

# Constraints and Challenges Faced by Women Entrepreneurs in India

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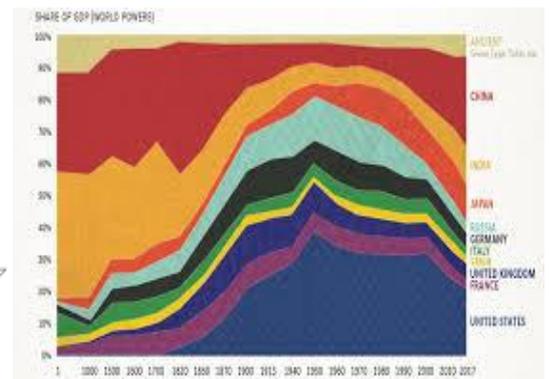
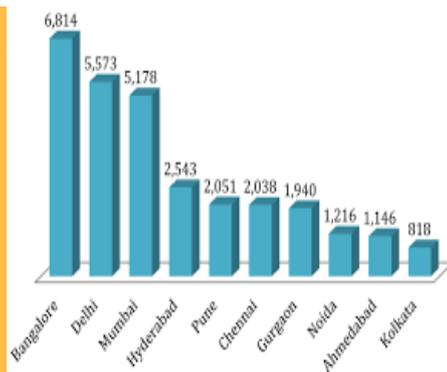
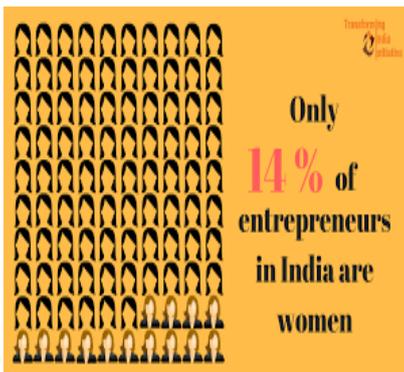
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**Abstract:** This study explores the role of women entrepreneurs and problems faced by the women entrepreneurs in this society. Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India. They are performing well. Government of India has also introduced National Skill Development Policy and National Skill Development Mission in 2009 in order to provide skill training, vocational education and entrepreneurship development to the emerging work force. However, entrepreneurship development and skill training is not the only responsibility of Government and therefore other stakeholders need to shoulder the responsibility. In Hindu scriptures, woman has been described as the embodiment of shakti. But in real life she is treated as Abla. Women are leaving the workforce in droves in favor of being at home. Not to be a homemaker, but as job-making entrepreneurs. The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon. This paper focuses on the problems, issues, challenges faced by women entrepreneurs, how to overcome them and to analyse policies of Indian government for and problems faced by them while pursuing their business. So this paper unfolds the significance of women entrepreneurship and role of women entrepreneurs and challenges faced by women entrepreneurs.

**Keywords:** Business, Challenges, Entrepreneurship, Society, cultural constraints, inadequate finance, gender discrimination, risk averse, lack of leadership



**INTRODUCTION:** Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The term entrepreneurship defines as the process of setting up of business to earn profits with his innovativeness and ideas to run an enterprise solely and also liable bare risk. Significance of an a success entrepreneurs ought to be technically sound, ingenious, initiative, top judgment, intelligence, leadership traits, self-worth, electricity, right attitude, creativeness, fairness, honesty, tactfulness and emotional stability, cooperative, high tolerant and risk bearing ability. It plays a imperative role in developing and growth of our country. Entrepreneurs are the shapers of the economy by creating new resources and new opportunities and by originating new products and services. In the field of entrepreneurship women entrepreneurs are also taking part and playing a vital role in this society. Women are highly empowered and motivated nowadays. So they also participate in all such activities to improve the economic status and economical growth of our country. Women kickstarts the role of building up a back

bone of our country. Basically the concept women entrepreneurship involves all sectors of women to participate and engage in the process of innovating, creating a product by starting up a business solely and bears risk and enjoys the profits of the business solely. Women entrepreneurs are trying to make a new environmental and overcoming all the hindrances which they face in this patriarchal society. Nowadays women entrepreneurs are also highly efficient in tackling the problems and use tactical solutions or way to run the business successfully. Women entrepreneurs run their business as of like men. And women entrepreneurs are running business more efficiently than a men nowadays. This shows they are highly empowered in this society. Each and every successful women entrepreneurs has failed and faced all sort of struggles while trying to sustain their business with their willpower, which impacted the society positively by offering many offers and opportunities to many people. Mostly some women entrepreneurs highly employ women's as their employees, this kind of thing empowers women in the society. These things shows women entrepreneurs and employees are also shapers of the economy of our country. Their contribution stands as a pillar and develops the country. There are different varieties of Organisations to assist and promote women entrepreneurs to start up a business. And there are various schemes which governs and protects the women entrepreneurs. There are different segments of women entrepreneurs, they are Self-help groups, Grassroots Entrepreneurs, Mid-rung Entrepreneurs and Upper Crest entrepreneurs. All around world, the main deterrent to women entrepreneurship is the lack of self confidence and skills and difficulty in accessing entrepreneurial knowledge. Women entrepreneurs create a special pacts in the society by developing the economical status in the society. Basically women entrepreneurs start their business with small scale and expands to long scale business. Every woman entrepreneurs strives very hard to secure and serve the nation by making their business as a profitable and which should give a development to the country. But women entrepreneurs are highly empowered in urban areas and when comparing rural areas women entrepreneurs are not much empowered. So this paper is mainly going deal with role, contributions and challenges faced by women entrepreneurs in this present society.

