

Women Entrepreneurship – Review Article

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Abstract: Globally, women entrepreneurship rates are growing more than ten percent in each year. In fact, women are as more likely to start business than men in India. Women entrepreneurs create job for themselves and for others. Thereby they provide different solutions to management, organization and societal problems. Women entrepreneurship contributes to the Indian economic development. Women entrepreneurship is most significant tool in empowering women in India. They still face gender based problems to starting and growing their businesses. Financial, cultural and political barriers can limit the success of women business. So, this paper looks around literature on women entrepreneurs, focusing on women entrepreneurship in India. This has become crucial area to understand with respect to motivations, constraints and consequences.

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I. Indian Prospective

Empirical Research Literatures :

Meenu Goyal and Jai Prakash (2011)¹, conducted a study on Women Entrepreneurship in India-Problems and Prospects. Women leaders are assertive, persuasive and will to take high risks. Women enters into business due to success stories of others, to be independent, to generate employment, self-identity and social status, support of family members, need for additional income etc. Ranbir Singh (2012)², conducted a study on Women Entrepreneurship Issues, Challenges and Empowerment through Self-Help Groups: An Overview of Himachal Pradesh. Self-Help Groups helps rural women in India not only for raising their income but also to social status of women. In their article, they highlighted women entrepreneur issues and challenges reduce the scope of women entrepreneurship in India. Ranbir recognized women entrepreneur face financial, raw material, stiff competition, limited mobility, family ties, lack of education and low risk bearing ability. His point of view participation of women in economic activities is essential to increase the status of women, because now women status brings changes in economy. In order to overcome the problems he suggested that generate income for rural women by creating avenues of production of goods and services. To help and promote self-employment among rural women, who are below poverty and provides skill development training to enrich entrepreneurial skills of women entrepreneurs. Vijay Kumbhar (2013)³, conducted a study on Some Critical Issues of Women Entrepreneurship in Rural India. Growth rate of women's participation in economic activities is much lower than male counter parts. In today era, women participated in business and trade activities including agriculture without any social and personal prejudice. He identified number of issues relating to social aspects, economic life and courage. He mentioned in his article the obstacles in the growth of women entrepreneurship in rural India are mainly absence of definite agenda of life, absence of balance between family and career obligations, poor degree of financial freedom, no direct ownership of the property, paradox of entrepreneurial skill and finance, no awareness about capacities, low ability to bear risk, problems of work with male workers, negligence by financial institutions, lack self-confidence, lack of professional education, mobility constraints, lack of interaction with successful entrepreneurs. He suggested the remedial measures like to EDP programmes to encourage, motivate, inspire women entrepreneurs and provide continuous awareness programme to create awareness among women about the various areas to conduct business and need to take steps to encourage, inspire and motivate the youths and women to become an entrepreneur, by organizing awareness programmes.

Shwetha T. and Venugopal Rao (2013)⁴, conducted a study on Women Entrepreneurship in India. They traced out, women entrepreneurs are contributes to the development of nation across the world. Women entrepreneurs are not only gave good citizens to the nation, but also gave good organization to the nation. Indian Entrepreneurship is ruled by community system in India in earlier stage, but now the concept of entrepreneurship has been changed. Rules and principals are same for every entrepreneur who starts small, medium and large enterprise, but problems faced by them are different from initial stage and existing business. She highlights hundred successful entrepreneurs in India. They highlight some of the women entrepreneurs made a mark in their chosen business. In future technology plays a crucial role in entrepreneurship in India. Indian Entrepreneurs are more about overcoming barriers, obstacles, inspiring and surmount in their filed.

Shikha Mahajan (2013)⁵, conducted a study on Women Entrepreneurship in India. She highlighted Hina Shaw is a successful women entrepreneur in today era and she became a founder of ICECD. Culture and Communities promotes entrepreneurship in India especially Gujuratis and Sindhis. An entrepreneur shapes the economy by inventing new things, providing jobs and creating wealth. She highlights India is worst performing countries in the world in the area of entrepreneurship. Women continue to face huge obstacles in India such as lack of capital, strict constraints and limited time and skill, conflicts between work and domestic commitments, gender gap in education, lack of support from family.

