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**WOMEN ENTREPRENEURS IN INDIA: THEIR CONTRIBUTIONS AND
PROBLEMS**

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ABSTRACT

Women constitute around half of total world population. Women are nuclei of a every nation. They are the real builder and moulder of nation's destiny. A role of women changed tremendously and is making its greatest impact in our society today. Many years ago, women's contribution to society was limited and controlled by men. But now, women are standing tall and are playing a major role in many important areas. Women's impact is simply due to the fact that they are now educating themselves. They are now concerned with the improvement of their own position. Women are fighting for their rights and are slowly progressing and participating in all activities. The role of Indian women has undergone dramatic and drastic changes from time to time. In Indian traditional society they were confined to the four walls of houses. But in modern Indian society they have come out of the four walls to participate in all sorts of activities. Now, The Indian women took entrepreneurship as a tool of meeting their career needs and child care role. Further the study revealed that the women entrepreneurs from India are generating more wealth than the female in rest of the world. Thus, the present paper is an attempt to study the problem faced by women

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entrepreneurs and contributions made by various successful Indian women entrepreneurs. The Study found that various problems faced by the Indian women entrepreneurs are male dominated society, heavy competition, non-cooperative attitude of financial institutions, marketing problems and family conflicts etc. The present paper also studied the contributions made by various Indian woman entrepreneurs such as Indra Nooyi, Kiran Mazumdar-Shaw, Anu Aga, Ekta Kapoor, Sulajja Firodia Motwani, Simon Tata, Priya Paul and Shahnaz Hussain in the economic development of the country. The study suggested that efforts should be taken for effective development of women entrepreneurs by providing them better educational facilities and schemes, adequate training programme on management skills, vocational training, training on professional competence and leadership skill, by continuous monitoring, encouraging women's participation in decision-making, improvement of training programmers and making provision of marketing and sales assistance.

Key Words: *Women, civilization, Entrepreneurs, entrepreneurship, dominated, society, competition, training, competence, leadership*

INTRODUCTION

The position and status of women in any society is an indicator of its civilization and progress. Traditionally, Indian society has been dominated by men in all spheres of life. Women' contribution and work has not been recognized properly and it remained unpaid. So, a substantial amount of women's time is devoted to unpaid labour. Yet, much of women's work is invisible. The productive contribution of household maintenance, provisioning and reproduction is ignored. As a result, inadequate attention is paid to the conditions of women's work and its economic value (Ghosh, 2011). So, complimentary policies are required to ensure substitution effect of unpaid work with market work (Lekhas Chakraborty, 2005). With the passage of time, in some way social, economic and



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legal improvements and scientific advances have allowed women to gain greater control over their lives. Women are much more valued and respected in family than before. Women seem to have more active role in family decision making (George, Choudhary, Tripathy and Abraham, 2009). Thus, the role of women has been changing and now Indian women have entered in various important areas like political, social, and economic. As a result, India has witnessed an increase in entrepreneurship among women. Entrepreneurship often allows women to engage in work which can be performed from home so that they can also perform their domestic duties and additionally they can give support financially to their family. Thus, a 'Women Entrepreneur' is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life.

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Women entrepreneurs seem to be a recent phenomenon in India. In the light of this, the present paper is an attempt to study the position of women entrepreneurs in India and to highlight the problems that may come on the way of the women to be a successful entrepreneur.

OBJECTIVES OF THE STUDY

The main objectives of the study are:

1. To review some literature regarding women work and women entrepreneurs.
2. To highlight the contributions of the leading business women in India.
3. To find out the problems being faced by women entrepreneurs in India.



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The study is based on the findings and conclusions drawn out by various earlier studies relating to different aspects of women. The present paper attempts to highlight the contributions of the main business women of India. Further, it brings out the problems being faced by the women entrepreneurs in India and some possible solutions.

