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**A Study of Impact of Indian Women Entrepreneur in Small Business Unit & Self Help Group****<sup>1</sup>Dr. F. N. Mahajan, <sup>2</sup>Prof. Sohani Parasharam R.**<sup>1</sup>JDMVPS Arts, Science & Comm. College, Yawal<sup>2</sup>K.K.H.A. Arts, SMGLCommerce & Science College, Chandwad Dist- Nashik.

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**Introduction:-**

Women entrepreneurs unlike a struggle before have been accepted and encouraged by extended support from the family and friends. Awareness through media and parents in today's world wanting the best for their children, irrespective of a girl or a boy has helped in increasing numbers of women entrepreneurs. There is a segment though that is still conservative and with the way the Indians are adapting to the western culture, it is not going to be too long to overcome such social pressures. It is always a great start for any woman who organizes herself and is able to dedicate to it with passion, seek opportunities and aggressively bonds with her decision making. I strongly believe the "Persistence is the key to success. When she is 100% passionate about the product and 10 times more passionate about the business concept, she is in the right direction".

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Self-Help Group is a small voluntary association of poor people preferably from the same socio-economic back drop. The micro-credit given to them makes them enterprising; it can be all women group, all-men group or even a mixed group. A self-help group (SHG usually composed of 10–20 local women).

**Objectives of the study**

1. To study the Women Entrepreneurship Development in India.
2. To study the challenges faced by women entrepreneurs in India.
3. To know the role played by SHGs in Women Entrepreneurship Development.
4. To pin out the way to overcome the challenges faced by women entrepreneurs.

**Methodology**

The data used for the study is secondary data comprising of official websites, journals, magazines and articles. The present study covers only women entrepreneur who are the members of SHGs and becoming a part of Small Business Unit.

**Women Entrepreneurship**

Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access

to information and networks, etc. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs). Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

### **The challenges faced by women entrepreneurs**

Highly educated, talented and professionally qualified women should be encouraged for running their own business, rather than reliant on wage service jobs. The uncharted talents of young women can be acknowledged, skillful and used for various types of industries to increase the yield in the business sector. A desirable atmosphere is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings. But Women in India are faced many problems to get ahead their life in business. Women in India are faced many problems to get ahead their life in business. A few problems can be detailed as;

#### **1. Notion of "Glass Ceiling":**

The self-created myth of a "glass ceiling for a woman" must be busted. Women need to reaffirm to themselves that times have changed and that in the present times, women have the same opportunities and can utilize the same facilities to scale-up their businesses.

#### **2. Time Availability v/s Prioritization:**

Women face an acute shortage of time as they often have to rush from work to tend to their domestic responsibilities. While there are several forums that hold weekly meetings to discuss industry-related practices and topics, these too expect a certain amount of time commitment. These are unfortunately given a miss as it is perceived as an "extra responsibility" and there is no more time to provide for it.

#### **3. Understanding the translation of turning a "passion" into a "profitable business":**

Women entrepreneurs often tend to perceive their business as an extension of their hobby/personal passion, not realizing that it also needs to sustain itself and turn into a profitable one as it progresses. There is a certain amount of neglect in making it an actual profitable and scalable business. To address this, women must learn the basic knowledge on how to scale-up their business if they have a desire to drive it to greater heights.

#### **4. Short Of Self-Confidence –**

In India women have lack of self-confidence in their strength and ability. The family members and the society are unwilling to stand beside their organizational growth. To a certain degree, this situation is changing with Indian women and yet to face an incredible amend to boost the rate of growth in entrepreneurship.

#### **5. Socio-Cultural Barriers –**

Family and personal obligations sometimes works as a great barrier for succeeding in business career of women entrepreneurship. Only few women are capable of managing both home and business efficiently, giving sufficient time to perform all their responsibilities in priority.

**6. Risks Related To Market –**

Tuff competition in the market and lack of mobility of women make them dependent on middleman essential. Many business women find it very difficult to capture the market share and make their products well popular and accepted by customer. They are not fully conscious of the changing market environment conditions and hence can effectively exploit the services of media and internet.

**7. Mobility Constraints –**

Women in India have to face lot of restriction on their mobility, our society still have some conservativeness, and due to that career of women is limited to four walls of kitchen. Though women faced lots of problems being mobile in entrepreneurial activity, the mobility problem has been eliminated to very certain extent by the expansion of education awareness to all.

**8. Business Administration Knowledge –**

Women must be educated and trained continuously to acquire the skills and understanding in all the required functional areas of business venture. This will make women to excel in decision making and develop good business skills.

**9. Financial Assistance –**

Most of the women especially in rural areas are not aware about the financial assistance provided by various institutions. The efforts taken for women entrepreneurs may not able to reach the entrepreneurs in rural and backward areas.

**10. Training Programs –**

Depending upon the needs, duration, skill and the purpose of entrepreneur there are various workshops and training programs available the social & welfare association. Such kinds of programs are really helpful to new and young entrepreneurs who desire to start a small and medium sized business on their own.

