

Challenges of Women Entrepreneurship: A Sociological Studying Ulbarga City

¹Indu Shukla, ²Dipti Tomar, ³Alka Sharma, ⁴Somnath Pal, ⁵Ketki Khera, ⁶Bipin Shukla, ⁷Z.A. Siddiqui

Department of Management, Axis Institute of Higher Education, Kanpur, Uttar Pradesh, India

Abstract

Introduction: Improving women's entrepreneurship is one of the difficult issues facing emerging nations like India. However, improving the status of women is imperative. Therefore, the governments of Karnataka and India are offering specialized training and programs to help women participate more in the country's economic development. Additionally, it helps to ensure that women are treated equally at work and have access to inexpensive child care. It also helps to improve the status of women in society and encourages them to pursue entrepreneurship.

Objectives: The purpose of this study is to evaluate the situation of women's entrepreneurship in India and investigate the challenges that women in Karnataka confront.

Methodology: The primary and secondary data sets were used to provide the statistical data. Primary data were gathered from websites, publications, journals, research articles, survey reports, and books that have been published. The pointing method was used to examine the data and assess how supportive the respondents' families were of their businesses as women.

Discussion and Findings: The challenges faced by women entrepreneurs are numerous and include issues with money, marketing expertise, raw materials, sales, labor, technology, competition, new technology, issues with land, sheds, water, and electricity, taxes, lack of support from family and the government, etc. The results of this study demonstrate that The organizations are accommodating while offering their services, and the 50 respondents have encountered discrimination based on their gender. For instance, 15.9% of the total respondents worked in beauty salons, boutiques, and novelty stores; 8.3% of the respondents in mobile services units experienced a shortage of raw materials arriving on time; 7.9% of the respondents were illiterate, meaning they lacked the necessary education in their units; and the remaining 15 respondents experienced high costs in their units raised prices relative to competitors and created an environment that hindered business growth, accounting for 4.8% of the total.

Introduction

will guide the country's strength. The goal of entrepreneurship is to achieve economic growth. According to the 2001 census report, 22.73% of working women in India work in both the formal and informal sectors, making up the majority of the country's female workforce in non-traditional sectors. The increasing number of Indian women entrepreneurs venturing into non-traditional sectors can be linked to their enhanced comprehension throughout the L.P.G. (Liberalization, Privatization, Globalization) period. Entrepreneurship is the process of starting new companies and organizations, usually in reaction to

opportunities. Self-employed women are significantly influencing nearly every economic area.

Women have a crucial role in the increasingly complex social picture that is unfolding. India ranked 110th out of 166 countries in the gender empowerment indicators, which gauge the degree of women's engagement in the nation's political and economic activities. These days, women are pursuing entrepreneurial careers in an effort to find purpose in their lives. Housewives' conventional duties are gradually evolving into those of female entrepreneurs.² The position of women in any society provides insight about that society's degree of civilization. Women ought to be seen as equal partners in the process of development.

Women are their families' main source of survival, yet they are typically ignored, devalued, and ranked last in the hierarchy. Family has emerged as one of the most crucial sources of support.

Enhancing women's status in society and encouraging entrepreneurship in particular can help women entrepreneurs. In India, women entrepreneurs face significant challenges in developing their businesses. To address these issues, rural women entrepreneurs offer specialized training programs to enhance their abilities and competencies. According to the report, unique training facilities should be made available to rural women entrepreneurs in order to help them improve their skills and talents.

Women make up half of the world's population, perform two thirds of all labor, earn 10% of global revenue, and possess less than 1% of all property, according to the ILO. Only when women participate in income-generating activities can the national economy be considered sound. Therefore, research on women entrepreneurs is important in India. Hence, encouraging women to enter the workforce by making sure that equal treatment and reasonably priced child care are available. As a means of improvement, the nation ought to be able to change the position and role of women with a competitive advantage.

Concept of Women Entrepreneurs: A woman or group of Women entrepreneurs are defined as women who start, plan, and run a business. "Women entrepreneurs" are defined by Schumpeterian definitions of innovative entrepreneurs as women who create, replicate, or engage in a commercial activity.

Definition

"An enterprise owned and controlled by a Women and having a minimum financial interest of 51% of the capital & giving at least 51% of the employment generated in the enterprise to Women," is how the Government of India defines women entrepreneurs.