REVIEW OF LITERATURE

Lekhas Chakraborty (2005) examined linkage between public infrastructure investment and time allocation across gender in context of selected states in India. The regression analysis showed that public infrastructure investment affects market work and non-market work and leisure time is different with evident gender differentials. Unpaid work remained significantly invisible in national accounts. The global invisible output was estimated at US\$ 16 trillion out of which US\$11 trillion output was contribution by women. Further, the study revealed that the time spent on non-market work by women was significantly higher than that by men in India. The study suggested for complimentary employment policies for women along with infrastructure investment to ensure substitution effect of unpaid work with market work.

Ghosh, Jayanti (2011) in his article discussed the case of women working at households which are considered to be non-working. In almost all societies, and particularly in developing countries like India, there remain essential but usually unpaid activities (such as housework and childcare, and community-based activities), which are seen as the responsibility of the women of the household. This social allocation tends to operate regardless of the other work that women may perform. The matter of consideration of work participation by women is more complex than is often recognised. The matter relating to female employment are qualitatively different from those of male employment as most women are actually employed in some kind of productive/reproductive work



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which may or may not be recognised and quantified by statistics,. Thus, among developing countries the unemployment-poverty link for men is not so direct and evident for women. It has been observed that even women are fully employed but still they remain poor in absolute terms.

De Mel, Suresh & McKenzie, David & Woodruff, Christopher (2008) in their paper analyzed data collected from a randomized experiment on mean returns to capital in Sri Lankan micro-enterprises. The findings showed greater returns among men than among women and the returns were not different from zero for women. The authors explored different explanations for the lower returns among female owners, and found no evidence to explain the gender gap by differences in ability, risk aversion, or entrepreneurial attitudes. Differential access to unpaid family labor and social constraints limiting sales to local areas were not important. However, there was evidence that women invested grants differently from men. A smaller share of the smaller grants remained in the female-owned enterprises, and men were more likely to spend the grant on working capital and women on equipment. The gender gap was largest when male-dominated sectors were compared with female-dominated sectors, although female returns were lower than male returns even for females working in the same industries as men. The authors examined the heterogeneity of returns to determine whether any group of businesses owned by women benefit from easing capital constraints. The results suggested that there was a large group of high-return male owners and a smaller group of poor, high-ability, female owners who might benefit from more access to capital. Thus the study suggested that female enterprises exhibit very low returns to capital.

Nava Ashraf & Dean Karlan & Wesley Yin (2006) in their research paper examined the impact of a commitment savings product in the Philippines on household decision



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making power and self-perception of savings behavior, as well as actual savings. The product was leading to more decision making power in the household for women, and likewise more purchases of female-oriented durable goods. The study also found that the product lead the women who appear time-inconsistent in a baseline survey to self-report being a disciplined saver in the follow-up survey. For impact on savings balances, it was found that the 81per cent increase in savings after one year did not crowd out savings held outside of the participating bank, but that the longer-term impact over two and a half years on bank savings dissipated to only a 33per cent increase, which was no longer statistically significant. The authors opined that due to intra household conflict women were unable to undertake high return activities as these were deemed to be inappropriate for women. It concluded that access to saving products is often seen as an important way of enabling women to make empowered choices.

Lori Beaman, Raghavendra Chattopadhyay, Esther Duo, Rohini Pande and Petia Topalova (2008) in their study investigated that whether having a female chief councillor affects public opinion towards female leaders. It was observed that the villagers who had never been required to had a female leader preferred male leaders and perceived hypothetical female leaders as less effective than their male counterparts, when stated performance was identical. Exposure to a female leader did not alter villagers' taste preference for male leaders. However, it weakened stereotypes about gender roles in the public and domestic spheres and eliminated the negative bias in how female leaders' effectiveness was perceived among male villagers. Female villagers exhibited less prior bias, but were also less likely to know about or participate in local politics; as a result, their attitudes were largely unaffected. The villagers rated their women leaders as less effective when exposed to them for the first, but not second, time. These changes in attitude were electorally meaningful as after 10 years of the quota policy, women were

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more likely to stand for and win free seats in villages that have been continuously required to have a female chief councillor. The study concluded that women were relatively uninformed about available opportunities and remained untrained in basic cost benefit analysis. This may be one of the reasons why many small businesses in India appear to make sub optimal investments in equipment.

