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A Study on Women entrepreneurs of District Jalandhar

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Abstract

This paper is an attempt to study the challenges before women entrepreneurs of Jalandhar district. The data has been collected in the month of September 2018. The sample size of the study is 300. The study population includes the women entrepreneurs of Jalandhar. Factor analysis and Levene statistics have been used for data analysis at SPSS 13. Four factors have been extracted namely, marketing challenges, fear and managerial skills, production challenges and stiff competition. Analysis of variance for challenges faced by women entrepreneurs and age of respondents shows that there exist a significance difference between the age and challenges for the aspect of fear and managerial skills. Analysis of variance for challenges faced by women entrepreneurs and marital status of respondents shows that there exist a significance difference between the marital status and challenges for the aspect of stiff competition. There is no significant difference between challenges faced by women entrepreneurship and no. of kids they have.

Key words: women entrepreneur, Challenges

Introduction

Entrepreneurship is one of the four main economic factors viz, land, labour, capital and entrepreneurship. **kirzner** (1997) stressed the fact that entrepreneur is the decision maker in a particular cultural context, who commands a range of behaviour's that exploit these opportunities. **Richard and Ralph** briefly stated "The entrepreneur organises and operates an enterprise for personal growth." In traditional societies, women were confined to the four walls of houses performing household activities. In modern societies they have come out of four walls to participate in all sorts of activities. Earlier, women restricted their activities to selected professions such as education, nursing, office work, medical etc. are now entering in professions like business, industry, trade, agriculture, fisheries, doll making, beauty parlour, baker, fashion designer, etc. Empirical evidence shows that women contribute significantly to the running of family businesses. But now they explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. As per government of India "An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to

women". According to **Kaufman**, in 2016 the rate of women entrepreneurs saw the biggest increase in almost two decades. Today, every month, 260 out of every 100,000 women chooses entrepreneurship. Table 1 depicts the Growth of women entrepreneurs in India.

Table 1: Number of Women Entrepreneurs registered in India

Women Entrepreneurship States	No. of units registered	No. of women entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other states and UT's	14576	4185	28.71
Total	57452	18848	32.82

Source: Report of MSMEs, 12th Five year Plan 2012-2017

Table 1 shows that Tamil Nadu is the first in total number of registered units in India followed by Uttar Pradesh with 39.84%, Kerala with 38.91%, Punjab with 33.77%, Maharashtra with 32.12%, Gujarat with 39.72%, Karnataka with 26.84%, Madhya Pradesh with 28.38%, and other states and UT's with 28.71%.

Literature Review

Sanchita (2010) in her paper titled "women entrepreneurship in Haryana: challenges and problems" highlighted the various problems and challenges faced by woman entrepreneurs while running the enterprises in the present competitive world of today which is both healthy as well as unhealthy. The problems of women entrepreneurs include working capital, distribution channel, sales promotion, electricity, human resources and competition with medium and large industries.

Shankar (2013) in his paper titled "women entrepreneur in India opportunities and challenges" highlighted the endeavors to study the concept of women entrepreneurs in India. He further studied on the reasons to become an entrepreneur, reasons for slow progress of women entrepreneurs in India, what schemes are rendered by Government of India for promotion and development of women entrepreneur in India. **Mubashir Majid Baba (2013)** in his paper titled "Development, Challenges and Remedies of Women Entrepreneurship with Special Emphasis on Assistance Availed by Women Entrepreneurs in Jammu and Kashmir State" highlighted the role, Trends, Problems faced by women entrepreneurs and also the position of women Entrepreneurs in Jammu and Kashmir. Further it dealt with assistance provided to women entrepreneurs.

Bhardwaj (2013) in her paper entitled "women entrepreneurship in India: issues and problems you can tell the condition of a nation by looking at the status of its women" The paper discussed about the status of women entrepreneurs & also analyse the factors which motivates women to start their own venture and the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment. An attempt was made to understand the role of government to accelerate the growth of women entrepreneurship.