"Empowering women is a prerequisite for creating a good nation; when women are empowered, society with stability is assured," stated APJ Abdul Kalam, the former president of India. Women's empowerment is crucial because of the way that their values and ideas shape the ideal family, society, and eventually the country.⁴

Objective of the study

to investigate the obstacles faced by Indian women entrepreneurs.

Review of Literature

Dr. K.E. Sriramappa and Asharani S. (2014) encouraging women to enter the workforce by making sure that equitable treatment and reasonably priced child care are available. Enhancing women's status in society and encouraging entrepreneurship in particular can help women entrepreneurs. According to the study, those rural women entrepreneurs should have access to specialized training programs to help them hone their entrepreneurial abilities.

P. Naga Jyothi (2014)5: The research paper titled "Indian Women Entrepreneurship" demonstrates that it's true that women are capable of running homes well, but why can't they do the same for businesses? After all, women's success varies depending on the nation. to research the status of women entrepreneurs in the Indian economy today. In India, women's entrepreneurship has not developed at all, particularly in rural areas. This essay discusses the current state of women entrepreneurs, the challenges they confront in the highly competitive business environment, and the government initiatives aimed at empowering women in entrepreneurship.

Megha Jigalur and Bharathi V. Sunagara (2013)6 They give an explanation of the socioeconomic background of female entrepreneurs, as well as the challenges and motivations behind their successful and profitable business operations. According to the report, businesses led by women are outperforming those headed by males in terms of performance. In addition, Some workers are looking for funding, but they are lagging behind in promoting their products and services. Companies in the Fortune 500 with a high percentage of female leaders have shown a nearly 35% return on investment to shareholders; companies with three or more female executives have shown returns that are 83% greater.

Jitendra Ahirrao and Sadavarte (2010)7: According to the study, discrimination against women, male domination, a lack of economic independence, a lack of family support, problems with public relations, a lack of exposure, an inability to take risks, a lack of self-assurance, and other factors and a fear of social security are the main barriers to women becoming entrepreneurs. The majority of entrepreneurs who responded to the survey said they knew nothing about finance or how bank loans are obtained. They were hesitant to ask the banks for information regarding business loans.

Walsh, John, Makararavy, Anurit, Pacapol, and (2009)8: The study determined the chances and difficulties that women in a high context society like Cambodia faced. Researchers' analysis showed that women entrepreneurs encountered particular difficulties in the early stages of the establishment of small and medium-sized businesses, including social issues, marketing issues, a lack of government support, and financial issues.

Pijush Kanti Chowdhury and Begum Nurun Nahar's study "Women Entrepreneurs of Rural Industries in Some Selected Areas" (2005)9 sought to (I) identify the factors that contributed to the rise of rural women as entrepreneurs, (ii) assess the socio-economic effects of entrepreneurship on their lives and way of living, and (iii) assess the difficulties faced by the women entrepreneurs in their businesses.

The writers noted that the less educated and illiterate women favored crafts like sewing, cane work, and embroidery as well as work with bamboo and cane. Ninety-nine percent of the sample started their own businesses as a result of situations that forced them to find a way to

make ends meet. Additionally, it was discovered that the majority of female entrepreneurs (76.47%) either learned about their craft from family members.

According to **Vijay Lakshmi and Poonam Sharma's (2002)**¹⁰ study, the main issues facing businesses were their ignorance of the loan application process and their failure to put existing laws into practice. The entrepreneurs expressed great dissatisfaction with the process of obtaining financing, citing significant contacts as the primary obstacle to loan acquisition, followed by the guarantee cover.

Manimekalai (2002)¹¹: The study shows that there was no distinction in personality recognition between men and women, and that significant entrepreneurship experiments were not restricted to any one racial, social, or sexual group. Nonetheless, only a small portion of all self-employed people in developing nations were women entrepreneurs. The majority of them made a small initial investment, with all of it coming from their own hard work.

These women's main issues were not having enough money for their initial investment, not understanding how to apply for loans, not putting current rules into practice, etc.

Material and Methods

Methodology: The primary and secondary data were combined to create the statistical data. Secondary data were gathered from websites, publications, journals, research articles, survey reports, and books that have been published. The pointing method was used to examine the data and assess how supportive the respondents' families were of their businesses as women.

