

# A Study on Women Entrepreneurs in Nagpur

Rajashree Kale<sup>1</sup>, Priti Rai<sup>2</sup>

<sup>1</sup>MBA Student, Department of Management Studies, G.H. Rasoni College of Engineering, Nagpur, India

<sup>2</sup>Assistant Professor, Department of Management Studies, G.H. Rasoni College of Engineering, Nagpur, India

**Abstract:** In today's scenario, Women entrepreneurs has taken a significant place in the progress of the nation. Women are the most persuasive source in the progress of any nation. They can bring change by finding solutions to the problems. In conventional Indian culture, they were restricted to four dividers. In present day society, they turn out four dividers to take up initiative in wide range of exercises including business enterprise. The study mainly focus on the problems faced by the women entrepreneurs to start their own business.

**Keywords:** women entrepreneurs, challenges, new government schemes.

## 1. Introduction

Entrepreneurship is that the act of putting in place a replacement business or receiving associate in nursing existing business thus on take blessings from new opportunities. Associate in nursing enterpriser could be a one that take initiative to create a modification in society.

He/She searches for issues and tries to bring the modification within the society by finding solutions to the issues. Business people structure the economy by making new riches and new openings and by creating new item and administration. The development of women entrepreneurs and their commitment to the financial framework is something unmistakable in India. Indian ladies business house owners square measure ever-changing the face of companies of nowadays, each virtually and figuratively. The dynamic growth and growth of women-owned businesses is one the shaping trends of the past decade and every one indications square measure that it'll continue intense.

## 2. Challenges Associated with Women Entrepreneurs

- Difficulties in arranging finances.
- Family responsibilities and commitments.
- Absence of education and pervasive degrees of lack of education amongst ladies.
- Lack of self-confidence and optimistic amongst women.
- Lack of counsel on the most proficient method to begin a venture.
- Domination by male and philosophy of male overwhelmed society.

## 3. New Government Schemes for Women Entrepreneurs in India

There are several schemes which was introduced by the Indian Government for Women Entrepreneurs. They are as follows:

- Mudra Yojana Scheme
- Trade Related Entrepreneurship Assistance and Development Scheme. (TREAD)
- Mahila Udyam Nidhi Scheme.
- Annapurna Scheme.
- Stree Shakti package of women entrepreneurs.
- Bhartiya Mahila Business Bank Loan.
- Deva Shakti Scheme.
- Udyogini Scheme.
- Cent Kalyani Scheme.

## 4. Objective of the study

- To study women entrepreneurship in Nagpur city.
- To study the advantages of women entrepreneurship.
- To comprehend the issues looked by the women entrepreneurs in firing up the endeavor.

## 5. Review of Literature

Support of women entrepreneurs is getting extra essential inside the change of social association on the gender lines. Larger part of past investigations target business visionaries by and large, so exertion a spot for the present examination to move in women business visionaries. Accordingly, this paper expects to audit writing with respect to significant snags of women business people in maintaining their organization. The research paper studies the Women Entrepreneurship in Nagpur city and the various obstacles faced by them. Women need to confront obstructions, for example, family duties, socio cultural, etc. to have a few open doors as men. As the number of women entrepreneurs is increased, it becomes necessary to improve the status of women in the society and self-employed women. Today's scenario has changed from previous years. Nowadays women takes the initiative to bring a change in the society. In dynamic world, women entrepreneur is a significant piece of the worldwide mission for maintainable financial advancement and social advancement. It is the main from Fifth Five Year Plan (1974-78) onwards that their job has been unequivocally perceived with a checked move in the

Factor	Category	Number of respondents	Percentage %
Age	20-30	42	79.25
	30-40	10	18.87
	40-50	1	1.89
	Above 50	0	0.00
Marital status	Single	38	71.70
	Married	15	28.30
Educational qualification	Primary	0	0.00
	Secondary	0	0.00
	Ug	28	52.83
	Pg	25	47.17
Age of business	Less than 5 years	46	86.79
	More than 5 years	5	9.43
	Now answered	2	3.77
Size of business	Micro (1-9 employees)	48	90.57
	Small (10-49 employees)	3	5.66
	Medium (50-249 employees)	0	0.00
	Large (250+ employees)	0	0.00
	Not answered	2	3.77
Problems/obstacles faced by them	No obstacles.	12	22.64
	A question of self-confidence.	4	7.55
	Start-up finance.	11	20.75
	Lack of information/advice on how to start an enterprise.	20	37.74
	Awareness/access to business support.	1	1.89
	Management skills.	1	1.89
	Entrepreneurial skills.	4	7.55
Reason for starting business	Profit/making money.	10	18.87
	Did not want to work for others.	32	60.38
	To make own decisions.	7	13.21
	Self-achievement.	4	7.55
Awareness of government schemes	Yes	23	43.40
	No	30	56.60

methodology from women welfare to women advancement and strengthening. A few strategies and projects are being actualized for the improvement of women entrepreneurship in India. The essential worry for some women is the consolidated duty of work and family. By getting to be business person, women can appreciate opportunity regarding area, frequently working at home or near the home.

### 6. Research Methodology

The source used in the study is primary data as well as secondary data. The questionnaire were filled by the women entrepreneurs of Nagpur. Sample size taken in this study is from 53 women entrepreneurs in Nagpur. The area of the research study will be confined to Nagpur city. The study adopted both exploratory and descriptive research methods.

#### A. Respondents of study

The data in the study is taken from the 53 respondents. The questionnaire were filled by the women entrepreneurs of Nagpur city.

### 7. Conclusion

Endeavor among women, in all probability improves the wealth of the nation when all is said in done and of the family explicitly. Women today, they are prepared to take up challenges that were once seen as the spare of men. From the data collected from the survey of women entrepreneurs in

Nagpur region, it is concluded that the women entrepreneurs are of very young age. Most of the women entrepreneurs of Nagpur, faced the problem of absence of information on how to start an enterprise. There has been a steady increase in the participation of women in small business indicating immense potential for entrepreneurial development among them. Also it has been observed from the survey that most of the women entrepreneurs started their business because they did not want to work for others.

### 8. Limitations

- Over 50% of the women are not aware of the new government schemes which was introduced for women entrepreneurs in India.
- There is less exposure for women entrepreneurs in Nagpur city as compared to metro cities.
- Out of 53 respondents, 20 women faced the problem of lacking the information on how to start their own enterprise.
- It has been observed from the survey that women entrepreneurs in Nagpur city does not have business on large scale.

### References

- [1] Shodhganga.com
- [2] Yourstory.com