Nancy Bertaux; and Elaine Crable (2007) discussed various social and economic development issues, with an emphasis on the role and status of women in India. The study described and assessed the impact and effectiveness of their learning with a particular focus on their exposure to Meerut Seva Samaj (MSS), one economic development initiative concentrating on rural women. MSS offers micro-credit, or small loans, and other types of entrepreneurial assistance to help women start businesses. The institute also help them by providing technology, training and other resources. MSS also assists local communities in the use of biogas, an environmentally friendly energy source that improves the environment and fertility of land in rural areas. The study found MSS to be an instrumental for development of entrepreneurs especially in rural areas.

Malik and Rao (2008) in their paper studied the motivational factors of the women entrepreneurs in Chandigarh. The study highlighted the attitude of the family and the society towards women entrepreneurs. The study was based on primary data collected from 135 women entrepreneurs from Chandigarh. The study revealed that maximum number of women had entered in the business in their thirties and most of them were married. These entrepreneurs were venturing in diversified fields. Women looked more comfortable in the field of aesthetic goods like handicrafts, designer clothes, jewellery. Retail business was also found very popular, as these were the areas in which limited business experience and knowledge was required. The study highlighted that upcoming



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areas like Computer, IT related and consultancy services were popular amongst younger women. The study found that most of the entrepreneurs surveyed were first generation entrepreneurs. The main pull factors highlighted were willingness to become self-dependent, additional family income, achieve social status, satisfy their creative urge that motivated them to be entrepreneurs, rather than the push factors like unemployment, dissatisfaction in job, etc. Their education, training and skill had also played important role in their being into business. The women entrepreneurs had not gone through any formal training in entrepreneurial development or management of small business, but they seemed interested if given an opportunity. The major problems in the expansion of their business is Marketing. The study mentioned that the role of government agencies in the growth of women entrepreneur was negligible.

Anindeta Mitra (2011) presented a review of a book titled 'Leading Ladies' by Sudha Menon. It included the stories of women who inspire an Indian woman in all walks of life. These women are Kiran Mazumdar Shah, Lila Poonawallan, Mallika Sarabhai, P.T.Usha, Naina Lal Kidwai. According to Menon she met all these ladies and felt that they all had worked hard and all had been very content, rooted and led perfectly balanced lives.

Mahesh Babaria; and Mittal Chhed (2010) in their article mentioned that despite social hurdles, many women have become successful in their works. The top women entrepreneurs as prescribed in the article included were Indra Nooyi, chief executive officer of Pepsico; Dr. Kiran Mazumadar Shah, managing director of Biocon; Anu Aga, chairperson of Thermax Engineering; Sulajja Firodia Motwani, joint managing director of Kinetic Engineering; Ekta Kapoor, head of Balaji Telefilms; Simone Tata; Vidya Manohar Chhabria, Head of Jambo Group; and Priya Paul, chairperson of Appeejay.



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These women entrepreneurs managed to survive and succeed in the completion. The article concluded that there is a large potential of women entrepreneurs in India which need recognition and exposure.

Women Entrepreneurs in India

It is a well-known fact that the Indian educated women do not want to limit their lives in four walls of the house. The women have to go a long way to achieve equal rights and position because transactions are deep rooted in Indian society. Despite all the social hurdles, many women have become successful in their works. These successful women have made name and wealth for themselves with their work, diligence, competence and will power. Many successful women have been recognized at different levels for their entrepreneurship. The names of some of the successful women entrepreneurs are discussed in this section.