Table 1 Women Enterprises Units Registered in Gulbarga District (01/02/2007 to 31/03/2014)

S. No	Talukas	Registered Unites	Land and Building (in. Lakh)	Plant and Machinery /Equip (in. Lakh)	Total Investment (in. Lakh)	Employment Generated
1	Aland	270	412.28	169.2	581.48	786
2	Chincholli	478	900.08	288.08	1188.16	1518
3	Chitapur	186	285	110.46	396.26	518
4	Gulbarga	500	1004.64	450.06	1454.7	1670
5	Jewargi	476	4831.16	5232.66	10063.82	2752
6	Sedam	300	530.2	289.66	819.86	922
7	Afzalpur	290	471.7	220.2	691.9	872
	Total	2500	8435.86	6760.32	15196.18	9038

Source: Government of Karnataka, Gulbarga District atglance, Department of Bureau of Economics statistical, modified, Table, Gulbarga, 2014.

Table 1 lists the women-owned businesses that are registered in the seven taluks of the Gulbarga district. It also shows the total investment, fixed and variable costs, and employment produced throughout the seven-year period from February 2007 to March 2014. It can be observed that there were 2500 registered women's enterprises in the Gulbarga

district; of these, 500 were registered in Chittapur Taluk, which was the highest number when compared to the corresponding Taluksofthe district. These were followed by Alandtaluk As of the aforementioned era, the following places were in order: (478 units), Gulbarga taluk (476 units), Jewargi (300 units), Sedam (290 units), Afzalpur taluk (270 units), and Chinchollitaluk, which came in last with 186 units. During that period, women-owned enterprises possessed 8435.86 lakhs of acres of land. In this category, the Gulbarga taluk had the highest valued land asset, accounting for over half of the district's total value at Rs. 4831.16 lakhs. The remaining six talukas had land assets valued at Rs. 3605 lakhs. In contrast, the value of plant, machinery, and equipment was included in the total fixed cost for the same time, which came to Rs. 6760.3 lakhs. Again, the taluk of Gulbarga alone invested Rs. 5232.66. lakhs in this area, or more than two-thirds of the overall investment, whilst the fixed capital investments of the other six taluks together accounted for barely one-third of the whole investment made by the district. Furthermore, within the same time period, 2,500 registered women entrepreneurs invested a total of \$15,196. 18 lakhs. Furthermore, Gulbarga Taluk received a total investment of Rs. 10063.82 lakhs, or more than two-thirds of the district's total investment. The data additionally demonstrates that these women-owned companies generated 9038 jobs for female workers within the previously specified time frame. Six taluks contributed less than half of the total jobs created in the district, with Gulbarga Taluk accounting for more than half of the total.

The purpose of the Gulbarga District Industries Centre is to expedite industrialization and furnish the requisite backing for the formation of additional units operating under a single district administration. The District Industries Center has been located in the district since July 1st, 1978. The Karnataka government offers small enterprises incentives, lending assistance, registration, financing, and clearance for various permissions. In addition to registering temporary small-scale industrial units, permanent units, and ancillary units and obtaining clearance for a range of licenses through a single-window clearing committee, the District sectors Center provides project reports and assists business owners in selecting successful sectors.

It helps with the import of capital goods, machinery spare parts, and raw materials. It also provides business owners with information on machinery, buyer and seller details that facilitate the acquisition of machinery with assistance from the National Small Scale Industries Corporation. It arranges seed money help from financial institutions and arranges financing through banks and other financial institutions. Through programs for entrepreneurship development, it offers technical advice and information to entrepreneurs launching new businesses. It finds businesses and runs motivational campaigns in gram panchayat areas. Because of the extensive limestone deposits in the Gulbarga district, Sedam and Chittapur talukas have been designated as "CEMENT ZONES" for the development of cement and cement-based products. Textile Park, which is expected to cost Rs 43.00 crores, has been sanctioned by Gulbarga to be developed at the Nadur Kesaratgi Industrial area. In Textile Park, between 5000 and 10,000 direct and indirect jobs have been suggested. Approximately one third of the 18 major groups in Gulabarga district consist of 17,869 small-scale industries, with the majority being chemical product production companies. The next

industry is that of food product manufacturing, which accounts for around one-third of all registered units. The main products of the district's large-scale enterprises are agate, turdall, gypsum, fuller's earth, cement, and Shahabad stoning. Chitapur taluk has also been designated as the "CEMENT ZONE" for the cement and cement-related industries. There are five sugar factories in the Gulbarga district. These factories are located in Malkhed, Wadi, Shahabad, Chitapur, and Sedam. The oldest MSK mill in Gulbarga was the Textile Factory, which was established prior to independence but was shut down as a result of significant losses. Despite their best efforts, the state government and labor organizations were unable to get the factory to reopen.

