

## Challenges Faced By Indian Women as an Entrepreneur

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### ABSTRACT

A person who undertakes the risk of starting a new business venture is called an entrepreneur. An entrepreneur creates a firm to realize their idea, known as entrepreneurship, which aggregates capital and labour in order to produce goods or services for profit. Entrepreneurship is highly risky but also can be highly rewarding, as it serves to generate economic wealth, growth, and innovation. The Government of India has defined a women entrepreneurship 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”. With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Start-up India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders in the start-up ecosystem. Those times are gone when women followed the crowd and was dominated by father, brother or husband. With the growth in Technology and change in lifestyle women have started to explore more opportunities in each field and have shown immense success in many of start-up. With all the courage to face the socio – economic problems today's women have gone too far.

**Keywords:** Entrepreneur, Women entrepreneur, Government of India, Employment, start-up, Socio-economic problems.

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### I. INTRODUCTION:

India is a country with a traditional mindset of male dominance in the society where even an educated woman has to struggle a lot more than men to achieve their dream or goal. In India where there are diverse cultures and religions, even entrepreneurship has taken over vast growth. Women entrepreneurs within the walls of their kitchen have started the business of selling food items like pickles, papads and spices etc. This paper tries to put a light on the problems and difficulties faced by women as an entrepreneur.

### STATEMENT OF THE PROBLEM

To understand the problems faced by Indian women to be an entrepreneur.

### OBJECTIVES OF THE STUDY

- To find the major problems faced by women entrepreneurs
- To study with reference to the founder of “BIOCON”-KIRAN MAZUMDAR SHAH

### PROBLEMS FACED BY INDIAN WOMEN ENTREPRENEURS

1. Social expectation : In India where women are expected to be dominated by their father or husband they are stereotyped for looking after the house, kitchen, in-laws and kids irrespective of whatever ambition she has, even after trying and managing everything at once women take more time than the male counterparts because of their multi-tasking and responsibilities.

Ex: The founder of Slurp farm (FMCG) – Shauravi Malik and Meghana Naraya.

2. Lack of literacy : Even though we live in 21<sup>st</sup> century with high growth in technology and advancements, somewhere there is still a backstep towards women education. Education for women is considered only means to get good groom and get settled with husband. Even though many women try to break this stereotyping but the society never fails to demotivate women either in emotional or psychological way.

3. Lack of Financial support : To be an Entrepreneur, education is not only the key factor but also a new idea is needed with financial support. Generally financial institutions don't believe in financing women entrepreneurs may be because of their responsibility burden, no backup amount and most of the women will be

either dependent on father or husband ,they cant take risk of funding such people that kills the confidence of women entrepreneurs.

4. Competition : After all the struggles of implementing new ideas women entrepreneurs need to face competition from pre dominated male market,technology upgradation is another barrier therefor survival is not o easy for women entrepreneurs.

5. Lack of experience : As compared to men,women enter the competition market very lately. Even their peer groups will be different.So business will be a new thing to learn and explore.

6. Societal Limitations : As a women,one is not used of accessing new market due to limitations of mobility.Its not so easy for a women to spread their business in far places even though there are great opportunities.Sometimes inability to drive or moving alone is also a problem for women entrepreneurs.

**WOMEN ENTREPRENEURS**

Theoretical framework :

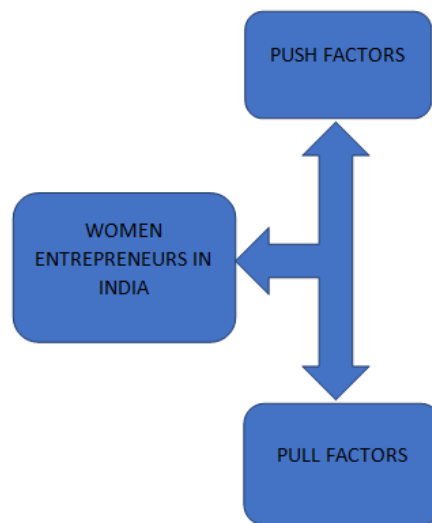


Fig.01 Theoretical Framework

Fig 01 shows the theoretical framework of women entrepreneurs

ENTREPRENEUR	START-UP	PUSH FACTORS	PULL FACTORS
Ekta Kapoor	Balaji telefilms	Need of money	Need of freedom
Shahnaz Hussain	Herbal beauty products	Entrepreneurial abilities	Develop hobby
Divya Gokul Nath	Byjus	Passion to teach	Financial freedom

A)With reference to women entrepreneur :Kiran mazumdar shah(CEO,Biocon)

“My vision is to grow into a global bio therapeutics company with very innovative and proprietary products and technologies.

