

# Issues and Challenges Faced by Rural Women Entrepreneurs in India

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**Abstract-** This study looks into how rural women entrepreneurs can deal with issues and challenges. The objective of this study is to spot the problems and challenges faced by rural women entrepreneurs in India. Rural women entrepreneurs are the essential requirements to manufacturing, social, and economic development of the nation. Rural women entrepreneurs are involved in household products, farming, business enterprises, the arts of design (drawing and sketching), weaving, and industrial products. Rural women entrepreneurs face many problems in our society, like family conflict, lack of knowledge, less government support, organization issues, poor mobility, socio-cultural barriers, financial arrangement problems, raw materials, and technology. This paper identifies recent issues and challenges faced by rural women entrepreneurs in India.

**Indexed Terms-** Women Entrepreneurs, Issues, Challenges

## I. INTRODUCTION

Women have to face and overcome many hurdles. The main difficulties faced by women entrepreneurs are managing both business and family. Women entrepreneurs are largely neglected in society. Not only do women contribute less than men to women's entrepreneurship, but they are generally more likely than men to start and manage companies in a variety of industries. In rural areas, a scarcity of resources and a lack of other agricultural economies and employment opportunities led more women to become self-employed. The achievements of rural and urban women entrepreneurs are not as quick as desired due to the many obstacles they face.

Urban women are shy. They are hard workers and do not like clothes or comfort. Rural women often face low skills, low productivity, long working hours with little or no pay, poor working conditions, and limited

social protection. It dominates the view of women entrepreneurs. A woman entrepreneur is a person who endures the difficult role of fulfilling her subjective needs and becoming financially independent. Enthusiasm to do something positive is an inherent quality of entrepreneurial women, who have the ability to contribute beliefs to both relatives and social life. With the advent of media, women became aware of their own personality, rights and working environment. The challenges and opportunities presented to women in the digital era are growing so fast that job seekers are attractive job creators. There are many issues and lots and lots of challenges that women entrepreneurs face.

## II. REVIEW OF LITERATURE

Vidyakala Collins *et al.* (2018) this study on Challenges Faced by Women Entrepreneurs mainly observes various challenges affecting women entrepreneurs. This is a secondary sector taken up by Supriya from 50 Women Entrepreneurs. In this way, they feel a small reason to achieve a higher social status, and growth is shared by both male and female entrepreneurs.

Mauchi *et al.* (2014) there are problems and challenges faced by women entrepreneurs, and the main goal of this research is to unravel the challenges faced by women entrepreneurs in their daily lives. It is primary data collected from 50 women entrepreneurs. The study revealed that female entrepreneurs face problems related to finance, conflicts between work and family obligations, and management skills.

Palanivelu *et al.* (2017) Problems and Challenges Faced by Women Entrepreneurs in India: This study highlights the problems faced by women entrepreneurs in order to achieve success. This study is based on secondary data. This research confirms that

the theoretical view of women's entrepreneurship in India and the socio-demographic trends of women's entrepreneurship are similar. Also, according to this thesis, women are equally eligible for business activities. In some areas, they were found socially, culturally, and in other aspects backward. With the right skills, knowledge, and family support, problems can be overcome.

Wadhawan (2017) the main objective of this study is to explain the rise of entrepreneurship in India. This study is an overview based on secondary data. The paper states that the government of India is implementing various schemes, introducing new schemes, and implementing various policies to promote women's entrepreneurship. Further, this paper concludes that more progress and initiative are needed for a modernized and improved situation for women entrepreneurs in India.

Anju (2018) the main objective of this study is to identify the problems and challenges faced by women entrepreneurs in Thrissur. The data used in this study are primary and secondary. This article confirms that for female entrepreneurs, starting a company involves certain risks and difficulties, including the social environment in India where women live subordinate to men. The government has increased education and awareness for women, who play an important role in this society. For this study, 60 women entrepreneurs shared their views through a questionnaire. It is concluded that women entrepreneurs face many problems and challenges in finance, marketing, and other business activities, as well as competition in the business sector.