SOCIO-ECONOMIC BACKGROUND OF THE RESPONDENTS TABLE-2AGE GROUP OF THE RESPONDENTS

Sl. No.	Age groups	Number of respondents	Percent
1	18- 25	17	5.4
2	26-35	170	54.0
3	36-45	99	31.4
4	46-55	22	7.0
5	Above56	7	2.2
	Total	315	100.0

Sources: Field Survey

Table 2 looks at the 315 respondents' age range from the study area. The age range of 17 of the responders was 18 to 25. 55.4% of the total respondents were between the ages of 26 and 35; 54.4% of the respondents were between the ages of 36 and 45; 31.4% of the respondents were between the ages of 36 and 45; 7% of the respondents were women receiving SSI; and 2.2% of the respondents were over the age of 56.

TABLE-3CASTEWISE DISTRIBUTION OF RESPONDENTS

Sl.No.	Caste	Number of respondents	Percent
1	SC	72	22.9
2	ST	15	4.8
3	OBC	152	48.3
4	General	76	24.1
	Total	315	100.0

Sources: Field Survey

Table 3 displays the respondents' distributions based on caste. Out of the 315 respondents, 72 women's businesses belong to the scheduled caste, accounting for 22.9% of the total; only 15 women's businesses belong to the scheduled Tribe community, accounting for 4.8%; 152 women's businesses are the most numerous, representing 48.3% of the total; and 76 women's businesses are in the general category, accounting for 24.1%.

TABLE-4 EDUCATIONAL STATUS OF THE RESPONDENTS

Sl.No.	Education level	Number of respondents	Percent
1	Illiterate	38	12.1
2	Primary	78	24.8
3	SSLC	136	43.2
4	PUC/ ITI	43	13.7
5	Degree and above	20	6.3
Total		315	100.0

Sources: Field Survey

One of the most effective tools for the self-survival of all businesses, including women-owned businesses, is education. Given this context, Table 4 shows that 38 respondents are illiterate and have been operating their businesses through physical labor; these respondents account for 12.1% of the total; the remaining 78 respondents have completed up to the fifth standard (primary education), accounting for 24.8%; 136 respondents have completed the SSLC, accounting for 43.2%; some 43 respondents have completed the PUC or ITI course, accounting for 13.7%; and the remaining households (20) have completed both a degree and a post-graduation degree, accounting for 6.3%.

TABLE-5 MARITAL STATUS OF RESPONDENTS

Sl. No.	Marital Status	Number of respondents	Percent
1	Married	267	84.8
2	Unmarried	22	7.0
3	Widow	26	8.3
Total		315	100.0

Sources: Field Survey

Table 5 displays the marital status of the 315 households. Of these, 267 respondents have been married for 84.8% of the total, 22 respondents have not been married for 7% of the total, and the remaining 26 respondents are widows for 8.3%.

TABLE-6 TYPE OF HOUSE OWNED BY THE RESPONDENTS

Sl.No.	Type of House	Number of respondents	Percent
1	Own House	178	56.5
2	Rented	85	27.0
3	Hut/Allotted	52	16.5
Total		315	100.0

Sources: Field Survey

Various housing programs are being implemented by the state and local governments for the homeless population. Under government incentives, 315 of the selected respondents have been able to purchase their own homes or properties. From Table 6, it is evident that 178 respondents, or 56.5% of the total, owned their homes. Another 25 respondents, or some of the 85 respondents, lived in rented homes but had their own properties; the remaining 52 households either lived in thatch huts or were anticipating being allotted a home soon,

making up 16.5% of the respondents. Bar chart 5.8(a) below further illustrates the similar size of respondents residing in their own sort of dwelling as well as their percentages.

The Organizational and Operational Aspect of The Respondents

The idea of the organization was essential to all kinds of businesses, whether they were run by men or women. The women entrepreneurs' backgrounds show that they have carried out their organizational duties. The "set of working order" of a recognized productive unit or units within the study district is referred to as the organizational function. The working orders that were looked at here are;

Table 7 NAME OF THE WOMEN ENTERPRISE OF RESPONDENTS

Sl.No.	Enterprises	Number of respondents	Percentage
1	Manufacture	197	62.5
2	Service	65	20.6
3	Trade	53	16.9
Total		315	100.0

Sources: Field Survey

The type of women-owned businesses that the respondents in the Gulbarga District study region operate is depicted in Table 7 above. Out of the 315 respondents, 197 engaged in manufacturing activities, making up 62.5% of the total. The remaining 65 respondents were involved in various artisan activities, ready-made clothing, tailoring, catering processing, and other services, making up 20.6%. The remaining 53 respondents were involved in petty trade, pan shops, kirana hotels, dairy goldsmithing, etc., which further accounted for 16.9% of the total.