Mahajan (2013) in her paper titled “Women Entrepreneurship in India” has indicated and emphasized the women entrepreneurs as the potentially emerging human resource in the 21 century. The primary objective of this paper was to find out the status of women entrepreneurs in India and also studies the success story of Hina Shah the most successful women entrepreneurs of India in plastic packaging and founder of ICECD. Women of 21 century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the the overall population possessing the capacity to transform economies into thriving enterprises. **Vijayaragavan (2014)** in his paper titled “Problems and opportunities of women entrepreneurs in India” mainly focused towards the problems and opportunities of women entrepreneurs in India. Women entrepreneurship becomes significant tool for women empowerment. Women entrepreneurs need to enhance their living standard into a comfortable level along with their family which in turn helps in development of the country. Generally entrepreneurs are strength of any successful economy in the world. Today with growing population we want to take necessary step to nurture entrepreneurship particularly women empowerment through entrepreneurship. **James and Satyanarayana (2015)** in their paper titled “Women entrepreneurship in India problems and prospects” have focused on the status of women entrepreneurs problems faced by them, and also offered suggestion for overcoming their problems and improve performance of women entrepreneurs in this competitive world. **Sinha (2016)** in her paper entitled “Problems and Prospects of Women Entrepreneurship in Uttarakhand” focused on the type of enterprises set up by female and male entrepreneurs, their social economic background, and important motivational factor, their performance and problems in running the enterprises efficiently and profitably. The present investigation was aimed at examining the problems and prospects of women entrepreneurship in Uttarakhand,India. Based on a sample of 400 men and women entrepreneurs, the findings revealed that the main motivating factor to start an enterprise was to earn money by both men and women entrepreneurs. The study concluded that women of the region had enough potential to take up entrepreneurship as career. Determined efforts from women entrepreneurs supported by congenial climate can bring about substantial results. Women were found competing with men in all disciplines of study from anthropology to astrophysics, medicine to management. Involvement of women in entrepreneurial activities would ensure effective utilization of labour, generation of income and hence improvement in quality of life. **SirumalarRajam and Soundararaja (2016)** in their paper titled “ problems faced by women entrepreneurs” had focused on the development of women entrepreneurs in the country. **Kaushik (2016)** in his paper titled “Challenges Faced by Women Entrepreneurs in India has highlighted various motivating and de-motivating internal and external factor of women entrepreneurship.

Research Methodology

The data has been collected in the month of September 2018. The convenience sampling method has been used. A questionnaire was developed to know the response of respondents for the purpose of study. The response was taken on five point Likert scale (5-Strongly Agree, 4-Agree, 3-Neutral, 2-Disagree, 1-Strongly Disagree). The Secondary Data was collected through

books, Internet and research papers. The sample size of the study is 300 respondents. The study population includes the women entrepreneurs of Jalandhar. Factor analysis and Levene statistics have been used for data analysis at SPSS 13.

Null Hypotheses

Null Type 1: There is no significance difference between age and challenges faced by women entrepreneurs

Null Type 2: There is no significance difference between marital status and challenges faced by women entrepreneurs

Null type 3: There is no significance difference between no. of kids and challenges faced by women entrepreneurs

Null type 4: There is no significance difference between qualification and challenges faced by women entrepreneurs

Null type 5: There is no significance difference between work experience and challenges faced by women entrepreneurs

Research Objectives

1. To extract the challenges affecting women entrepreneurs in Jalandhar.
2. To study the impact of demographic variables with regard to challenges faced by women entrepreneurs.

Data analysis and interpretation: Demographic analysis of respondents

Personal statistics that include such information as income level, gender, education level, location, ethnicity, and family size are demographic variables. The demographic characteristics of women also construct their behaviors towards entrepreneurship. Numerous studies have emphasized the role of demographic characteristics such as age, religion, gender, experience, background and education of entrepreneurs towards their entrepreneurial behaviors and firm's performance (Ahmad, 2007; Davidsson, 1995). Age is one of the important variables in contemporary social science research (Aapola, 2002). Educational level reflects an individual's cognitive ability and skills (Wiersema and Bantel, 1992). Table 2 shows the demographic analysis of respondents.