**OBJECTIVES OF THE STUDY: The present study aims at fulfilling the following objectives:**

- To study the role of women entrepreneurs in the economic development of India.
- To examine the Issues and challenges of women entrepreneurship in India
- To discuss the problems faced by women entrepreneurs in India.
- To discuss the major factors affecting the development of women entrepreneurship among various countries.
- To discuss the measures needed to improve the state of women entrepreneurship in India.
- To Existence of gender biasness on various parameters.
- To draw conclusion and offer suggestions.

**RESEARCH METHODOLOGY:**

**Sources of Data, Area of Study and Sampling Design:** The sample survey was conducted in East Delhi region in the state of New Delhi. Many trading, manufacturing, Service organizations were visited for conducting the research study. The study has used both the primary data and secondary data. Field survey method was employed to collect primary data from 100 women respondents in three areas from East Delhi using Simple Random Sampling technique. The age group of respondents was 20 years and above. A framed questionnaire was prepared and administered in person to all the respondents. The information collected has been edited for reliability and consistency and presented in a master table for analysis. The raw data collected are classified, edited and tabulated for analysis. Secondary data is obtained from books, journals, magazines, internet, official and institutional records etc.

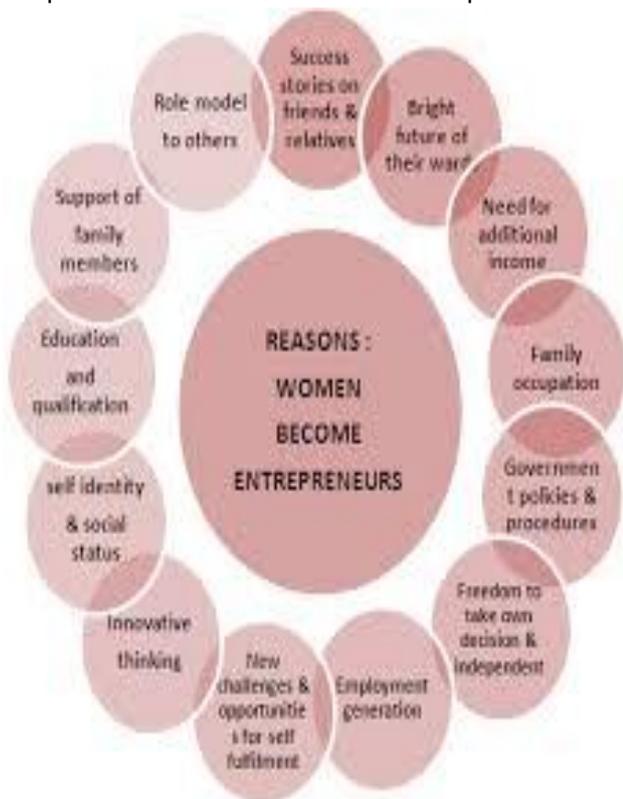
**IMPLICATION OF RESEARCH:**

It is Requisite that the work out of this study will draw the attention of the, towards the obstacles that hurdle the stride and advancement of the businesses owned and managed by women entrepreneurs. It is also anticipated that the findings will bring to light valuable insights, which might be used by the policymakers, to address the ongoing problems and create a more enabling environment for the women entrepreneurs. The output of this research is likely to benefit women entrepreneurs who intend to initiate and develop their businesses and also to the organization who intend to support entrepreneurs, notably women entrepreneurs, to venture into businesses.

**REVIEW OF LITERATURE:**

- **Joseph Schumpeter (1930)** explained the Capacity Of the business visionary is to change or reform the example of generation through misusing an advancement or all the more normally, an untired mechanical procedures of creating a pristine product or producing an old one in new way, opening a new source of supply of material or a new outlet for products by a new industry.

- **Reynolds (2005)** explained the entrepreneurship is always conceptualised it is a discovery of opportunities and new innovations by which a new organization is formed.
- **Professor Shabana A. Menon (2012)** explained, Entrepreneurship is a key element of growth and development. It develops the country in all means by the innovativeness and by different ideas.
- **Hughes et al (2012)** explained, women entrepreneurship as need to be diverse voices and apply a constructionist approach's to consumer traditional and nontraditional questions. Research collaboration in the women entrepreneurship area still restricted within national boundaries and future needs.
- **Ahl and marlow (2012)** explained, There exists an occluded gender biases within the entrepreneurial disclose. Gender assumptions limit episternological scope of research in this area and position of women entrepreneurs.
- **Luisa De Vita (2014)** defined,Entrepreneurship has a leading role in economic development. The role of the gender factor emerged the entrepreneurship. Role of female entrepreneurship in emerging economies and relevance of immigrant female entrepreneurs in developed.
- **Everett H.E.hagen (1962)** defined,Origin of entrepreneurs in many countries, entrepreneurial have emerged mainly from a particular socio economic class.
- **Kameshwar Jha (1970)** explained, favourable economic conditions have a good effect on change in entrepreneurship. Change in social structure which is due to education.
- **Berna(1966)** explained, Found that the entrepreneurs hailed from diverse cast occupation and class. Scale operation they came up to their present positions and diversified the production.
- **Gloria V. Javilionar and Jeorage R.Peters (1973)** explained, Entrepreneurship of the nation was a family phenomenon rather than individual phenomenon.