Jawaharlal Nehru and Shubhra Bhardwaj (2013)⁶, Entrepreneurship has a male dominated phenomena from very early age, but today situation changed, women are considered as most memorable and inspirational entrepreneurs. As per their observation, vision was one of the key characteristic of successful women entrepreneurs. Since 1980's Government of India has shown increasing concern for women issues through a variety of legislations promoting the education and political participation of women. Also, financial and Non-financial institution offers several packages to encourage the women into venture. Mohan Kumar S. et al. (2013)⁷, conducted a study on the Role of Women Entrepreneurship in Modern World. They highlights in US 6.4 million self employed women provide 9.2 million employment opportunities to people. They found that role modeling stories and opportunities need to introduce in order to motivate women towards entrepreneurship. They found that women entrepreneurship has a definite impact on economy both in its ability to create job for themselves and for others. Now various networks come up to create awareness among women about women entrepreneurship. Educated women contributed to the development of economy to the greatest extent to the social transformation in future.

Vijaykumar A. and Jayachitra S. (2013)⁸, conducted a study on Women Entrepreneurs in India – Emerging Issues and Challenges. This research highlights increasing presence of women in the business field as entrepreneurs have changed the demographic characteristic of business and economic growth of the country. Women entrepreneurs are achievement oriented people. They believe hard work is key to succeed in there venture. Women entrepreneurs face number of problems such as lack of finance, marketing, lack of raw-material, limited managerial ability, traveling and lack of education etc. Women entrepreneurs also face some certain challenges such as women is not being taken as serious as compared to men in male dominated society, fear of taking risk and wearing too many hats. They suggested in order to overcome the barriers and face challenges effectively there is a need to open financial cell to meet financial requirement of women entrepreneurs. In order to encourage women entrepreneurs need to establish marketing co-operatives, getting to close with employees and provide good training and education to women entrepreneurs.

Swarnalatha K. and Anuradha R. K. (2013)⁹, conducted a study on Women Entrepreneurship in India – Problems and Prospects. Women entrepreneurs are considered has backbone of economy. Still women entrepreneurs face challenges such as developing the business vision and mission, raising startup capital, assembling a business team, finding good employee and negative mindset etc. They suggested that women should try to upgrade themselves to face challenges easily. There is a need to conduct awareness program to motivate and enrich women about entrepreneurship. Vocational training is to be extended to women community that enables them to understand the production process and management easily. Deeraj Gandhi and Vaibhav Sharma (2014)¹⁰, conducted a study on Women Entrepreneurship: The Emerging Economic Workforce in the 21st Century. Women entrepreneurs are potential human resources emerging to overcome the economic challenges in 21 century. In their study they highlighted everyone can tell condition of a nation by the looking the status of women. Women owned business had increased in all most all countries. Work participation of women in India had increased drastically.

Sujit Roy and Samita Manna (2014)¹¹, conducted a study on Women in Entrepreneurship: Issues of Motivation and Choice of Business. This study reveals that women entrepreneurs motivating factors helps their family by sharing family burden. Women entrepreneurs chose a particular business due to several reasons such as near locality, low capital requirement, and market availability for their products and services. They found middle age grouped, graduated and trained women entrepreneurs are highly opportunistic in India. Most of women started business to help family and in order to achieve something for them. A strong desire to do something positive is a inbuilt quality of woman. Adeline Sneha J, Kumar K. and Bens Joie Victor V. (2014)¹², conducted a study an analysis of constraints, entrepreneurship, education and motivational factors for Indian women entrepreneurs in small scale industries with special reference to Tamil Nadu. They observed that women owned business enterprises contributed towards generation of employment, gross output, asset creation and exports. Women entrepreneurs face lot of problems at start up and operating stage such as lack of motivation, role conflict, maintenance of work life balance, discrimination treatment etc. They suggested that family, society and government support and assistance essential to make women entrepreneurs and contribute towards economic and societal development. Henry James G. and Satyanarayan K (2015)¹³, they conducted a study on Women Entrepreneurship in India - Problems and Prospects. Entrepreneurship is a key element of growth and development prospects of a country. Entrepreneurship gained currency across the sphere and women

entrepreneurship as important module. Last few decades women entrepreneurship has been recognized has an untapped resource for economic growth. Constraints experienced by women entrepreneurs resulted in restricting the entry and expansion of women entrepreneurship. Opportunities provided to digital era are growing rapidly that turns job seekers into job provider.

II. Karnataka Prospective

Bharathi Sunagar V. and Megha Jigalur (2013)¹⁴, they conducted a study on Critical Issues of Women Entrepreneurship with special reference to specific business units in North Karnataka. They consider entrepreneur is coach then captain. Rural women encouraged to start cottage industry. They noticed women's contribution to development is seriously underestimated and their social recognition is limited. Among other states Karnataka have more women entrepreneurs. Indian women are no inferior to men in all walks of life and they can be a good entrepreneur. Women managers were contributing more than men in their companies. Women entrepreneurs face multiple problems. Today, women participation in field of entrepreneurship increased at considerable rate but still efforts are required to be taken over come the barriers as compare to other countries. There is a need for support from all the aspects from government and society.

