

Barriers and Success factors of Women Entrepreneurship in India

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EDITORIAL BOARD EXCERPT

At the initial Time of submission the paper had a 8% plagiarism which is an accepted for publication. The editorial viewpoint is of an observation that article had a successive close watch by the blind reviewer's which at later stages had rectified and amended by an authors in various phases as and when requisite to do consequently. The reviewers had in a beginning stages mention with minor revision with a following statement which at a small duration streamlined by Shubh & Shivam. The comments related to this manuscript are tremendously perceptible related to exponential organization both subject wise and research wise by the reviewers during evaluation and further at blind review process too. The authors are commendable of appreciation for writing this paper so beautifully. The authors have raised the latest issue the women era. This article is based on secondary data and information collected on this topic is sufficiently satisfactory. The objectives of this article completely justify the topic. Authors initially started with the problems that women faces and how and why women has to move from home to work. The objective of the paper is clear and discussion are well placed and open up avenues for future studies. All the comments had been shared as mixtures of dates by the authors in due course of time. By and large all the editorial and reviewer's comments had been incorporated in a paper at the end and further the manuscript had been marked and decided under "View Point" category as its highlights and emphasize the problems faced by the women and how she become a successful entrepreneur and now she is also contributing to the society development.

ABSTRACT

Purpose: Women are viewed as a critical human asset of the country and each state should attempt to use them as mediators of financial development and improvement. Support for women entrepreneurship is one of the routes for that. Women have dependably been the significant patron of human capital since the formation of this universe. Prior they were restricted to family exercises but time is changing quickly. In the changed situation mindfulness has propelled women to begin their own endeavours and add to the family income. Women of 21st century is no more a customary asset kept to homes just rather an informed, proficient and creative piece of the general population having the ability to change economies into flourishing ventures. The purpose of this study is to recognize boundaries that ruin women' advancement as entrepreneurs and looks at the components that encourages them to take up enterprise. In spite of all the social obstacles, Indian women represent their own character in the business world and for which they are extolled for their accomplishments in their individual fields. Because of enlivening and want for monetary autonomy among women everywhere throughout the world including India, a substantial number of women entrepreneurs are reflecting on the map of entrepreneurship.

Review based Approach Findings: The study concludes that concentrating on the basic changes in the Indian economy, the outstanding 'liberalization, privatization and globalization' arrangements in the mid 1990s, has totally changed the Indian standpoint. It had prodded the start-up wonder in the nation and accentuation on women entrepreneurs had picked up essentially from that point onward. Hence, there are numerous prosperous women business visionaries who have defeated their male partners in various ways. However women entrepreneurs contribute only 1/3 of the entrepreneurial industry in the country.

Value: The study endeavours to critically review and has recommended few recommendations that could be further experimentally tried.

KEYWORDS Business | Entrepreneurship | Gender | Population | Women

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Introduction

An entrepreneur is a business leader who explores various business perspectives and implements them in such a manner that these perspectives serve in nurturing the economic growth and development of the country. An entrepreneur plays a key role in developing various sectors like industrial sector, farming, service sector etc. An entrepreneur is an individual, who creates skills and is motivated to start a business venture of his own with high achievements. They play the role of catalysts for social

transformation and work for the upliftment of the economy. An entrepreneur explores opportunities, identifies them and seizes them mainly for economic gains [1]. A self-reliant entrepreneur is always interested and ready to undertake risks to meet the desired targets. These types of entrepreneurs have the key function of observing and controlling the business deeds.

“Behind every successful woman is a tribe of other successful women, who have her back.”

The Indian economy has been facing extreme changes and developments since mid -1991, with the introduction of New Economic Policy and its reforms which included the (LPG) i.e. economic liberalization, privatization and globalization initiated by the India's government. In today's dynamic and globally competitive business world, business women play a very vital part of for sustained economic growth & development as well as contribute hugely in the social progress of the society. In India, the women ability was not properly catches & identified because of their status given to women in our society before 1990s [2]. Developing and apprising the women entrepreneurs have become an important aspect and priority nowadays. In India various policies and programs have been framed & implemented for the developing women entrepreneur.

In order to treat women equally in our society it is very important to change the mindset of our society towards women so that they can utilize their rights properly. Dr.APJ Abdul Kalam states that “empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured [4]. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.”

Empowering women can never state that making the other individual powerless. On the converse, the decision taking by empowered women has a direct impact on her family's behavior.

Businesswomen have always struggled and faced challenges presented by the society, which has created opportunities for women development, growth & empowerment [5].

For many years, role of women in the business world and workforce was determined by the cultural notions about women's appropriate role in society. The thoughts of domesticity in the public arena framed the perception of what types of jobs were “suitable” for women, who needed to work outside their homes and family farms. These factors lead to limitation of the avenues for women entrepreneurs and dictated that women were suited for few selected occupations only.

Women Entrepreneurship in India

Traditionally, Indian women have only one motive to get married and make herself as a house wife. But in today's scenarios the situation is changed, they make their career in teaching, corporate,

nursing and hospitality. Some of them are started business and engineering. [5]. In recent phenomenon it is clear that there will be big stand of women in entrepreneurial world.



