

Barrier Gap of Woman Entrepreneurs in Rural Areas

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Abstract: *There is a gap between Successful and Unsuccessful in Women in the field of being an Entrepreneur (WME)*. The government wanted the country side women to start new business in small area of their interest and capabilities Country side women may perform things different manner. As being a rural woman she comes across many barriers in day to day life. Genders issues are a big issue in India. Women in Rural area are not much stronger mentally when compared with women in urban area. The support from the government is available in many forms to protect country side women and lend a support to prove them and to be recognized by others in the civilization. Daily they tend to face many fears in several forms in order to prove others their capabilities. In recent times they started to speak out and learn many things.*

Key Words : *Woman entrepreneurs, Problems, opportunities rural area, professional education, awareness, self confidence.*

I. INTRODUCTION

In recent Years Women have been successful in their achievement of carrier, the carrier have been decided by their successful story in rural and in urban areas. In the past women have been said to be inside the home and are not allowed to show and contribute to the society, their lives where within the four walls only. When days gone by women have started to come out and started to contribute to the society and to their individual life.

They started to contribute to the society by way of self employment, like preparing Pickles and Papads. Slowly they started to extend their areas in many fields. Both State and central government started to notice the emerging women in the fields of self employment and motivated them to carry their small business into a bigger and better one. Some women in rural areas faced many Barriers in reaching the support of the government. The GDP Growth have slowly increased with the support of WME*. After some time the self-employment word has changed to Entrepreneur or Entrepreneurs. in order to increase the emerging business class women in the countryside. The Government has come with many EDP in several areas. The various financial institutions are ready to help the country side women to start small business.

II. WOMEN ENTREPRENEURS (WME*)

In recent years women have started to start up their own business, the people and the society started to them as Entrepreneurs. Small and medium Business with Manpower of less than 15 employees where called has Entrepreneurs

and with the minimum investment of 400000.00 four lakhs. When Women started the Business they had to look loads of barrier in line to get successes in their business. When the opportunities were accepted by the women the hidden capabilities of women started to come out to the world. In form of employment opportunities and there where increase in standard of living. There was a hunger for satisfaction and a chance to prove them to the society that they have responsibilities to contribute to the country and to their family. The entrepreneurial world is still a male dominated one. But the Indian women entrepreneurs are facing some major constraints like Lack of confidence in their strength and competence.

III. BARRIERS TO THE WOMEN ENTREPRENEURS & RESULTS

The main Barriers faced by rural women in their business are lack of previous experience in form of Support regarding study. The main Barriers faced by WME* are as Follows:

1. The culture of the society:

We may be in the 21 century but still we see women not as part of the business society. Even it is tougher for the women in the rural areas they are considered to be inside the home to serve the family. The women in the Rural areas play many roles such as Wife Mother, Daughter in law, India is a kind of country where it is believed that men has Power, authority, influence and leadership. Male members assume have a high rate of risk handling.

2. Education Qualifications

Education level of WM* rate are lesser when compared with men the rural women are ignored in many ways with reference to the education, and the use of technology. The theoretical and practical Experience is very less when compared with men.

3. Uncertainties

Risk and uncertainty are the two words that everybody doesn't want to face in any form of their lives. In any business there is a Varsity of possibilities of risk and Uncertainties.

Women in India lives have a safe and protected life. Women have come across from childhood to depend on male members from birth. She is not encouraged to take any type of uncertainty decisions even if she is willing to face consequences

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4. Monetary

In India there are many financial institutions which supports the Entrepreneurs the main point is the policy and procedures are very long hard to get the support. This is the main barriers for WME *

5. Favorable conditions of WME* in Rural region

WME* have many Favorable conditions which contribute to the world of the society.

- Increase in standard of living
- confidence
- Develop awareness
- Achievement
- perfection in leadership qualities
- Decision making capacity

IV. CONCLUSION

WME* is about the position of women in neighborhood and the position of EDP in the same the social order. WME* face numerous barrier distinctively in outside their living areas .the main place is the real Market of where there is no acknowledgment for the women. Market is a place where acceptance and offer takes place. If there is lack in acceptances of the women it is a big de-motivation factor for them to perform in the world .at any the WME * has to come across all barriers in order to survive in the world as business people. They have come across many tasks that have to be prevailing over in order to give them way to success to perform in the world of business. The same opportunities as men particularly the entry of rural women in region will be encouraged, In order to motivate them the government has to support in all areas which is required to become as an WME* . If opportunities are given women can do wonders by their involvement in entrepreneurial activities. The countryside women are having basic aboriginal knowledge in all area to perform manage enterprise.

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