



scarcity of raw materials and necessary inputs. This trouble is further deepened by the huge cost of inputs, on the one hand, and obtaining raw material at least discount, on the other. Stiff Competition: Women entrepreneur do not have organization set-up to pump in a lot of money for canvassing and advertisement. Thus they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Limited Mobility: In India, unlike men, women mobility is highly restricted due to various causes. Tiresome exercise involved in opening a venture coupled with humiliating attitude of officials towards women forces them to give up their plan of starting an enterprise. Lack of Education: In India, greater part of women is still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education, women have less awareness about business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises. Family Responsibilities: In India, it is primarily a women's duty to take care of the children and other family members. Man's role is secondary. A married woman has to strike a proper balance between her family and business. Her total engrossment in family leaves a little or no more time and energy to devote for business. Husband's approval and support seems to be crucial requirement for entry of women into business. Accordingly, the husband's education and family background positively impact entry of women into business activities

Low Risk-Bearing Ability: Risk-Bearing is a necessary prerequisite of a successful entrepreneur. Indian women prefer a protected life. Inadequate infra structural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio-economic constraints holds the women back from entering into business. Health Problems: The health problems faced by women entrepreneur are tension, backache, eyestrain, fatigue and headache. It is found that women feeling the problem of feeling fatigued after returning home, lack of rest and sleep and heavy schedule. Male-Dominated Society: Male fanaticism is still the prevalent in India. Our constitution proclaims equality of males and females. But, in practice, women are deemed to be abla, i.e. weak and helpless. They have to face male reservations regarding a women's role, capacity and ability and are treated accordingly. To summarize, women are not treated at par with men in our male-dominated Indian society. This, in turn, result into a barrier to entry of women into business. Production Problems: Production problem faced by maximum women are no availability of raw materials. Non availability of raw material is one of the reasons to the slow growth of women entrepreneurs. Other production problems are non-availability of machines or equipments, training facility are not available and non availability of labour, high cost of required machine or equipment.

#### CONCLUSION

The evolution of women entrepreneurs and their benefaction to the national economy is quite visible in India. The glass ceilings are shattered and women are found to be indulged in every line of business from papad to power cables.

Over a period of time, more and more women are going for advanced, professional and technical education. Their portion in total workforce is also increasing. We have many successful entrepreneurs in our country but still we have male dominated environment and women has to face challenges from family and society. All entrepreneurs face certain challenges, but women often have additional challenges and bottlenecks because of their gender.

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