**11. Cost –**

Some businesses have highly production and operation cost that adversely affects the expansion of women entrepreneurs. The installations of new machineries during expansion of the productive capacity and like similar factors discourage the women entrepreneurs from entering into new areas.

**Women Entrepreneurship in India**

States	No of Registered Units	No. of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharastra	4339	1394	32.12
Gujrat	3872	1538	39.72

Karnatka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82

### Self-Help group (SHG)

A self-help group (SHG) is a village-based financial intermediary committee usually composed of 10–20 local women or men. A mixed group is generally not preferred. Most self-help groups are located in India, though SHGs can be found in other countries, especially in South Asia and Southeast Asia. Members also make small regular savings contributions over a few months until there is enough money in the group to begin lending. Funds may then be lent back to the members or to others in the village for any purpose. In India, many SHGs are 'linked' to banks for the delivery of micro-credit.

Year	No. of SHGs Formed Total Since 1.4.99	No. of Women SHGs Formed Total Since 1.4.99	Percentage of women SHGs Formed Total Since 1.4.99
2009-2010	3708410.35	2651450	71.49
2010-2011	3988926.34	2955287.79	74.08
2011-2012 till 28/08/2011	3943127	2865212	72.66

Source: Source- <http://rural.nic.in/sgsy/sgsyframetop.asp?id=02>, retrieve on 28th August 2011.

### Advantages of financing through SHGs

- An economically poor individual gains strength as part of a group.
- Besides, financing through SHGs reduces transaction costs for both lenders and borrowers.
- While lenders have to handle only a triple SHG account instead of a large number of small-sized individual accounts, borrowers as part of an SHG cut down expenses on travel (to and from the branch and other places) for completing paper work and on the loss of workdays in canvassing for loans.
- Where successful, SHGs have significantly empowered poor people, especially women, in rural areas.
- SHGs have helped immensely in reducing the influence of informal lenders in rural areas.
- Many big corporate houses are also promoting SHGs at many places in India.
- SHGs help borrowers overcome the problem of lack of collateral. Women can discuss their problem and find solutions for it.

### Entrepreneurship development of women through SHG:-

Strength and weakness, both are the different sides of the same coin. Hence, all involved group members of SHG must realize that they all work with their own individual strengths and weaknesses. No one should be blamed for one's weakness i.e. all SHG members are equally responsible for success and failure of their entrepreneur. Self-help group can take a lead in any of the income generating activities by which group members can get employment and enhance their family socio-economic status. The group provides a platform to women for income generation with co-operative and mutual helping attitude.

### **How women entrepreneurs can overcome these challenges**

#### 1. Pressure to act a certain way

When women entrepreneurs have to talk business with primarily male executives, it can sometimes be intimidating. When she owns a business, she is constantly negotiating deals with many different people and many times. To compensate and protect themselves, some women feel they need to adopt a stereotypical male attitude that can include things like being competitive, aggressive or overly harsh.

#### 2. Emotions and nurturing skills

In general, women are more emotional than men—at times, this can stand in the way of running a business. For women, business is not just about bottom line, it is an emotional connection—sometimes, that can hold women back in making tough decisions. Women tend to be relationship-oriented in business and they feel building on relationships will naturally lead to a sale, which is sometimes the case.

#### 3. Lack of support

There aren't as many women as men in leadership positions—meaning there are less women to seek out to be role models, act as sounding boards, or create business deals with. Even though the number of female executives and business owners is increasing, it can still be difficult to find fellow women entrepreneurs to connect with.

#### 4. Work/life balance

Work life balance is a popular topic among entrepreneurs and anyone in business. Mothers who start a business have to simultaneously run their families and their companies, which can be challenging and stressful. “Mompreneurs” have dual responsibilities to their family and their business and finding time to balance the two is not an easy task for anyone.

#### 5. Fear of failure

According to Babson College's 2012 Global Entrepreneur Monitor, the fear of failure is a top concern of women who launch startups. Women need to work hard at ignoring that inner voice that discourages him from taking action.

#### 6. Time Management:

Women can start by allotting the right amount of time to all activities of the day, with a dedicated timeline for each. This checklist not only monitors the daily activities in an efficient manner but also serves as a motivating benchmark for accomplishing targets and can greatly impact her mental state of mind.

## Conclusion:-

The role of women entrepreneurs has changed over the years in the world. Participation and their importance have been commendable in the country's economic growth and development. The World Development Report, 2012 represents that women owned businesses show great potential source of future for economic growth and job creation. Therefore, many initiatives have been started to promote and motivate women entrepreneurship in developing and under developed countries. Looking at the above opportunities, India has also supported many women entrepreneurs by providing loans and advances, helping them to establish their business, making them self-sufficient by providing vocational skills, and creating many jobs for other women in the respective areas. These opportunities are need-based in India, and many factors are driving these forces

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