#### Objectives:

The objective of this study is issues & challenges faced by rural women enterprise.

#### Methodology:

- This research paper based on the secondary data collected through newspaper, magazines, Articles and internets, etc.
- This study is focused on only Present (or) Recent Years of issues & Challenges for rural women entrepreneur

#### Importance:

Women entrepreneurs are being promoted by globalization and economic liberalization. Entrepreneurship growth among rural women helps to improve their personalities and mindsets, improves their income status, and improves their reputation in society.

#### • Recent Issues and Challenges of Rural Women Entrepreneurs:

Women entrepreneurs face many problems from starting a business to its operation. As a woman entrepreneur, she faces various struggles and problems. Issues faced by women entrepreneurs relate to their responsibilities to their families, society, and their employees. Women in rural and urban areas have to endure even more. Women in India face stiff opposition from men. Indian women are considered helpers. The society's attitude towards her and the hardships she has to live and work through are not easy things.

Most of the women business owners do not receive the social support they need to start their businesses from their families, other relationships, and their ecosystems. One of the major challenges faced by women entrepreneurs in the country is the inadequate leadership of some members of the business community. From the above problems and issues: Other problems faced by women entrepreneurs include:

#### • Lack of Risk Taking Capability

Most women entrepreneurs in India lead a secure life. Business risk appetite is a fundamental quality of an entrepreneur's gender. Indian women should incorporate this to succeed in their careers. Once these women gain the ability to take risks, they must stop seeking validation from others to feel worthy of their success.

#### • Immoral Competition

As women entrepreneurs, they have to face stiff competition not only within the business but also from other male trade competitors. Achieving the goal of producing a quality product at a fair price is not an easy task for women entrepreneurs to face this unethical competition.

- Lack of Knowledge in Marketing

Lack of marketing skills or knowledge prevents women entrepreneurs from increasing productivity. Because of this, they are unable to find markets for their products, and male entrepreneurs dominate female entrepreneurs in the marketing area. They usually take the help of middlemen in marketing as they charge high commissions.

- Lower Assistance towards Family

Seeking a work-life balance is a gender-neutral goal, but women entrepreneurs' news. Frequently face more pressure to fulfill their roles and responsibilities at home; society often looks down upon working women; this is also applicable for women entrepreneurs as they don't do a simple good job. They need to work at odd hours if required and travel often for work purposes.

- Production is Expensive

Some of the factors that take part include inefficient management, which contributes to the production being expensive, and also there will be more problems in facing this production because of low income and the inability to buy the production things, etc.

- Absence of Management Skills

Many women entrepreneurs are facing many difficulties in the area of management functions, which includes planning, directing, controlling, staffing, etc. They do not have wide access to the outside world or networks. They only have limited access to outsiders and other networks. Due to the lack of management skills, the effective functioning of the organization was affected. Many are staying down in the area of management skills.

- Lack of Morale among Women

As all of us know, poor laws and other rules and regulations have paved the way for rising crimes against women. This makes the environment treacherous, and this causes many struggles for women entrepreneurs who need the ability to manage their business activities. This restricts women from reaching their destinations on their own. With the adoption and enforcement of strong laws and rules,

this situation can be steadily improved, making the environment safe for women entrepreneurs.

## CONCLUSION

The present study focused on the rural women entrepreneurs' issues and challenges in India. It is revealed that the rural women entrepreneurs face many problems in our society, like family conflict, lack of knowledge, less government support, organization issues, poor mobility, socio-cultural barriers, financial arrangement problems, raw materials, and technology. This paper identifies recent issues and challenges faced by rural women entrepreneurs in India.

## SCOPE

The mission of rural women's entrepreneurship is to create jobs, promote economic development, ensure the quality of life of residents, bring about social change, and provide jobs to communities to improve communities.

## LIMITATION

- This study investigated the recent issues facing rural women entrepreneurs.
- The present study focused on the recent challenges faced by rural women entrepreneurs.

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