The Forbes one of the famous international business magazine has published on 10th July 2010 a list of most powerful women in various fields such as politics, business. Three Indian women included were Indra Nooyi, Shikha Sharma and Chanda Kochhar. The names of some other women from India that were in the list in the earlier years are Sonia Gandhi, Lalita and Kalpana, Vidhya Manohar, Anu Aga, Simone Tata, Indu Jain, Priya Paul and Sulajja. (<http://www.forbes.com/wealth/power-women>). In 2006, three Indian women - ICICI Bank Deputy Managing Director Chanda Kochhar, HSBC India CEO-Naina Lal Kidwai and Biocon head Kiran Mazumdar-Shaw – were named among the world's 50 most powerful business women by the *Fortune* magazine (<http://www.fortune.com/>). India top business women (2008) as ranked by the fortune magazine were Kiran Mazumdar Shah, Ekta Kapoor, Sunita Narair, neelam dhawan, Nain Lal Kidwai, Sullaja Firodia, Motwari, Mallika Sriniwasan, Dr. Jatinder Kaur- an



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outstanding scientist and Indra Krishnamurthy Nooyi.(<http://www.fortune.com>). In September 2009, India-born cola queen Indra Nooyi topped the list of world's 50 top business women compiled by the *Financial Times*, which also featured three Indians -- Britannia's Vinita Bali, Biocon's Kiran Mazumdar Shaw and HT Media's Shobhana Bhartia (<http://indiatoday.intoday.in/>). Thus many women have been recognised as successful entrepreneurs at different levels. A brief profile of some of the above mentioned successful women regarding their education, status and businesses is described here under.

Indra Nooyi

Indra Krishnamurthy Nooyi is the prominent women entrepreneur who belongs to the Southern Indian city of Chennai. Madras born 55 years old Nooyi had done her graduation from Madras Christian College (MCC) and Masters in Finance and Marketing from Indian Institute of Management in Calcutta. First, she joined ABB and then Johnson and Johnson (J&J) in Mumbai. One of her achievement with J&J was her close association with launch of the sanitary napkin “Stayfree”. Today, Nooyi is the Chairperson and Chief Executive Officer (CEO) of PepsiCo, one of the world’s leading food and beverage companies. Nooyi joined PepsiCo in 1994 and was named president of CFO in 2001. Nooyi has directed the company’s global strategy for more than decade and led PepsiCo’s restructuring, including the 1997 divestiture of its restaurants into Tricon. Nooyi also took the lead in the acquisition of Tropicana in 1978, and merger with Quaker Oats Company, which also brought Gatorade to PepsiCo. In 2007 she became the fifth CEO in PepsiCo’s 44-years history. Nooyi’s key contributions include promoting and supporting socially responsible business practices. Her commitment to global citizenship is evidenced by her multi-year growth strategy, “Performance with Purpose”. Nooyi was named on Wall Street Journal’s list of top 50 women in 2007 and 2008, and was listed



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among Time's 100 Most Influential People in the world in 2007 and 2008. Nooyi has been named 2009 CEO of the Year by the Global Supply Chain Leaders Group (GSCLG) and many other awards are there to her credit.

Kiran Mazumdar-Shaw

Kiran Mazumdar-Shaw had been a graduate of Bangalore University (1973). She later did her post-graduation in Malting and Brewing from Ballarat College, Melbourne University (1975). She worked as a Trainee Brewer in Carlton and United Breweries, Melbourne and as a Trainee Malster at Barrett Brothers and Burston, Australia. She also worked for some time as a Technical Consultant at Jupiter Breweries Limited, Calcutta and as a Technical Manager at Standard Maltings Corporation, Baroda between 1975 and 1977. Now, she is a leading women entrepreneur and founder of Biocon, the biotechnology company based in Bangalore. She is the chairman and managing director of Biocon limited, and chairman of Syngene International limited and Clinigence International limited. She started Biocon in 1978 and spearheaded its evolution from an industrial enzymes manufacturing company to a fully integrated bio-pharmaceutical company with a well-balanced business portfolio of products and a research focus on diabetes, oncology and auto-immune diseases. She also established two subsidiaries: Syngene (1994) to provide development support services for discovery research and Clinigence (2000) to cater to clinical development services. Her pioneering work in the sector has earned her several awards, including the prestigious Padma Shri (1989) and the Padma Bhushan (2005) from the government of India. She was recently named among TIME magazine's 100 most influential people in the world. She is also on the Forbes list of the world's 100 most powerful women, and the Financial Times' top 50 women in business list and part of many other list of top Indian entrepreneurs.



