

WOMEN ENTREPRENEURSHIP EMPOWERMENT AND RELATED PROBLEMS AND SOLUTIONS

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Abstract:

This study evinces that women with the development of education and family support take conscious efforts to step out of the stereotypical woman status in traditional domestic folds. It is obvious that in recent years, Indian women have attended a huge progress in job placements and thereby, the employed women financially support their families. Now a days some owns are get good responsibility of the demographical and entrepreneurs successful. The educational support confidence among women to venture into entrepreneurship. The government of India recognizes the role of women entrepreneurs in economic development but, not yet sufficient step has to be taken promote women entrepreneurship.

Keyword: Women Empowerment, Entrepreneurship Development.

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Introduction: Entrepreneurs refers to a person but entrepreneurship refers to the function. including entrepreneurship including function of management like as planning, organization, innovation, motivation and controlling. The manufacturing entrepreneurship in second half of 19th centuries textile Bombay and Ahmadabad tata established the first steel in 1991. After the first world war the Indian government agreed production to certain industries. The Indian government agreed to discriminating factory manufacturing in 20 centuries.

21st century in specialized financing options relating to capital industry continues to globalise government and markets are microfinance. women across the world launching and operating new enterprises at a faster pace than positioning ventures.

Definition of Entrepreneurship:

- 1) **Schumpeter:** “Entrepreneurship is based on purposeful and systematic innovation, “
- 2) **Vhandkar D. S.:** “Entrepreneurship involving predetermined objectives, this objectives

achievement from management function like as planning, organizing, decision making and controlling.

Women Entrepreneurs Empowerment:

If any business, organizations, firms, industries and companies opening by a women or group of women nit comes in the types of women entrepreneurs. This means opening is by women. The employees later on could combinations old man and women. The central government of India has given d different and boarded concepts presents of women entrepreneurs. The definition is “ A women entrepreneur is defined as enterprise owned and controlled by having a minimum financial interest of 51% of the Oust of capital and giving at least 51% of employees generated in the enterprises to Women”. The government definition of several nature and theoretically sounds for a example socially justice. The promoters’ originators employee’s management more than 51% participation in decision making and controlling the women and owners are business is women and identify as women

entrepreneurs. The mostly weightage for women entrepreneur's initiator, organizer and owner of the business.

Objectives of Research Paper:

- 1) To study entrepreneurship Problems in 21th centuries for Indian industrial development.
- 2) To study the 21th century entrepreneurship solution by startup yojana, skill development program, mudra yojana, soft loan window.

Research Methodology:

Literature survey involves as compressive review of published and unpublished work from secondary sources of data available in relevant are of study. Literature view helps the researcher in two ways firstly it helps him in specifying the research problem in a meaningful context, socondly it would provide insight into methods and techniques adopted for handling such problems. For the present research paper form research papers, books and journals, seminars paper, internet website etc.

Need of the Study:

The promotion and encouragement of women entrepreneurs in India carry numerous benefits for both individuals and the overall economic and societal landscape. Here are many reasons why there is a need for more enterprenurs in India. It is a fact that woment can easily utilize the funds whether it is raised for home expenses of the business expenditures. The Indian government has created an ambit of new schemes. Additionally, many state governments have rolled out their plans for them. NITI Aayog's women enterprenurship platform is built on three pillars, Iccha Shakti, Gyaan Shakti and Karma Shakti.

Problem of Entrepreneurship:

- 1) **Economic Problems:** each and every entrepreneur's face by day-to-day economic problem because form opening a business, purchase raw material distributionls channel advertisement

expenses working capital fulfill from money. Near about 50 to 60 % weightage on economic problem.

- 2) **Unfavorable environmental Problems:**

Environment is one of the most factors affecting by entrepreneurship because environment factor in uncontrollable and natural. Entrepreneurscan not control on environment some Problems like as flood, war, earthquake, and desert.

- 3) **Legislative and political Problems:**

it is uncontrollable Problems of entrepreneurship legal and political Problems identify as boundary of entrepreneurship. Like as Indian company act 1956, partnership act 1932, industrial policy 1991 it is affecting on business same Problems political policies change in each and every politician.