The development of women in entrepreneurial world and their involvement to the nationalized economy is a major factor in India. Women entrepreneurs have developed & increases after a long time period, particularly in the 1990s. Women entrepreneurs must be admired for improved utilisation of latest technology, higher investments, forming occupation and making the fashion for other female entrepreneurs [6]. Women also proved their potential at the same time that they can contribute more in this business world. There are two most important reasons needs to be studied separately to understand women entrepreneurship. The very first reason is that in the tenure of last decade, women entrepreneurship arrived as the important role of countries economic and social growth. Women entrepreneur's act differently creating new jobs for themselves as well as for others. They provide diverse solutions to business problems, as well as the utilizing and grabbing the various entrepreneurial opportunities lying in the market. The second reason state the women are discarded in society as well as in morals. Women Entrepreneurs is a group who hires other women for running their business successful and in efficient manner. [6]. Women entrepreneurs should explore different aspects of starting new ideas for business, bearing risks, introducing new methods, management, administration, and making provision of efficient control in all areas of their business (Fazalbhoj, 2014).

Women entrepreneurs experience many impediments, especially in promoting their products, in addition, they have to take care of the family responsibilities. Women should have access to the same opportunities as men. When they feel they have to perform numerous tasks, they inculcate the qualities of effective time management, diligence, and resourcefulness.

Classes of Women Entrepreneurs

There are three groups of women entrepreneurs:

1. The primary group categorized as educated and professionally trained women. They will take all the decisions like men do. These categories of women lead medium and large business units.
2. The next group includes females who may not be educated/trained in the field of management but hold skills required for small scale businesses. They prefer the products which are familiar to them like handicrafts, clothing, salons etc.
3. The last group of female entrepreneurs works in slum and cities areas to aid women with poorer habits of living. There are organizations which have the motive of service to society and to help backward section of society. Such as Lizzat Papad, Sasa Detergents etc. require government support in marketing and getting funding at cheaper rates.

Problems of Women Entrepreneurs

There are so many problems occur in women life when they have idea for starting a business and till the business is settled up [8]. Some of the problems are listed below faced by Indian women.

1. Male - Dominated: As we all know that entrepreneurship quality is considered as male quality. Seeing women as entrepreneur is a different dream in India. Women also face role conflicts when they start any business activities. Women have had several aspirations at their teenage period, but majority of women are not able to achieve their aspirations as they turn up getting married and get settle as a house wife.
2. Due to lack of entrepreneurial ability several women acquire training by attending the EDPs without any entrepreneurial interest. There are less than 10% trained women who worked as a owner in small scale industries.

3. **Financial Problems:** Women are yet to make considerable score in quantitative terms. Women are regularly denied credit by bankers because most of them do not have anything to give in terms of security. Therefore, they don't want to take the risk of capital.
4. **Family Conflicts:** Women face the clash of performing different roles and at work because they don't have the enough time to deal with both office and family, that why they do not spend time with family members, because they spend maximum time in business as a result it becomes a challenge for them to fulfil all the demands of their society and family. They face difficulties in doing multiple tasks simultaneously i.e. household work, personal hobbies, time for education of children, leisure time with family etc. adds to their conflicts.
5. **Social barriers:** In rural areas women entrepreneurs are seen with apprehensive eyes, they face social barriers, also cast and religions dominates with one another and obstruct the interests of women entrepreneurs.

Reasons for Growth of Women Entrepreneurs

“When woman moves forward, the family moves, the village moves and the nation moves.” Employments give status and economic independence to women leading to empowered women [9]. Women setup their enterprises due to economic and non economic reasons as well.

Various reasons can be due to

1. Inspirational Aspects

- a. Financial Security
- b. Self Realisation
- c. Freedom of action
- d. Self individuality and status

- e. Motivation to others
- f. Continuation of family business

2. Facilitating Factors

- a. Monetary facility
- b. Supports from family
- c. Networks of connections
- d. Skilled personnel at work

Conclusion

Women have the potential to start, maintain and direct their own ventures in an extraordinarily manner. Help and support from the society and family is necessarily required so that they can made new turningpoint in their business world. Unconditionally support from their family, Government and society can change the performance of these business women remarkably outstanding across the nation as well as beyond the national boundaries of India also they can add to the financial advancement of the country during this period of fierce global competition. At last, every impecunious woman who oversees despite seemingly insurmountable opposition to wind up a successful business person is brave. Also, that courage is the reason The World Bank and its donor countries, just as driving organizations, colleges and NGOs are presently cantered so eagerly around leading women owned SMEs a hand. On the off chance that you give a woman in a creating nation only a small help for a business, she may well use that help into a more promising time to come for herself, her kids, her neighbours and the world.

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Blind Reviewers Comment

This paper vindicates its objective very intensely. This paper very agreeably explains the as much as many aspects of micro finance and women empowerment. Authors in the paper justify the objective very correctly by giving appropriate and necessary information regarding the topic. The concept meaning and introduction is the main highpoint of this paper. Literature review of this paper elucidate past studies very commendably.

GJEIS Prevent Plagiarism in Publication

The Editorial Board had used the turnitin plagiarism [<http://www.turnitin.com>] tool to check the originality and further affixed the similarity index which is 8% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-11, Issue-1, Jan-Mar, 2019

Annexure 1

ORIGINALITY REPORT			
8%	6%	1%	3%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	theijbm.com Internet Source	2%	
2	Submitted to Heriot-Watt University Student Paper	2%	
3	pezzottaitejournals.net Internet Source		1%
4	aiirjournal.com Internet Source		1%
5	www.i-scholar.in Internet Source		1%
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