

WOMEN ENTREPRENEURSHIP IN INDIA: CHALLENGES AND SUGGESTIONS

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ABSTRACT

Women entrepreneurs play a crucial role in India's wake of globalization and economic Liberalization. Women entrepreneurship has the potential to create new economic opportunities for India and Contribute to overall growth, leading to poverty reduction. The increased educational status of women and Varied aspirations for better living necessitated a change in the lifestyle of Indian women, leading to the emergence of women entrepreneurs. The sociological setup of Indian society has been male-dominated, which presents a significant challenge to women entrepreneurs. The lack of direct ownership of property, a Poor degree of financial freedom for women, and a limited degree of entrepreneurial skills and finance in Economically rich and poor women are among the major issues that impede the growth of women Entrepreneurship in India. Regardless of the progress made by women entrepreneurs in India, there are still Several hurdles that they must overcome to achieve equal rights and positions. Even though women Entrepreneurs in India face many challenges, but there are still many success stories of women who have Been able to overcome these obstacles and establish thriving businesses. This article aims to explore the reasons for Slow Progress of Entrepreneurship amongst women in India, schemes for Promotion and Development of Women Entrepreneurs, Challenges and Suggestions of women entrepreneurship in India.

Keywords: Entrepreneurship, Women, Development, Opportunities, Activities

1. INTRODUCTION

“You can tell the condition of a nation by looking at the Status of women in the society”. –Pt. Jawaharlal Nehru

A better and more improved entrepreneurship environment can Help an economy reach its development objective. An entrepreneur is A person who starts a business, manages it on their own, and assumes All associated risks and uncertainties. Women entrepreneurship is a procedure where entrepreneurial Activities are managed by women. In this process, the management of Factors of production (land, labor, and capital), taking risk, decision Making, the organization and management of all entrepreneurial Activities are done by women. So basically, an entrepreneur is One who initiate a business venture in expectation to earn money, Satisfaction and social prestige as well as to provide employment Opportunities to others.

The Government of India define female entrepreneurs as –“An enterprise owned and controlled by a women having a minimum Financial interest of 51% of the capital and giving at least 51% of the Employment generated in the enterprise to women”. Women who, in order to satisfy their need for accomplishment and independence, made the difficult decision to pursue the career Of an entrepreneur. This definition only applies to opportunity-Driven women entrepreneurs, or women who choose to become Entrepreneurs out of their own free choice. Entrepreneurs who are Compelled to seek entrepreneurship due to a pressing need are not Included in this definition.

A nation's ability to elevate its women to a certain level and position is the best indicator of its Social and economic progress. Among these are economic forces that have liberated women from the chains of antiquated customs, discrimination, and ignorance. With the advancement of knowledge, women have become more confident in recent years. Although it was previously thought that males should do all such tasks with confidence, they now Possess such confidence. They compete constantly with males in every aspect of life due of their Exceptional coordination and leadership skills. It demonstrates that modern women who are driven, Skilled, and educated can be approached in any area of life. Nonetheless, there is still a long way to go before Indian women have equal rights and status. Although women have contributed significantly to the advancement of society, their potential as Entrepreneurs has not yet been fully realized. The fundamental cause of this is the reduced status of Indian women. They still did not fully utilize their potential in India as they ought to have. Women's empowerment Is essential because their values and ideas contribute to the formation of strong families, intelligent Societies, and eventually respectable countries.

2. REVIEW OF LITERATURE

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing Countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing Countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on Average per country. The study also depicted the fact that representation of

women entrepreneurs in This region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes.

Das, 2000 performed a study on women entrepreneurs of SMEs in two states of India, viz, Tamil Nadu And Kerala. The initial problems faced by women entrepreneurs are quite similar to those faced by Women in western countries. However, Indian women entrepreneurs faced lower level of work-family Conflict and are also found to differ from their counterparts in western countries on the basis of reasons for starting and succeeding in business. Similar trends are also found in other Asian countries such as Indonesia and Singapore. Again the statistics showed that the proportion of business setup and Operated by women is much lower than the figures found in western countries.

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 unacceptance 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.

