

A Study on Challenges and Problems Faced by Women Entrepreneurs

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Abstract

Women Entrepreneurship is both about Women pose in society and the role of Women Entrepreneurship in the same society. Women are faced with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women.

Keywords

Financial, health, marketing, production, women entrepreneurs.

INTRODUCTION

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment generated in the enterprise to women. Like a male entrepreneur a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination administration and control of business and providing effective leadership in all aspects of business.

OBJECTIVES OF THE STUDY

- To know the historical background of the women entrepreneur
- To understand the role of women in business organization

STATEMENT OF THE PROBLEM

The research problem is to promote women entrepreneurs and solving the problem of women in setting up the business. It also determines the motivation for women in venturing in to entrepreneurship [1].

NEED FOR THE STUDY

This report gives an overview of promoting the women entrepreneurship. The report is also to analyse the problems faced by women in setting up a business and also, they need motivational factors for their business. This report is mainly focused on empowerment of the women entrepreneurs.[2]

RESEARCH DESIGN

- A research design is the arrangement of condition for collection and analysis of data in a manner that aims to

combine relevant to the research purpose with economy in procedure.

- The researcher has adopted Descriptive research design. Since, it describes the state of affairs as it exists at present. [4]

DATA ANALYSIS AND INTERPRETATION

Family Income

Family Income	No of Respondents	Percentage of respondents
Below 15000	5	25
15001-25000	8	40
25001-35000	3	15
35001-45000	2	10
Above 45001	2	10
Total	20	100

Source: field survey of women entrepreneurs, 2020

The above table indicates that, 25 percent of the respondent having the family income of below 15000, 40 percent of the respondent having the family income between 15001-25000, 15 percent of the respondent having the family income between 25001-35000, 10 percent of the respondent having the family income between 35001-45000, and 10 percent of the respondent having the family income of above 45001.

FINDINGS

Majority (40 percent) of the women entrepreneurs were having their family income between Rs 15001-35000.

Majority (40 percent) of the women entrepreneurs were having their family income between Rs 15001-35000. So they venturing their business to raise their standard of living and focusing on economic development [3].

SUGGESTION

The women entrepreneurs may have to leave the family and make business tours. They may have to travel alone or with others, stay in a new place. The family should not put any restriction and help them to look after the family in their absence. The women should not lose hope if they face failure, in spite of taking many efforts. They should not give up even if the loss is more. They should try to come up successfully again.

CONCLUSION

This research work is a rewarding exercise to the researcher to gain more knowledge on the role of women entrepreneurs. It is concluded that most of the women entrepreneurs are facing the constraints in aspects of financial, marketing, production, health, work place facility problems and work family conflicts. All most all the women entrepreneurs are irrespective of their education, age, marital status, caste, religion, type of organizations, ownership type, experience, amount of capital investment in their business.

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