

Female Entrepreneur's Start-Ups: Issues and Challenges

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ABSTRACT

Indian women are becoming digitally sound and they are doing extraordinary in their own way. With enhanced education, they are depicting their potential in the startup advent. Female entrepreneurs are taking a step forward along with sound ideas for successful startups. Instead of problems like family and monetary support, etc., women are trying to be successfully challenged and are continuous striving for their own identity.

1. Introduction

Entrepreneurship means establishing a new business by taking edge over competitors. Female entrepreneurship has been doubted but with education and awareness the landscape is been changing and the women's are emerging as inspirational entrepreneurs. They provide excellent contributions towards unique ideas of employment and money rising in all economies.

Women are not able to continue with the jobs because of many driving forces. This paper discusses the problems and challenges witnessed by Indian females as entrepreneurs, remedial measures for overcoming them.

2. Objective

- To examine the difficulties experienced by women entrepreneurs in India.
- To elaborate the types of Women Entrepreneurs.
- To develop the measures for improving the conditions of females and female entrepreneurship in India.

3. Female entrepreneurs Bloom in India:

Female entrepreneurs are taking a step forward along with sound ideas for successful startups. Females in business are a recent phenomenon in India. They demand equal status from their partners. Still Indian Women have to go a long way to get equality for rights and stature because our conservative traditions are deeply engrossed in our culture.

Some psycho-social factors impede the growth of women entrepreneurs are as follows:

- Poor self-image of women.
- inadequate motivation.
- Discriminating treatment.
- Faulty socialization.
- Role conflict.
- Cultural values.
- Self-confidence.
- Inadequate encouragement.

4. Challenges Faced By Indian Female Entrepreneurs

An Indian woman especially has been put across many highs and lows to prove themselves. Due to lack of support and well deserved back up, they lack confidence. To be at equal par to males, they do their best efforts but still many problems such as:-

1) Family Limitations:

An Indian women is supposed to be a power women, by contributing fully to the households work, taking care of the children, in laws and other things as well. They have to put forth their family and been asked always to give up on their dreams, without even taking their thought process in consideration as well.

2) Discrimination on the basis of sex:

We believe in Equality the slogan is echoing all around the nation but still the society is promoting the male dominating view, which is another factor for less number of female entrepreneurs. In India women are treated as weak part of society. This view has to be changed for better tomorrow.

3) Financial crises:

Females suffer a lot in getting the monetary support. Financial institutions are not lending hand for supporting financial assistance to female borrowers.

4) Lack of right public/private institutions:

Most public and private incentives are misused and do not reach the women unless she is backed by a powerful man support.

5) Lack of Family support:

In India there is an orthodox view that women are made to do household works. According to convectional societies women cannot go out to do work.

5. Opportunities of Indian Female Entrepreneur

As a way to provide instant mentorship to aspiring women entrepreneurs, Startup India is organizing a Speed Mentoring

session. Several panels will be set up and each panel will consist of 4 eminent women personalities:

- An Investor
- A Government/Industry Official
- A Successful Woman Entrepreneur and
- A Legal Specialist.

In case of conglomerates, it takes large sum of time to adjust to the organizational culture, to be empowered and secure good opportunities. The roles can also get a bit monotonous over time. Start-ups on the other hand, offer better gender balance due to short time frames and insufficient human resources that the venture has to face constantly. They focus more on fostering an innovative environment and ideas from both men and women as they don't want to compromise on merit.

6. Suggestions

Proper and due initiatives from all areas are needed for the development of female entrepreneurs. Role of female entrepreneur in economic development is inevitable. The following effort can be taken into account for effective development of female entrepreneur.

- A Female Entrepreneur's Guidance Cell
- Positive change in the attitude towards society for supporting the role of females as entrepreneur.
- Making provisions of marketing and sales assistance from Government part.
- Counseling from established NGOs, psychologists, managerial experts and technical personnel must be provided.

7. Conclusion

Females in India are set to be avatar of Goddess Laxmi and Durga but when it comes to support from the society and family as well, they usually fall flat. This is something that women are lacking faith in the society and the culture as well. Women constitute almost half of the India population but they have not been given the liberty to enjoy their freedoms, equalities, privileges, on par with their male counterparts.

The policy makers across the countries have ascertained that strategic development of an economy require equal participation and equal opportunities to all sections and gender. Entrepreneurial development is one significant instrument for sustainable socio-economic development

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