Damwad, (2007), describes the experiences, initiatives & obstacles faced at five Nordic countries like Finland, Denmark, Iceland, Norway & Sweden towards women entrepreneurship. It broadly identifies Few obstacles like financing, lack of knowledge & skills in business life, markets & entrepreneurial Activity, work life balance including lack of growth & wishes to grow and most importantly women as Other groups are heterogeneous. The study compares early stage entrepreneurial male & female Activity among Nordic countries with the same of USA. It also compares various programme & Schemes developed by Nordic countries & agencies that provide support to them. OECD & European Commission are focusing on methodologies in analyzing quantitative & qualitative women Entrepreneurship. The Nordic countries need a framework for policy learning develop a proper policy Mix towards promoting women entrepreneurship.

Global Entrepreneurship Monitor (GEM) Report, (2018): The rise of women entrepreneurship in India is a significant development in recent years, as women are playing an increasingly important role in The economic growth and development of the country. According to Global Entrepreneurship Monitor (GEM) Report (2018), India ranks third in the world in terms of the percentage of women entrepreneurs. Even with this progress, women entrepreneurs still face a number of challenges in India.

Nair, (2019): Another major obstacle for women entrepreneurs in India is access to finance. Women Entrepreneurs often face difficulty in obtaining loans and other forms of financial support due to the Patriarchal attitudes of the financial institutions and society as a whole. The lack of collateral, property Ownership and a credit history are some of the reasons that hinder women from accessing financial Assistance. Moreover, women face social and cultural biases that make it difficult for them to secure Investment and funding.

Objectives of the Study

1. To explore various factors encouraging women to take up entrepreneurship
2. To study the government initiatives to boost women entrepreneurship
3. To examine the obstacles faced by women entrepreneurs
4. To depict the current status of women entrepreneurship in India
5. To draw conclusions and give suggestions

3. RESEARCH METHODOLOGY

This paper is a descriptive study in nature. The secondary data and information have been analyzed for Preparing the paper extensively. The secondary information have been collected from different scholars and Researchers, published books, articles published in different journals, periodicals, conference paper, Working paper, blogs and websites.

Women Entrepreneurship:

Women Entrepreneurship as defined by Manorama Vaid, as an adult woman who undertakes to organize Own and run an enterprise. Her illustration about women entrepreneurs in India, represents a group of women who have broken away from the beaten track and exploring new vistas of economic participations. The task of women entrepreneurs has been full of challenges and yet they have steer clear of prejudice Opposition, constraint and have established themselves as successful entrepreneurs. When we speak about the term “Women Entrepreneurship” we mean, an act of business ownership and Business creation that empowers women economically, increases their economic strength as well as

Position in society. Hence women-entrepreneurs have been making a considerable impact in all most all the Segments of the economy which is more than 25% of all kinds of business. In India “Entrepreneurship” is Very limited amongst women especially in the formal sector, which is less than 5% of all the business. Women are doing a wonderful job striking a balance between their house and career. Women Entrepreneurs are key players in any developing country particularly in terms of their contribution to Economic development. In recent years, even among the developed countries like USA and Canada, Women’s role in terms of their share in small business has been increasing. (Dr. Vijaya Kumar, A. and JayaChitra, S.) According to Kamal Singh “A woman entrepreneur can be defined 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.”

Status of Women Entrepreneurs in India :

The educated women do not want to limit their lives in the four walls of the house. They demand Equal respect from their partners. However, Indian women have to go a long way to achieve equal rights And position because traditions are deep rooted in Indian society where the sociological set up has been a Male dominated one. Women are considered as weaker sex and always made to depend on men folk in their Family and outside, throughout their life. The Indian culture made them only subordinates and executors of The decisions made by other male members, in the basic family structure. While at least half the brainpower On earth belongs to women, women remain perhaps the world’s most underutilized resource.

Female entrepreneurship has attracted increasing attention in recent years in light of concrete Evidence of the importance of new business creation for economic growth and development (Acs et al., 2005; Langowitz and Minniti, 2007). Not only does female entrepreneurship contribute to economic growth And employment creation, but it is increasingly recognized to also enhance the diversity of Entrepreneurship in any economic system (Verheul et al., 2006) and to provide avenues for female Expression and potential fulfillment (Eddleston and Powell, 2008). These benefits are rarely leveraged in a Systematic way, however, given that female entrepreneurship talent and potential remain largely untapped In many contexts (Baughn et al., 2006).

