

WOMEN SHG ENTREPRENEURSHIP IN INDIA: PROBLEMS AND SOLUTIONS

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Abstract:-

Entrepreneurship is the act of being an entrepreneur. With the help of SHGs women start business and become entrepreneur. Self Help Groups are made by the women. They collect money from members of the SHGs. The economical backward women come together create self help group. With this SHG they started a business on collective efforts. The involvement of women in Self Help Groups (SHGs) has been encouraged on the grounds that it serves the welfare of its members through savings, investment, capacity building and loan services. Realizing this potential, governments and other stakeholders have promoted women engagement in SHGs with a view to enhance community development. Most of the women SHG members are engaging in agriculture, horticulture, sericulture, dairying etc. A Self-Help Group (SHG) is a registered or unregistered group of micro entrepreneurs having homogenous social and economic backgrounds, voluntarily coming together to save regular small sums of money. They mutually agree to contribute to a common fund and to meet their emergency needs on the basis of mutual help. Also it is a group of people who pool in their resources to become financially stable by taking loans from the money collected by that group and by making everybody of that group self-employed. Family discouragement, Social Barriers, Caste and Religion, Lack of self confidence and risk bearing capacity, Psychological factors, Lack of practical knowledge, Problem of finance, Lack of information etc. are some problems before women SHG entrepreneurship. Technical training, management training, increasing self confidence in women, getting family support are some solution to overcome these problems.

Key words: women entrepreneurship, self help groups, problems faced by SHG's.

Introduction:-

Self Help Groups are made by the women. They collect money from members of the SHGs. The economical backward women come together create self help group. With this SHG they started a business on collective efforts. The involvement of women in Self Help Groups (SHGs) has been encouraged on the grounds that it serves the welfare of its members through savings, investment, capacity building and loan services. Realizing this potential, governments and other stakeholders have promoted women engagement in SHGs with a view to enhance community development. Most of the women SHG members are engaging in agriculture, horticulture, sericulture, dairying and animal husbandry, fisheries, home based industries like handcrafts, making different types of papad , pickle, beedi industry, Agarbati marking, tailoring and garment industry, pottery & black smith industry, doll making, fancy items, bee keeping, beauty parlour, printing, textile, electronic, chemicals, food processing, nursery, baby crèche centre and stationery etc.

In India, there is *Purushpradhan Sanskruti* that means men are deciding what women have to do. Women as compared to men have always been delicate and therefore they have to face many problems when they come out of the house to work with men. Indian Women have to face many

problems compare to developed economy. There are many psycho-social factors which hinder the path of women empowerment and her stepping towards entrepreneurship. Women have always been criticized by the male dominant society for their out of home activities. Indian women have to face many such problems. Indians believe in the philosophy that “Women should never be left independent; she should be under the control of her father in childhood, under the control of her husband after marriage and under the control of her son in old age”. But today women in India overcome this problem and do their own business with the help of SHGs.

Objectives:-

1. To know the problems of women SHG entrepreneurship in India.
2. To suggest solutions to overcome the problems of women SHG entrepreneurship In India.

Methodology of the study:

Present study is based on secondary source of data. The secondary data and other information has been collected from various books, journal, websites are also used for collecting the required information.

Concept of SHGs:-

Self Help Groups are groups of 10-20 people in a locality formed for any social or economic purpose. Most of the SHGs are formed for the purpose of better financial security among its members. SHGs can exist with or without registration. SHGs in India often work in association with Banks

Concept of Women Entrepreneurship:-

Government of India has defined women entrepreneurs 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 employment generated in the enterprise to women. Like a male entrepreneurs a women entrepreneur has many functions.

Problems of women SHG entrepreneurship:-

Though the economically backward women come together and starting a business on their own capital, they have to face many problems in India for continuing the business. These problems are as follows.

1. Family discouragement: As women in India have to work in homes like making foods and taking care of children and old members in the family etc., they are not supported much to undertake entrepreneurship by their family members.
2. Social Barriers: The most of the women in rural areas are illiterate. They does not know about SHGs and its advantages. Women SHG in India are always seen with suspicious eyes, particularly in rural areas, they face more social barriers.
3. Caste and Religion: In India, there are many caste and religion. Every caste and religion has its own protocols. Though India is a secular country in practice, caste and religious systems dominate with one another and it hinders women SHGs.
4. Lack of self confidence and risk bearing capacity: In India, Women lack self confidence. They always feel that they may not be successful and hence hesitate to take risks. Their mind is not so strong to bear risk.
6. Psychological factors: The tendency of the women in India that they always give preference to their family. Women always feel that she is ‘women’ and less efficient than men and hesitates to

take risks. She has to play a dual role if she is employed or engaged in work. She has to strive hard to balance her family life with care hence feels better to be housewife.

6. Lack of practical knowledge: Though women may be educated and have qualified knowledge, she lacks practical knowledge because most of the women have to fulfill their house work and hence hesitates to establish her own venture.

7. Problem of finance: No property is registered on the name of women. In family property is given to their son and not to daughter. So Women entrepreneurs lack property in their own name and hence banks and financial institutions may not give finance to women for business.

8. Lack of information: Women SHG lack knowledge of availability of raw materials, finance facilities and government help and subsidy etc; they lack knowledge of advanced technology, internet, new market, likes and dislikes of customers and hence cannot widen their markets.

9. Problems of middlemen: Women SHG have to face the problems of middlemen more. They generally depend more on them. Their margin of profit will be more and hence cause for higher selling price, which affects consumer's attraction towards women's products.

