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WOMEN SOCIAL ENTREPRENEURS IN INDIA: PROBLEMS, CHALLENGES AND STRATEGIES

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ABSTRACT

Entrepreneurship development is a buzzword which is attracting each and everyone's eyes in general and women particularly. The participation of women in entrepreneurship is significant and varies from county to country and society to society. However, a stark reality is that India too is finding the participation of women in this trend. From a petty shop to a mega business magnet we find women are finding a space for themselves. They don't only think of profits in their business venture but also are contributing a lot to the society. This paper makes an attempt in understanding the concept and problems and challenges faced by women social entrepreneurs

KEY WORDS: Social enterprise, Social taboos, Education and Training



INTRODUCTION

The Indian economy has seen a drastic change since 1991 with new policies of economic liberalization, Privatization and Globalization (LPG) started by the Government of India. India has a large entrepreneurial potentiality wherein the male participation excels female who are erstwhile seen with reduced participation rate, excessive concentration in the

often confined to their traditional roles within their dwellings and approaching out and employed at par with males are not highly encouraged. Though both state and centered government has started a number of measures like exceptional concessions, incentives, grants, mechanical and managerial teaching and assistance, yet a vacuum is glimpsed in the participation of women in the entrepreneurial development. It is apt to extract Dr. A P J Abdul Kalam



“empowering women is a prerequisite for conceiving a good territory, when women are empowered, society with steadiness is guaranteed. Empowerment of women is absolutely vital as their thoughts and their worth scheme lead to the development of a good family, good humanity and finally a good nation”. These motivating words endow us to realize the significance of women in socioeconomic development of a nation.

CONCEPT OF SOCIAL ENTREPRENEURSHIP

In common parlance, being an entrepreneur is associated with starting a business; an entrepreneur is someone who “undertakes,” a significant project or activity. More specifically, it came to be used to identify the venturesome individuals who stimulated economic progress by finding new and better ways of doing things.

Entrepreneurs are engaged in a process of continuous innovation, adaptation, and learning; they are innovative; they break new ground, develop new models, and pioneer new approaches

A social entrepreneur is an individual, who engaged with finding innovative solutions for the more pressing social problems. Social entrepreneurs are more passionate towards tackling major social issues and offering new ideas on a wide scale.

Social enterprise offers a new way to do business that is animated by a social purpose. A Social enterprise is any business venture created for a social purpose mitigating / reducing a social problem and to generate social value while operating with the financial discipline, innovation and determination of a private sector business.

Social Entrepreneurship is the fact that the underlying propel for social entrepreneurship is to conceive social value, rather than personal or shareholder riches , and that the undertaking is characterized by discovery or the answer of new rather than simply the replication of living enterprise perform. Social enterprise involves innovative advances to address issues in the domains of learning, environment, equitable trade, wellbeing and human privileges and is widely regarded as a significant construction impede of the sustainable development of countries.

Social Entrepreneurship is defined as “individuals with innovative solutions to society’s most pressing social trouble. They are determined and persistent, undertaking foremost social matters and proposing new ideas for wide scale alterations. Rather than departing societal desires to the Government or enterprise sectors, social entrepreneurs find what is not working and solve the difficulty by altering the scheme, dispersing the solution, and convincing whole societies to take new leaps”. It includes those undertakings leading to the establishment of new social enterprises which have a social ‘mission’ and create social values. Social entrepreneurship, as a perfume and a field of scholarly inquiry, provides a unique opportunity to challenge, inquiry, and rethink notions and assumptions from different areas of administration and business study. Social entrepreneurship as a method that catalyzes social change and addresses significant social needs in a way that is not dominated by direct economic benefits for the entrepreneurs.

CHARACTERISTICS AND QUALITIES OF SOCIAL ENTREPRENEURS

Social entrepreneurs act as Social catalyst who thereby create elemental alteration by reforming social systems and creating sustainable improvements. Though they act locally, their reaction is effective globally. The social entrepreneurs are innovative and always think out of the box grab the opportunities and whatever the obstacles they face in their development they see it as a challenging area and give a positive response. They are resourceful and accountable and stimulate the social improvements by their contributions. Women social entrepreneurs should be innovative, have farsightedness, quick and effective decision makers, able to mobilize and marshall, resources, strong determination and confidence, risk takers, updated scientific and technological information.

ROLE OF WOMEN SOCIAL ENTREPRENEURS IN NATIONAL DEVELOPMENT

The emergence of women entrepreneurs and their assistance to National economy is rather evinced in India the number of women entrepreneurs has steadily grown in latest decades which desires to be lauded for their increased utilization of up to date expertise, increased investments, finding a niche in the trade goods market, creating a sizeable paid work for other ones and setting the tendency for other women entrepreneurs in the coordinated sector.

PROBLEMS AND CHALLENGES FACED BY WOMEN SOCIAL ENTREPRENEURS

Women entrepreneurs face a series of difficulties right from the starting till the

enterprise purposes. Being a woman itself poses diverse difficulties to a woman entrepreneur, the difficulties of Indian women pertains to her responsibility towards family, society and work ambience. The custom, customs, social heritage standards, ethics, motherhood at one edge and at the other edge are the subordinates, men and other ones who often consider women, bodily feeble, hard work areas, feeling of insecurity, will not be easy, should "adjust" etc., Women in rural localities have to bear still further. They face strong opposition from men and are advised as mere helpers. The mind-set of humanity in the direction of her and constraints in which she has to reside and work are not very conducive. Alterations habits are not without trials. Entrepreneurial undertakings are always challenging; trials are more critical when societal concerns are engaged in entrepreneurial conclusion making. Problems disagree from one set of persons to another set, so are the solutions. In fact, communal entrepreneurship is an international occurrence. Round the world, persons are coming across difficulties like - inadequate learning and health schemes, ecological threats, falling believe in political organizations, entrenched poverty, high misdeed rates, and so forward. But in poorer countries, communal entrepreneurs have to reach far more persons with far less money, so they have to be particularly innovative to advance solutions at scale. In the male overridden society, women find it progressively tough to network as well as men do and this impersonates a significant dispute. There are some peculiar problems that the Indian women are approaching across while they jump into entrepreneurship. In addition to the overhead rudimentary difficulties the other problems faced by women entrepreneurs are as follows:

1) Family attachment, Social taboos and exploitation:

Women are bodily and strongly felt attached to their families and are always subjugated to attend to all household chores, feed her in-laws, take care of their young kids etc. Most of the time is expended only inside the radius of the family and to proceed out and work is just cumbersome and even if she goes out she is often mocked and the Indian way of upbringing a female and male child also substantiates this. While a feminine from the day she is born to coming to the tomb she is trained that she is the caretaker of the family and strong family bonding is inculcated in women, while a male is given learning of his alternative. Women mobility in India is highly restricted and has become a difficulty due to traditional standards and incompetence to drive vehicles. The customs and customs prevailed in Indian societies in the direction of women occasionally stand as an obstacle before them to grow and prosper. Castes and religions override with one another and hinders women entrepreneurs too. In country localities, they face more communal obstacles. They are always seen with doubtful eyes. Moving solely and inquiring for a room to stay out in the night for enterprise purposes are still looked upon with apprehensive eyes. Occasionally, junior women seem uncomfortable in considering with men who show additional interest in them than work related facets. Therefore even she goes out of the house numerous a time she thinks about the family and hurries to attend to it. To freely move with outsiders or any other acquaintances is rather a tough task. In such a situation it is tough to focus and run her enterprise successfully. Since women will not run round for trading, circulation and cash assemblage, they have to depend on middle men for the overhead undertakings.

Middle men tend to exploit them in the guise of assisting. They add their own profit margin which outcome in less sales and lesser earnings. Women entrepreneurs because of their inherent nature, lack of self-confidence which is vitally an inspiring component in running an enterprise effectively. They have to strive hard to hit a balance between organizing a family and organizing an enterprise. Occasionally she has to sacrifice her entrepreneurial advocate in alignment to hit a balance between the two.

2) Lack of higher education, training and self confidence:

Women in India are lagging far behind in the field of education.. Those who are educated are supplied either less or insufficient education than their male equivalent partially due to early marriage, partially due to son's higher learning and partially due to poverty. In Indian humanity giving high education means finding a suitable groom, dowry are all advised as a problem. In a few families if higher education is granted then it is thought that she may run away from the house. Therefore though given learning it can be just a basic degree adequate adequate to take care of herself and family. Thus, due to need of correct learning, women entrepreneurs stay in the dark about the development of new expertise, new procedures of output, trading and other governmental support which will boost them to flourish. Need of ability, information will lead to decreased productivity. Evolving countries are not having adequate technical education institutions and teaching organizations, it conceives worker shortage and accomplished personnel.

3) Lack of finance:

Women entrepreneurs stiffer a lot in raising and gathering the economic desires of the business. Bankers, creditors and economic institutes are not coming ahead to supply economic aid to women borrowers on the ground of their less borrowing worthiness and more possibilities of business malfunction. They furthermore face financial problem due to blockage of capital in raw components, work-in-progress finished items and non-receipt of payment from customers in time. The scarcity of raw components, sometimes neither, availability of correct and ample raw components noise the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs actually face a strong task in getting the needed raw material and other essential inputs for the enterprises when the charges are very high. Several components encompassing inefficient administration assist with the high cost of production which stands as a faltering impede before women entrepreneurs. Women entrepreneurs face expertise obsolescence due to non-adoption or slow adoption to changing expertise which is a major component of the high cost of production

4) Tough competition and risk bearing capacity:

In a market where the affray is too high, they have to fight hard to endure in the market against the coordinated part and their male equivalent. A feminine social entrepreneur has to face latent and manifest fear of the chauvinism and suppression from family, relations, friends and humanity at large. The person tries to conceive unnecessary worry and affray if they find they the opposite edge it is a female by conceiving that women in India are by

nature weak, shy and gentle. They cannot accept the allowance risk which is absolutely vital to running an enterprise. Need of learning, training and financial support from outsides also decrease their proficiency to accept the risk engaged in an enterprise.

5) Legal and social formalities:

Fulfilling the lawful formalities needed for running an enterprise becomes an upheaval task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for diverse permits, electrical energy, water and shed allotments. She is often anticipated by the humanity that she has to behave like a woman and if she feels so she is pinpointed that her actions manly. It is furthermore glimpsed that if the overseer is women the society will not accept to work under their authority. They try to stop the job or demand for change of leadership. In such positions women entrepreneurs find it hard to concentrate on the glossy working of the enterprise.

CONCLUSION AND STRATEGIES

- * To create awareness about entrepreneurship and its importance as job providing avenues rather than job seeking ventures
- * To make them realize the income generation, social status, recognition and potentiality
- * Government and society should cater to give orientation and skill training in selected trades of their choice and suitability,
- * Assisting them in preparation of project reports for their own proposed units and helping them to follow up the venture to start the new enterprise.

- * Providing consultancy and guidance, continued awareness, career building and attitudinal change towards enterprise formation.
- * Effective training on building up self-confidence and communication skills.
- * Skill training on new technologies and scientific knowledge and specific trades
- * Training on quick and effective decision making techniques and managerial skills, marketing strategies, financial management, formulation and implementation.
- * Interaction with successful entrepreneurs for sharing their experiences.

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