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing Countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on Data analysis and review of recent key literature. This study found that in Asian developing countries SMEs Are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The Study also depicted the fact that representation of women entrepreneurs in this region is relatively low due To factors like low level of education, lack of capital and cultural or religious constraints. However, the study Revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs Seeking for better family incomes.

Reasons for Slow Progress of Entrepreneurship amongst Women in India:

In general, women have certain challenges while starting and running their businesses. It is believed that the main obstacle facing female entrepreneurs is that, in our society, marriage Is the only career path available to them. The following are a few common obstacles faced by Female entrepreneurs:

1. **Unavailability of Finance:** Finance is the “life-blood” of every company and entrepreneurial Endeavors. A common issue faced by female entrepreneurs was a lack of funding or insufficient Funding. Women in our nation do not own any property under their own names that they may Pledge as collateral to get a loan for business purposes. Financial organizations still view them As less creditworthy. These institutions discourage women borrowers on the grounds that they Might not stay in business for very long and can depart at any time.
2. **Male-Dominated culture:** Despite the fact that women’s rights, equality, and empowerment Are discussed in our constitution and culture, male dominance persists. But in our society, Women are consistently viewed as inferior to men. One of the main obstacles to women starting And managing their own businesses is the male-dominated nation of India, where women are Not viewed as equals to males.
3. **Family Duties and Obligations:** Women’s domestic duties and obligations also significantly Hinder their ability to launch their own business. They have to take care of their family, Particularly the younger and elderly ones. Furthermore, they are too busy to devote adequate Time and attention to the business after completing all of these obligations.
4. **Lack of Education:** About 62% of Indian women are still not literate. According to the results Of the 2011 economic census, 74.8% of females in urban areas and 56% of females in rural Regions lack literacy. People with low levels of education are ignorant about market structure, Technology, trade, business, and managerial abilities. It makes it difficult for them to succeed In life and results in low levels of performance.

5. **Stiff Competition:** Indian women in business must contend with fierce competition from Male entrepreneurs who are only involved in product creation, marketing, and promotion. Additionally, they are unable to provide adequate funds for advertising and organizational Setup. Technological improvements and well-established enterprises or companies are among The challenges faced by Indian women entrepreneurs.
6. **Lack of Raw Materials:** The high cost of raw materials and their scarcity are frequent problems Faced by female entrepreneurs. Owing to their inadequate understanding of the market, the Mediators either refuse to grant them exemptions when it comes to buying raw materials or Only offer a minimal discount.
7. **Low ability of Bearing Risk:** In India, mostly women are neither economically stable nor they Are self-independent, which decrease the irability of bear in grisk and uncertainty in a business Or enterprise.
8. **Fatalistic Attitude and Lack of Self Confidence:** Normally women are suffering from a few Psychological problems such as lack of self-confidence, fatalistic attitude and weak mental Outlook which prevents them in achieving their goals in the field of entrepreneurship.
9. **Family and Personal Obligations:** Sometimes personal obligations and lack of family support Also bars them from being successful entrepreneur. They have to look after all members of Family and also have to fulfill their house-hold duties. Hence they are unable to invest the Required time and energy to fulfill their business responsibilities.
10. **Lack of Knowledge about Government Programs and Institutional Support:** People's Success as entrepreneurs is also significantly impacted by their ignorance about government And other institutions' financial help. Often, this is the primary cause of their inability to take Advantage of the regular business loans, incentives, policies, programs, and schemes that Governments and other financial institutions offer to support their development.

Schemes for Promotion and Development of Women Entrepreneurs:

Various promotional schemes and measures have been taken by the government of India as well as Other national or international associations and financial institutions to help women to grow in the Entrepreneurial field. These are as follows:

- Trade related entrepreneurship assistance and development scheme for women (TREAD) With the objective of encouraging women in starting their own ventures, government launched a Scheme, namely, (TREAD) Trade Related Entrepreneurship Assistance and Development during the 11th Plan. The scheme envisaged economic empowerment of women through the development of their Entrepreneurial skills in non-farm activities. There are three major parts of the scheme. Govt. of India Has 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 total project cost is financed by The lending agency as loan for undertaking activities as envisaged in the project. Up to Rs.1 lakh per Program can be granted by govt. of India to training institutions / NGOs for providing training to the Women entrepreneurs.
- Micro & Small Enterprises Cluster Development Programme (MSE-CDP) Cluster is described as a group of enterprises, normally 20 or more producing same/similar Products/services. The Cluster Development Programme being implemented envisages diagnostic Study of identified clusters of traditional skill-based MSEs to identify suitable technologies and their Providers and to facilitate adoption of available technology meeting the specific needs of the end users. The Cluster Development goals at improved competitiveness, technology improvement, adoption of best manufacturing practices, marketing of products, employment generation etc. The scheme provides Support for capacity building, common facilities, marketing etc. the delivery, absorption and diffusion Of the identified technology from its producers to the recipient user/cluster of small enterprises. This Ministry implemented the IID Scheme to provide developed sites with infrastructural facilities Like exhibition/display centers, telecommunications, drainage and pollution control facilities power Distribution network, roads, water, raw materials, common service facilities storage and marketing Outlets, and technological back-up services, etc. This scheme has been subsumed in the MS-ME-Cluster Development Programme. All the features of IID Scheme have been retained. To create Physical infrastructure for women enterprises central grant of 40% of the project cost subject to a Maximum of Rs.2 crore is available. The Ministry of MSME is trying to enhance the quantum of grant To 80% in a project of Rs.10 crore.
- Credit guarantee fund scheme In May, 2000 The Government had introduced the Credit Guarantee Fund Scheme for Small Industries With the objective of providing credit to SSI units, particularly small units, for loans up to Rs. 25 lakh With no collateral/ third party guarantees. The Scheme is being operated by the Credit Guarantee Fund Trust for Small Industries (CGTSI) set up jointly by the Government of India and SIDBI. In the case Of women enterprises, the guarantee cover is up to 80% of the credit subject to maximum guarantee Limit of Rs. 20 lakh. The member lending institutions (MLI) availing of guarantee from the Trust have To pay a one-time guarantee fee of

1.5% of the credit facility (comprising term loan and / or working Capital) allowed by the lending institution to the borrower and annual service fee of 0.75% per annum On the amount of credit facility extended by the MLI, which is covered under the scheme.

- Help for Entrepreneurial and Managerial Development MSME Dis regularly conducts EDPs/MDPs for existing and potential entrepreneurs and charge fee for Such courses. To encourage more entrepreneurs from among the SC/ST, women and physically Challenged groups, it is proposed that such beneficiaries will not be charged any fees but, instead paid A stipend of Rs.500/- per capita per month. 50,000 entrepreneurs will be trained in IT, Fashion Technology, Agro & Food Processing, Catering, biotechnology Pharmaceutical, etc. through Specialized courses run by MSME Dis. 20% of courses conducted by these Institutions shall be Exclusively for women
- Scheme for Women Entrepreneurs to Encourage Small & Micro Manufacturing Units DC (MSME) has formulated a scheme for women entrepreneurs to support Small & Micro Manufacturing units owned by women in their efforts at developing overseas markets, to enhance Participation of representatives of small/micro manufacturing enterprises under SIDO stall at International Trade Fairs/Exhibitions, to enhance export from such units. Under this scheme Participation of women entrepreneurs in 25 international exhibitions is envisaged during the 11th Plan. For the year 2007-08 a good number of outstanding women entrepreneur associations have been Requested to sponsor their members for participation in 5 international exhibitions scheduled during the Months of Jan.-March, 2008, With a view to give confidence to women entrepreneurs for participating In the International Exhibitions.
- Dena Bank to support India's women entrepreneur. Dena Bank will help Government of India's Initiative to promote women entrepreneurs for self-employment ventures in any kind of non-farm Activity.
- The government of India and the various state governments have come up with policies and Programmes to assist women entrepreneurs and help in solving the above stated challenges and Problems which they face. A brief account of these policies and programmes are given below.
- Policy Initiatives: Government of India is committed to develop MSMEs in general and women Entrepreneurship in particular. In a broad manner the government has implemented the MSME Development Act 2006 which has already come into effect. There is a provision to reserve items Exclusively for the MSMEs. At present 20 items are reserved for these sectors. However depending on The factors such as economies of scale, level of employment, prevention of concentration of economic power etc. there are possibilities of de-reservation also. The govt. has also launched National Manufacturing Competitiveness Programme (NMCP) to encourage competitiveness in this sector. Women entrepreneurship has been benefiting from these policy initiatives.
- The Ministry of MSME is primarily set up to assist various states and Union Territories in the effort To promote growth and development of MSME in general. The two specific schemes to assist the Women entrepreneur (a) The Scheme of Trade Related Entrepreneurship Assistant and Development TREAD and (b) Mahila Coir Yojana. TREAD is linked with NGOs wherein the Govt. provide the Grant up to 30% of the total project cost and also provide separate grant for research and development. Mahila Coir Yojana is a self- employment programme for women aimed to provide training and ratts For carrying out spinning activities in a subsidized manner.
- Entrepreneurship Development Programme (EDP) The Government also announce from time to time Entrepreneurship Development Programme (EDP) Especially for the first generation of women who desire to be entrepreneur. For the purpose of training And skill development there are three important institutions namely National Institute of MSME, Hyderabad, National Institute of Entrepreneurship and Small Business Development (NISESBUD, Noida and Indian Institute of Entrepreneurship (IIE), Guwahati and NISC, Delhi. All the institutions Taken to gather had trained more than 20,000 women during the 2011-2012.
- Prime Minister's Employment Generation Programme (PMEGP) launched in 2008-09 also gives Special attention to urban and rural women by providing them subsidy at the rate of 25 to 35 per cent Of the project cost in urban and rural areas respectively. Bank finance in the form of loan is 95% of the Project cost for women.
- The Ministry of Women and Child Development of Government of India does play an important role For all round development of women and provides support to women to empower themselves. It has Launched the National Mission for Empowerment of Women (NMEW) in March, 2010. The mission Has the network of various State Mission Authority (SMAs) at state level. Besides that there are two Important schemes of the ministry which can act as complement to the process of development of Women entrepreneurship. These schemes are named as Rajiv Gandhi Scheme for Empowerment of Adolescent Girls-Sabla and Support to Training and Employment Programme (STEP) for women. 'Sabla' was launched in 2010 with one of the objectives to provide vocational training to girls aged 16 And above under National Skill Development Programme. 'STEP' has been operational since 1986-87 With the objective to ensure sustainable employment and income generation for marginalised and asset Less women across the country.

