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## CHALLENGES AND OPPORTUNITIES FOR RURAL WOMEN ENTREPRENEURS

**P.Jayakumar & J.Kannan\***

*\*Assistant professors in commerce, Vivekanandha College of Arts & Sciences for Women, (Autonomous), Elayampalayam, Tiruchengode, Namakkal-637205*

### ABSTRACTS

Since rural women constitute a major segment of the Indian population and due to their pivotal role their role in the nation building is significant. Due to lack of education they are less likely to get employment. Further low family income also requires them to go for self-employment i.e. entrepreneurship. This paper addresses challenges faced by women entrepreneurs in rural areas. Besides that the paper also explores the opportunities prevailing for rural women entrepreneurs.

**KEYWORDS** Risk bearing capacity, mobility constraints, Male dominated society.

### INTRODUCTION

Entrepreneurship is the propensity of the brain to take calculated risks with confidence to achieve a pre-determined business or developed objective. In matter, it is the risk-taking proficiency of the individual, amply coupled with correct decision-making. The capability to take risk independently and individually with an outlook to making profits and grabbing and opening to make more profits in the market-oriented economy is the superior attribute

of up to date entrepreneurship. Due to the prevailing political, economic and social-cultural environment rural women either pushed or pulled for entrepreneurship. As a result they enter in entrepreneurship whereas lots of challenges are waiting for them. Though on the one hand they have challenges over and above rural male entrepreneur as well as urban female entrepreneurs on the other they have so many opportunities to exploit. So they need

to judge whether the difference of opportunities and challenges is positive or not to decide for entrepreneurship.

## OBJECTIVES OF THE STUDY

The objectives of the study are:

- ✍ To explore the challenges for rural women entrepreneurs
- ✍ To explore the opportunities for rural women entrepreneurs

## METHODOLOGY

The paper attempt to explore the concepts, obviously it's an exploratory research where earlier studies on the subject matter has been redressed to give insight to the phenomenon.

## CHALLENGES AND OPPORTUNITIES FOR RURAL ENTREPRENEURS

Kishor and Choudhary (2011) in his study focus on the function of women entrepreneurs, as they have been making an important impact in all segments of the economy in India, However, it is possibly empowering and liberating only if it provides women an opening to advance their well-being and enhance their capabilities. On the other hand, if it is driven by anguish and is reduced public support than it may only boost women's drudgery. The small and medium enterprises led by women experiencing some foremost trials and constraints. Kumari, et. al. (2010) conducted work in the country localities, the results of the study show need of supportive mesh, financial and trading difficulties were the foremost difficulty areas for country women entrepreneurs and major demotivator for other women to initiate entrepreneurial undertaking.

Srinivasan (2009) Microfinance was making great strides during the last decade, the SHG bank linkage programme has continue to make good progress in India but at a slower pace. It is found that poor quality of information about microfinance that is available to people renders their decision making and conservatives.

## CHALLENGES FOR RURAL ENTREPRENEURS

The main challenges faced by rural women in business are lack of technical knowledge and skills and to make balance their time between work & family. Some of the challenges faced by rural entrepreneurs are as follows:

### 1. The dual role of women overlapping of responsibilities of business and family:

As the boundaries between the business and the family tend to be indistinct, women functioning family enterprises face a unique set of issues associated with individual identity, function conflict, loyalties, family connections, and mind-set in the direction of authority. Additionally, family businesses owned by women are at a handicap financially and are forced to rely on interior resources of funding rather than outside causes.

### 2. Problem of finance:

There are some bottlenecks and a gap in accessibility of borrowing for women. The multiplicity of schemes is not adequately recorded neither is there networking amidst bureaus. As a result, clients close to one organization are not made cognizant of the best option for their requirements.

### 3. Illiteracy among rural women:

The literacy rate of women in India is discovered at low grade contrasted to male community. The country women are ignorant of new expertise or unskilled. They are often unable to do study & gain the necessary training. The uneducated rural women do not have the information of estimation and rudimentary accounting.

### 4. Less risk bearing capacity:

Women in India inhabits defended and defended life in the family. Conclusion making power related to enterprise undertakings is less due to financial dependent and domination of male headed society.

### 5. Lack of visibility as strategic leaders:

Altering the perceptions about the expected achievement of women-owned businesses depend on expanding women's visibility in authority positions within the greater business community. In an assessment of women's presence as CEOs or controllers of large enterprise enterprises, it has been anticipated that the escape of women to entrepreneurial development firms might be because women accept as true that have a larger representation in strategic leadership places in privately-held or family-owned companies as they supply better opportunities for authority than accessible to women in publicly-traded companies.