Shirala Shetti A. S. (2013)¹⁵, conducted a study on Economic Empowerment of Women Entrepreneurs – A Case Study of Districts of North Karnataka. In her study, she traced out economic empowerment of women increases women's access in industries, trade and commerce. She found 17 per cent of women carried out non-forming activities and 70 per cent of women carried out forming activities in India. According to her, other backward categories and general merit women undertook entrepreneurial activities especially in North Karnataka. Investment and purchase decision power of women entrepreneurs have increased and financial decision is decreased after undertaking entrepreneurial activities. In North Karnataka more women were confined to micro, small and medium enterprises and the informal sector. She suggests, special attention needs to be given to increase employment opportunities in order to increase GDP of North Karnataka. Poornima K. (2013)¹⁶, conducted a study on Women Entrepreneurship and Empowerment through Self-Help Group in Tumkur District. She found that formation of SHGs in rural areas helps to generate micro credit to meet the requirement of entrepreneurs and to support activities of agriculture, dairy, cattle grazing etc. SHG's enhance the equality status of women as participants through empowerment. In her district, women join the group irrespective of religion and caste. She found women in the group face some challenges such as group's loans to SHG's and SHG's loan to members, cost recovery and sustainability and economic benefit. She found, there is a gender gap between junior and senior staffers in urban areas. In rural area, SHG's showed arena and motivated women to join the group and made them financially independent through entrepreneurial activities. Her study showed the SHG's are leading women to become empowered.

Anju G. S. and Raju J.K (2014)¹⁷, conducted a study on Challenges of SHG's Rural Entrepreneurship with Special Reference to Davanagere District. They found major problems faced by women entrepreneurs at Davanagere District are lack of supportive network, financial and marketing problems. Problems faced by SHG's members may be solved by providing proper training and education. Today SHG's played a significant role in development rural women entrepreneurs even though there is need for capacity building and technical training. Lakshmi Parab B. and Hyderabad L. R. (2014)¹⁸, conducted a study on State and Institutional Support for Women Entrepreneurship Development: A study of Dharwad District in Karnataka State". They found poor awareness among women entrepreneurs about availability of various schemes. So, Institutions fail to develop women entrepreneurs in Dharwad District. They traced out, in 2010 KSIIDC setup a new helpline for women entrepreneurs. 10 percent of women entrepreneurs comprise in Karnataka. The rate of registered women entrepreneurs has shown by DIC is decreasing trend but state level trend had increased. As per their study, young women are not inclined to undertake entrepreneurial activities in this district. DIC helps in preparing project and conducting various programs to develop awareness among uneducated women in Dharwad District regarding self employment. Information gap largely affects women entrepreneurs in this district. So, government and non-government agencies should take initiative to make women aware and motivate them towards entrepreneurship.

Venkatesha K. and Anilkumar B. H. (2015)¹⁹, their study indicates women entrepreneurship essential for sustained economic development and social progress of a county. Due to LPG the emergence of women owned businesses increased drastically in the economies of all most all countries. As per their study, women entrepreneurs of Bellary District face a series of problems from the beginning until entrepreneurial functions. Most of the women encountered with male domination since from startup to enterprise growth especially in Bellary District. In this district most of them not have enough knowledge of general management and labour administration. DIC cited the problems of women entrepreneurs in Bellary District to assistance them started micro and small enterprises development program. In order to fulfill the financial requirement of women entrepreneurs providing credit guarantee schemes for micro and macro enterprises and managerial development.

In this district, government sponsored development schemes to benefit the women entrepreneurs but only small section of women taken benefit of the scheme.

Prabhavathi P. O. and Basavaraja M. G. (2016)²⁰, they conducted a study on Women Empowerment through Udyogini Scheme in Karnataka. In their article, they identified women empowerment is crucial for growth of women entrepreneurship in India. The study identified Indian women face several problems in male counter parts especially in India. They found State Government designed Udyogini Schemes as a solution to all rising needs of new women entrepreneurs. Number of beneficiaries has been increased under Udyogini schemes found by them in their study. As per study Udyogini scheme useful in improving entrepreneurial abilities to women especially in rural areas. Udyogini scheme is helping down trodden women in improving their social and economic status.

III. Conclusion

The purpose of this paper was look at the literature on concept of women entrepreneurs in general and in specific. Women entrepreneurs in India face innumerable problems from initial stage to until the growth of venture. The authors mention they need training and education to run and succeed in their business and also Indian women still need motivation from family and government. Women entrepreneurs occupies major share in the GDP of the country.

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