### **WOMEN ENTREPRENEURS- CONCEPT:**

Women entrepreneur may be defined as a woman or group of women who initiate, organize, and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called “women entrepreneurs”.

Kamal Singh who is a woman entrepreneur from Rajasthan, has defined woman entrepreneur as “a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, the Government of India (GOI2006) has defined women entrepreneur as “an enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.” However, this definition is subject to criticism mainly on the condition of employing more than 50 per cent women workers in the enterprises owned and run by the women.

### **WHY WOMEN BECOME ENTREPRENEURS?**

Many studies indicate that women start businesses for fundamentally different reasons than their male counterparts. While men start businesses primarily for growth opportunities and profit potential, women most often found businesses in order to meet personal goals, such as gaining feelings of achievement and accomplishment. In many instances, women consider financial success as an external confirmation of their ability rather than as a primary goal or motivation to start a business, although millions of women entrepreneurs will grant that financial profitability is important in its own right. Women also tend to start businesses about ten years later than men, on average. Motherhood, lack of management experience, and traditional socialization has all been cited as reasons for delayed entry into entrepreneurial careers. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member or economic reasons such as a layoff.

But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate America to chart their own destinies. These women have developed financial expertise and bring experience in manufacturing or nontraditional fields. As a result, the concentration of women business owners in the retail and service sectors and in traditional industries such as cosmetics, food, fashion and personal care is slowly changing.

Based on the general concept of entrepreneur, women entrepreneurs may be defined as “a woman or group of women who initiate, organize and run a business enterprise”.

The Government of India has defined women entrepreneurs based on women participation in equity (control) and employment of a business enterprise. Accordingly to its opinion, a women entrepreneur is defined as “an enterprise owned and controlled by a women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.”

This definition has been criticized by many personalities on the ground of giving employment to more than 50 percent to women only.

In the modern era of globalization and liberalization, a revolutionized method has been invited in our country with which the women population is being given more importance. Due to constant increase in the cost of living, it has become essential for women to engage themselves in economic activities to stand as a support to their families.

They have proved themselves in not only various job areas but have also taken a bold step of invading the forbidden land of entrepreneurship. Women have been acting as true entrepreneurs, taking risks, managing resources and accepting challenges to gain economic independence and establish their strong position in the society.

### **WOMEN ENTREPRENEURS-FACTORS INFLUENCING MOTIVATIONAL AND FACILITATING FACTORS:**

Women set up an enterprise due to economic and non-economic reasons as well.

Various important reasons can be due to:

1. Motivational factors, and
2. Facilitating factors.

1. Motivational Factors: a) Economic necessity b) Economic independence c) Self-actualization d) Establishing their own creativity e) Establishing their own identity f) Equal status in society g) Achievement excellence h) Education and qualification i) Building self-confidence j) Developing risk-taking ability k) Employment generation l) Family occupation m) Greater freedom and mobility n) Government policies and programmes o) Role model to others.

2. Facilitating Factors: a) Adequate financial facilities b) Innovative thinking c) Self-satisfaction d) Co-operation of family e) Network of contacts f) Experienced and skilled people at work g) Support of family members.

### **ROLE OF WOMEN ENTREPRENEURS IN SOCIETY:**

According to Pandit Jawaharlal Nehru, “When women moves forward, the family moves, the village moves, and the nation moves.”

Women entrepreneurship has been recognized as an important, untapped source of economic growth during the last decade. With the spread of education and awareness, Indian women have shifted from the extended kitchen, handicrafts, and traditional cottage industries to non-traditional, higher level of activities.

