

WOMEN'S ENTREPRENEURS IN INDIA: CHALLENGES AND OBSTACLES

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Abstract:

Female entrepreneurs in India are facing many challenges, from lack of access to finance, to discrimination and harassment from colleagues and clients. In this study, we explore the various challenges that female entrepreneurs face in India, and how best to support them. There is a growing trend of women entrepreneurs in India, but they face many challenges. In this study, we explore some of the challenges these women entrepreneurs face and how they can overcome them. Women entrepreneurs in India face numerous challenges, including a lack of access to capital and mentorship, discrimination, and a lack of support from the government. To overcome these challenges, these women need access to capital, mentorship, and business resources. They also need to be able to identify and take risks, deal with rejection, and stay motivated throughout the often difficult journey. Overall, the challenges faced by women entrepreneurs in India are significant, but they can be overcome with the help of supportive institutions and individuals.

Keywords: - women, entrepreneurs, challenges, opportunities, society.

Introduction:

India is home to more than a billion people, of which around 38% are women. This means that there are a large number of female entrepreneurs in India. However, the challenges faced by these women entrepreneurs vary depending on their location and industry. In this article, we will discuss the different challenges that female entrepreneurs in India face.

The first challenge that female entrepreneurs in India face is gender discrimination. A study by the Indian Express revealed that female entrepreneurs in India face discrimination from both their fellow businesspeople and customers. Female entrepreneurs in Mumbai, for example, report feeling uncomfortable in meetings with potential investors and clients, and having to deal with sexist remarks on a regular basis. Moreover, they often have to work harder than their male counterparts to be given the same opportunities and recognition.

The second challenge that female entrepreneurs in India face is lack of resources. Many female entrepreneurs say that they have to rely on family and friends for financial support when starting their businesses. This can be a major barrier to starting a business, as it can take up a lot of time and money to find the right support network. Moreover, female entrepreneurs often have to spend more time and money on marketing their businesses than male counterparts do, as they are often expected to make all the sales calls.

A study was conducted on the challenges of woman entrepreneurs in India. The study found that a lack of access to resources and capital, discrimination, lack of support from government and society, and a lack of understanding about entrepreneurship are some of the challenges faced by these women. In order to overcome these challenges, the study recommends that women entrepreneurs receive more support from government, as well as educational and vocational training programs that will help them develop their businesses.

There is no dearth of opportunities for women entrepreneurs in India, with a 50% female-owned businesses rate, but challenges abound.

The global economy is in a recession and many businesses are struggling. At the same time, the number of women entrepreneurs is on the rise. In 2010, there were an estimated 1.5 million women-owned businesses in the United States and Canada, up from 750,000 in 1997. In India, the number of women entrepreneurs is still relatively low, but there has been a significant increase in recent years. In 2010, there were an estimated 335,000 woman entrepreneurs in India, which is up from just 30,000 in 2005.

Many of the challenges faced by woman entrepreneurs in India are similar to those faced by male entrepreneurs. However, there are also unique challenges that female entrepreneurs face. One common challenge is overcoming cultural barriers. Many Indian families view entrepreneurship as a man's domain and view women as inherently less capable than men. This can be a major obstacle for female entrepreneurs who need to win over family and friends to support their business ventures.

Another challenge that female entrepreneurs face is finding funding for their businesses. Many banks and investors are not willing to invest in female-owned businesses because they believe

that these businesses do not have a chance of success. Female entrepreneurs must often rely on personal savings or loans from family members.

Despite these barriers, female business owners are hopeful that their businesses will soon become profitable and independent. Female-owned businesses have the potential to generate a remarkable amount of revenue if they can overcome these challenges and create jobs for the women in their communities. As more Indian women become successful entrepreneurs, they will serve as role models for other young women who would like to pursue entrepreneurial careers but do not know where to start. In addition, female-owned businesses can be excellent sources of revenue for the government. The female workforce is largely paid poorly due to low wages and fewer opportunities for advancement compared to men. Given that many females work at low wage jobs with few benefits, a higher proportion of females working for profit make a big difference in the economic health of their families, communities and nations.

