



Challenges and Opportunities Faced by Women Entrepreneurs– A Study with Special Reference to Hyderabad City at Pyro Networks Pvt. Ltd

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Abstract

Women-entrepreneurs have been making a considerable impact in all most all the segments of the economy. “Women Entrepreneur” is a person who denies the role of their personal needs to participate and be accepted economically independent. Strong desire to do something positive is a high-quality women entrepreneur who contributes to the position values of family and social life. In India though women played an important role in the society but their entrepreneurial ability has not been tapped due to lower status of women in the society. There is need for changing the mindset towards women so as to give equal rights as explained in the constitution. In recent years, a record number of women have been breaking out of corporate life and embracing entrepreneurial careers as an alternative to inflexible work practices and outdated systems. Today women entrepreneurship becomes significant tool for women empowerment. Women entrepreneurs need to enhance their living standard into a comfortable level along with their family which in turn helps in development of the country. In the process of empowerment, women need to realize their strength, weakness, opportunities and threats and move forward to come out their own potential in order to achieve their goals through self-development. Moreover, they want new challenges and opportunities for self-fulfillment. Women entrepreneurs must have an intention to fulfill their dreams and it must be transferred into an idea enterprise. This paper focus towards the problems .and opportunities of women entrepreneurs in India.

Keywords: Economic independent, entrepreneurial ability, outdated system, self-development and self fulfillment.

1. Introduction

Women Entrepreneurship is both about Women pose in society and the role of Women Entrepreneurship in the same society. Women are faced with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate

a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment generated in the enterprise to women [1]. Like a male entrepreneur a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination administration and control of business and providing effective leadership in all aspects of business.



2. Problems of Women Entrepreneurs

Women in India are faced many problems to get ahead their life in business. A few problems can be detailed as; The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal – male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures run by women.

3. Need for the Study

Entrepreneurship amongst women is a relatively recent Phenomenon, which is gradually changing with the growing sensitivity of the roles, responsibilities and Economic status of women in the society in general and family in particular. For women entrepreneurs, starting and operating a business involves considerable risks and difficulties, because in the Indian Social Environment women has always lived as subordinate to men the government of India, increase in the education levels of women and increased social awareness in respect of the role Women plays in the society [2,3]. It is also a fact that more and more women are getting into the domain of entrepreneurial activities. The efforts of Government of India through various welfare organizations, non- Governmental agencies, Ministry of Commerce and Industry and hosts of other agencies have started looking after and helping the efforts of women entrepreneurs. This study discusses about the problems faced by the women entrepreneurs and the opportunities that is favour for them to run the business successfully and play role in the society.

4. Objectives of the Study

- To study the challenges and opportunities faced by women entrepreneurs in running their business.
- To ascertain the financial, marketing and production constraints faced by women entrepreneurs in their business.
- To assess the health status and work place facilities of women entrepreneurs.
- To ascertain the work-family conflicts faced by women entrepreneurs;

- To suggest different remedial measures to help and accelerate women entrepreneurs to run their business successful.

5. Scope of the Study

The study focuses on the women entrepreneurs in selected districts in Hyderabad district, Telangana selected depends on industrial growth has been phenomenal. The selected districts with its good infrastructural facility, offers sound prospects for industrial developments. The scope of the study encompasses women entrepreneurs in Hyderabad district, Telangana and the problems faced by women entrepreneurs who are engaged in starting a new enterprise. The study is limited only to the women entrepreneurs of selected groups in Hyderabad district, Telangana.

6. Review of Literature

Pooja Nayarit and et al (2007) conducted a study on hundred women entrepreneurs selected through random and snowball sampling technique from four zones of Himachal Pradesh. Nursing homes, boutiques, handloom units, beauty parlours carpet making units and general stores were the enterprises selected for study. The objectives of the endeavour were to ascertain the financial, marketing and production constraints faced by women in their enterprises; assessment of their health status, work place facilities and to develop guidelines for becoming a successful entrepreneur. Dr Rajeev Singh & Mr. Pramod Anguish (2011) made the analyses to identify the major problems of women entrepreneurs in Jabalpur city with the objectives of analysing the various problems faced by them. For women entrepreneurs," starting and operating a business involves considerable risks and difficulties regarding obtaining lines on credit, problems in marketing management, production, advertising and packaging and other socio-personal, managerial, technical, Raw-material, Inventory, Financial and governmental assistance problems. By suggesting the remedial measure which will help in the acceleration of women entrepreneurship in the city [4,5].



7. Limitations of the Study

The following are the limitations of the study. They are as follows;

- The study is restricted to the HYDERABAD only.
- Time and cost constraints are the other important factors.
- Chances of personal bias while responding to the questionnaire especially for the data such as family income, educational qualification, etc.

8. Findings of the Study

- Majority (73 percent) of the women entrepreneurs are between the age group of 21-40 years.
- Majority (67 percent) of the women entrepreneurs are get married.
- Majority (57 percent) of the women entrepreneurs were finished their UG Degree.
- Majority (48 percent) of the women entrepreneurs having the experience between 2 to 5 years.
- Majority (71 percent) of the women entrepreneurs were from the nuclear family type.
- Majority (88 percent) of the women entrepreneurs are from the Hindu religion.

9. Suggestions

- The women an entrepreneur has felt necessity of, "proper sheds and plots", financial subsidies and "availability of raw materials and adequate and proper transport facilities etc. It is assumed that these factors are needed to be considered mostly by the government and funding agencies for various purposes.
- There are many problems in relation to guidance as stated by the women entrepreneurs. The concentration of marketing problems and production problems were found to be of serious nature, which may also be rectified by using the parameters associated to this study.
- Women entrepreneurs have also communicated several financial problems in relation to price-fluctuations, non-availability of loan and funds and their release in time

- Finally, on the basis of the study, several problems were faced with government assistance, which involves proper policy to help small entrepreneurs, red-tapism, non-availability of guidance and advisory service in time, etc.

Conclusions

This research work is a rewarding exercise to the researcher to gain more knowledge on the role of women entrepreneurs. It is concluded that most of the women entrepreneurs are facing the constraints in aspects of financial, marketing, production, health, work place facility problems and work family conflicts [6]. All most all the women entrepreneurs are irrespective of their education, age, marital status, caste, religion, type of organizations, ownership type, experience, amount of capital investment in their business

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