



WOMEN ENTREPRENEURS

MEANING

- ✘ Women entrepreneurs may be defined as a “woman or a group of women who initiate, organize and run a business enterprise”.
- ✘ Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman run a enterprise is defined as “an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”.
- ✘ Women entrepreneurs constitute 10% of the number of entrepreneurs in our country.

- ✘ Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3'P's namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc
- ✘ We see a lot of women professionals in engineering, medicine, law etc. They are also setting up hospitals, training centres, etc.

- ✘ Women entrepreneurs face a series of problems right from the beginning till the the enterprise functions. Being a woman itself poses various problems to a woman entrepreneur.
- ✘ Women in rural areas have to suffer still further. They face tough resistance from men. They are considered as helpers. The attitude of society towards her and constraints in which she has to live and work are not very conducive.

Tips for Women entrepreneurs to kick start their small- business



Research about
your product &
services



Start a business
you are passionate
about



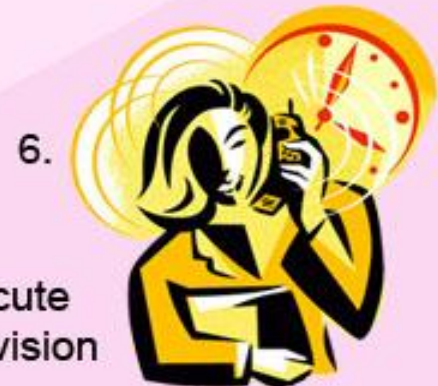
Explore
your market



Write your
business plan



Consult with
professionals



Excecute
your vision





PROBLEMS

× 1. Family ties:

Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other members of the family. They are over burden with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

2. Male dominated society:

Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these puts a break in the growth of women entrepreneurs.

3. Lack of education:

Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

4. Social barriers:

The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinders women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

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5. Shortage of raw materials:

The scarcity of raw materials, sometimes nor, availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

6. Problem of finance:

Women entrepreneurs stiffer a lot in raising and meeting the financial needs of the business. Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers on the ground of their less credit worthiness and more chances of business failure. They also face financial problem due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

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7. Tough competition:

Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organised sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises

8. High cost of production:

Several factors including inefficient management contribute to the high cost of production which stands as a stumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.

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9. Low risk-bearing capacity:

Women in India are by nature weak, shy and mild. They cannot bear the amount risk which is essential for running an enterprise. Lack of education, training and financial support from outsides also reduce their ability to bear the risk involved in an enterprises.

10. Limited mobility:

Women mobility in India is highly limited and has become a problem due to traditional values and inability to drive vehicles. Moving alone and asking for a room to stay out in the night for business purposes are still looked upon with suspicious eyes. Sometimes, younger women feel uncomfortable in dealing with men who show extra interest in them than work related aspects.

11. Lack of entrepreneurial aptitude:

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have no entrepreneurial bent of mind. Even after attending various training programmes on entrepreneurship women entrepreneurs fail to tide over the risks and troubles that may come up in an organisational working.

12. Limited managerial ability:

Management has become a specialised job which only efficient managers perform. Women entrepreneurs are not efficient in managerial functions like planning, organising, controlling, coordinating, staffing, directing, motivating etc. of an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

13. Legal formalities:

Fulfilling the legal formalities required for running an enterprise becomes an upheaval task on the part of an women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, water and shed allotments. In such situations women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.

14. Exploitation by middle men:

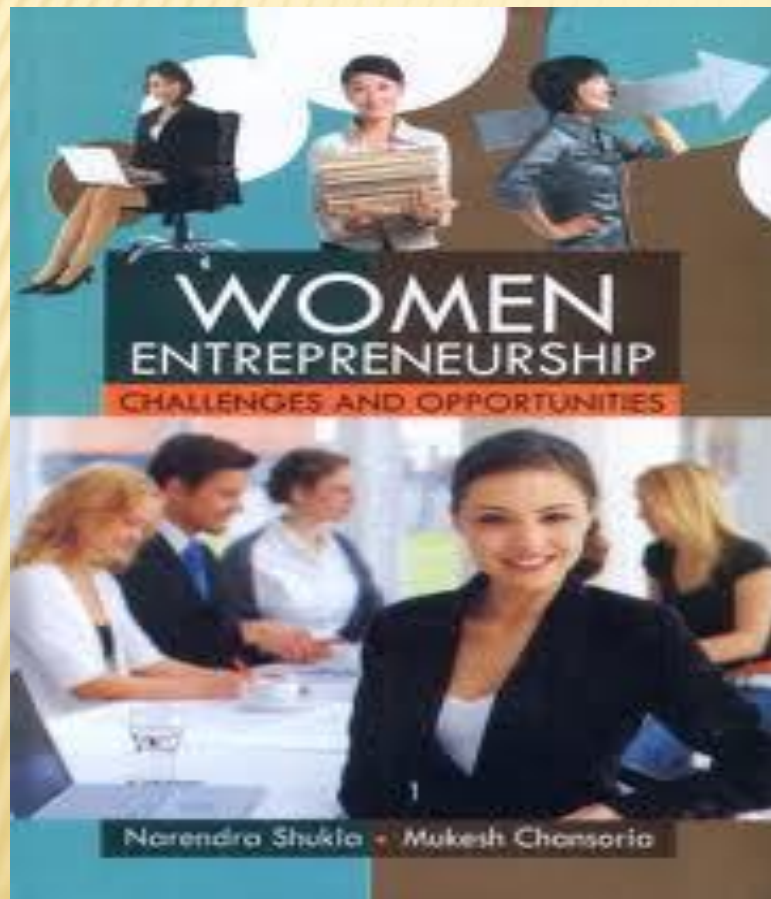
Since women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle men tend to exploit them in the guise of helping. They add their own profit margin which result in less sales and lesser profit.

