

Research Article

Critical Issues of Women Entrepreneurship with Special reference to specific business units in North KarnatakaBharathi V. Sunagar^{a*} and Megha Jigalur^b^aDepartment of Management Studies, SDM College of Engineering & Department, Dharwad^bKLE Institute of Business Management, Bangalore**Abstract**

The term Women Entrepreneurship mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society. Entrepreneurship amongst women has been a matter of concern. Those women who start or assist any business in its functioning are known as women entrepreneurs. Challenging roles are being accepted by females, as they desire to be financially independent along with taking care of their families and loved ones. Women owned businesses are highly increasing. The main objective of the study has been to understand the socioeconomic back-ground of women entrepreneurs, and their problems & reasons in running their enterprises efficiently and profitably. The present research study has been conducted to study the problems of women entrepreneurs with special reference to some selected places in selected businesses of North Karnataka with the respondent size of 50 involving women from business like petty shops, hotels, vegetable selling & beauty parlors. The need for additional income and family business carried on are the major reasons behind women getting them involved in entrepreneurial activities and the major reasons identified creating problems for taking up self employment are family responsibilities, competition and lack of self-confidence.

Keywords: Entrepreneur, Women Entrepreneur, motivation, finance, education, government

Introduction

The word 'entrepreneur' derives from the French word *Entreprendre* (to undertake). In the early 16th century it was applied to persons engaged in military expeditions, and extended to cover construction and civil engineering activities in the 17th century; but during the 18th century, the word 'entrepreneur' was used to refer to economic activities. Many authors have defined 'entrepreneur' differently. Generally, an entrepreneur is a person who combines capital and labor for production.

An entrepreneur is more of a coach than a captain. It is not just that one big cup; it is about achieving success match after match, season after season, across the years says Gaurav Mayra, chairman, Franchise India. Society now allows a woman to get the best education, but we still do not actively encourage and support women as innovators and entrepreneurs. To innovate, you have to think 'out of the box'; you have to question what exists. Women are taught to never question the status quo, to be submissive, to maintain harmony in the family. Even the most elite and educated families convey this message in unspoken and unwritten ways. A book, Follow Every

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Rainbow, tells the stories of how 25 women entrepreneurs built their businesses. Malvika Rai, FLO president, says a questionnaire-based study conducted by the organization earlier this year found that among the top hurdles women entrepreneurs face are arrangement of finances, shortage of raw materials, lack of technical know-how and education, and family problems. The male dominated

Table-1 Women Entrepreneurship in India

States No. of Units	Registered	No. of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTs	14576	4185	28.71
Total	57,452	18,848	32.82

Source – CMIE Report 2011

world was always reluctant to even acknowledge the fact that women were as good as men on parameters of hard work, intelligence quotient (IQ) and leadership traits. The new generation women across the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship.

Uttar Pradesh with 39.84% followed by Gujarat, Kerala and Punjab are some states with high involvement in women entrepreneurship. But Karnataka with least contribution of only 26.84% is least in the list

Table-2 Status of women entrepreneurship across the world

Country	Percentage
India	31.6
USA	45
UK	43
Canada	42
Indonesia	40
France	38
Sri Lanka	35
Brazil	35

Source -World Bank Report 2010 – 11

In India it has been increasing continuously. In 1970-71 the percentage of women work participation in India was 14.2%, it increased to 31.6 in 2010-11. But it is still less in comparison to other countries. In Sri Lanka and Brazil the percentage of women work participation is 35%, France 38%, Indonesia 40%, Canada 42%, UK 43% and highest in USA 45%.

The role of women entrepreneurs is especially relevant in the situation of large scale unemployment that the country faces. The modern large scale industry cannot absorb much of labour as it is capital intensive. The small scale industry plays an important role absorbing around 80% of the employment.

The myth that women cannot engage in productive employment needs to be dispelled. They can be encouraged to set up small and medium scale industries on their own initiative. Entrepreneurship development for women is an important factor in economic development of India.

