA, ARWIND are linked it is an apex bank like RBI which provides refinance facility.

### **6. CONCLUSION**

Women entrepreneurship plays a major role in contributing to the growth of a society these days. Women have the capacity and potential to contribute to the economic development of a nation. Women these days are striding into almost every industry and sector by their entrepreneurial abilities. Women entrepreneurs of India these days are emerging in academic sector and business and management. The issue is that women's success rates are considerably lower than men's are due to a variety of cultural factors like fear, lack of motivation, as well as a lack of commercial resources such as development and training. There are numerous challenges faced by women in the course of their entrepreneurial career and hence the government has framed and implemented various supportive measures and associations for women. Women entrepreneurship in India is very low. Therefore there has to be platforms which would help women bring out the creativity and innovative ideas present in them. There have to be programs arranged for skill development of women and programs which would encourage women to take entrepreneurship. Women entrepreneurship is a diverse and complex domain which requires extensive and intensive research endeavours.

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