

## A REVIEW ON IMPORTANT FACTORS INFLUENCING WOMEN ENTREPRENEURS IN INDIA

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### ABSTRACT

**Aim:** This paper aims at the important factors influencing the prospects of women entrepreneurs in India. The paper also tries to suggest some remedial measures.

**Results:** The methodology of this paper is descriptive, and required information was collected from secondary sources (Gendering Human Development, A working paper for computing HDI, GDI and GII for the States of India, Social Statistics Division, National Statistical Office, Ministry of Statistics and Programme Implementation, Government of India (Working paper - Published year not available)).

**Conclusion:** Credit facilities, training facilities and family support are suggested to encourage women entrepreneurs in India.

**Keywords:** Entrepreneurship, Employment, Growth, Future Prospects

### HIGHLIGHTS:

**1. Credit facilities, training facilities and support from family are important factors for encouraging women entrepreneurs in India.**

### INTRODUCTION

Women make up 13.7% of entrepreneurs in India and own 20.37% of MSMEs. According to the Sixth Economic Census Government of India conducted in 2014, only 14% of Indian women own or run businesses. More than 90% of companies run by women are micro-enterprises, and about 79% are self-financed. Female participation rate in economic activity and accessibility of decent employment opportunities are essential drivers and outcomes of economic growth and development. Women entrepreneurs' participation in any form towards socio-economic-political activities is key to promoting inclusive growth, financial inclusion and achieving the sustainable development goal [1]. This paper will try to find women entrepreneurs' problems and prospects.

#### *Objectives of the study*

1. To see the share of establishments under women entrepreneurship
2. To find out various problems and prospects of women entrepreneurs
3. To find out remarks and policy implications
4. To find ways to overcome the barriers to women entrepreneurship.

The data used in this paper is collected from the report titled 'Gendering Human Development', A working paper for computing HDI, GDI and GII for the States of India, Social Statistics Division, National Statistical Office, Ministry of Statistics and Programme Implementation, Government of India (Working paper - Published year not available) [2] and chapter 4 of MOSPI (Ministry of Statistics and Programme Implementation) 2014 report titled "Women and Men in India" [3].

## RESULTS:

Female labour force participation is critical for a country from equity and efficiency considerations. Women-owned businesses are fewer in number, concentrated in the micro or private market, and primarily unorganized. The amount varies depending on the data source, and not all micro women lead small and medium-sized businesses listed as owned by women. Only 15.4% of the 58.5 million operational enterprises are held by women, making up the majority at roughly 90%. Compared to rural areas, urban-based businesses are more likely to be registered.

According to the NSS Survey Round 73 (based on data from 2015/16), the overall percentage of registered firms under survey coverage was greater in urban regions, at 41.4%, compared to rural areas, at 20.9%. (Table 1).

It has been observed from Table 1 that women-owned enterprises contribute to employment and are more likely to employ women, particularly those in the education and skills development sector, i.e. 23%, followed by financial and insurance activities. The proportion of women's employment under female ownership in financial and insurance activities is 21%. The following Table 2 shows the statewise workforce participation rate.

There is variation in the distribution of women-owned enterprises across India at a state level, suggesting diversity in the enabling environments for women entrepreneurship. Women entrepreneurs face many business problems, such as a lack of education and financial and family support [4]. Research has shown that most women entrepreneurs belong to a nuclear family, and very few are from joint families. The following is the list of problems faced by women entrepreneurs [1].

**Financial problem:** Non-availability of credit facilities to start a new business is an important cause of low women entrepreneurs. Also, the procedure for taking a loan is very complicated, so women do not take loans to expand their businesses.

**Personal and social problems:** Women's dual responsibilities as housewives and entrepreneurs left them less time for activities related to entrepreneurs. Social taboos, religious beliefs, lack of family support, family responsibility and other factors hinder women in their entrepreneurial activities.

**Occupational segregation:** Educated women are concentrated in only a few sectors for which inter-sectoral labour mobility is minimal, for this only formal sector is growing. Women are more likely to join in general arts and science education compared to technical and professional education, for which they lack some skills required for entrepreneurship.

**Marketing problems:** Nowadays, most women use social media to promote their goods and services, but some do not know how to use it properly. Also, tough competition, lack of promotion knowledge, and other factors create difficulties for women.

**Unawareness:** Most women are unaware of the schemes provided by government and financial institutions for their improvement, like Mudra Yojana Scheme for women, Shringaar and Annapurna scheme, Synd Mahila Shakti and many other schemes.

**Future Prospects:** Though women entrepreneurs face problems in their entrepreneurial activities, there are many opportunities for these entrepreneurs. Government and financial institutions are introducing various schemes for improving these entrepreneurs. For development, women cannot depend on schemes and education to improve women's participation. For this, women need the right pattern of growth, gender-specific labour market

policies, and better gender budgeting to ensure gender-inclusive jobs and economically productive opportunities.

## CONCLUSIONS

Women entrepreneurs in India face several constraints during different stages of the entrepreneurial journey. Multiple constraints may be addressed through policy changes and implementing partner interventions. Institutionalization of care works, availability of better public transport and other infrastructure facilities, encouragement for women's participation in digital, technical and vocational education, greater employment generation in female employment-intensive sectors, diversifying employment opportunities for female are need to be implemented in the policy sphere of this country.

Some suggestions to tackle the problems of women entrepreneurs are given below

1. More credit facilities should be provided to women entrepreneurs, and the time period for sanctioning the loan should be as minimal as possible.
2. Proper training facilities should be provided to the entrepreneurs and also some awareness programmes should be taken.
3. It is their family's duty to support them fully so that the women can give more time in their entrepreneurial activities.

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## TABLES:

**Table 1:** Proportion of employment of women and female owner by sector

Sectors	Percentage
Education/ skills development	23%
Financial and insurance activities	21%
Manufacturing	16%
Electricity gas steam and air conditioning supply	15%
Human health and work activities	12%

**Table 2:** Statewise workforce participation rate of female 2011

State	Percentage
Himachal Pradesh	44.82%
Nagaland	44.74%
Chhattisgarh	39.7%
Sikkim	39.57%
Manipur	38.56%
Andhra Pradesh	36.16%
Mizoram	36.16%
Arunachal Pradesh	35.44%
Rajasthan	35.12%
Meghalaya	32.67%