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Anu Aga

Anu Aga did her B.A. in Economics from St Xavier's College, Mumbai, and post-graduation in medical and psychiatric social work from Tata Institute of Social Sciences (TISS), Mumbai. She had also been a Fulbright Scholar and studied in the United States for four months. Anu started her career in Thermax in 1985 and later headed its human resources division from 1991 to 1996. After death of her husband Rohinton Aga, she took as Chairperson of Thermax. The company's condition was critical at that time. Its share price dipped to Rs.36 from Rs.400. Anu Aga, the then Director of Human Resource, Thermax, was under compulsion to take charge of the company. In order to make the company profitable, she brought a consultant from abroad and restructured the company. The strategy worked and the company started earning profit again. She stepped down from the post of chairperson in 2004. Now, she spends most of her time in social activities. Bombay Management Association awarded her Management woman Achiever of the Year Award in 2002-2003. She was also awarded by the Padma Shri (Social Work) by Govt. of India in 2010.

Ekta Kapoor

Ekta Kapoor is a leading producer of serials in the Indian television industry. Ekta Kapoor was born on June 7, 1975. Ekta Kapoor is daughter of former Bollywood superstar Jeetendra. Ekta Kapoor did her schooling from Bombay Scottish School and later on joined Mithibai College. She ventured into TV-serial production at the age of 19. And soon she changed the face of Indian television industry and completely dominated it. Today, Ekta Kapoor is the creative director of Balaji Telefilms. Her company has produced more than 30 serials and each one is being shown, on an average, four times a week on different television channels. Her serials have captured the imagination of masses. She had broken all previous records of TV serial production and popularly in



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India. At the 6th Indian Telly Awards 2006, she bagged the Hall of Fame award for her contributions. Most of her creations begin with her letter 'K' due to her superstition that it brings her good luck. Her most famous television venture has been "Kyunki Saas Bhi Kabhi Bahu Thi" which began in 2000 and is still leading the TRP ratings in India. Her other famous serials include "Kasautii Zindgi Kay", "Kusum", "Kutumb", "Kalash", and "Kundali", "Kahani Ghar Ghar ki". For her entrepreneurial skills and achievements Ekta Kapoor was awarded with Ernst and Young (E&Y) Startup Entrepreneur of the Year award in 2001. She is a smart woman with a definite agenda and has also been appropriately termed as Asia's most powerful communicator and the lady no. 1 in Hindi serials and movies.

Sulajja firodia Motwani

Sulajja Firodia Motwani is Joint Managing Director of Kinetic Engineering Ltd and looks the Company's overall business developmental activities. She is a Director of Kinetic Motor Company Limited and Kinetic Marketing Services Limited. She has made an incredible contribution in making the firm reach heights of success. Prior to her joining Kinetic Company, Sulajja worked for a period of four years with an investment analytics company, BARRA International, based in California. She has been an active participant in setting the operations of the company in India. Throughout her studies, she has been a rank holder. Her name appeared in the toppers list in the SSC examinations and HSC examinations. She graduated from the Pune University. Thereafter, she went to the United States for pursuing further studies. She is an MBA degree holder from the reputed Carnegie Mellon University at Pittsburgh. With her strong determination and courage, she has been able to establish a niche for the firm in the business world. The Company has witnessed tremendous expansion during her tenure. From being a mere moped



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manufacturer, today, it has set its foothold in the Industry as a manufacturer offering a complete range of two wheelers right from mopeds, scooters to motorcycles.