10. Problem of Marketing: Today competition is very hard. As generally women SHG will have small scale business they have to strive hard to sell their products in the modern competitive world. Their marketing knowledge is less. They have not marketing skills as required.

11. Delay in obtaining credit facilities: Every business need capital. For capital they take loan from financial institutions and banks. But it requires too much documents. As a result delay in obtaining credit facilities..

12. Female child discrimination: Most of the Indian families treat female child as a curse. Boys gets well education and business opportunities as compared to girls. Although a girl is well in studies, she is not given an opportunity for higher studies. However this perception is lowering down day by day.

13. Lack of financial and family support: Indian SHG women also suffer from the problem of acquiring venture capital and other financial resources for starting a business. They also lack a moral support from their family members including parents, husband etc. They are enclosed within their personal and family obligations, which are greater barriers to them. They play various role at the same time i.e., mother, wife, daughter, etc. First of all they have to prefer their home responsibility then business responsibility.

14. Market risk and uncertainties: Women have no full market knowledge. Market has full of uncertainties. They are afraid of such risks and uncertainties. They face difficulty in capturing market and enhancing product sales. There is a need for training to women entrepreneurs so that they are able to fight with the uncertainties very well.

15. Lack of technical knowhow: Most of the Indian women are illiterate about technology used in business. So they afraid of this new technology. Due to this problem they fail to grow along with the flow of the economy. There is a need of technical training for them.

16. Lack of self confidence:- Women have lack of self confidence, will-power, strong mental outlook and optimistic attitude. They are fear from committing mistakes while during their work. The family members and the society are not supported to entrepreneurial growth of SHG members.

17. Protected life: - Women in India are less educated, economically not stable nor self dependent. They are always depending upon their father or husband or son. It reduces their ability to bear risks and uncertainties involved in a business unit.

18. Maintain family ties and relationships: - In India married women have to make a fine balance between business and family. The business success also depends on the support of the family members extended to women in the business process and management. She should have to maintain both the things.

19. Family obligations:- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. The financial institutions discourage women entrepreneurs in SHG on the belief that they can at any time leave their business and become housewives again.

20. Less Mobility:- Unlike men, women mobility in India is highly limited due to many reasons. Women have big responsibility of family compare to men. They have very less time to meet friends. So the mobility of them is less. For getting success in SHGs, they should mobilize and take decision, plan for future, share problems etc.

Suggestions to overcome problems of Women SHG entrepreneurs:-

There are some solutions for overcoming the problems above are as follows:-

1. Technical training:- There is lack of technical knowledge in women entrepreneurs. If the women get the technical knowledge they can successfully handle the business well. Government should take some steps for this.

2. Management training: - The whole success is depend upon proper management. Proper planning, co-ordination, controlling, motivation, proper organizing etc are important in the success of every business. If the women get the proper training of it, then the business gets success.

3. Problem of Raw material:- There should be developed some system for purchasing raw material collectively. If raw material is purchased collectively, then the cost of it will reduced and the overall production cost is also reduced.

4. Marketing:- For overcoming the problem of marketing exhibitions should be arranged by the Government for promoting SHGs. They should arrange stalls, fairs for selling the goods of SHGs.

5. Lack of finance:- To overcome the problem of finance, Government should make the scheme of subsidy. SHGs can get the loan from the DCC banks at the rate of 4%. They can also increase the number of members to increase capital.

6. Family support:- For getting family support, there should arrange some programs in the villages which motive the villagers to support the women. The thinking also changed.

7. Make rural women aware of their basic rights:- In India rural women are exploited by their husbands, children and other family members and since they are uneducated and unaware as to whom to approach and how to safeguard their basic rights. They continue to suffer for long. Here, women SHGs become the torchbearers for such women and help them in getting educated and knowing their basic fundamental rights and laws.

8. Help rural women in getting employment:- SHGs give employment opportunities to the members as well as other people in the village. The women SHGs' play an instrumental role in arranging for various kinds of trainings for rural women relating to improved farming practices, livestock development, sewing, book keeping and general management. These trainings open up various employment opportunities for the rural women.

9. Boost self-confidence and enhance social status:- With the help of SHGs women gets some money to fulfill the needs of her family. Doing something for the family monetary wise

automatically builds the confidence in rural women. She become financially independent and she also gets social status.

10. Increase community participation of the rural women:- Not only women SHGs educate the rural women but also increase their community participation. They help the rural women in knowing their right to vote and even motivate them to take part in the local governance and village development process. This also goes a long way in empowering the rural women.

Opportunities to women SHG entrepreneurs:

Today women are highly educated, technically sound and professionally qualified. They should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector. A desirable environment is necessary for every women. The additional business opportunities that are recently approaching for women SHG entrepreneurs are Tourism industry , Telecommunication , making toys, Plastic materials, Mineral water, Eco-friendly technology and even some types of modern foods, Herbal and health care, fruits & Vegetable processing, Bio-technology, Event management etc.

Conclusion:-

Hence, it becomes necessary for the society and government to find remedies for the problems of women SHG. SHGs are important for improving financial healthy condition of women in the society. Already the central and state governments, non-governmental organizations banks, NABARD and various micro finance institution have taken so many steps to solve the problems of women SHG by the way of providing training to impact various marketing related skills, communication skills, leadership skills and team building skills etc. apart from providing various types of incentives and subsidy. So no doubt that the SHGs movement in India has been working in the right direction, but it is necessary to further empowerment of women in social, economical, cultural and political for the interest of the family in particular and the nation in general.

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