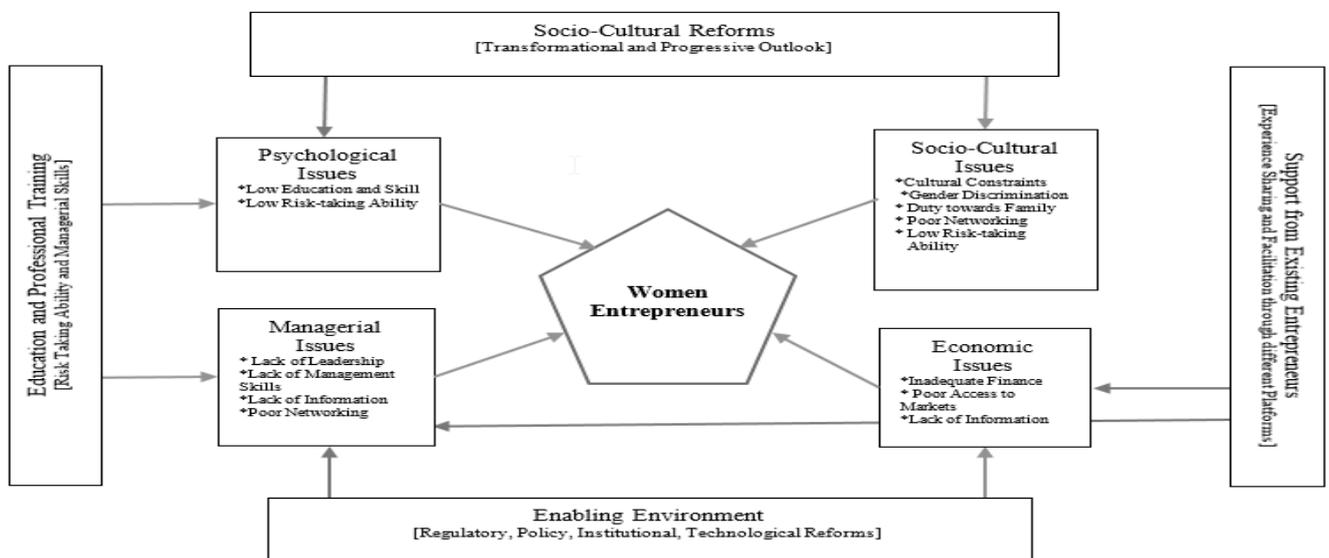
In the new industrial policy, the government has laid special emphasis on the need of conducting special entrepreneurial training programs for women to enable them to start their own ventures. Financial banks and institutions have also set up special cells to assist women entrepreneurs. This has helped the women a lot in taking up the entrepreneurial activity in India.

Estimates in Europe (both European Union countries and other), indicate that there exist more than 10 million self-employed women and in the United States 6.4 million self-employed women providing employment for 9.2 million people and creating significant sales. Women entrepreneurs not only create new jobs for themselves, but also provide jobs to others. However, the participation of women entrepreneurs is less than male entrepreneurs.

**The role of women entrepreneurs is explained in the following points:**

- 1) Employment Generation
- 2) Economic Development
- 3) Better Utilization of Resources:
- 4) Improved Quality of Life

**Figure 1: Challenges Faced by Women Entrepreneurs and the Way Forward**



**PROBLEMS OF WOMEN ENTREPRENEURS-IN INDIA:**

Women entrepreneurs in India are suffering from different problems.

**The important problems are briefly explained below:**

**1. PROBLEM OF ACCESS TO FINANCE –**

**Women entrepreneurs are lacking access to institutional finance because of three reasons:**

- (i) Women do not generally have property on their names to use them as collateral security for obtaining funds from external sources. Thus, their access to the external source of funds is limited.
- (ii) Banks also consider women less credit-worthy and discourage women entrepreneurs on the belief that they can at any time leave their business, and
- (iii) The family members have little confidence in the capability of women to run a business.

Given such a situation, women entrepreneurs are bound to rely on their own savings, if any, and loans from friends and relatives which are expectedly meagre and negligible. Thus, most of the women enterprises suffer from sickness due to lack of financing.

**2. LACK OF FAMILY SUPPORT –** Indian women entrepreneurs are suffering from family support to start any kind of enterprise. In case of married women, they have to strike a balance between their family and business. Their total involvement in family leaves little or no time to devote for business. Support and approval of their husbands seems necessary condition for women’s entry into business.

**3. LACK OF EDUCATION –** In India, around 60% of women is less educated. It is the root cause of socio-economic problems. Women do not aware of business, technology, market strategy etc. Also, lack of education creates problems for women in setting up and running enterprises.

**4. LACK OF AWARENESS**– Many women entrepreneurs are unaware of various governmental schemes meant for women. This has caused the lower rate of women entrepreneurship in India.

**5. LOW RISK BEARING ABILITY**– Women in India lead a protected life. They are less educated and economically not self-sufficient or independent. All these reasons reduce the risk bearing ability.

**6. LIMITED MOBILITY**– Most women entrepreneurs lack the ability to move from one place to another for business reasons.

**7. HUMILIATING ATTITUDE** – Women entrepreneurs have been facing humiliation from different quarters. Family members, general public, public authorities etc. humiliate at different levels. These situations force women to give up their entrepreneurial attitude or to suspend business operations.

**8. COMPETITION** – This is the age of competition. Modern MNCs poses greatest danger to women entrepreneurs. Those women who can innovate only exist in this field now.

**9. LACK OF MARKETING** – Woman entrepreneur lack marketing skill when compared to male entrepreneurs. Maintaining existing business and access to fresh business requires strategic marketing skills.

**10. LACK OF MANAGERIAL SKILLS** – Woman entrepreneur does not possess managerial skills equal to male entrepreneurs due to discriminating attitude played in the society. This problem is inherent in the Indian society till today. On account of this limitation Indian Women though qualified, did not take up entrepreneurial activity.