Simone Tata

Simone Tata, currently the chairperson of the Trent Limited, is an Indian businesswoman. French by birth educated in Switzerland, she came to India in 1955, and joined Lakme as Managing Director in 1961. With her visions, she changed a small unknown cosmetics company/ one of the subsidiaries of Tata Oil Mills, into one of the leading cosmetic companies of India. Lakme changed the face of Indian fashion and cosmetics forever. For her success, Simone N. Tata is also known as Cosmetic Czarina of India. Simone joined Lakme in 1961 and became Chairperson in 1982. Eyeing growth in the retails sector, in 1996 Tata sold off Lakme to Hindustan Lever Limited (HLL), and created Trent from the money it made through the sale. All shareholders of Lakme were given, equivalent share in Trent' The Westside brand and stores belongs to Trent. Simone Tata was the wife of late Naval H. Tata and is stepmother to current Tata group chairman Sri Ratan Naval Tata.

Priya Paul

Priya Paul (born 1967), is a prominent woman entrepreneur of India, and currently the Chairperson of Appeejay The Park Hotels chain of boutique hotels. She joined the company' after finishing her studies in Economics at the Wellesley College (US) working under her father, as Marketing Manager at the Park Hotel, Delhi, at the age of 22. After the death of Surrendra Paul, she succeeded him in 1990 as the Chairperson of the Hospitality Division of the Apeejay Surendra Group. Her contributions to industry and commerce, particularly in the field of Hospitality Industry have been repeatedly recognized and she has received several awards and citations like young Entrepreneur of



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the year award (1999-2000) by the Federation of Hotels and Restaurants Association of India , nominated for The Economic Times Awards as Businessperson of the year (2002-2003), and UK's Tatler magazine rated The Park (Bangalore, India), a part of her Group, as one of the 101 Best Hotel Worldwide in 2003.

Shahnaz Hussain

Shahnaz Hussain a well-known name in herbal cosmetics and hails from a conservative Muslim family. She is considered to be pioneer in herbal cosmetics not only in India but all over the world. She has been acclaimed to be the “World’s Greatest Women Entrepreneur” due to her extraordinary contribution in herbal market. She has grabbed a major share of domestic herbal market and owns multiple chain stores in developed countries like Japan, US, England and as so on. Married at a very young age of 15 years Shahnaz Hussain had an urge to becomes something more than a mere housewife and always used to look forward to do something new. While studying cosmetic chemistry from abroad, she explored into age-old Indian Ayurvedic system of herbs through which she could research, discover and develop herbal care and medicines, exploiting the herbal market commercially. Heavily pricing her product, she launched her one-room shop with a very small investment of Rs. 3500. There was huge demand for her facial cream which was exorbitant as composed to a similar product already available in the next market. She personally used to fly to different cities of the country and lectured and publicised Ayurveda. Her marketing strategy was a unique one pursuing more clients than she could handle. Today, her products are being exported to over 130 countries and she attributes her success to her determination.

Beyond these names, there are many other women entrepreneurs who are running their businesses successfully like Priyanka Malhotra, Bhawna Kakkar, Manju Bharatram, RajShri Birla and Shruti and many more. From the above discussion it is clear that all the



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successful women entrepreneurs have been highly qualified and got training at international level. Most of these successful women belong to the business family and got inherent business support. In some cases there are exceptions as in case of Shahnaz Hussain who belonged to a conservstive family and had not any sort of inherent support for her business. These women have applied their education, intelligence, skill and aptitude to their real business goals. These women have been able to conquer new fields and in most of the cases the new areas exploited are directly or indirectly related to women user industries like herbal cosmetics, Lakme, Saas Bahu TV serials etc. Most of these women entrepreneurs have been able to expand their business cross the borders of our country. This has enabled them to get international tags and recognition. This implies that once a woman is successful as an entrepreneur then that bound nowhere.