15. Lack of self confidence:

Women entrepreneurs because of their inherent nature, lack of self-confidence which is essentially a motivating factor in running an enterprise successfully.

16. Dual Responsibility

They have to strive hard to strike a balance between managing a family and managing an enterprise. Sometimes she has to sacrifice her entrepreneurial urge in order to strike a balance between the two.



INDIAN WOMEN ENTREPRENEURS

- ✕ **Shahnaz Hussain**
- ✕ Current position: CEO, Shahnaz Herbals Inc

Shahnaz Hussain is the biggest name in herbal cosmetics industry in India. She has introduced a number of trend setting herbal products .

Currently, the Shahnaz Husain Group has over 400 franchise clinics across the world covering over 138 countries.



- ✖ **Indra Nooyi**
- ✖ Current position: CFO, PepsiCo

Indra Nooyi, 56, is the current chairman and CFO of the second largest food and beverage business, PepsiCo

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- ✖ **Naina Lal Kidwai**
- ✖ Current position: Group General Manager & Country Head – HSBC, India

Naina Lal Kidwai, 55, is presently the Group General Manager and Country Head of HSBC India. Indian government conferred Padma Shri award on Naina for her contributions in the field of Trade and Industry.



Kiran Mazumdar Shaw

- ✖ Current position: CMD, Biocon

Kiran, 59, is the founder Chairman and Managing Director (CMD) of Biocon Limited.



- ✖ **Chanda Kochar**
- ✖ Current position: MD & CEO – ICICI Bank

Chanda Kochar, 51, is currently the MD & CEO of india's largest private bank ICICI Bank.



- ✖ **Ekta Kapoor**
- ✖ Current position: JMD & Creative Director, Balaji Telefilms

Ekta Kapoor is the daughter of legendary star of yesteryears Jeetendra and sister of Bollywood actor Tusshar Kapoor.

Ekta has created a niche for herself in TV serial and film production. She can easily be termed as the most successful female producer of entertainment world



- ✘ **Simone Tata** Current position: Chairperson (Former), Lakme Chairperson (Present), Trent Limited

French by birth and educated in Switzerland, Simone is wife of Naval Homey Jahangir Tata and step mother to Ratan Tata. She is better known as 'Cosmetic Czarina of India'.



- ✖ **Sulajja Firodia Motwani**
- ✖ Current position: JMD – Kinetic Motors

Motwani is the Joint Managing Director of Kinetic Motors.

Sulajja has single-handedly designed and developed marketing strategies to spearhead the company's growth forward. Sulajja worked in a California-based Investment Company before coming to India to join her grandfather's business.



- ✖ **Ritu Kumar**
- ✖ Current position: Fashion Designer

Ritu Kumar is one of the big names in Indian fashion industry.

Ritu has carved a niche for herself in designing a variety of wardrobes including swimwear, eveningwear, traditional Indian wear, casual wear and formal evening gowns.



VANDANA LUTHRA

- ✖ VLCC, a beauty and wellness giant has its presence in 11 countries across Asia, Africa and the GCC (Gulf Cooperation Council) and the credit goes to Vandana Luthra. Initially, a homemaker, Vandana started her journey in 1989 when the first of her two daughters was only 3 years-old.



SUCHI MUKHERJEE

- ✖ Limeroad was started in 2012 by Suchi along with Manish Saksena, Ankush Mehra and Prashant Malik. The company has raised a funding of \$20 Million from Lightspeed venture partners, Matrix partners and Tiger Global.



RICHA KAR

- ✗ Richa is the founder of online lingerie store Zivame.
- ✗ Zivame is probably the first in the online lingerie space in India and has played a role in educating women across the country about intimate wear and shaping consumer behaviour.

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MS. PRIYANKA GUPTA, EXECUTIVE DIRECTOR, MPIL STEEL STRUCTURES LTD. WAS AWARDED THE PRESTIGIOUS WOMAN ENTREPRENEUR OF THE YEAR AWARD (2012) BY THE ET NOW, AT AN AWARD CEREMONY HELD IN DELHI ON DECEMBER 13, 2012