Rural women can be encouraged to start cottage industries. Rural based micro enterprises have been encouraged by the government by various schemes-such as Integrated Rural Development Program (IRDP), Training of Rural Youth for Self Employment (TRYSEM), and Development of Women and Children in Rural Areas (DWCRA). The aim is to remove poverty through entrepreneurial programs.

Women's contribution to development is seriously underestimated and thus their social recognition is limited. The full visibility of the type, extent and distribution of this unremunerated work will also contribute to a better sharing of responsibilities between men and women. Lack of employment in the private sector and reductions in

public services and public service jobs have affected women disproportionately. In some cases, employment creation strategies have not paid much attention to occupations and sectors where women predominate; nor have they adequately promoted the access of women to those occupations and sectors that are traditionally male. Taking, this in consideration, entrepreneurship among women is an area which can help in employment generation and income generation.

Around 50 per cent of India's population is women, yet business spheres such as trade, commerce and industry is still considered a male preserve. Entrepreneurial work has also been predominantly a man's world in India.

Among the states, Gujarat, Maharashtra and Karnataka have more women entrepreneurs. Indian women are in no way inferior to men in all walks of life and they can be good entrepreneurs as men in the country. Therefore, it is essential to exploit the potential of Indian women. Women's participation in trade, industry and commerce, requiring entrepreneurship is still poor, mainly because of the problems associated with their gender roles. Therefore, promotion of entrepreneurship and economic empowerment of women poses a challenge to the government, funding agencies and non-government organizations. It is important for these people on the limitations faced by the women and to plan supporting systems to enhance the women entrepreneurship in India. There was a time when women were only limited to household chores and giving birth to a child. But the scenario is totally different as she is now accepted as a leader. But this status did not come that easily as women had to go the extra mile to prove that she is in no way inferior to the males. Still there is a long way to go as women are still considered as the human beings solely responsible in bringing up a child, the house and the man.

According to the recent study, companies with women managers are performing well than the companies with men managers. Fortune 500 companies with most women managers or in the top level management have proved with nearly 35% return on investment to the shareholders and those with 3 or more women executives have recorded 83% higher returns & on the other side there are employees who are striving for the capital, who are lagging behind in marketing their products/services. For these women, poverty leads to more unmanageable living conditions like denied rights, suppressed opportunities and curtailed opinions. The major concerns female entrepreneurs are facing are,

- Social interaction
- Market trends
- Access and control over resources
- Decision making and exercising full control

Violence against women is a major concern. One out of every three women around the world has been beaten or abused by her intimate partner in her lifetime. Reduction in gender based violence is, therefore, a top priority. The various types of women entrepreneurs are:

- Women entrepreneurs in organized & unorganized sector
- Women entrepreneurs in traditional & modern industries

- Women entrepreneurs in urban & rural areas
- Women entrepreneurs in large scale and small scale industries.
- Single women and joint venture entrepreneurs.

Literature Review

As Indians, most of the women are very serious about family obligations but they do not equally focus on career obligations says (Mathur, 2011, Singh N.P, 1986.) Shruti Lathwal, (2011) most of women entrepreneurs argued that semi-educated or uneducated class of workers cannot visualize a female boss in their field of work.

According to Rizvi and Gupta (2009), government-sponsored development activities have benefited only a small section of women, namely the urban middle class. This may be primarily due to their level of education, access to information and family support.

Infrastructure is one of the low-hanging fruit for policymakers. The lack of basic amenities affects women more than men, as women are often responsible for a larger share of time-consuming household activities. Better electricity and access to water and sanitation may reduce the burden of women in providing essential household inputs for their families, and allow for more time to be directed toward entrepreneurial activities. Travel in India can also be restrictive and unpredictable, and women face greater constraints in geographic mobility imposed by safety concerns and social norms. Investment in local transport infrastructure may thus directly alleviate a major constraint to female entrepreneurs in accessing markets, reports, Ghani, Kerr, and O'Connell (2011). Stringent labor regulations also stimulate female entrepreneurship. Several studies link labor regulations in India states to economic performance.