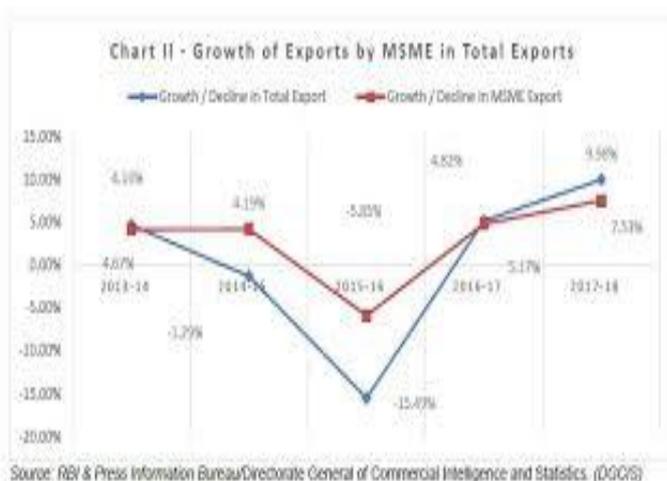
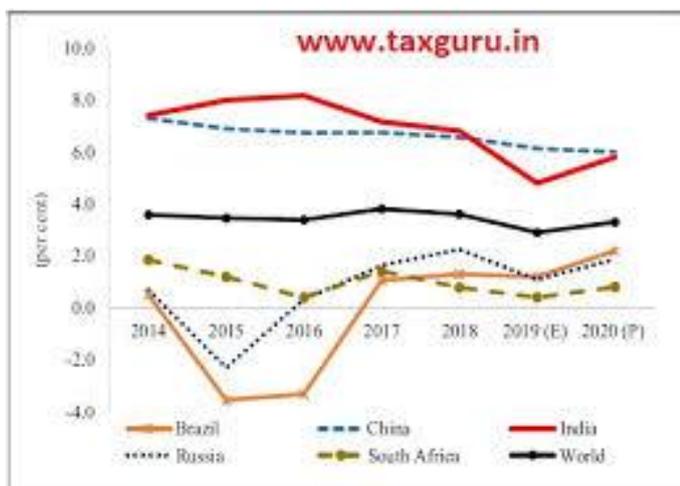
**11. LACK OF SELF CONFIDENCE** – Lack of self-confidence is the other problem of Indian woman entrepreneur. This is due to a non-supportive attitude by her family members and the society.

**12. FAMILY TIES AND RELATIONSHIP** – Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and family. The success in entrepreneurship also depends on the support extended by family members.

**13. LACK OF ACCESS TO TECHNOLOGY** – Women managed business are often small and it is always not easy to access the information they need regarding technology, training, innovative schemes, concessions, alternative markets etc. Only a small percentage of women can avail these assistances.

**14. OTHER PROBLEMS** – Other problems and constraints faced by women entrepreneurs are:

- ▶ Negative attitude of banks and financial institutions.
- ▶ Lack of working capital.
- ▶ Lack of managerial efficiency.
- ▶ Lack of Access to Advanced Technology.
- ▶ Red Tapism. Lack of business experience.
- ▶ Scarcity of raw materials.
- ▶ Inefficient arrangement for marketing and sale.
- ▶ Lack of information.
- ▶ Inadequate infrastructural facilities,
- ▶ High cost of production.
- ▶ Stiff competition,
- ▶ Lack of training.
- ▶ Other social and economic constraints.
- ▶ Lack of practical knowledge▶ Lack of self confidence▶ Lack of positive attitude▶ Family conflicts▶ Lack of storage facilities▶ Male dominated society▶ Ignorance of banking procedure▶ Lack of accounting knowledge and management skill▶ Lack of exposure to business practices.
- ▶ Lack of assets in their our name▶ Procedural complexities and bottleneck▶ Preparation of viable project proposal.



### **WOMEN ENTREPRENEURS-GROWTH AND DEVELOPMENT:**

Women entrepreneurs in India have been playing a very important role in business or industry since their entry into this section. The Government of India has been giving increasing attention to them to improve their performance and

play a significant role in the economic development of the country through self-employment and industrial ventures. Several policies and programmes have been formulated by the Government to develop women entrepreneurs in India.

**They have been briefly described below:**

- 1) The Seventh Five Year Plan (1985-90) provided a special chapter on Integration of Woman in Development. In this article, it had made the following suggestions for the development of a woman viz.
  - a) To treat women as specific target group in all development programs
  - b) To properly diversify vocational training facilities for women to suit their varied needs and skills.
  - c) To encourage appropriate technologies, equipment's and practice for reducing their drudgery and increase their productivity.
  - d) To provide marketing assistance at the State level.
  - e) To increase women's participation in decision-making.
- 2) In 1981, the First National Conference of Women Entrepreneurs was held at New Delhi and it urged the Government to give priority to women in the allotment of lands, sheds, sanction of power, industrial licensing etc. It also recommended for simplifying loan procedures, counseling services, centralised marketing agency and special training programmes for women entrepreneurs.
- 3) In 1989, Second International Conference of Women Entrepreneurs organised by the National Alliance of Young Entrepreneurs (NAYE) was held in New Delhi under the aegis of the World Assembly of Small and Medium Enterprises (WASME).