- Other schemes operated by different departments and ministries are: Management Development Programmes, Women's Development Corporations (WDCs), Marketing of Non-Farm Products of Rural Women, Assistance to Rural Women in Non-Farm Development (ARWIND) Schemes, Micro Credits Scheme etc.

Schemes for the Advancement of Women Entrepreneurship in India:

It is the time when we can say that there was a time of male dominance in our society. But Today time and conditions are completely changed and there is no dearth of women who have Transcended such forms of domination. For instance- Chanda Kochar, Smt. Pratibha Patil, Indira Nooyi, Droupadi Murmu, and our current finance minister- Mrs. Nirmala Sitaraman is also an Evidence of women empowerment in India. At present time there are more than 29 schemes for the Advancement of female entrepreneurship. Some of the mare as follows:

- Sarkari Yojana
- Pradhan Mantri Mudra Yojana
- Bhartiya Mahila Bank
- Annapurana Scheme
- Stri Shakti Package
- Orient Mahila Vikas Yojana
- Training of Rural Youth for Self-Employment
- Working Women's Forum Indira Mahila Kendra
- Rashtriya Mahila Kosh
- Dena Shakti
- Udyogini
- Cent Kalyani Scheme
- Mahila Udyam Nidhi Scheme
- Mudra Yojana Scheme for Women Trade Related Entrepreneurship Assistance and Development Scheme (TREAD)
- Udyog Bandhu And Mahila Udyog Bandhu
- Micro Credit Yojana
- Khadi and Village Industries Commission (KVIC)

Challenges faced by Women Entrepreneurs:

Even though entrepreneurship has its own advantages, it is not free of problems. For this there are a Number of factors (Samiti, 2006), (Tan, 2000) classified the basic factors that affect entrepreneurs in to two Broad categories –economic and social. The economic factors include competition in the market; lack of Access to the market, lack of access to raw material, lack of capital or finance, lack of marketing knowledge; Lack of production/ storage space; poor infrastructure; inadequate power supply and lack of business Training The social factors include lack of social acceptability; having limited contacts outside prejudice and Class bias; society looks down upon; attitude of other employees; and relations with the work force. Besides This, Gemechis (2007), Hisrich (2005), ILO (2009) added Social and cultural attitude towards youth Entrepreneurship; entrepreneurship education; administrative and regulatory framework; and business Assistance and support; barriers to access technology are crucial factors that affect entrepreneurial success.

