

PROBLEMS OF WOMEN

ENTREPRENEURS

Women entrepreneurs encounter many problems to start their business. The main problems are given below:

1.Problem of Finance:

Finance is regarded as “ life blood” for any enterprise be it big or small. Women entrepreneurs suffer from shortage of finance . They do not generally have property in their name to use them as they want. The banks too consider women less credit – worthy and discourage women borrowers on the belief that they can at any time leave their business.

2. Scarcity of raw material:

Most of the women enterprises are plagued by the scarcity of raw material and the necessary inputs. Added to this is the high prices of raw material, and getting them at the minimum discount.

3. Stiff competition :

Women entrepreneurs do not have organizational set up to pump in a lot of money for advertisement. They have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition results in the liquidation of women enterprises

4. Limited mobility:

Unlike men , women mobility in India is highly limited due to various reasons. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give the idea of starting an enterprise

5. Family ties:

In India, especially in a rural set up a woman's duty is to look after the children and household chores. She has to strike a balance between her business and family.

6 Lack of education :

Illiteracy is the root cause of socio- economic problems. Due to this, women sometimes are not aware of business, technology, and market knowledge. It also causes low achievement motivation among women. Thus this create problems for women in the setting up and running of business enterprises.

7. Male dominated society :

Even though the Constitution of India speaks of equality between sexes, in practice women are looked down upon and are not treated equal to men. This in turn serves as a barrier to women entry into business.

8. Low risk bearing Ability :

This is an essential requisite of a successful entrepreneur. Women in India lead a protected life. They are less educated and economically not self- dependent. These reduce their ability to bear risk involved in running an enterprise.

In addition to the above problems, inadequate infrastructural facilities, shortage of power , high cost of production , social attitude etc. also hold the women back from entering into business