**It adopted a declaration containing the following important features:**

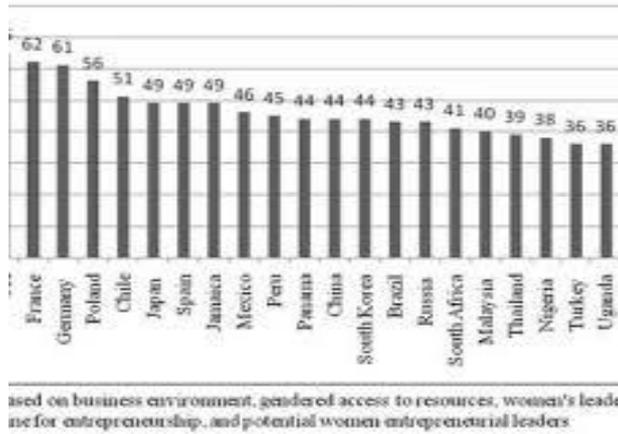
- All the national governments of the countries should (a) promote involvement of women in economic and social programmes, (b) provide necessary infrastructural facilities, training and marketing facilities, (c) enact legislation to remove constraints in their way and (d) arrange for transfer of relevant technology and financial assistance.
  - The international agencies such as UNCTAD, UNDP, ILO and the national governments should adopt appropriate measures for encouraging free flow of products manufactured by women entrepreneurs and should provide fiscal and expert assistance to the governments and other agencies engaged in the promotion of women entrepreneurship.
  - The products manufactured by women entrepreneurs should be widely displayed in national and international trade fairs.
  - The education ministries of the various countries and the UNESCO should provide necessary literature, books, and publications for the benefit of women entrepreneurs.
- 4) The 1991 Industrial Policy of the Government of India also stressed the need for conducting special entrepreneurship programmes for women. It also suggested for conducting product and process-oriented courses for women to enable them to start small scale industrial enterprises. It further adds that the objective of such courses should be to give representation to women in the field of small industry development in order to lift their status in the economic and social fields.
  - 5) During the Eighth Five year Plan (1992-97), the following special programmes were introduced to increase employment and income generating activities for women –
    - In agriculture, during 1993, a programme for training women farmers was launched.
    - Women Co-operatives – A programme for formation of women co-operatives was launched for helping woman engaged in agro-based industries.
    - Khadi and Village Industries Commission (KVIC) took measures to provide more and more employment opportunities for women.
    - Several Development Programmes were launched specially for women e.g. Prime Minister's Rozgar Yojana (MPRY), Entrepreneurial Development Programme (EDPs), Integrated Rural Development Programme (IRDP), Jawaharlal Rozgar Yojana (JRY), Development of Women and Children in Rural Areas etc.
  - 6) During the Ninth Five Year Plan (1997-2002), special strategy was adopted by the Central and State Governments to help the women entrepreneurs as follows –
    - Women Component Plan to provide not less than 30 percent of funds for all women related schemes.
    - Women Development Corporation (WDCs) to provide forward and backward linkages of credit and marketing facilities to women entrepreneurs of small and tiny sectors.
    - Trade Related Entrepreneurship Assistance and Development (TREAD) introduced in 1998 aims at economic empowerment of women in rural, urban and semi-urban areas. It also aims at developing their entrepreneurial skills, eliminating constraints faced by them, and strengthening their trade support net-works. It operates through SIDBI.

- Prime Minister Rozgar Yojana (PMRY) introduced in the VIII plan, and in April, 1999 amended to modify eligibility criteria and some other parameters such as relaxing the age of women.
- Swarna Jayanthi Gram Swarozgar Yojana (SGSY) and Swarnajayanthi Shahari Rozgar Yojana (SJSRY) provide reservation for women, encourage group activities among them and help them in several ways.
- Small Industries Development Bank of India (SIDBI) has sponsored several schemes with the objective of providing training and extension support services to women entrepreneurs through a comprehensive package designed according to their skills, socio-economic status and to extend liberal financial help to enable them to set industrial units in small scale sector.

