

Women Entrepreneurship in Rural India: A Perception of Challenges, Development and Success

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ABSTRACT

In this era, the inequality based on demographics has been reduced. The contribution of women in all sectors has drastically increased which includes entrepreneurship development. Without the Participation women the development is incomplete. To build a harmonious nation the participation and success of women from rural is essential. When we discuss the term “women entrepreneurship in Rural Areas “the act of business ownership & creation of business that empowers women economically, helps to increase the independency among them and also helps in development of the harmonious sound society. The contribution of women entrepreneurship from rural India is more than 20% of the economy which includes all the segments of business. The scientific research analysis says that women entrepreneurship in rural areas are facing challenges to excel in business due to lack of facilities, support and opportunities. The development of Women from rural India has been a policy objective of the government in this contemporary world. Their priorities in all sectors includes in the field of SSI sector. Government and non-government bodies are giving more attention and facilities to women entrepreneurship in rural India. Effort from all the fields and sectors is required for the development of women entrepreneurship in rural India. They should train, equipped and shape properly with traits, skills and Aids to meet the challenges in market, changes in trend, and also compete with others to excel in entrepreneurial arena.

Keywords: Women Entrepreneurship, Rural India, Challenges and success.

1. INTRODUCTION

Entrepreneurship plays a major role in the development of every nation, as it is the pillar and support of any country. Entrepreneurship provides satisfaction to customers and also creates solutions that are available in society. Entrepreneurship refers to merging the available resources of production. Rural development has a crucial role in the development of the nation. rural development is important for both developed and developing countries. The development aspects have economic, social and political dimensions. The complete development is achieved only when the women are entered into entrepreneurship. Gender equality should prevail in business too. So, the contribution of women is important in economic activities for a harmonious nation. An entrepreneur has huge risk factors in business too women entrepreneurs face a lot of struggles. To spice up the difficulties the women entrepreneurs in rural areas have a higher level of risk in their business. Entrepreneurs are the people who generate new ideas, concepts, strategies, and methodologies in business.

2. WOMEN ENTREPRENEURSHIP IN RURAL INDIA:

When we discuss the term Women Entrepreneurship in Rural India, we mean, an act of business ownership and the creation of a business that empowers women economically. The development of rural India and the ability of women entrepreneurs in rural India. Women entrepreneurs are growing gradually and making changes in society and development in our nation. Their impact is in almost all segments of the economy. In India, we have very limited women entrepreneurs in rural India. Nowadays women entrepreneurs have drastically increasHowever women entrepreneurs from rural areas are fewer. Women entrepreneurs from rural India are one particularly understudied group of entrepreneurs, we know very little about women entrepreneurs in rural areas, because of our negligence. Demographic and geographic a serious blind spots in any effort to higher of total number of entrepreneurs participating in our economy. Now ys Women from rural areas are participating in all activities.

In this era of liberalization, globalization, and Privatisation women's contribution is huge and the challenges are also high in society. The Participation of Women Entrepreneurs from rural India also plays a major contribution in the development of socio-economic development of the country. Female entrepreneurs are active in all levels of business. The vital role in the development of socio-economics was female and rural areas also played a major role. Because of rural participation, the global economy has changed. All over the world, the contribution of entrepreneurship by women is high, and also the women entrepreneurs from rural India. The notable contribution of women in rural India can be summarized as 1. Promotion of capital formation by mobilizing the idle savings of the public 2. Creation of employment so it helps to decrease the unemployment problem

3. Promotion of balanced geographical development 4. Encourage effective mobilization of capital and skill, which might remain unutilized 5. Promotion of India's export trade.

2.1 CHARACTERISTICS OF WOMEN ENTREPRENEUR IN RURAL INDIA

A Woman or a group of women from rural can manage the whole business enterprise. She has the power to Prepare various plans in all circumstances. The women entrepreneurs from Rural India faces difficulties compared to urban entrepreneurs. A Woman always takes a calculative risk. The Women Entrepreneurs from Rural India need more willpower to tackle the uncertainty. And they need forecasting skills to predict the future risk. Most of the Women Entrepreneurs face Financial Struggles and Capital Contribution. A woman entrepreneur from a rural area needs a highly alert and strong mind. A Women Entrepreneur from rural areas assembles, co-ordinate, leads and manages the other factors namely land, labor, capital, organization, and employees. It is important to be self-confident, and persistent with entrepreneurs in rural areas. She must have trust and faith in herself. The main function of a women entrepreneur in rural areas is to take precise decisions.