TABLE-8 WOMEN ENTREPRENEURIAL ACTIVITIES OF RESPONDENTS

Sl. No.	Entrepreneurial Activity	Number of respondents	Percentage
1	Readymade Garment/Tailoring	94	29.8
2	Beauty parlor	32	10.2
3	Computer Training center, XEROX, DTP	33	10.5
4	Catering/petty shop/Dairy	85	27.0
5	Other	71	22.5
Total		315	100.0

Sources: Field Survey

The many kinds of women's entrepreneurial activities in the research region were expressed in the above table (5.14). The survey data makes it evident that 94 respondents, or 29.8%, were involved in tailoring operations relating to units and ready-made clothing. A portion of the respondents (32) worked in beauty parlors, accounting for 10.2% of the total. Another 33 respondents were selected from computer training centers, Xerox, and DTP service centers, and they provided their services to the research area's needy publics, making up 10.5% of the respondents. Additionally, another 85 respondents, or 27% of the sample, worked in catering, which includes baking and preparing food for different events as well as small shops like kirana and pan shops, hotels, and dairy operations. The remaining seventy-one responses have been engaged in a variety of other fruitful endeavors.

TABLE-9 Different Sources of the Unit the Women Came to know their units

Sl.No.	Known by the type of unit	Number of respondents	Percent
1	Byyourself	80	25.4
2	SHGs	131	41.6
3	GIEMA/KITSERD	45	14.3
4	DIC	22	6.9
5	Womenentrepreneurscenter	33	10.5
6	Other	4	1.3
Total		315	100.0

Sources: Field Survey

GIEMA: Gulbarga Industrial Estate Manufactures Association

KITSERD: Krishna Institute for Training in Self Employment and Rural Development
Gulbarga. DIC: District Industries Centre.

The current female entrepreneurs learned about their ventures from various sources. Table 9 illustrates that of the 80 respondents, 25.4% did not rely on outside resources to choose their unit; instead, they used their own judgment and initiative to start the unit. 41.6% of the total responders, or 131 people, went to the closest Self-Help Groups and registered their names to start their own productive units. A total of 45 respondents, or 14.3%, approached GIEMA/KITSERD institutions and made use of all the services required to launch their current businesses. 22 more respondents, or 6.9% of the sample, contacted DIC and received the assistance they needed to launch their current businesses. Furthermore, 33 respondents (10.5%) said they had contacted the Women Entrepreneur's Center and received the assistance and direction they needed to start their own profitable businesses. And last, 1.3% of the responses came from the 4 respondents who used the advice and help of a relative to start the current businesses.

TABLE-10 Nature of premise of the women enterprises

Sl.No.	Nature of premise	Number of respondents	Percent
1	Owned	136	43.2
2	Partiallyowned	38	12.2
3	Rented	78	24.8
4	Leased	43	13.5
5	NoanydefinitePremises	20	6.3
Total		315	100.0

Sources: Field Survey

The 315 respondents who were chosen for the study have experience working with a variety of types of properties. Table 10 provides this information. Of the 136 respondents, 43.2% worked from their own locations, while 38 respondents worked from partially owned and partially rented service-based locations, accounting for 12.2% of the total. A total of 78 respondents, or 24.8%, reported operating their units in fully rented spaces. Another 43 respondents, or 13.5%, reported operating their units in lease-based spaces. The remaining 20 respondents, or 6.3%, reported operating their units without a fixed location, i.e., traveling

from one location to another for the purpose of marketing or selling ready-made products like panipuri temporary bicycles.

TABLE-11 Nature of women enterprises

SL.No.	Nature of women enterprises	Number of respondents	Percent
1	Technical	133	42.2
2	Non-technical	182	57.8
Total		315	100.0

Sources: Field Survey

The Technical/Nontechnical type of units is explained in Table 11 above. Compared to technical units, non-technical units are more prevalent. Tailoring, beauty salons, computer training centers, Xerox, DTP, catering, and gold smithing units are among the technical units. With regard to all of them, 133 respondents work in these units, making up 42.2% of the total. The remaining 182 respondents, or 57.8%, work in non-technical units like ready-made clothing, petty shops, pan shops, dairies, blacksmiths, etc.