These schemes include-

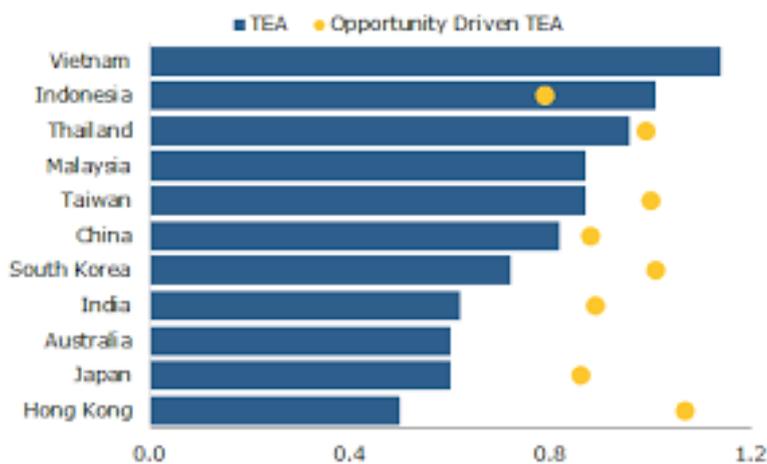
- a) Women Entrepreneurial Development Programmes (WEDPs)
  - b) Marketing Development Fund for Women Entrepreneurs (MDFWE)
  - c) Mahila Udyam Nidhi (MUN)
  - d) Mahila Vikas Nidhi (MVN)
  - e) Micro Credit Scheme (MCS)
- Industrial Estate for Women Entrepreneurs – There has been an insistent demand for setting up industrial estates particularly for women entrepreneurs. The Andhra Pradesh State Government has supported for setting up industrial estates exclusively for women in three districts.  
These industrial estates are meant for (a) setting up electronics, garments, food processing, printing, bio-technology, handmade paper, small engineering units, accessories etc. (b) export-oriented units like mushroom processing, computer hardware and software etc, and (c) software Technology Park for women within the industrial estate.
- 7) Consortium of Women Entrepreneurs of India (CWEI) – It is a common platform to help the women entrepreneurs in finding innovate techniques of production, marketing and finance in the context of the opening up of the economy and the need for upgradation of technology. It consists of (a) NGOs, (b) Voluntary Organisations, (c) Self-help Groups, (d) Institutions and (e) Individual Enterprises from urban and rural areas.
  - 8) Mahila Vikas Nidhi – Under this scheme, a cumulative help of Rs. 80.4 million has been sanctioned during the period of 1999-2001 to 155 NGOs/Agencies benefitting around 21,350 women entrepreneurs, for providing training and employment opportunities to women in rural areas. The training centres set up by NGOs mostly relate to activities such as sericulture, spinning, weaving, block printing, handicrafts, handloom products etc.
  - 9) Micro Credit Scheme – This scheme of Rs. 810.50 million has been sanctioned by SIDBI i.e. Small Industries Development Bank of India to 169 MFIs benefitting over 4,42,000 poor women since the inception of this scheme.
  - 10) Prime Minister's Rozgar Yojana – Under this scheme, Women-oriented schemes of IDBI, SFCs (State Finance Corporations, KVIC etc. have been introduced for the benefit of women entrepreneurs by granting loans.
  - 11) Rastriya Mahila Kash – This was set up in 1993 for providing micro credit poor women who have no access to financial institutions at reasonable or fair rates of interest.
  - 12) Training Programmes – Various training programmes have been started by the Government of India exclusively meant for women for self-employment. The training programmes include Support for Training and Employment Programme of Women (STEP), Development of Women and Children in Rural Areas (DWCRA) and setting up of Training-cum-Employment-cum- Production Units (NORAD).
  - 13) District Industries Centres (DICs) – These centres have arranged various lectures, seminars etc. in girls colleges and technical institutions.
  - 14) University Grants Commission (UGC) – The UGC has introduced the subject of entrepreneurship as a compulsory subject in the curriculum in the colleges of all universities in India.

Thus, various measures have been implemented by the Central Government and State Governments and other associations and organisations for the development of women entrepreneurs.



Based on business environment, gendered access to resources, women's leadership for entrepreneurship, and potential women entrepreneurial leaders.

Global Women Entrepreneur Leaders Scorecard



**REMEDIAL MEASURES:**

In India, a large number of training and promotional activities are being organized to develop entrepreneurial skills among women. Some of these programmes are exclusively for women while others take women along with male entrepreneurs. **Given below are some of the remedial measures initiated to improve women entrepreneurs in India:**

- CREATING AWARENESS** – Steps should be taken to make women aware of financial and technical assistance available to them under government and non-government schemes.
- OFFERING CONCESSIONS** – Women entrepreneurs should be offered concessions, subsidies and incentives as supporting elements to promote them take up entrepreneurial activities.
- SIMPLE LEGAL FORMALITIES** – Legal and administrative procedures and formalities should be made more simple and flexible. This induces them to undertake entrepreneurial activities. Application forms, appraisal standards and other procedural formalities for extending finance to women should be simple.
- CO-OPERATION FROM AGENCIES** – Government and its agencies should co-operate with women entrepreneurs to make the environment more friendly and courteous.
- FINANCIAL ASSISTANCE** – Loans and advances should be made available to women entrepreneurs through public sector banks and private banks at concessional or lesser rate of interest. Besides this, women entrepreneurs should be advised to form SHGs (self-help groups) or co-operatives.
- TRAINING AND DEVELOPMENT PROGRAMMES** – For inexperienced women, special type of training and development programmes should be arranged to inculcate in them entrepreneurial knowledge and skills. Besides this, every women entrepreneur needs to have prior knowledge and skill before they undertake the assignment of starting enterprises.
- WOMEN'S CELL** – Women's cell should be setup at the directorate of industries and District Industries Centres (DIC) to provide information, Counselling or guidance and other credit related information to women entrepreneurs. These women cells should be preferably handled by women officers or staff.
- SINGLE WINDOW APPROACH** – The single window approach would be helpful for promoting women entrepreneurs. A separate cell should be established under the DIC.