In their recent Economic Premise report, Ghani, Kerr, and O'Connell (2011) explore the drivers behind female entrepreneurship in India. Basic demographic factors — population size, density, and literacy rates — certainly play a role. When it comes to female labor force participation, gender disparities remain deeply entrenched. Gender Gap Index ranked India 123rd out of 135 countries on economic participation and opportunity. World Economic Forum's, 2012. A spokesperson of SBI, Kochi says Most of the women entrepreneurs approaching us are either from well-to-do-families, or those who are planning to start a business for their survival. In many other cases, women are mere silent partners in business and avails loans as just co-applicants, rather than standing alone. Many schemes that are exclusively for women provide relief in terms of collateral security and interest rates. Interest rates vary in most cases from 0.25% to 1% on applicable conditions. Canara Bank has taken the lead by establishing the Centre for Entrepreneurship Development (CED) for Women. The bank has also opened exclusive branches for women — the Mahila banking division — the first of its kind in the banking industry. When compared to the loud talks on empowering women entrepreneurs, the schemes are only providing minor concessions. The terms and conditions are similar to any other consumer loans is a

major drawback. On the other hand majority of research prove females' entrepreneurs have a problem with raising the money for business, the fact in most of cases in unawareness and less support from the family. The number of female business owners in Asia is still trailing levels seen amongst their male counterparts and below the global average, Despite Asia having a higher proportion of entrepreneurs (47 per cent) compared to the US (29 per cent) and Europe (30 per cent). says a new research report from Barclays Wealth and Investment Management, Chief Executive (India) Satya Bansal said. The Economic Times

The trend does not remain same now in urban areas, A survey was conducted by Women's Web in 2012, where 100 Indian women entrepreneurs were interviewed and some of the findings of this survey were very interesting. Majority of the respondents were small & medium business owners. It also clearly indicates the confidence of women in India and how even at a young age, they are rearing to actualize their dreams.

I even have a LinkedIn forum called Indian Women Entrepreneurs Network with 619 members that focuses on promoting entrepreneurship among women, Rashmi Vallabhajoyula, Founder, Altius Consulting. A significant number of the females are entering in the area of E-commerce, food; technology and pharma are making a mark today, says Sujit John (India times)

Previously, the female workforce in India was mainly employed in non-managerial, subordinate or low-profile positions. Now, they occupy almost all categories of positions in the workplace. These changes in work culture have added to women's duties and responsibilities to their family as well as to society (Mathew & Panchanatham 2009a; 2009b). Pallavi says it was challenging for her as a woman entrepreneur. People often don't take you seriously. But perseverance is the most important thing, everything else then falls into place, says Pallavi Co-founder, Mast Kalandar, adding that being a woman also has its advantages: Women bond with people more easily, and they win the trust of staff more easily.

Singh, 2008, identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocates for ensuring synergy among women related ministry, economic ministry & social & welfare development ministry of the Government of India.

Obstacles for women entrepreneurship

The entrepreneurial process is same for men and women.

Successful men and women entrepreneurs undergo similar motivations and thus achieve success in largely same way under similar challenges. They are also found to have access to fund from the same sources. The same condition both men and women can be successful entrepreneurs. (Cohoon et.al. 2010).

Problem faced by women entrepreneurs are briefly analyzed below:

- i. Start up finance
 - ii. Working capital management
 - iii. Marketing skills
 - iv. Access to technology
 - v. Regulatory requirements
 - vi. Management skills
 - vii. Lack of confidence.
- Access to start-up finance is the greatest single issue faced by women entrepreneurs. It is observed that women entrepreneurs face greater problems in this regard than small business in general. As family members are not in favor of supporting their ladies to take up the business in which they have skills, naturally they will be unwilling to support with the finance required for starting a business unit. Men are not willing to stand as surety to the loan granted by financial agencies. Women are not in a position to start the business with own capital. External finance is not so easily coming forward, and self financing is very meager. This is the greatest hurdle for the development of women entrepreneurs.
 - Another key disturbing factor is managing the working capital. Working capital is required for maintaining finished stock to meet the market demand, for production, and for meeting marketing and other administrative expenses. It will be very difficult for women entrepreneurs to avail such loan facilities from financial institutions as they are unable to provide security. Although financial institutions have liberalized lending schemes, women entrepreneurs are not in a position to avail required finance, as family members in most of the cases do not support to raise heavy capital.
 - Regarding marketing skills, women entrepreneurs have the problem of access to markets as their marketing skills are weak compared to male entrepreneurs. This is a major barrier for them to expand business or enter into business. Maintaining existing business and access to fresh business requires strategic marketing skills. This is the most commonly repeated problem faced by women entrepreneurs after finance. Therefore, marketing skills, management skills and technology skills have to be improved in female owned businesses. This encourages other women to enter into self-employment.
 - Access to technology and adopt it in production process, poses certain problems. Co-coordinating factors of production is really a challenge to women entrepreneurs. To compete with producers, they need guts. Women entrepreneurs cannot easily co-ordinate

the production process-particularly with the ever changing technology. Very few women can sustain such production onslaughts. Women who aspire to become entrepreneurs cannot keep pace with technology advancement. This puts down their initiative to become entrepreneurs. Even they feel that women are discriminated by finance providers to a greater or significantly greater extent to upgrade the technology. Whilst many small businesses face difficulties for the finance that they need, organizations specializing in providing support for female entrepreneurs clearly feel that this is one area where their clients face greater difficulties than their male counterparts.

- Regarding administrative and regulatory requirements, many feel that this is a significantly greater problem for women entrepreneurs than their male counterparts. Micro enterprises of every type experience these problems. It is because of the disproportionate effect of compliance costs on small companies compared with large firms. In spite of this, women entrepreneurs do not feel that it is a major issue. But still this is a factor to reckon with.
- Another vital problem encountered by women entrepreneurs is lack of management skills. In majority of the cases, women entrepreneurs lacked management skills. Although this is common to all entrepreneurs, women are particularly disadvantaged in this respect. Because they have lower propensity of previous business experience. Besides this, support providers discriminate against women entrepreneurs to a greater extent in providing these skills. Skills are concerned with and ranged from day to day management to long-term strategic development. As external support to develop managerial skills is not that encouraging. Women entrepreneurs have to develop their own seminars and workshops to equip in this area.
- Other problems like society's attitude towards women entrepreneurs, unequal opportunities between men and women and very important amongst all the Lack of Confidence in women are also haunting women entrepreneurs.

Women entrepreneur associations in India

Following are some associations who are striving towards promoting women entrepreneurship in terms of support & finance and also creating awareness in the society.

Today, when businesses are facing a severe crunch in entrepreneurial talent, if women don't play a meaningful role in business, then half of the country's potential talent pool will remain under-utilized.

One cannot also ignore the impact of family and society on women in India during their formative years. Socialization of girls in the Indian society continues to have elements of repressive methods of upbringing of the girl child, thereby impacting the aspirations of women. Young girls are seldom encouraged to take up higher

studies as their parents believe that their daughters will ultimately get married and look after the family. It is often perceived that highly qualified girls don't get marriage proposals easily. Still another common misconception is that educated women are less willing to adjust with spouse and his family. Young girls are encouraged to take up hobbies which would keep them homebound, as a result of which, their understanding of the external world such as banks, utility services; commercial activities etc. are vicariously gained through the experiences of their fathers, brothers or any other male members of the family. It essentially precludes them from having much interaction with the social networks which facilitates access to venture capital funding (Jyoti & Sharma, 2011).