Table 2: Demographic analysis of respondents

Age	Percentage
25 years or below	60
25-40	35
40-60	5
Above 60	0
Marital status	Percentage
Married	65
Unmarried	35
Total	100
Number of kids	Percentage
0	71
1	20

2	7
4	2
Qualification	Percentage
12 th or below	3
Graduation	32
Post Graduation	65

The researcher has divided the age of the respondents into four groups, 25 years or below, 25-40 years, 40-60 years and above 60 years. It is depicted that 60% respondents are 25 years or below, while 35% of them have the age group from 25-40 years and 5% respondents belong to the age group 40-60 years. It is therefore analysed that the majority of entrepreneurs have the age 25 years or below. It is also analysed that majority of respondents are unmarried. It is depicted from table 1 that 71% respondents have no kids, 20% respondents have 1 kid, 7% respondents have 2 kids and 2% respondents have 4 kids. It is, therefore, analysed that maximum respondents have 0 kids. It is found that 3% respondents are either 12th pass or below, 32% respondents are graduated and 65% respondents are post graduated. It is, therefore, analysed that maximum respondents are post graduated.

Analysis of Work Experience of Respondents

The researcher has divided work experience of the respondents into four groups, 0-5 years, 5-10 years, 10-20 years and 20 years and above.

Table 3: Analysis of Work Experience of Respondents

Work experience	Percentage
0-5 years	86.0
5-10 years	11.0
10-20 years	2.0
20 years or above	1.0
Total	100.0

It is depicted from table 3 that 86% respondents have below 5 years of experience, 11% respondents have 5-10 years, 2% respondents have 10-20 years of experience and 1% respondent has above 20 years of experience.

Analysis of Motivational factors required to start enterprises by women:

Various motivational factors are self motivated, motivated by family, to earn money, to be self dependent, to utilize own's skills, family occupation, due to some traumatic.

Table 4: Motivational factors for starting the enterprises by women

Factors	Percentage
Self motivated	55
Motivated by family	43
To earn money	41
To be self dependent	56
To utilize own's skills	16
Family occupation	5
Due to some traumatic	3

Table 4 depicts that 55% women are self motivated, 43% women are motivated by family, 41% are motivated to earn money 56% want to be self dependent, 16% women want to utilize their own funds, 5% women are affected by family occupation and 3% due to some traumatic are motivated for starting their own enterprises.

Extraction of challenges faced by women entrepreneurs

Factor analysis is a technique that is used to reduce a large number of variables into fewer numbers of factors. In this section, factor analysis has been applied to extract the challenges faced by women entrepreneurs. Before applying factor analysis, Kaiser- Meyer-Olkin and Bartlett's test of Sphericity has been applied to assess the adequacy.

Table 5: KMO and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	946.774
	df	136
	Sig.	.000

Table 5 shows that KMO value is .805 which is more than the standard value i.e 0.60 which depicts that sampling is a adequate and the data analysis can be proceed further.

Communalities: - The sum of the squared factor loadings for all factors for a given variable (row) is the variance in that variable accounted for by all the factors, and this is called the communality.

Table 6: Communalities

	Initial	Extraction
var2	1.000	.491
var3	1.000	.513
var4	1.000	.820
var5	1.000	.713
var6	1.000	.649
var7	1.000	.761
var8	1.000	.565
var9	1.000	.611
var10	1.000	.517
var11	1.000	.825
var12	1.000	.737
var13	1.000	.622
var14	1.000	.668
var15	1.000	.640
var16	1.000	.822
var17	1.000	.669
var18	1.000	.671

Table 6: Communalities

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var14	1.000	.668
var15	1.000	.640
var16	1.000	.822
var17	1.000	.669
var18	1.000	.671

Extraction Method: Principal Component Analysis.