**The cell should ensure the following assistances:**

- Preparation of the project report
  - Preparation Technical know
  - Allotment of site, sheds etc.,
  - Term loan approval
  - Working capital loan sanctions
  - Raw material allocation
  - Training both to women entrepreneurs and staff
  - Obtaining subsidies
  - Marketing assistances
- WOMEN ENTREPRENEURS' ASSOCIATIONS** – A women entrepreneurs' Associations can be formed. This would help them to form groups, seek help from different institutions and exchange mutual needs. A formal association would also encourage other potential entrepreneurs.

10. **WOMEN CO-OPERATIVES** – Women should be encouraged to work in groups by forming women co-operatives for production as well as marketing of their products. This would help them in getting success in their ventures and improve their confidence. They feel strong economically, socially and emotionally by managing enterprises in a cordial environment.

Women entrepreneurs encounter two sets of problems, viz., general problems of entrepreneurs and problems specific to women entrepreneurs. The problems and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship.

**FOLLOWING ARE THE FEW SUGGESTIONS FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURS:**

1. Women should be considered as a specific target group for all developments.
2. Government should provide better educational facilities and schemes.
3. More Governmental schemes should be launched to motivate women entrepreneurs to engage in small scale and large-scale business ventures.
4. Adequate training programme has to be conducted for the women entrepreneur.
5. Continuous monitoring and improvement of training programmes is essential for grooming women entrepreneurs.
6. Making provision of marketing and sales assistance from government part.
7. To encourage more passive women entrepreneurs the Women training programme should be organised that taught to recognize psychological needs and express them.
8. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.

**One Woman, Seven Roles: Indian women are playing seven roles. They are:**

1. She's a Home Manager
2. She's a Finance Manager
3. She's a Relationship Manager
4. She's a Well-Being Manager
5. She's the Next-Gen Manager
6. She's a PR Manager
7. She's a Self-Manager

Understanding the needs of each role, one can access the importance of women in various fields. As a home manager, she is busy with housekeeping, cooking and supervising domestic helps. She derives satisfaction from being a good wife. As a women who is a home maker, her family ones before her career. As a finance manager, she plays the lead role in all household purchases and balances the budget. She feels happy when her household budgets are managed well.

As a relationship manager she develops communication link between family members. She gives top priority to the happiness within the family members as well as around the family. As a well-being manager, she provides right food to all the members in the family and provides right supplements. She sees herself as the healer and is fiercely protective about her family's health. As a next-gen manager, she is responsible for the health of the children, their growth, character and personally.

As a Public Relation manager, she represents the family on social/family occasions. Her priority is to have good equation with others so that her family finds acceptance in society. Last but not least, as a self-manager, she herself project as an attractive women to the world outside. Her hobbies, pastimes, health and beauty care often take a backseat for the housewife.

**MOTIVATIONAL AND EMPWERMMENT FACTORS FOR WOMEN ENTREPRENEURSHIP:**

**Following are few suggestions for development of women entrepreneurs:**

1. Encourage women's participation in decision making.
2. Training in professional competence.
3. Counseling through the aid of committed NGOs.
4. Continuous monitoring.
5. Women entrepreneurship guidance cell system.
6. Better educational facilities and schemes should be extended to women.
7. Consider women as specific target group for all developmental programme.
8. Adequate training programme on management skills to be provided to women community.

**CONCLUSION:** This study seeks to find out the relationship between motivational factors and women entrepreneurial challenges. To throw more light on the multiple effects of each of the motivational variables on women entrepreneurial challenges, past researches into personal dissatisfaction (a motivational factor) concluded that personal dissatisfaction as a 'push factor' which has an intrinsic effect on women entrepreneurs' performance can help in tackling the challenges they face in business. This study discovered that motivational variables whether intrinsic or extrinsic, push or pull are positively related to the challenges women entrepreneurs face. To investigate more on this, statistical analysis was conducted to determine the multiple effects of family influence, financial, psychological and environmental factors as motivational factors on the challenges women entrepreneurs face in business. The Specific obstacles to Women Entrepreneur are: type of education, demand of role models in Women Entrepreneurship, gendering of Women Entrepreneurship, weak social status, competing demands on time and access to finance. Hence, Women Entrepreneur must be analyzed both at the individual level (i.e. the choice of becoming self-employed) and at the firm level (the performance of women owned and managed firms) in order to fully comprehend the differences between men and Women Entrepreneur, since they play an effective role for contributing a mite to the economic development of the country. Women entrepreneurial intensity and willingness to handle their business challenges were found to be key motivating factors that propel them to seek for high performance in the industry. Women entrepreneurs to put in their best and incur significant personal or business sacrifices in pursuit of the success of their enterprise. This has a way of reducing the challenges they face in their business. The understanding of the reasons why women go into business may help in predicting the kind of challenges women face in business. Women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the Society in general and family members in particular is required to help them scale new heights in their business ventures. The right kind of assistance from family, society and Government can make these Women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India in this era of globalization. Ultimately, every impoverished woman who manages against all odds to become a successful entrepreneur is heroic. And that heroism is why The World Bank and its donor nations, as well as leading businesses, universities and NGOs are now focused so intently on lending women-owned SMEs a hand. If you give a woman in a developing country just a little bit of support for a business, she may well leverage that support into a brighter future for herself, her children, her neighbors and the world that we all share.

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