Table-3 List of associations promoting women entrepreneurship

S.No	Name of Association	Website
1	Federation of Indian Women Entrepreneurs (FIWE)	http://www.fiwe.org/
2	Consortium of Women Entrepreneurs(CWEI)	http://www.cwei.org/
3	Association of Women Entrepreneurs of Karnataka (AWAKE)	http://awakeindia.org.in/
4	Self-Employed Women's Association (SEWA)	http://www.sewa.org/
5	SAARC Chamber Women Entrepreneurship Council	http://www.scwec.com/index.htm
6	TiE Stree Shakti (TSS)	http://www.tiestreeshakti.org/
7	Women Empowerment Corporation	http://www.wecindia.org

Research on women entrepreneurs suggests that motivation for participating in entrepreneurial venture by women may be classified into as push and pull factors (Shapero & Sokol, 1982; Hisrich & Brush, 1986) where push factors included frustration, job dissatisfaction, divorce and boredom in their previous jobs. Pull factors included independence, autonomy, education and family security. Face book's COO calls for women to take active part in their own success. She details how gender stereotypes that are reinforced from childhood and throughout life become, in the end, self-fulfilling prophesy, The Hindu – Business line, May 2013,

Need for the study

Mass poverty and widespread unemployment are the two most pervasive problems faced by women entrepreneurs in rural areas. India is no exception from this. India is a land of villages with 76.7 percent of her population living in villages that carry the bulk of the poor.

The causes of poverty are many and well known; however, some of the important reasons can be identified as; uneven distribution of production of resources, high rate of population growth; low productivity in agriculture and allied sectors; high dependence on agriculture and high rate of illiteracy.

The culmination of all these factors is reflected through low income and large unemployment. Self employment is the only way to solve the problem of unemployment. Self employment can only be achieved through the promotion of entrepreneurship and women entrepreneurship because majority of the women living in the rural areas are illiterate, mal nourished and unemployed. Keeping this basic idea in mind, the present study tries to investigate the growth and development of women entrepreneurs in North Karnataka.

In the words of president APJ Abdul Kalam empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.

Objectives of study

- To identify the reasons for women for involving themselves in entrepreneurial activities
- To identify the factors of hindrance for women entrepreneurship
- To study the support factors from government for women to involve in such entrepreneurial activities
- To study the socio economic background of women entrepreneurs.

Research Methodology

The research is based on secondary & primary data. It's an exploratory & descriptive in nature. The secondary data is collected from review of past researches and other reports. Primary data has been collected with interview as some of the respondents were illiterate. For the purpose of study, well structured questionnaire was used as an instrument to collect the data from the women entrepreneurs in North Karnataka. The sample size is 50. The respondents were women entrepreneurs chosen from various categories - Such as petty shop units, tailoring shops units, hotel units, and vegetable shops.

Findings and Analysis

Profile of Respondents

Age of Women Entrepreneurs: The majority of the respondents fall, namely between the Age group of 25-35 years and 35-45 years, which shows that majority of the entrepreneurs, are from the middle age group.

Education Background: The highest numbers of respondents have discontinued the college (45%) and

lowest number of respondent are from higher secondary (35%) and less than that (25%). It shows that due to family problems & financial problems the respondents were not able to carry on higher studies and they have chosen to earn for themselves, they expressed they would continue their education if they are funded.

Year of establishment of the business units: 58% of the respondents have established their business between 1995-2000. 20% of the respondents have started their units between the period from 2000-2005 and 19% established between 2005 & 2010 & 3% after 2010.

Traditional (or) New approach: 55% of the respondents in petty shop unit are experienced entrepreneurs. Respondents in tailoring (25%) are using the traditional approach of marketing vegetable unit (15%) and hotel units (5%) have started newly with new strategies.

Type of training required by the respondents: It is observed 80% of the respondents wanted to undergo professional training, 20% were reluctant for training, expressing that they are in the same business from many years.

Type of product produced/sold by the respondents: With respect to petty shops unit, majority (60%) of the respondents are selling consumable items and (40%) of the respondents are selling vegetable items. In case of tailoring unit all the respondents are engaged in stitching cloths and also selling the same. In hotel unit 40% of the respondents are producing and selling both consumable items and wet flour. In case of vegetable unit and beauty parlor unit all the respondents are selling vegetables and beauty products and beauty treatment service respectively. Most of the respondent in all the categories are producing and selling the goods with respect to their unit alone and in some cases they are selling variety of products.