Table 7: Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.808	40.049	40.049	6.808	40.049	40.049	4.264	25.083	25.083
2	1.802	10.597	50.647	1.802	10.597	50.647	3.101	18.242	43.324
3	1.613	9.488	60.135	1.613	9.488	60.135	2.245	13.206	56.530
4	1.072	6.308	66.443	1.072	6.308	66.443	1.685	9.912	66.443
5	.983	5.781	72.224						
6	.859	5.051	77.275						
7	.736	4.332	81.608						
8	.642	3.774	85.382						
9	.478	2.815	88.196						
10	.360	2.116	90.312						
11	.343	2.019	92.332						
12	.294	1.729	94.061						
13	.271	1.593	95.654						

14	.267	1.571	97.225					
15	.228	1.341	98.566					
16	.129	.760	99.326					
17	.115	.674	100.000					

Extraction Method: Principal
Component Analysis.

Rotated component matrix: The rotated component matrix, sometimes referred to as the loading, is the key output of principal components analysis. It contains estimates of the correlations between each of the variables and the estimated components.

Table 8: Rotated Component Matrix^a

	Component			
	1	2	3	4
var2	-.391	.478	.141	.300
var3	.665	.260	.002	.053
var4	.824	.098	.174	.318
var5	.777	.233	.057	.227
var6	.546	.383	.446	.081
var7	.819	.087	.258	.129
var8	.483	-.040	.133	.559
var9	.097	.083	.123	.762
var10	.182	.163	.521	.432
var11	.120	-.040	.899	-.011
var12	.112	.157	.806	.225
var13	.217	.678	-.006	.340
var14	.316	.601	.245	.384
var15	.475	.604	.208	-.083
var16	.169	.882	-.036	-.123
var17	.505	.612	.196	.028
var18	.678	.435	.146	.031

Table 9: Component Matrix^a

	Component			
	1	2	3	4
Var2	.109	-.094	.656	.202
var 3	.627	-.161	-.305	-.013
var 4	.796	.153	-.384	.121
var 5	.764	-.046	-.341	.102
var 6	.775	.070	.032	-.208
var 7	.762	.147	-.390	-.082
var 8	.536	.310	-.194	.379
var9	.380	.307	.180	.583
var 10	.531	.399	.261	.091
var 11	.388	.622	.258	-.470
var 12	.520	.519	.382	-.225
var 13	.606	-.321	.293	.258
var 14	.740	-.088	.292	.165
var 15	.705	-.290	.076	-.231
var 16	.531	-.641	.337	-.127
var 17	.759	-.263	.077	-.131
var 18	.773	-.185	-.163	-.111

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Component Transformation Matrix: The original factor or component loadings are transformed to the rotated loadings by post multiplying the matrix of original loadings by the transformation matrix. The values in the transformation matrix are functions of the angle(s) of rotation of the factors or components.

Table 11: Component Score Coefficient Matrix

	Component			
	1	2	3	4
var 2	-.284	.263	.041	.228
var 3	.200	.000	-.097	-.054
var 4	.239	-.130	-.054	.116
var 5	.221	-.047	-.110	.063
var 6	.081	.051	.173	-.115
var 7	.252	-.127	.036	-.051
var 8	.110	-.148	-.083	.367
var 9	-.082	-.035	-.094	.569
var 10	-.068	-.014	.200	.209
var 11	-.045	-.090	.538	-.202
var 12	-.100	-.007	.423	-.006
var 13	-.077	.255	-.135	.204
var 14	-.058	.185	.003	.182
var 15	.061	.191	.057	-.205
var 16	-.073	.390	-.066	-.169
var 17	.059	.183	.023	-.117
var 18	.161	.072	-.017	-.114

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Table 12: Component Score Covariance Matrix

Component	1	2	3	4
1	1.000	.000	.000	.000
2	.000	1.000	.000	.000
3	.000	.000	1.000	.000
4	.000	.000	.000	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotated Component Matrix: The rotated component matrix, sometimes referred to as the loadings, is the key output of principal components analysis. It contains estimates of the correlations between each of the variables and the estimated components.