Problems of Women Enterprises

TABLE-12 PROBLEMS FACED BY THE WOMEN ENTERPRISES IN GLB

Sl.No.	Problems	No.of respondents	Percent
1	Finance	64	20.3
2	Cut-through competition	53	16.8
3	Lack of self confidence	20	6.3
4	Marketing-skill	28	8.9
5	Gender Discrimination	50	15.9
6	Difficulty in procurement of raw materials	13	4.1
7	Low risk bearing Capacity	21	6.7
8	Competition	26	8.3
9	Lack of education	25	7.9
10	Price	15	4.8
Total		315	100.0

Sources: Field Survey

The female entrepreneurs in GLB are confronted with numerous obstacles in their entrepreneurial ventures. Table 12 presents a selection of them. Of the 315 respondents, 64 of them—or 20.3%—are experiencing financial difficulties as a result of their revelation that there is either insufficient funding or that the banking institutions providing the funding are insufficient to support the SSI units. Meanwhile, 53 of the respondents are experiencing intense cutthroat competition from their closest competitors, who draw clients by offering goods and services at prices that are competitively lower than their own. This trend is having an impact on the operations of the women's SSI units, which made up 16.8% of the total. Some of the 20 responders don't feel confident or strong enough in their own SSIA units, which is affecting their business improvement; these respondents made up 6.3% of the total. Some of the 28 respondents reported that their units needed better marketing forecasting skills to survive these days; these respondents accounted for 8.9%. The total of the 50 respondents reported that they were experiencing gender discrimination, meaning that even

The guys are not using the units, even though they are willing to provide their services (be it beauty salons, novelty stores, or Bengal shops). Thirteen respondents in all stated that they were experiencing problems getting raw materials on time; these kinds of problems are experienced by the mobile services units and have an impact on company improvement (4.1%). The difficulty of having the guts to take on unforeseen risks in their units—specifically, price, financial, and administrative risks—was encountered by all 21 respondents;

6.7% of their risks were related to how their business improved. The weaker units in the research area, which accounted for 8.3% of the total, were discouraged by the fierce competition that the 26 respondents encountered from rivalry groups. Because they were unable to complete their units with the required criteria, a total of 25 respondents (7.9%) were illiterate. Last but not least, 4.8% of the 15 respondents reported having problems with excessive prices in their units, which makes them more expensive than those of their peers and fosters an atmosphere that impedes business development. After laying out each of these concerns, the researcher noted and suggested that the Karnataka government's Department of Women and Children Welfare Development take all necessary steps by formulating appropriate policies to address these issues facing women-owned businesses. The DIC, NGOs, and educational institutions should be tasked with creating the training programs required to address these issues by holding regular orientation or refresher courses or workshops.

TABLE-13 Investing your own money or borrowed from the institutional sources.

Sl.No.	Money Sources	Number of respondents	Percent
1	Borrowed from public sector bank	112	35.6
2	Owned Fund	43	13.7
3	Partly self and Partly borrow	160	50.8
	Total	315	100.0

Sources: Field Survey

Table 13 demonstrates that, of the 315 women who responded, ½ had borrowed the necessary funds from public sector banks, accounting for 35.6% of the total. The remaining 160 women enterprises, on the other hand, have been starting their businesses partially with their own funds and partially with borrowed funds, accounting for 50.8%. These results demonstrate that the largest percentage of women-owned businesses in the study area come from this group. The visual table 6.2(a) below shows all three of the respondents' percentage numbers.

Conclusion and Suggestions

Because of women's low economic development and unemployment, the study of women entrepreneurs is important in India. The employment of women in non-traditional sectors is crucial to the country's economic development. The federal and state governments ought to support female entrepreneurs who want to attend conferences, exhibits, and international trade shows. Women who are successful in entrepreneurship must assist other women in launching and growing their businesses. Therefore, women should be involved in enterprise through talent development, managerial skill upgrading, production and marketing, programmers, health and nutrition, women and child welfare, etc. In India, the growth of

women's entrepreneurship is a difficult issue. Women entrepreneurs in rural areas should receive specific training.

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