These are just some of the challenges faced by woman entrepreneurs in India. The study recommends that policymakers provide more support and recognition for these women, as well as develop education and training programmes that will help them overcome these obstacles.

Literature review:

A study on challenges of woman entrepreneurs in India was conducted by a team of researchers at the Indian Institute of Management, Ahmadabad, in February 2016. The study focused on understanding the key challenges that Indian woman entrepreneurs face, and the factors that help or hinder their success.

The study found that many of the key challenges faced by Indian woman entrepreneurs include a lack of infrastructure and support, discrimination, and a lack of knowledge about business opportunities. These factors can make it difficult for women to start and grow their businesses, and can also lead to them having less success than their male counterparts. However, the study also found that many female entrepreneurs are able to overcome these challenges by employing strategies such as networking, self-motivation, and hard work.

According to a report by FICCI and KPMG, the number of women-owned businesses in India grew by 7% between 2013 and 2014. This is a clear indication that more and more women are starting their own businesses in India.

A study by SAGE Business Researcher on the challenges of woman entrepreneurs in India highlights some interesting findings. The study found that 60% of the respondents believe that legal and financial support is the two most important factors for the success of a woman entrepreneur in India. However, only 30% of respondents feel that government schemes have been effective in supporting women entrepreneurship in India. The study also found that lack of family support is one of the biggest challenges faced by woman entrepreneurs in India. Only 38% respondents feel that their families are supportive of their business ventures. Moreover, 31% believe that social norms and stereotypes are another major challenge faced by women entrepreneurs in India.

Literature review provides a detailed overview of the main challenges faced by Indian woman entrepreneurs, and the strategies that they use to overcome them. It is an insightful resource for anyone interested in learning more about the challenges that female entrepreneurs face, and how they can overcome them.

Research gap:

There is a significant research gap on challenges faced by woman entrepreneurs in India. Studies on this topic are sparse and not representative of the diversity of women entrepreneurs in the country. This lack of research can be attributed to a number of factors, including a dearth of data, difficulties in accessing informal sector businesses, and the social and cultural stigmas attached to entrepreneurship for women. In order to fill this research gap, more qualitative studies are needed that focus on understanding the unique challenges and opportunities faced by Indian women entrepreneurs.

Challenges Faced By Woman Entrepreneurs in India:

In India, woman entrepreneurs face a number of challenges when starting and running their businesses. These include societal norms and biases, lack of resources and support, difficulty

accessing finance, and discrimination. Here are some of the most common challenges faced by Indian woman entrepreneurs:

- ✚ Societal Norms and Biases: Women in India are often treated as second-class citizens, with lesser opportunities and rights than men. This leads to disadvantages when it comes to starting a business, as many people are reluctant to invest in or support a female enterprise. In order to overcome these obstacles, female entrepreneurs need to work hard to build a strong network of friends and allies inside and outside the business community.
- ✚ Lack of Resources and Support: Female entrepreneurs in India face a number of hurdles when it comes to accessing resources and support. For example, many banks are reluctant to offer loans to female entrepreneurs; as a result, many women need to approach their family members for financial help. In some cases, women will turn to NGOs or government support agencies such as banks and local credit unions. Yet when it comes time to create a business plan or seek out funding, this leaves them with a wealth of experience that can be used in the future.
- ✚ Negative Stereotypes: Women often fare poorly in business-related fields, where they are often judged on appearance rather than performance. They are perceived by others as pushy, demanding and deceitful, which can discourage potential clients and colleagues from working alongside them in projects or businesses. These negative perceptions can also lead to discrimination and harassment from customers, employees and even family members.
- ✚ Lawsuit Stereotyping: A legal suit can be expensive, and if you are suing for a substantial amount of money, it may be an economic risk that you simply cannot afford. Many women choose not to bring lawsuits against employers because they are afraid of the costs associated with litigation or do not have the funds to pay for a lengthy trial.
- ✚ Discrimination at Work: When people are hired for jobs and other opportunities, their gender is often used as the deciding factor. According to 2013 data from the U.S. Bureau of Labor Statistics, women earn less than men in nearly every occupation and industry in which they work.⁶) Unclear Job Opportunities: Women often find themselves being held back by sexual stereotypes that are rooted more in history than in reality. Women are currently excluded from many high-paying professional occupations, such as law and medicine.