Table 10: Rotated Component Matrix^a

	Component			
	1	2	3	4
var2	-.391	.478	.141	.300
var3	.665	.260	.002	.053
var4	.824	.098	.174	.318
var5	.777	.233	.057	.227
var6	.546	.383	.446	.081
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var10	.182	.163	.521	.432
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var12	.112	.157	.806	.225
var13	.217	.678	-.006	.340
var14	.316	.601	.245	.384
var15	.475	.604	.208	-.083
var16	.169	.882	-.036	-.123
var17	.505	.612	.196	.028
var18	.678	.435	.146	.031

Table 13: Factors extracted after Factor Analysis

Factors	Variables	Factor loading	% of variance
Marketing challenges	1. Lack of marketing idea	.824	25.083%
	2. Lack of ability to capture market	.819	
	3. Lack of marketing skills	.777	
	4. Limited managerial ability	.678	
	5. Lack of ability to utilize funds	.665	

Fear and Managerial challenges	1. Family discouragement	.882	18.242%
	2. Fear of failure	.678	
	3. Decision making problems	.612	
	4. Lack of practical knowledge	.604	
	5. Lack of confidence	.601	
Production challenges	1. Lack of training facilities for production	.899	13.206%
	2. Non availability of labour	.806	
Stiff competition	1. Stiff competition	.768	9.912

Table 13 depicts that four factors have been extracted after applying factor analysis named “marketing challenges, fear and managerial challenges, production challenges, stiff competition”.

Factor 1 “marketing challenges” with % of variance 25.083% consists of five variables i.e lack of marketing idea with factor loading .824, lack of ability to capture market with factor loading .819, lack of marketing skills with factor loading .777, limited managerial ability with factor loading .678, lack of ability to utilize funds with factor loading .665 with % of variance 25.083%. Factor 2 “fear and managerial skills” with % of variance 18.242% consists of five variables i.e family discouragement with factor loading .882, fear of failure with factor loading .678, decision making problems with factor loading .612, lack of practical knowledge with factor loading .604 and lack of confidence with factor loading .601. Factor 3 “production challenges” with % of variance 13.206%. consists of two variables i.e lack of training facilities for production with factor loading .899, non availability of labour with factor loading .806. Factor 4 “stiff competition” with % of variance 9.912%. consists of one variable stiff competition with factor loading .768.

Test of homogeneity of variance

Levene's test is a statistic used to assess the equality of variances for a variable calculated for two or more groups. Levene's test assesses the assumption. It tests the null hypothesis that the population variances are equal (called *homogeneity of variance*). If the resulting *p*-value of Levene's test is less than some significance level (typically 0.05), the obtained differences in sample variances are unlikely to have occurred based on random sampling from a population with equal variances. Thus, the null hypothesis of equal variances is rejected and it is concluded that there is a difference between the variances in the population.

Analysis of Age and Challenges Faced by Women Entrepreneurs**Table 14: ANOVA between Age and Challenges Faced by Women Entrepreneurs.**

Test of homogeneity of variance						
	Levene statistic	Sig.	F	Sig.	Welch	Sig.
Marketing challenges	2.285	.107	1.425	.245	1.440	.278
Fear and managerial skills	2.468	.090	5.263	.007	15.023	.000
Production challenges	1.334	.268	.833	.438	1.039	.382
Stiff competition	.315	.730	.753	.474	.479	.632

Table 14 depicts the analysis of variance for challenges faced by women entrepreneurs and age of respondents shows that there exist a significance difference between the age and challenges for the aspect of fear and managerial skills.

Analysis of Marital Status and Challenges Faced by Women Entrepreneurs.**Table 15: ANOVA between Marital Status and Challenges Faced by Women Entrepreneurs.**

Test of homogeneity of variance						
	Levene statistic	Sig.	F	Sig.	Welch	Sig.
Marketing challenges	5.446	.001	1.712	.154	1.714	.165
Fear and managerial skills	1.209	.312	.559	.693	.503	.734
Production challenges	2.059	.092	.611	.656	.587	.674
Stiff competition	16.667	.000	1.744	.047	2.745	.039

Table 15 depicts the analysis of variance for challenges faced by women entrepreneurs and marital status of respondents which shows that there exist a significance difference between the marital status and challenges for the aspect of stiff competition.