Investment of the respondents: In petty shops units 60% of the respondent have invested in the first slab of less than Rs.10, 000 and 40% have invested in the category of above Rs.20, 000 with respect tailoring unit and hotel unit majority of the respondents have invested less than Rs,10, 000 and 40% have invested in the category of above Rs.20, 000 with respect tailoring unit and hotel unit all the respondents have invested less than Rs.10, 000. In case of vegetable unit majority of the respondents are invested below Rs.10, 000. But in beauty parlor unit majority of the respondent have invested above Rs.20, 000.

Manufacturing improvement: The table shows that the respondents in tailoring unit (60%), hotel unit (70%) have registered and improved growth in production and sales. In case of respondents from petty shop unit (60%) and beauty parlor unit (60%) have registered a stable growth with respect to their production and sales. But in case of vegetable unit (50%) of the respondents have registered both improved and stable growth respectively with regard to production and sales,

Expenditure particulars: In petty shop unit 50% of the respondents are incurring an expenditure between Rs.10, 000-25,000 and 30% of the respondents are incurring an expenditure of less than Rs.10, 000 and only 25% of the

respondents are coming under the third category namely from Rs.25, 000-40,000 with respect to tailoring unit 60% of the respondents are spending above Rs.40, 000 and 10% between Rs.10, 000-25,000. In case of hotel unit 40% of the respondents are incurring expenditure between Rs.10, 000-25,000 and Rs.25, 000-40,000 respectively. 50% of the respondents in vegetable unit are spending between Rs.10,000-25,000 and a minimum of 12.5% between Rs.25,000-40,000 where as in beauty parlor unit 60% of the respondents are incurring expenditure between Rs.25,000-40,000 and 20% between 10,000- 20,000 and less than Rs.10,000 respectively.

Major Reasons for women for involving themselves in entrepreneurial activities: Most important reason behind women becoming entrepreneurs are: The need for additional income is the major reason behind women taking up work with 70% respondent's preference. Women becoming more educated (60%) are increasing awareness of independent in them and also they (62%) prefer to carry on the business as it is their family occupation. But on the other side self identity & social status, innovative thinking and government support are not being the reasons behind women involving themselves in entrepreneurial activities.

Table -4 Major Reasons for women for involving themselves in entrepreneurial activities

Reasons	Percentage
Self identity & social status	10%
Education & qualification	50%
Support of family members	20%
Innovative thinking	5%
Employment generation	46%
Family occupation	62%
Need for additional income	70%
Bright future	40%
Influence of success stories of friends & relatives	10%
To become independent	58%
Support from government	6%

Problems faced by women entrepreneurs: The major problems faced by women in this part are family responsibilities, lack in self confidence, aggressive competition and social barriers.

Table-5 Problems faced by women entrepreneurs

Problems	Percentage
Family responsibilities	58%
Lack of education	20%
Social barriers	45%
Finance	40%
Difficulty in Procurement of raw materials	28%
Problem of finance	38%
Lack of self confidence	56%
Competition	54%
Lack of infrastructural facilities	25%
Exploitation by middle men	20%
Low risk-bearing capacity	38%

Special Schemes For Women

Rashtriya Mahila Kosh: The National Credit Fund for Women (NCFW) commonly known as Rashtriya Mahila Kosh (RMK) was set up by Government of India in 1993 to meet the credit needs of the poor and asset needs of the women in the informal sector. RMK extends micro credit through MFIs for various activities including setting up of micro enterprises.