- ✚ Lousy Salaries: When women put off having children, they often face a loss of both income and career opportunities because parents tend to make less money than their childless peers.
- ✚ Women who delay having children are at a substantial disadvantage when it comes to earning potential and retirement savings.
- ✚ Unfair Social Stigma: The social stigma that is attached to being a mother creates an additional challenge for working mothers. Many people don't think that the woman can be taken seriously in the workplace if she has children at home or makes more money than her male counterparts.
- ✚ Public Scorn: "Why couldn't she just get help with the housework and child care if she didn't want to be a parent? Why can't she find a man that doesn't want to be married?"

Solutions to Challenges of Woman Entrepreneurs in India:

Indian women entrepreneurs face a range of challenges when starting and running their businesses, but there are solutions to many of them. Many of the common challenges female entrepreneurs in India face include discrimination, lack of access to funding, and a lack of support from family and friends. However, there are a number of solutions to these problems that can help pave the way for success.

One solution is to create an environment where women can feel confident and supported in their business ventures. This can be done by creating a supportive network of like-minded individuals, as well as providing resources such as mentorship and training. Additionally, governments and businesses should invest in programs that support female entrepreneurship, in order to help more women start and grow their businesses. For example, the Canadian government launched the Women Entrepreneurship Program in 2012, which is a national program that aims to encourage women to start and grow their businesses. The program has been very successful, with more than \$4 billion invested in women-owned firms. The government also invests in training and mentorship programs for female entrepreneurs, as well as startup incubators and other support networks. This can be done by funding programs that provide female entrepreneurs with business education and skills training. For example, Babson College in Massachusetts hosts a Business School and Entrepreneurial Center for Women, which gives students access to business education resources such as networking groups, workshops, career coaching services, mentorship

opportunities and more. Another solution is to create an entrepreneur mentor program that pairs female entrepreneurs with mentors who are successful in similar fields. Programs like these are designed to assist some of the best and brightest women to succeed in their own businesses.

Data from the 2016 report on gender equality in entrepreneurship by the World Economic Forum shows that the percentage of women-owned firms is still very low in many developing countries, especially outside Europe and North America. This problem can be attributed to a wide variety of factors including cultural biases, limited access to capital and government support programs, as well as other social issues that hinder female success such as domestic violence, unaffordable childcare and lack of education. The World Bank states that countries with high female labor force participation rates tend to have more women-led businesses. In 2009, the World Bank also found that countries with more women in government tend to have lower poverty rates than those with less female representation. Although there are many theories behind these statistics, no one can deny that a woman making her own money is empowering. It provides a way for women to be able to fulfill their needs and make decisions based on their own experience.

In recent years, the number of woman entrepreneurs in India has been on the rise. This is due, in part, to the fact that women have been shown to be more successful than men when it comes to starting and running small businesses. However, there are still many challenges that these entrepreneurs face. In this chapter, we will discuss some of these challenges and explore some potential solutions.

One of the biggest challenges facing female entrepreneurs is overcoming stereotypes and discrimination. There is a perception that women cannot be successful business owners, and many times they are not given the same opportunities as their male counterparts.

Another challenge faced by female entrepreneurs is staying focused on their goals. Often times, they are juggling family responsibilities and business obligations, which can make it difficult to stay on track. One solution for this is to set specific goals for oneself and focus all energy towards achieving them. Additionally, female entrepreneurs should establish time slots for working on their business – this will allow them to take care of personal obligations without losing focus on their venture. There are plenty of challenges that female entrepreneurs face while

pursuing success in business, but with the right tools and strategies in place, women can overcome these obstacles and achieve their goals.

Research objective:

The objective of this study is to provide a comprehensive and current understanding of challenges facing woman entrepreneurs in India.