An important Characteristic of a women entrepreneur in rural is willingness and involvement to work hard. She has to follow the principle. A woman entrepreneur must be optimistic. She should approach her venture with a hope of success and an attitude toward success rather than with a fear of failure. Women entrepreneurs from rural areas need to face adversities boldly and bravely. She needs to believe in herself and face her problems. she needs to learn to solve problems under the difficulties and also needs to be a solutionist.

A femalepreneur from a rural area should be energetic, single-minded, a spontaneous thinker, a simultaneous worker, having a clear vision and mission. She must be highly intellectual to solve problems and create solutions and also to sustain in the market. Leadership plays a major role in women's entrepreneurship. She will become a role model to many and inspire a lot.

3. IMPORTANCE OF THE STUDY

The world economy of the country is classified into 3 types redeveloped economy, developing economy and underdeveloped economy. According to statistics, women entrepreneurs from urban get more opportunities when compared to those in rural areas. The equality should be maintained. The differentiation should not prevail based on geographical, demographical and other attributes. Day by day women in rural areas are growing well in all sectors. The boundary based on geographic region has started to be reduced. The women from rural India entered into the field of IT sector, Scientists, Professors, Lawyers, Civil Servants and also Business Magnets. So the contribution of women from Rural India is important and also considerable.

4. OBJECTIVES OF THE STUDY

The study is based on secondary data which is collected from the published reports of RBI, NABARD, Census Surveys, SSI Reports, Newspapers, Journals, websites, etc.

The study was planned with the following objectives

To evaluate the factors responsible for women from rural areas to become entrepreneur

To examine the problems faced by women entrepreneurs from rural areas

To study the impact of assistance by the government entrepreneur from rural India

To provide solutions to the various problems faced by the Women Entrepreneur group from rural India.

5. REVIEW OF LITERATURE

- V Krishnamoorthy and R Balasubramanian (April 2014), identified the important women's entrepreneurial motivation factors and impact on ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction as the important entrepreneurial motivational factors. The study also concluded that '_ambition', '_knowledge and skill', '_independence' dimensions of entrepreneurial motivation have a significant impact on entrepreneurial success.

- Dr. Sunil Deshpande & Ms. Sunita Sethi, Shodh, Samikshaaur Mulyankan (Oct.-Nov.-2009) in their research paper exhibit the encouraging and discouraging factors in an enterprise and provide solutions to the various problems faced by the women entrepreneur group. For the betterment of women entrepreneurs, emphasis should be on educating women strata of the population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them

realize their strengths, and important position in society and the great contribution they can make for their industry as well as the entire economy.

- Singh, Surinder Pal, (2008) in this study identifies the reasons and influencing factors behind the entry of women into entrepreneurship. He mentioned the obstacles in the growth of women's entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, and low priority given by bankers to provide loans to women entrepreneurs. He suggested remedial measures like promoting micro-enterprises, unlocking institutional framework, projecting and pulling to grow and support the winners etc. Surendrandra Nath Bhardwaj, Swati Parashar, Dr. Babita Pandey and Puspamita Sahu in this study revealed the major hurdles that women face during starting and running a company generally come from financing and balancing life. The other hindering external factors include gender discrimination, inaccessibility to information, training opportunities, infrastructure etc. Some internal factors like risk aversion by women, lack of confidence, lack of vision of strategic leader etc. can also create obstacles for women's entrepreneurship development. This study suggested that the government should set some priorities for women entrepreneurs for allocation of industrial plots, sheds and other amenities, and precautionary measures should be undertaken to avoid the misuse of such facilities by the men in the name of the women.

- According to Deshpande Sunil and Sethi Sunita, (2009) some schools of thought conclude that now India is in a better position because of the introduction of women as entrepreneurs. This is mainly because of changes in the attitude of people towards women., the courageous and risk-taking capabilities of women, support from society people, changes and relaxations in government policies, granting various upliftment schemes to women entrepreneurs etc. extension to these findings there are certain other factors which facilitates to get success as an entrepreneur as explained in this paper.

- Singh and Raina (2013) described the problems and challenges faced by women entrepreneurs in India and also analyzed the policies of the Indian government for women. The study mainly focused on finding out the status of women entrepreneurs in India. The study found that in modern India, more and more women are taking up entrepreneurial activity, especially in MSMEs. It also observed that Indian women have imprinted a position for themselves in the male-dominated world. It further showed that Indian women can manage their household work as well as their workplace deadlines.

