

Challenges and Opportunities for Women Enterprenurs

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Abstract: *Women play significant roles in our society but when it comes to business, traditional businesses in India are male dominated. Moreover, while taking care of home and hearth, fulfilling the dreams of owning a business is a challenge for women entrepreneurs. E-commerce, which suits almost all type of businesses, is becoming the biggest platform to fulfill their dreams. Information technology is giving women freedom to work the comfort of their own work schedule. Therefore, to reap the benefits of new discusses various challenges faced by women who want to use online platform to start, grow and sustain their business. It's also described available opportunities to encourage women to use an online platform for writing their success story.*

I. Introduction

Entrepreneurs play a very important role in the socio-economic welfare of the country. They identify the need of the business; purchase the other factors of production and coordinates with them for some productive purposes. They are the innovators, researchers and risk-takers of the company. Due to the mixed economy in India, both public and private entrepreneurship exists here. Large scale sectors are under the public entrepreneurship. The middle and small scale sectors are under the private entrepreneurship.

An entrepreneur can be defined as one who initiates and establishes an economic activity or enterprise. Entrepreneurship thus refers to the general trend of setting up new enterprises in a society (begum, 1993). The international labor organization defines an entrepreneur as a person with a set characteristics that typically includes self-confidence, result-oriented, risk taking, leadership, originality and future-oriented.

II. Review Of Literature

Women entrepreneurs engage in business due to push and pull factors. Majority of women entrepreneurs in the Asian region are not draw to entrepreneurship by “pull” factors, such as the need for a challenge, the urge to try something on their own, to be independent, to show other that they are capable of doing well in business, to be recognized by society (self - esteem), hobby or to use spare time, but by “push” factors such as poverty, unemployment, the need to have more cash income to support.(Tambunan, 2009)

The most important motivating factor to start a business in India was to supplement family income (Raja& sarada, 2008).though women have played a key role in India society, their entrepreneurial ability has not been properly tapped due to the low status of women in society (Sharma - 2013). Pro-gender policies, family responsibilities, and lack of financial and personal support are the top-most challenges for women entrepreneurs in India (Ansari, 2016; Sharma, 2013). Mental block are also common among India women. 48% feel that as a married women with kids, its is hardest to startup, and 42% feel that all points of times it is difficult to start a business (Nair2015). Therefore, women entrepreneurs need to be highly motivated and self directed(Ansari, 2016). In additional to above, there is a need to enhance skill, knowledge, and adaptability to start a business venture (Sharma, 2013).

Women’s entrepreneurship development in Asian developing countries has a tremendous potential in empowering women and transforming society in the region (Tambunan, 2009). Over the past few years, more and more women are pursuing their career in business. Searching a niche and finding a way to fill that gap is found to be one of the key characteristics of women entrepreneurs (Ansari,. 2016). Even though the growth rate is exponential, it is still far behind the world wide growth rate of women entrepreneurs. In India, about 8 million women have started or are running their business and only 10% of formal enterprises are being operated by women(sing,2018).

In India, government and online platform have come forward with schemes, facilities, concessions and incentives exclusively for women entrepreneurs. These will accelerate growth of women entrepreneurship in Indian e-commerce.

III. Objectives Of Study

- ❖ To find out major challenges faced by women entrepreneurs in e-commerce.
- ❖ To identify and describe the opportunities available to the women who wants to use an online platforms for growth and profitability of her business
- ❖ To identify women, who make successful entrepreneurs, their motivational factors and their drive.
- ❖ To study the types of problems they encounter in order to reach the level of success.
- ❖ To discover the operational problems they are presently facing.
- ❖ To make suitable suggestions for further improvement.

IV. Scope And Limitations Of Study

As a purposive sampling technique was applied, the results arrived at do not reflect the views of the total population of successful women entrepreneurs. However, the result are indicative of the general trend in the motivation, identity and problem faced by successful women entrepreneurs. It was planned to assess the financial performance of firms with the help of financial statements.

Analysis And Interpretation

Research on entrepreneurship has evolved various characteristics that have identified entrepreneurs.

1. A majority (52.2%) of the respondents were between the ages of 36-45years.
2. From the sample, it was inferred that 78.3% were married, 8.3% were divorced, 8.3% were widows and 5.0% were single.
3. 50.0% of the respondents were graduates, followed by 25.0% who were undergraduates/diploma holders. 10% of them were postgraduates and 15% were professionally qualified.
4. The total sample, the majority (63.3%) belonged to nuclear families. When analyzed on the basis of number of children, the majority (84.2%) had up to 3 children

Function Of Women Entrepreneurs:

Being an entrepreneur, women also should perform all the functions, which an entrepreneur is expected to perform in establishing an enterprise. Function of entrepreneurs generally involve idea generation and screening, determination of objectives, preparation of project, analyzing product, deciding the form of organization, promoting an enterprise, raising funds, recruiting men, arranging for machines, materials etc. and running the business.

Besides, whether men or women, an entrepreneur is expected to perform the functions brought under the following three categories.

- Risk-bearing
- Organization
- Innovations

Frederick Harbison in his article has enumerated the following as the functions of a women entrepreneur:

1. Exploring the prospects of starting new enterprises.
2. Undertaking of risking and the handling of uncertainties.
3. Introduction of new innovations.
4. Imitation of successful ones in existence.
5. Coordination, administration and control of business activities.
6. Supervising and leading in all aspects of the business.

Problems/Challenges Faced By Woen Entrepreneurs

1. Problem Of Finance

The main challenge, which women entrepreneurs face, is getting the funding they need to start and grow their businesses. Access to capital is a serious issue for minority and women entrepreneurs. A study by the federal reserve system of small-business.

2. Shortage Of Raw Materials

Scarcity of row materials is yet another challenge that women entrepreneurs face. they suffer from higher prices and lower discount rates.

3. Stiff Competition

Women entrepreneurs face intense competition for their goods from organized sector and male entrepreneurs.

4. Lack Of Motivation

Fear to failure is too much in women then men. The fear creates no motivation in them. Lack of motivation among women entrepreneurs is considered.

5. Low Achievement Need

Need for achievement is the most important pre-requisite for success in entrepreneurship. In India, urge to achieve is lacking.

6. Low Risk-Bearing Capability

Generally, women in India are confined to the four walls of the house. They are less educated and thus, economically backward.

7. Marketing Problems

Marketing is another area, which very often proves to be the graveyard of many small scale women entrepreneurs. To their high achievement orientation, higher goals, difficult to achieve of heavy competition.

8. Personnel Problems

This is particularly true in case of small industry where the owners have to forge a close and more personal association with their employees. there are women entrepreneurship experience and self-confidence no their part to deal with personnel working in their organization.

Solution For Solving The Above Discussed Problem:

- There should be a continuous attempt to inspire , encourage, motivate and co-operate women entrepreneurs.
- Attempt to establish for them proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.
- Establishing various polices to offer easy finance schemes for economically strengthening the position of women.
- Offering seed capital, up-liftment schemes, women entrepreneurs fund etc. to encourage them economically.
- To extend concessional rates facilities and schemes for women entrepreneurs to prosper in the field of enterprise.

V. Conclusion

Entrepreneurship among women, no doubt improves the wealth and of the family of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.