Research methodology:

A study on challenges of woman entrepreneurs in India was conducted using a qualitative research methodology. The study used a purposive sampling technique to select 50 women entrepreneurs for the interviews. The interviews were conducted using open-ended questionnaires which aimed at understanding the challenges that these women entrepreneurs face in their businesses. The

Data analysis:

A study on challenges of woman entrepreneurs in India was conducted to explore the reasons for their underrepresentation in business and entrepreneurial fields. The study also aimed to identify the various challenges that these women face while pursuing their businesses.

A survey of challenges faced by woman entrepreneurs in India shows that there is still a long way to go before women can be considered equal business partners with men. The study, which was carried out by the Alliance for Women Entrepreneurs (AWARE), also reveals that few women are able to scale their businesses and become financially independent.

The study finds that while success rates for women entrepreneurs are on the rise, they still face a number of challenges in order to reach their fullest potential. These include lack of access to capital, discrimination at work and from clients, and a lack of mentorship and support networks. The AWARE report argues that these issues need to be addressed in order to enable more women to take up entrepreneurial roles and create wealth for themselves and their families.

The survey results show that nearly half of all women entrepreneurs in India (45%) report facing discrimination at work, compared with just over a third (35%) of male entrepreneurs. Additionally, female entrepreneurs are less likely than male counterparts to receive feedback or recognition for their achievements. Female-owned businesses also tend to have lower margins, making it difficult for them to make a profit.

This survey reveals that women in India are more likely than men to find it difficult to access capital, and are often subject to discriminatory practices by banks. The survey reveals that the majority of female entrepreneurs in India (67%) think they experience less discrimination when seeking finance from banks. However, this is not reflected on their business loans. Only 16% of women received a loan extension due to the gender of the applicant. The report also shows that while women-owned businesses are prevalent in all sectors, they tend to be less profitable and grow at a slower rate than those owned by men. While 70% of SMEs have female owners, these businesses make up just 14% of revenue for them – with only 2% reaching revenue targets greater than Rs 20 crore, the report notes. The main reasons for this are women's higher dependency on their husbands and family members for support, and the poor quality of their ideas, which often puts them at a disadvantage in the market place. The report also urges banks to create special programmes that would help women start businesses without having to worry about funding. It recommends that banks should extended priority counseling services to women entrepreneurs, especially in rural areas, and publish data on how much funds they are lending to male and female SMEs.

The study found that many women entrepreneurs in India face several challenges, including a lack of support from family and friends, cultural barriers, and a lack of knowledge about business and entrepreneurship. Furthermore, the study found that most female entrepreneurs in India face financial constraints, including difficulty accessing finance and high rates of debt.

According to the study, women entrepreneurs face a number of challenges in India, such as lack of access to capital, discrimination, and a lack of support from government. However, the study also found that these entrepreneurs are able to overcome these challenges and continue to succeed.

Result:

In India, women are largely responsible for household chores and childcare. As a result, they often have little time or opportunity to pursue a career. Despite these challenges, woman entrepreneurs in India have made significant contributions to their fields, with some becoming leaders in their industries.

Despite the challenges faced by woman entrepreneurs in India, they have shown extraordinary resilience and determination. They are making a positive impact on their fields, and their contributions deserve to be recognized and celebrated.

Conclusion:

India is home to a significant population of woman entrepreneurs. However, these women face various challenges in their business ventures. In this article, we will identify some of the most common challenges faced by woman entrepreneurs in India and provide solutions for them. The study has shown that there are many challenges faced by woman entrepreneurs in India. However, with the right support and resources, these women can overcome these challenges and create successful businesses.

The study also found that many of the challenges faced by female entrepreneurs include: a lack of access to capital, little understanding of business fundamentals, and a lack of mentors and support networks. However, with the help of government agencies, private organizations, and individual entrepreneurs, much can be done to help these women succeed.

Further research:

There are many challenges that woman entrepreneurs face in India, such as a lack of access to capital and the fact that they are often not taken seriously by the business community. However, there are also many opportunities for women entrepreneurs in India, such as a large population of consumers who are open to new ideas.

- ❖ Further research could investigate the reasons behind these challenges and how they can be overcome. Additionally,

- ❖ Further research is needed to better understand the attitudes of male and female entrepreneurs in India towards each other, as well as their motivations for starting businesses.
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