

Impact of Women Entrepreneurs on Society STRESS, Challenges and Issues Faced By Women Entrepreneurs

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INTRODUCTION

“Adventuring’, ’Risktaking’, ’Innovating’, ’undertaking’, ’Creation’, ’Organising’,
’ Coordinating’ ”everything combines together to give a word “Entrepreneur”.
According to a dictionary meaning “entrepreneur is a person who start a business
and also provides employment to other”

Entrepreneur is a multidimensional economic factor which tends a person to
organize the business of his own and to run profitably using all the qualities of
leadership, decision making and managerial caliber etc.Both men entrepreneur and
women entrepreneur struggles to stand or face the dark side of the entrepreneurship
This seminar covers the various challenges and issues of women entrepreneur.

KEYWORDS

Entrepreneur-Challenges, Stress, Myths, Deterrent

DEFINITION OF WOMEN ENTREPRENEUR

A Women or group of women who initiate, organize and operate a business
enterprise. This is a general dictionary definition. According to government of
India “Women entrepreneur are defined as women who run and control a
enterprise having a minimum financial interest of 51% of the capital and giving of
least 51% of employment.”

REASON WOMEN BECOME ENTREPRENEURS:

Women enter into business due to lot of push and pull factors like Economic,
Emotion etc.But now a days all the push and pull factors have been changed as
positive staircases by women entrepreneurs which encourages women to have an
independent occupation and stands on their own legs.

Usually women entrepreneurs concentrate more on traditional and service sector. But during the last decades they are new with talent pool to start their own destinies in financial sectors, manufacture and in non traditional fields.

Here I have a short summary about the one successful women entrepreneur in Chennai.

Mrs.S.Shantha Mani wife of Mr.S.Ponram owns a Browsing centre in Pozhichalur near pallavaram. She serviced a Quasi Government as Technical Supervisor for the past 35 years. After her retirement in 2009 July she started her Iyengaran net park which is a successful browsing centre in that locality. With her retirement money she starts her business without any outside fund. She feels that running a own business gives self satisfaction and independency as compared to work in quasi government sector. Now she is supporting her family financially without lending her dignity and self respect.

COMMON MYTHS ON WOMEN ENTREPRENEURS:

1. Women entrepreneur's business is risky and often ends up in failure.
2. Women entrepreneur's want the whole show to themselves
3. Service sector is meant only for women entrepreneurs.
4. After the death of husband or father women starts as an entrepreneur.

There is no necessity to explain the above statements as they are only myths because nowadays women are ready to face all sorts of risk and failures. As they show more interest in business they are ready to tackle the problems faced by them. Not only the academic knowledge but the training and experience they get from their own failures helps them to turn out all the myths

GREATEST STRESS AND DETERRENT TO WOMEN ENTREPRENEURS

*The greatest deterrent is that they are "WOMEN"

*Women entrepreneur lack access to external funds due to their inability to provide tangible security.

*The third deterrent is the family obligations having primary responsibility for children and home.

*women entrepreneur have to balance between home and business. So they need the family support more.

*Low level Management skills. They mostly depend on other staffs even for major work .Because of low mobility and confidence .They are not ready to deal the external work .Even if they are ready they are discouraged by our social conditions.

*Lack of bargaining skills and knowledge regarding the raw materials is also great deterrent.

*The risk-taking factor is an important factor in a business but this factor is very low in women which affect the women to engage in business.

*The overall literacy rate of women in India is low when compare to Indian male – population.

*High production cost of some business operations affects the development of women entrepreneurs

*Male-Female competition is another factor which put hurdles to women entrepreneur to take the business smoothly.

QUALITATIVE AND QUANTITATIVE ROLE

Better qualitative information and quantitative data's will assist in promoting awareness of the role of women entrepreneur in the economy

It is observed that women networks are major sources of knowledge about women entrepreneur. The Policy-makers must use this qualitative data's which encourages and facilitate the national and international networks of women entrepreneurs.

VARIOUS STRESS CAUSING FACTORS, CHALLENGES AND ISSUES

1. Women entrepreneurship is neglected in the society. They show lower participation compared to men. They choose or show interest toward education and other service sectors which give less importance to economic development and growth.

2. Equal opportunity is not given to women compared to men in utilizing the benefits of various policies provided by the financial institutions.

3. Lack of Women entrepreneur networks is a major challenge, cooperation and partnership between national and international networks is not that much easy to women entrepreneurs

3. Even though the resistance power remains strong in women they are not able to face greater difficulties in accessing commercial credit and bidding on government contracts.

4. Women require strengthening the statistical base for carrying out gender-related cross country comparative analysis and longitudinal studies of the impact of important development and policies.

5. To make the business successful and profitable the entrepreneur should know all the Tits and Tact's of marketing. As this area is mainly dominated by male and women with adequate experience fail to make a dent.

6. As we are in Patriarchal society male entrepreneurs are preserved and idea of women entrepreneurial activities is considered as a distant dream.

HOW TO OVERCOME THE STRESS, CHALLENGES AND ISSUES

*Increasing the ability of women to participate in the Labour force ensuring them that equal rights and treatment is given in the work place.

*Better educational facilities and schemes should be provided to the women.

*Vocational training is given to improve their understanding in production process and production management.

*State Finance Corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.

*District industries centre and Single window agencies should make use of assisting women in their trade and business guidance.

*Governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.

*Adequate training program to improve their management skills.

*Repeated gender sensitization programmes should be held to train financiers to treat women with dignity and respect as persons in their own.

CONCLUSION

Since Women entrepreneurs play an effective role for contributing to the economic development of the country we society should help the women entrepreneurs to overcome the obstacles like type of education, lack of management skills, patriarchal society access to finance etc.

Even though each and every woman in India is given equal opportunity in all the way by the government it is not utilized by all the women especially the rural women. So it is hoped that this article not only discuss about the stress, challenges and issues but also the routes to overcome stress, challenges and issues.

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