Analysis of No. of Kids and Challenges Faced by Women Entrepreneurs**Table 16: ANOVA between No. of Kids and Challenges Faced by Women Entrepreneurs.**

Test of homogeneity of variance						
	Levene statistic	Sig.	F	Sig.	welch	Sig.
Marketing challenges	2.546	.044	1.063	.379	1.271	.297
Fear and managerial	24.665	.000	5.115	.601	.801	.533

skills						
Production challenges	1.597	.189	.427	.789	.758	.558
Stiff competition	1.921	.113	.368	.831	.667	.619

Table 16 depicts that there exists no significance difference between challenges faced by women entrepreneurs and number of kids.

Analysis of Qualification and Challenges Faced by Women Entrepreneurs

Table 17: ANOVA between Qualification and Challenges Faced by Women Entrepreneurs.

Test of homogeneity of variance						
	Levene statistic	Sig.	F	Sig.	welch	Sig.
Marketing challenges	1.324	.267	.363	.834	.470	.757
Fear and managerial skills	.341	.849	.457	.767	.491	.743
Production challenges	6.136	.000	2.069	.091	2.114	.094
Stiff competition	1.382	.246	.690	.601	.611	.656

Table 17 depicts that there exists no significance difference between challenges faced by women entrepreneurs and qualification.

Analysis of work experience and Challenges Faced by Women Entrepreneurs

Table 18: ANOVA between Work Experience and Challenges Faced by Women entrepreneurs.

Test of homogeneity of variance						
	Levene statistic	Sig.	F	Sig.	welch	Sig.
Marketing challenges	4.657	.002	1.131	.347	1.080	.379
Fear and managerial skills	4.082	.004	.919	.456	.907	.470
Production challenges	3.526	.010	.697	.596	1.014	.410
Stiff competition	3.863	.007	.962	.466	.681	.609

Table 18 depicts that there exists no significance difference between challenges faced by women entrepreneurs and work experience.

Findings:

The major findings are:

1. Four factors have been extracted namely, marketing challenges, fear and managerial skills, production challenges and stiff competition.

2. Analysis of variance for challenges faced by women entrepreneurs and age of respondents shows that there exist a significance difference between the age and challenges for the aspect of fear and managerial skills.
3. Analysis of variance for challenges faced by women entrepreneurs and marital status of respondents shows that there exist a significance difference between the marital status and challenges for the aspect of stiff competition.
4. There is no significant difference between challenges faced by women entrepreneurship and no. of kids they have.
5. There is no significant difference between challenges faced by women entrepreneurship and educational qualification.
6. There is no significance difference between challenges faced by women entrepreneurship and work experience.

Suggestions

The following are the suggestions:

1. Some women need some technical training.
2. Some women need the support from the financial institution.
3. Public speaking scheme should be provided by the government to women entrepreneurs.
4. Government should provide special infrastructure facilities whatever women entrepreneurs needs.
5. An awareness programme should be conducted on mass scale with the intention of creating awareness among women areas to conduct business.
6. Women in business should be offered soft loans and subsidies for encouraging them into industrial activities.
7. Motivating the women entrepreneur's family as fathers or husbands are the main motivators.
8. International, national and local trade fairs, industrial exhibitions should be organized to help women to facilitate interaction with other women entrepreneurs.
9. A women entrepreneur guidance cell should be setup to handle various problems of women entrepreneurs.
10. Government can help women in marketing their products through its outlets at various levels.

Conclusion

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is high time that country should rise to the challenge and create more support systems for encouraging more entrepreneurship among women.

Since 1980, the government of India has shown increasing concern for women issues through a variety of legislations promoting the education and political participation of women. There should also be efforts from all sectors to encourage the economic participation of women.

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at economy as well as global level to enhance women involvement in the enterprise sector. This is mainly because of attitude changes, diverted conservative mindset of society to modern one, daring and risk taking abilities of women, support and cooperation by society members, and relaxations in government policies, granting various uplifted schemes to women entrepreneurs etc. thus, what else is required is to continue with the changed trend, emphasizing on educating women population, spreading awareness amongst women to outshine in the enterprise field, making them realize their strengths and important position in the society and great contribution they can make for their industry as well as entire economy.

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