1. **Balance between family and career-** Women in India are very emotionally attached to their home and Families. They are supposed to attend to all the domestic work, to look after the children and other Family members. They are overburdened with family responsibilities like taking care of husband, Children and in laws which takes away a lot of their time and energy. In such situation, it is very difficult To concentrate and run an organization successfully and efficiently.
2. **Limited access to finance** – Access to finance is a key issue for women. Accessing credit, particularly For starting an enterprise, is one of the major constraints faced by women entrepreneurs. Women often Have fewer opportunities than men to gain access to credit for various reasons, including lack of Collateral, an unwillingness to accept household assets as collateral and negative perceptions of female Entrepreneurs by loan officers (Mahbub, 2000). Women entrepreneurs suffer a lot in raising and Meeting the financial needs of the business. Bankers, creditors and financial institutes do not come Forward to provide financial assistance to women borrowers on the ground of their less credit Worthiness. They also face financial problem due to blockage of funds in raw materials, inventory, Work-in-progress, finished goods and non receipt of payment from customers on time.
3. **Inadequate Marketing skills** -The ability to tap into new markets requires expertise, knowledge and Contacts. Women often lack access to training and experience in on how to participate in the market Place and are therefore unable to market goods and services strategically. Thus, women-owned SMEs Are often unable to take on both the production and marketing of their goods. In addition, they have Often not been exposed to the international market,

and therefore lack knowledge about what is Internationally acceptable. The high cost of developing new business contacts and relationships in a New country or market is a big deterrent and obstacle for many SMEs, in particular women-owned Businesses. Women may also fear or face prejudice or sexual harassment, and may be restricted in their Ability to travel to make contacts (UNECE, 2004). Since most women cannot run around for marketing, Distribution and money collection, they have to depend on middle men for the above activities. Middle Men tend to exploit them in the appearance of helping. They work in order to add their own profit Margin which results in less sales and lesser profit for women entrepreneurs.

4. **Illiteracy or low level of Education-** Women in India are lagging far behind in the field of education. Even after more than 70 years of independence many women are still illiterate. Those who are Educated are provided either less or inadequate education than their male counterpart partly due to Early marriage, partly due to household responsibilities and partly due to poverty. Due to lack of proper Education, most women entrepreneurs remain in dark about the development of new technology, new Methods of production, marketing, networking and other governmental support which will encourage Them to rise in the field of management.
5. **Socio-cultural barriers-** The traditions and customs prevailing in Indian societies sometimes stand as An obstacle before women which stop them from growing and prospering. Castes and religions Dominate our society and hinder women entrepreneurs too. In rural areas, they face even greater social Barriers. They are always seen with an eye of suspicion.
6. **Access to networks** -Women have fewer business contacts, less knowledge of how to deal with the Governmental bureaucracy and less bargaining power, all of which further limit their growth. Since Most women entrepreneurs operate on a small scale, and are generally not members of professional Organizations or part of other networks, they often find it difficult to access information. Most existing Networks are male dominated and sometimes not particularly welcoming to women but prefer to be Exclusive. Even when a woman does venture into these networks, her task is often difficult because Most network activities take place after regular working hours. There are hardly any women-only or Women-majority networks where a woman could enter, gain confidence and move further. Lack of Networks also deprives women of awareness and exposure to good role models. Few women are Invited to join trade missions or delegations, due to the combined invisibility of women-dominated Sectors or sub sectors and of women as individuals within any given sector (Mahbub, 2000).
7. **Access to policymakers** – Most women have little access to policymakers or representation on Policymaking bodies. Large companies and men can more easily influence policy and have access to Policymakers, who are seen more as their peers. Women tend not to belong to, and even less reach Leadership positions in, mainstream business organizations, limiting their input into policymaking Through lobbying.
8. **Entrepreneurial Skill-** Lack of entrepreneurial aptitude is a matter of concern for women Entrepreneurs. They have limited entrepreneurial abilities. Even after attending various training Programmes on entrepreneurship women entrepreneurs fail to overcome the risks and troubles that May come up in an organisational working.
9. **Lack of Self-Confidence-**Women entrepreneurs because of their inherent nature, lack self-confidence Which is essentially a motivating factor in running an enterprise successfully. They have to work hard to Strike a balance between managing a family and managing an enterprise. Sometimes they have to Sacrifice their entrepreneurial urge in order to strike a balance between the two which results in loss of A prospective entrepreneur.
10. **Mobility Constraints-** Women mobility in India is highly limited and has become a problem due to Traditional values and limited driving skills. Moving alone and asking for a room to stay out at night for Business purposes is still looked upon with suspicious eyes. Sometimes, inexperienced women feel Uncomfortable in dealing with men who show extra interest in them other than work related aspects.