### 6. Lack of information and assistance:

Another significant need of numerous women enterprise proprietors is obtaining the appropriate assistance and data required to take the business to the next level of growth. In a study conducted to gather data desires of women entrepreneurs, those who were just beginning their projects, requested

assistance and teaching in implementing the business concept, recognizing initial causes of financing, and advertising/promotion. The entrepreneurs, who were currently established, had a rather different set of needs encompassing financing for expansion and expanding sales. It has been identified that most desired needs of fast growth entrepreneurs may be:

- Optimum use of capital to make operational decisions
- Financing growth
- Increasing the value of the business
- Compensation for self and associates
- Hiring, training and motivating for growth
- Succeeding in a rapidly changing world
- Successful selling
- Sales force management
- Management success
- Scanning of business environment

### 7. Need of training and development:

Furthermore, in business schools where most of the expert advisers today were trained, the male form of enterprise is still being educated by a swamping most of male lecturers. Examples of women entrepreneurs have been left out of textbooks, and rare is a female business proprietor utilized as the example or case study. Neither the women nor the men scholars are learning about the natural adeptness and gifts women are using to succeed as business owners today. Unfortunately, without some very powerful initiatives on the part of teachers, the method will be slow to change.

**8. Male dominated society:**

The male - feminine affray is another factor, which developmental obstacles for women entrepreneurs in the enterprise management process. Despite the detail that women entrepreneurs are good at holding their service punctual and consignment in time, due to need of organizational abilities compared to male entrepreneurial women have to face constraints from the affray. The self-assurance to travel over the day and evening and even different regions and states are less found in women compared to male entrepreneurs. This shows the low level flexibility of signs and flexibility of mobility of the women entrepreneurs.

**9. Lack of infrastructure and widespread corruption:**

These are furthermore the other troubles for the rural women entrepreneurs. They have to count on agency staffs and intermediaries to get the things finished, particularly the marketing and sales side of the business. Here is the more likelihood for business fallacies like the intermediaries take a major part of the surplus or professional dependence. Rural women lack teaching and advisory services on managerial and technical abilities to solve output problems. Here more than 70 per hundred of enterprises are micro- and small enterprises but their growth and the competitiveness is greatly challenged by a lack of business administration, trading and mechanical abilities besides the overall weak infrastructure and complicated lawful frameworks for business methods, particularly in global online transaction context.

**10. Mobility constraints:**

Rural women in Indian society have got constrained mobility. The carrier of women is restricted in four partitions of the kitchen. The women confined themselves to three KS, Kitchen, children & intertwining. There are hardly any possibilities to traverse this boundary. The mobility difficulty has been solved to a certain extent by the blast of Information expertise & telecommunication facilities.

**OPPORTUNITIES FOR RURAL ENTREPRENEURS**

There are bountiful clues to propose that if more women are inspired and are given the essential support and help for evolving entrepreneurs, they would assist competently in running viable commercial enterprises. There are some designs and designs both by the Centre and the state government at different grades for the encouragement and support to country women entrepreneurs in India. In 1999-2000, the Government of India commenced "Swarnaayanthi Grama Swarozgar Yojana" events for encouraging poverty alleviation through self-employment and the association of poor into Self-Help Groups (SHG). Borrowings sanctioned under this design are treated as medium-term borrowings. The SHGs have granted a new lease of life to the women in villages for their communal and economic empowerment. There is nationwide principle for creating an environment through affirmative financial and communal principles for full development of women to enable them to realize their full promise. These principles supply possibilities of identical access to participation and decision making of women in social, political and participation in the economic progress of the territory.

There are diversified vocational training programmes for women by ministry of work and employment, they have established regional vocational training organizations for development of entrepreneurial skills. Following are the foremost programs for the development of entrepreneurship in India:

- Integrated Rural Development Programme (IRDP): The major objectives of Integrated rural development events is to boost the earnings generating power of the family who are underneath the scarcity line to alleviate the scarcity. They impart technical & entrepreneurial abilities & lift the earnings grade of the poor.

- IRDP (Integrated Rural Development Programme) allied programmes TRYSEM (Training Rural Youth for Self Employment) DWCRA (Development of Women and Children in Rural Areas)

- JRY (JawaharRozgarYojna): It is wage Employment programme implemented by Panchayats at Village, Block & District level in the ratio. 70:15:15 etc.

- Support and Training and Employment Programme for Women (STEP)

#### By Ministry of Rural Development

- Swarnjayanti Gram SwarozgarYojana (SGSY)
- Sampoorna Grameen Rozgar Yojana (SGRY), including Food Grains Component
- Assistance for Rural Employment Guarantee Schemes
- National Social Assistance Programme (NSAP)

- National Rural Employment Guarantee Act (NREGA)

- National Food for Work Programme (NFWP)

- National Common Minimum Programme (NCMP)

#### By Ministry of Micro, Small and Medium Enterprises

- Credit Support Programme
- Rajiv Gandhi UdyamiMitraYojana
- Prime Minister's Employment Generation Programme
- Workshed Scheme for Khadi Artisans

#### CONCLUSION

Rural women entrepreneurs face lots of challenges like business and family conflict, financial crisis, illiteracy, low risk bearing capacity, lack of visibility and leadership, lack of information and assistance, lack of training and development, mobility constraints, lack of infrastructure, high level of corruption, male dominated society etc. which makes their work very difficult and discouraging. So many support schemes has been implemented by the agencies of the Ministry of Rural Development and Ministry of Micro, Small and Medium Enterprises.

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