PROBLEMS OF WOMEN ENTREPRENEURS

From the experience of the successful women entrepreneurs and the study of review of literature some of the hidden problems that may come on the way of a potential successful women entrepreneur in India are highlighted here in this section.

- **Social Background:** - In India entrepreneurship has predominantly been seen as a male phenomenon and for the women other functions are considered to be more important like to bring up kids, family and home. Thus, women usually face role conflicts when they enter in entrepreneurial activities. Therefore, a woman to enter in the area needs the support from the family. Also most of the successful women entrepreneur inherent business and succeeded with help of full support of their families. Thus, the social background of any woman in India makes a difference to be a successful business woman. The patriarchal society of India thus acts as a major obstacle on the way of a woman to be an entrepreneur.

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- **Education and Training:** - It has been seen that all the successful women entrepreneurs are well qualified and trained at even international level. It is only through education and proper training that a woman can sharpen her competence level and prove the matter. Various studies have revealed that the education level of women is much below the mark. Thus, the low level of education and lack of training restrict the Indian women to enter into the business world.
- **Marketing Problems:** - Access to market is important so as to make the company successful and profitable. The review of some studied reveled that women entrepreneurs have to face the problem of marketing their products. Thus, marketing is one of the core problems in India for women entrepreneur.
- **Lack of Awareness:** It has been seen that in India women are relatively uninformed about available opportunities and remained untrained in basic cost benefit analysis. This may be one of the reasons why many small businesses in India appear to make sub optimal investments in equipment (Lori, Raghavendra, Esther, Rohini, and Petia 2008). Thus, in India lack of awareness among women acts as an obstacle on the road to entrepreneurship. For example the institutions in the financial sector extend their support in the form of incentives, loans, schemes etc. But every woman entrepreneur may not be aware of all the assistance provided by the institutions. So, the sincere efforts are required in this direction.
- **Unpaid Work and Poor Condition:** Many women are fully employed and still remain poor in absolute terms, and adding to their workload will not necessarily improve their material conditions (Ghosh Jayanti, 2011). It has been seen that in India unpaid work done by women has been significantly higher than by men (Lekhas Chakraborty, 2005). This reduces the capacity of the women to enter into entrepreneurship.

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- **Difference in Attitude:** It has been seen that the female enterprises exhibit very low returns to capital due to differences in attitude regarding investment of return (De Mel, McKenzie and Woodruff, 2008). Thus, in developing countries like India there has been difference in the attitude of women and men regarding entrepreneurship and that may come on the way of a potential woman entrepreneur.
- **Other Problems:** From the review of various studies and other factors, many other problems can be highlighted here, that come on the way of women entrepreneurs in India like financial problems, family role conflicts, motivational factors, lack of training and access to information technology, lack of managerial skills etc.

CONCLUSION

Thus, there have been many successful women entrepreneurs in India and some have got recognition at international level as well. The study showed that all the successful women entrepreneurs have been highly qualified and got training at international level. Most of the successful women belong to the business family and got inherent business support. In some cases there are exceptions as in case of Shahnaz Hussain who belonged to a conservative family and had not any sort of inherent support for her business. These women have applied their education, intelligence, skill and aptitude to their real business goals. These women have been able to conquer new fields and in most of the cases the new areas exploited are directly or indirectly related to women user industries like herbal cosmetics, Lakme, Saas Bahu TV serials etc. Most of these women entrepreneurs have been able to expand their business cross the borders of the country. This has enabled them to get international tags and recognition. The study also highlighted some of the hidden problems that may come on the way of a potential successful women entrepreneur in India like social background, education and training, marketing problems, lack of awareness, unpaid work and poor condition, difference in attitude, financial problems,



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family role conflicts etc. All these problems need to be resolved to uplift the women entrepreneurs and for their greater participation and recognition in the business world.

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