Trade Related Entrepreneurship Assistance and Development Scheme for Women (TREAD): With a view to encourage women in setting up their own ventures, government implements a Scheme, namely, Trade Related Entrepreneurship Assistance and Development (TREAD). The Scheme envisages economic empowerment of women through the development of their entrepreneurial skills in non-farm activities. There are three major components of the scheme;

- Govt. grant up to 30% of the total project cost to the Non-Government Organizations (NGOs) for promoting entrepreneurship among women. The remaining 70% of the project cost is financed by the lending agency as loan for undertaking activities as envisaged in the project.
- Government of India grant to training institutions / NGOs for imparting training to the women entrepreneurs, subject to these institutions / NGOs bring their share to the extent of minimum 25% of GOI grant and 10% in case of NER.
- Need-based Government of India grants up to Rs. 5 lakh to National Entrepreneurship Development Institutions and any other institutions of reputed for undertaking field surveys, research studies, evaluation studies, designing of training modules etc.

Prime Minister's Employment Generation Programme for Women: The Government of India is implementing a nationwide employment generation programme, under which relaxation is provided to women in the following ways:

- For urban women beneficiaries, margin money subsidy is provided at the rate of 25 per cent (for general category, it is 15 per cent) of the project cost while it is 35 per cent for women in rural areas (25 per cent for general category).
- In case of women entrepreneurs, beneficiary's contribution is 5 per cent of the project cost while in the case of beneficiaries belonging to general category; it is 10 per cent of the project cost.
- Bank finance in the form of loan is 95 per cent of the project cost in case of women and other weaker section borrowers and 90 per cent of the project cost in case of those belonging to general category.

Schemes for Schedule Castes and Tribes (SC/ST): National SC Finance and Development Corporation (NSFDC) is the apex institution for financing, facilitating and mobilizing funds from other sources and promoting the economic development activities of the persons belonging to the Scheduled Castes living below double the poverty line.

NSFDC runs various financing programmes for the benefit of the Schedule Castes. Some of the financing schemes of the corporation are as below:

- Term Loan
- Micro Credit Finance
- Shilpi Samridhhi Yojana
- Mahila Samridhhi Yojana
- Mahila Kisan Yojana

Schemes for Other Backward Castes (OBCs): National Backward Classes Finance & Development Corporation (NBCFDC), a government undertaking, provides financial assistance through State Channelizing Agencies (SCAs) and Micro Financing through SCAs/ Self Help Groups (SHGs) to assist a wide range of income generating activities to assist the poorer section of these classes in skill development and self-employment ventures under sectors like Agriculture and Allied Activities, Small Business, Artisan and Traditional Occupation, Technical and Professional Trades/Courses, and Transport and Service Sector etc.

The various financing schemes offered by the corporation are as below:

- Term Loans/ margin Money Loans
- New Swarnima Special Scheme for Women
- Educational Loan Scheme New Akanksha
- Swayam Saksham

Suggestions

On the basis of the above mentioned problems faced by women entrepreneurs and various other problems too, there is a provision of a number of solution measures to overcome the aforesaid problems. Such solutions or remedies can be well understood as under:-

- There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.
- Attempts should be there to enhance the standards of education of women in general as well making provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards including communication skills. There is need in attempting to establish proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.
- Attempts to bring about a society attitude change, generation of awareness and consciousness on the policy of self-development of women entrepreneurs.
- Attempts by various NGO's and government organizations to spread information about policies, plans and strategies on the development of women in the field of industry, trade and commerce.
- Establishing various policies to offer easy finance schemes for economically strengthening the position of women.
- Forming a cooperative association of women entrepreneurs to mobilize resources and pooling

capital funds, in order to help the women in the field of industry, trade and commerce.

- Offering seed capital, up-liftment schemes, women entrepreneurs fund etc. to encourage them economically.
- To extend concessional rates facilities and schemes for women entrepreneurs to prosper in the field of enterprise.
- To establish all India forum to discuss the problems, grievances, issues, and filing complaints against constraints or shortcomings towards the economic progress path

Conclusion

It can be concluded that women entrepreneurs faced multiple problems among the problems socio economic problem are main. It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at considerable rate, but efforts are still to be taken as we still lack compared to other countries at global level. This is mainly because of attitude change, conservative mindset of society, less daring and risk-taking abilities of women, lack of support and cooperation by society members, . There is a need for support from all aspects from government and society.

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