- 4) **Technical Problems:**

project identification and implementation than need for plant but also skillful and updated knowledge. Employees for handling a plant tools and techniques so arises problem.

- 5) **Human resource planning and development Problems:**

Every entrepreneur's human research identifies as assets of business because need for qualify and skillful employees. HRPD risk full work to selection workers and selection process and recruitment in business.

- 6) **Demographical Problems:**

each and every man and women entrepreneurs need four supports by family when family unsupported the entrepreneurs then various problem arises mostly women household problem arises for appropriate decision making. it is created for women entrepreneurs.

- 7) **Problems of innovation:**

when long term objective and profit maximization goals and objective then necessary for innovation. Without innovation entrepreneurs Innovation good quality of entrepreneurs because no risk no gain.

Solutions:

- 1) Economic Problems solve by internal and external ways for sources of and external available for use of

profit, sale of asset, issue of shares, personal loan, mudra yojana, start-up India and bank loan.

- 2) Entrepreneurs control only internal environment like as business policies, rules and regulation but uncontrollable environment like as consumer problem, competitor, supplier, government rules and regulation. Preplans for uncontrollable factor so decreasing the risk.
- 3) Legal rules implement every entrepreneur's compulsory but political policies cooperates the business working. It is option of reducing the capacity in this factor.
- 4) Entrepreneur require the updates technology for increasing productivity. Providing the start-up India and skill development. It is useful for minimum cost and maximization of profit.
- 5) Human resource planning and development related problem solving by good selection process and technical employees provide us by training and development programs. Each and every district establish the skill development and training center.
- 6) Entrepreneurs first responsibilities for his families than another business responsibility. His family support than developing the firm because business unity is strength. One entrepreneur is part of nation so personal income increase than nation's income increase.
- 7) Innovation is every time required for consumer support without consumer support. The different options are available like as change in quality, change in packaging, post purchase servicing. Entrepreneurs known as innovator because "no risk no gain". Innovation is very important work for each and every entrepreneur because without innovation impossible success of business.
- 8) 21st centuries various option available for small business and large business entrepreneurs for solving the different problems. Risk diversification is art of success the business. Mudra yojana

providing poor people money and economical problem. Start India providing for capital problems in first stage and second capital stage. Skill development program provide the skillful and qualified employees. It is important for succession business. These are sources of solution and center.

9) **Stand Up India:**

The stand-up India scheme is a government scheme provides to women entrepreneurs that aims to promote entrepreneurship among women other and marginalized communities. The stand-up India scheme it is schemes provides only schedule cast and it scheme provides only schedules cast and trouble cast women entrepreneurs and marginalized communication. In the case of non-individual firms, a S.C., S.T. or under scheme, women entrepreneurs can get a loan ranging from Rs 10 Lakh to 1 Crore to start or expand their small business.

10) **Mudra Yojna:**

The Mudra loan scheme is a government initiative in India aimed at promoting entrepreneurship and providing economic support to micro and small enterprises. The scheme has special focus on women entrepreneurs as it aims to empower and promote women entrepreneurship in the country. The government of India provides a loan for micro, small a medium enterprise It is very easy terms and conditions is loan women enterprise and help the maximum with limit fix for get 1,00,000/-. The main object is motivated to start a enterprise

Conclusion:

Nuclear family more help was obtained from husband than the family members, whereas a joint family, more help in joint family, more help was obtained from family members than her husband. Most of them were Hindus. Very minimum of selected women went out of station for business purpose. Around 65% of women belong to nuclear families. The maximum of the selected women entrepreneurs stored their raw

materials their own quantity. The main purpose of the study is to find out the effectiveness of entrepreneurship in promoting women empowerment in economic. The result depicts that women entrepreneurship has a crucial role in accelerating women empowerment. Thus, future research needed to incorporate these limitations for further refining literature. Business friendly social environment inspires prospective women entrepreneurs choose the entrepreneurship.

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