- According to Roshan Lal and Badri Narayan H.S. (2011) some analytical framework, women Entrepreneurs are essential for achieving the economic growth of the nation. There are certain obstacles which hinder the growth of the nation should be avoided. Encouragement should be in such a manner that allows women to participate and to take up all kinds of business as entrepreneurs. The government should provide proper training to women entrepreneurs. Government should use sophisticated methods to impart knowledge in all functional areas. Promoting Women's entrepreneurship is surely a successful path to develop the Indian economy. Apart from these women required psychological motivation also.

6. METHODOLOGY OF STUDY

The paperwork is based on an extensive study of secondary data collected from various books, National & International Journals and public and private publications available on various websites and in libraries focusing on various aspects of Women Entrepreneurship in rural India.

7. PROBLEMS OF WOMEN ENTREPRENEURSHIP IN RURAL INDIA

> PROBLEM OF FINANCE

Usually, in any business or enterprise finance is considered a "lifeline". The size of the business does not matter every business involves finance. The women entrepreneur from rural areas suffers and struggle to access the finance for their business. The external source of funds is also less for rural women entrepreneurs when compared to other entrepreneurs. The rural women entrepreneurs also have less access to banks and other financial institutions. The fund providers are also not favorable and easily accessible for rural women entrepreneurs. This results in a Shortage of women entrepreneurs from rural places. When it comes to finance the situation for women entrepreneurs in rural places is still not favourable. Own savings and loans from friends and relatives are the major sources of finance for rural women entrepreneurs.

> SCARCITY OF RAW MATERIAL:

When it comes to raw materials, rural women entrepreneurs face a scarcity of raw materials and necessary inputs. They face some difficulties in having raw materials and necessary inputs. The

price of raw materials is also high for rural areas when compared to urban places. The logistics plays a major role in business. The difficulties are high in rural areas for accessing transports.

> FAMILY TIES:

In India, women are involved in family and children. The major time is consumed by the family and its duties. In rural India, still modernized thoughts were still not fully developed and accepted. In the family women play a major and primary role, man play only a secondary role. In the case of marriage, the responsibility and commitment are high. The balance between family and business is very important. The support and understanding of her family are very important. They're from her family give energy and act as fuel for her to do business. Accordingly, the family support, proper guidance, financial support and the influence of women from rural to enter into entrepreneurship.

> MALE DOMINATED SOCIETY

Male dominancy is still in society the constitution speaks about the equality of women but the practicality and applicability are not performed. In rural areas still, male chauvinism is in practice. Extra efforts need to be made by rural women entrepreneurs to achieve business success. The reservation of males in entrepreneurship is high compared to women. The exposure of women in rural areas is less than that male in business.

> MARKETING PROBLEMS:

At the time of Marketing Process the rural women entrepreneurs face problems. Poor location of shops, lack of transportation facility, Tough competitors from males, and also from urban areas. The MNC and larger firms' competition is also high.

8. ROLE OF GOVERNMENT, INSTITUTIONS FOR PROMOTING WOMEN ENTREPRENEURSHIP PROGRAMMES IN RURAL INDIA

The Development of Women has been a policy of objective since independence. Rural women are also benefiting from all these plans. The number of women entrepreneurs is gradually increasing by utilizing the plans that were offered by the government. The government should concentrate on the welfare of rural women entrepreneurs.

The First Five-Year Plan (1951-56) envisaged several welfare measures for women. The establishment of the Central Social Welfare Board, the organization of Mahila Mandals and the Community Development Programmes were a few steps in this direction. In the second Five-Year Plan (1956-61), the empowerment of women was closely linked with the overall approach of intensive agricultural development programs. The Third and Fourth Five-Year Plans (1961-66 and 1969-74) supported female education as a major welfare measure. The Fifth Five-Year Plan (1974-79) emphasized the training of women, who needed income and protection. The Eight Five-Year Plan (1992-97) focused on empowering women, especially at the Grass Roots Level, through Panchayati Raj Institutions. The Ninth Five-Year Plan (1997-2002) adopted a strategy of the Women's Component Plan, under which not less than 30 percent of funds were earmarked for women-related sectors. The Tenth Five-Year Plan (2002-07) aims at empowering women by translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring the Survival, Protection and Development of women and children through a rights-based approach. At present, the Government of India has over 27 schemes for women operated by different departments and ministries. Some of these are:

- Integrated Rural Programme (IRDP);
- Khadi And Village Development Industries Commission (KVIC) ;
- Training of Rural Youth for Self-Employment (TRYSEM)
- Prime Minister's Rojgar Yojana (PMRY)
- Entrepreneurial Development programs (EDPs)
- Management Development programs;
- Women's Development Corporations (WDCs);
- Marketing of Non-Farm Products of Rural Women (MAHIMA);
- Assistance to Rural Women in Non-Farm Development (ARWIND)
- Trade Related Entrepreneurship Assistance and Development (TREAD);

- Indira Mahila Yojana; Indira Mahila Kendra; NGO's Credit Schemes; Micro & Small Enterprises Cluster Development Programmes (MSE-CDP);
- National Banks for Agriculture and Rural Development's Schemes; Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP);
- Priyadarshini Project- A program for Rural Women's Empowerment and Livelihood in Mid Gangetic Plains; Exhibitions for women, under a promotional package for Micro & Small enterprises approved by CCEA under marketing support.

9. SUGGESTIONS FOR THE DEVELOPMENT OF WOMEN'S ENTREPRENEURSHIP IN RURAL INDIA

The appropriate efforts are needed to develop rural women entrepreneurs, to develop the nation rural development is very important. Exposure, proper skill set, and accessibility of resources play an important role in the development of women's entrepreneurship in rural India.

The Finance should be easy and open to all. The knowledge about finance and government aid should be intimated to the women entrepreneurs in rural India.

The raw material availability is important and the scarce goods and imported goods should be made easy.

The training and facilities related to entrepreneurs should be given. The proper guidance and mentorship help the women entrepreneurs in rural India.

Team Building also plays a major role. Many female entrepreneurs try to handle every aspect of the business alone, according to Wesman, and that's a recipe for failure.

Wesman said one of the top issues she experiences with women entrepreneurs is that they lack a set plan in place because so many women fall into their business accidentally. "They seem to fall into the business because it's something they like doing, so they don't create a specific plan or strategy," she said.

10. SOME CASES OF SUCCESSFUL WOMEN ENTREPRENEURS RURAL INDIA:

Anita Devi is a woman from a rural part of Bihar. She is one of the most successful women entrepreneurs in India. She is a sensational and successful women entrepreneur in India she gained two degrees in home science from Dr. Rajendra Prasad Central Agriculture University in Samastipur, Bihar, and GB Pant University of Agriculture and Technology in Uttarakhand. Her business is the cultivation of mushrooms. She also commenced Madhopur farmer's producer's company.

Chetna Gala Sinmha is a rural women entrepreneur in India, she is a women activist and entrepreneur. She always wanted to empower women from the poorest areas, especially the rural areas, she opened the first bank for rural women in the name of Mann Deshi Mahila dollars to provide support to women entrepreneurs. Many women entrepreneurs benefited because of this bank. The bank provided 50 million dollars for various projects by women

Thinlas Choral is a woman from Ladakh. She is an activist and an entrepreneur. She is a popular trekking guide. Usually in the field of trekking guide male plays a major role. Choral has a huge interest in exploring and living in all areas. She also founded Ladakhi women's travel company. With her hard work, she built popularity and became an inspiration for many women.

Sobita Tamuli is a young woman from a rural part of Assam, when she was 18 years old, she got married and was busy taking care of her family, as well as the plants and animals. After a few years. Within in few years, she realized that by mixing specific ingredients to prepare a strong manure. And a lot of local farmers noticed this and gave a lot of orders to her. Now she has so many clients from all over the world.

11. CONCLUSION:

Women entrepreneurs have a strong role in today's economy. Rural women entrepreneurs are competing to get identified in this world. They are competing to balance between their family and their business. Business and motherhood require the full potential even though they trying to balance and accomplish. The family should support her emotionally and financially and the government also plays a major role in supporting rural women entrepreneurs. Rural women entrepreneurs must get proper guidance, technical support, financial support, the equality from the society. The gender-based discrimination and geographical-based biases should be avoided. If a woman from rural India becomes an entrepreneur she can change at least 10 livelihoods of other people. She will be an inspiration to many. Employment will get an increase in the urban areas. The

uncultivated talents of young women can be identified. The government and society should provide facilities and aid in the development of Women entrepreneurs.

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