Suggestions for Development of Women Entrepreneurs:

Right efforts in all areas are required in the development of women entrepreneurs and their greater Participation in the entrepreneurial activities. Following efforts can be taken into account for effective Development of women entrepreneurs.

- Consider women as specific target group for all developmental programmers.
- Better educational facilities and schemes should be extended to women folk from government part.
- Adequate training programme on management skills to be provided to women community.
- Encourage women's participation in decision-making.
- Vocational training to be extended to women community that enables them to understand the Production process and production management.
- Training on professional competence and leadership skill to be extended to women entrepreneurs.

- Training and counselling on a large scale of existing women entrepreneurs to remove psychological Causes like lack of self-confidence and fear of success.
- Counselling through the aid of committed NGOs, psychologists, managerial experts and technical Personnel should be provided to existing and emerging women entrepreneurs.
- Continuous monitoring and improvement of training programmers.
- Activities in which women are trained should focus on their marketability and profitability.
- Making provision of marketing and sales assistance from government part.
- To encourage more passive women entrepreneurs the Women training programme should be Organised that taught to recognize her own psychological needs and express them.
- State finance corporations and financing institutions should permit by statute to extend purely trade Related finance to women entrepreneurs.
- The financial institutions should provide more working capital assistance both for small scale Venture and large scale ventures.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at Local level.
- Repeated gender sensitization programmers should be held to train financiers to treat women with Dignity and respect as persons in their own right.
- Infrastructure, in the form of industrial plots and sheds, to set up industries should be provided by State run agencies.
- Industrial estates could also provide marketing outlets for the display and sale of products made by Women.
- A Women Entrepreneur's Guidance Cell set up to handle the various problems of women Entrepreneurs all over the state.
- District Industries Centres and Single Window Agencies should help in assisting women in their Trade and business guidance.
- Programmers for encouraging entrepreneurship among women are to be extended at local level.
- Training in entrepreneurial attitudes should start at the high school level through well-designed Courses, which build confidence.
- More governmental schemes to motivate women entrepreneurs to engage in small scale and large-Scale business ventures.
- Involvement of Non Governmental Organizations in women entrepreneurial training programmes And counselling.

4. CONCLUSION

From the various research papers studied several challenges faced by women entrepreneurs have Come into focus. These include balance between family and career, socio-cultural barriers, male dominated Society, illiteracy or low level of education, dearth of financial assistance, lack of technical knowledge, Marketing and entrepreneurial skills, lack of self-confidence and mobility constraints. Now the time has Come for women to come out of the burden of housework and give way to their creativity and Entrepreneurship. Social and political developments in India have also been responsible for determining the Role of women in a changing society. The government schemes, incentives and subsidies have stimulated And provided support measures to women entrepreneurs. With the increase in the number of women Getting education, there is considerable awareness among women to be self employed thus leading to Change in the role of women in the society Since the 21th century the status of women in India has been changing as a result to growing Industrialization and urbanization, spasmodic mobility and social legislation. Over the years, more and More women are going for higher education, technical and professional education and their proportion in The workforce has also been increased. With the spread of education and awareness, women have shifted From kitchen, handicrafts and traditional cottage industries to non- traditional higher levels of activities. Even, the government has laid special emphasis on the need for conducting special entrepreneurial training Programe for women to enable them to start their own ventures. Financial institutions and banks have also Set up special cell to assist women entrepreneurs. This has boomerang the women entrepreneurs on the Economic scene in the recent years although many women's entrepreneurship enterprises are still Remained a much neglected field. I observed that Women are very good entrepreneurs, and prefer to choose The same as they can maintain work life balance. Even though we have many successful Women Entrepreneurs in our country, but as we have a male dominated culture there are many challenges which Women entrepreneurs face from family & Society.

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