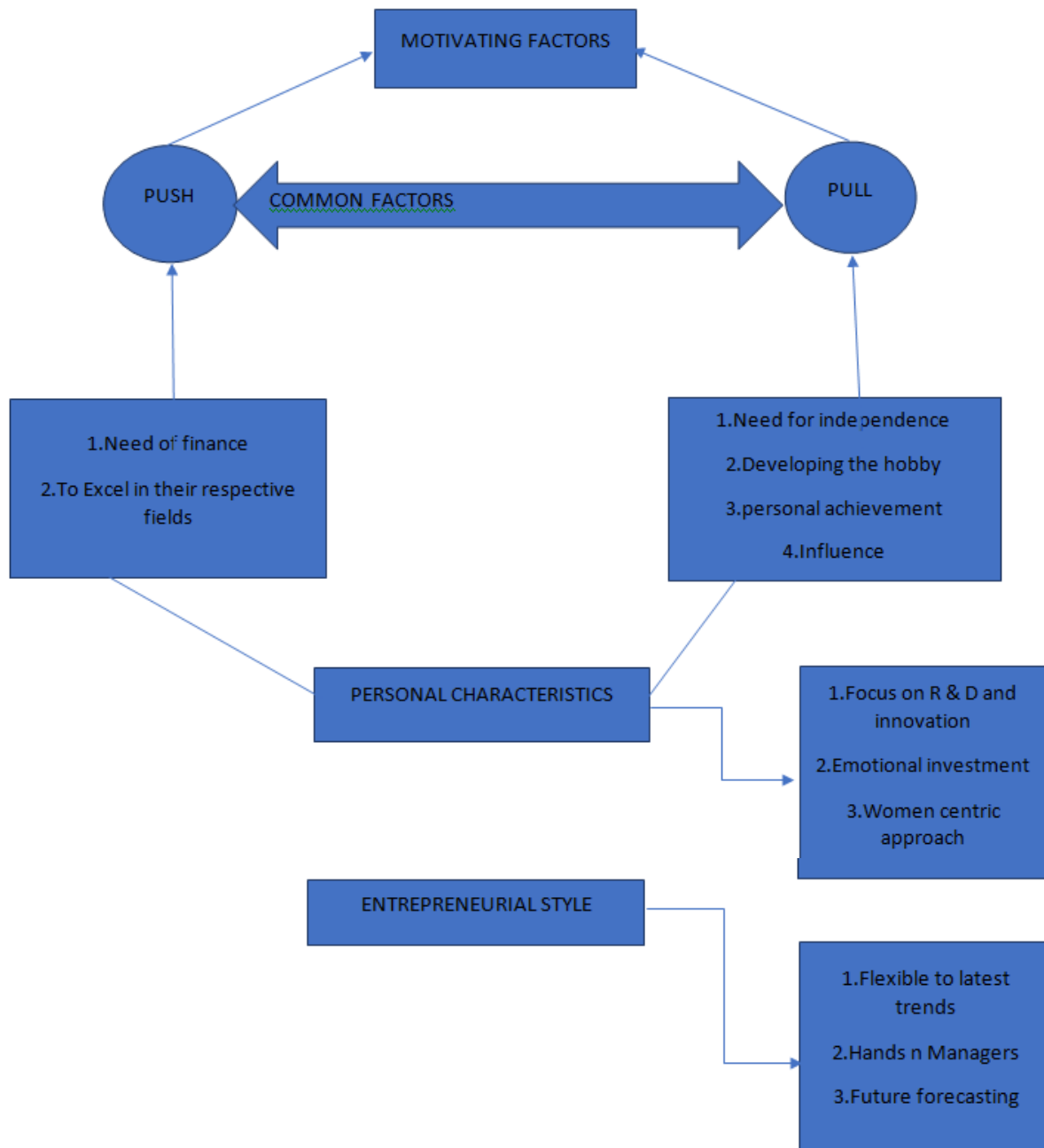


Fig 02.Motivational factors for women entrepreneur  
Kiran mazumdar shah-CEO,Biocon

1.Motivating factors:

- PUSH factors : Push factors refer to needs like death of a bread winner, unemployment, redundancy, recession, inadequate family income etc.
- PULL factors : Pull factors refer to pull effect induced by a thriving economy producing entrepreneurial opportunities related to factor such as need for independence, need for challenge, improved financial opportunity etc.

2.Entrepreneurial style:

Kiran mazumdar shah had neither a business degree nor business background,yet she successfully setup Biocon from scratch.

She adopted a democratic leadership style. She believed in creating open environment where one can be encouraged for research and accepting the challenges

She only recruited the competitive employees which made Biocon a largest biotech company in India.

## **II. CONCLUSION:**

Hillary Diane Rodham who was 67<sup>th</sup> US secretary of state for Barack Obama said “Women are the largest untapped reservoir of talent in the world”. Women can play an important role in economic growth of a country. They have strength to face any difficulty without breaking down. All they need is proper support and a positive environment to work. In conclusion, this study contributes to understanding the hurdles faced by women in our Indian society.

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