



SWOT Analysis on Role of Women Entrepreneurs in India

KOMAL N PARMAR,
RESEARCH SCHOLAR, KUKMA-KACHCHH.

ABSTRACT

This research paper describes the usefulness and effectiveness of SWOT analysis of women entrepreneurs in India. The scenario has been completely changed the conventional concept of business with reference to women to the fully modernized concept. Women entrepreneurs deal with selling and purchasing of goods and services through running their business with their own ideas to get success. Women entrepreneurs can enhance economic development in current time in India as well as in world also; they increase business opportunities, profitable access to markets. Starting a business by women is not an easy thing to do and to running it successfully requires a many great qualities and skills, business ideas, characteristics. At the beginning, it requires skills like, drive and initiative, resource access, mobility, quick decision making power. All women entrepreneurs having different strength and weaknesses and also they have different opportunities and threats to handle their business but few of them can be analyzed it and make the best decision out of it which increase profitability of the enterprise. The small women entrepreneurs are not capable to analyzing the internal strengths and weaknesses and external opportunities and threats. This paper focuses on the role of women entrepreneurs in 21st century and challenges faced by women entrepreneurs in India, how to overcome them and to enumerate the policies of Indian government for their empowerment. In this research paper we will discuss about the SWOT analysis of women entrepreneurs in it there is strengths, weaknesses, opportunities and threats existed in present scenario and it is used to solve the problems arises in business activities.

Keywords: Women entrepreneurs, Introduction, Research Methodology, SWOT Analysis, Strength, Weakness, Opportunities, Threats

Introduction

Women entrepreneurs have been starting new era of growth and they are rising stars of the economies in developing countries in the present scenario. In India larger numbers of women are engaged in government and private institutes but other than this engaged there are so many women who are engaged as successful entrepreneurs and run their enterprises smoothly and actively. They making profit and giving their best contribution to the Indian economy by themselves. Women are now active in every sort of business from pickle making to successful business women. Women controlled businesses are increasing all over the world in present times. As per the definition of government of India women entrepreneur is “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.”

Research methodology

Due to the large number of literature and studies on women entrepreneurs and swot analysis, I decided to narrow my objective of research to a reasonable amount of literature. In this study the main focus is given on the SWOT Analysis of women entrepreneurs in India. For this purpose secondary data is collected from different resources like newspapers, journals and also visit on different web sites.

Review of literature

Jain and Jain in a year 2014 studied that all women entrepreneurs face certain challenges, but women often have additional challenges and bottlenecks because of their gender. By creating a strong business network, learning new practices to maintain balance work and life, getting inspiration from other successful women entrepreneurs, and, by keeping them updated, women entrepreneurs can attain new heights of success. ILO in a year 2003 conducted the study to understand the processes and limiting factors for women in developing small enterprises, including formalizing them hence their research concludes that only a very small part of women entrepreneurs manage to develop small businesses. Perhaps this is not surprising in light of the multitude of barriers that they face. And yet, there is little information as to how the few women who do develop their enterprises from informal activities at the micro level to small and medium enterprises manage to do so in the face of this very difficult environment. one can be easily learned from the experiences of these women.

Objectives of the study

1. To analyses the overall scenario of women entrepreneurs in India.
2. To study the biggest challenges faced by women entrepreneurs in India.
3. To examine the SWOT Analysis of women entrepreneurs in India.
4. To give suggestion for making effective business of women entrepreneurs in India.

SWOT analysis?

SWOT analysis (strengths, weaknesses, opportunities and threats analysis) is a framework for identifying and analyzing the internal and external factors that can have an impact on the viability of a project, product, place or person.

SWOT ANALYSIS			
strength	weakness	opportunities	threats
what can you do better than your compititors?	which are the requirements to improve?	what market trend could lead to increased sales?	strength having to your compititors over to you?

Why SWOT Analysis? –

- It is simple and easy to apply
- It is flexible for all type of study
- Helpful to take better future decisions.

STRENGTH

- Women entrepreneur having confident in a nature, innovative in business ideas and creative mind for their products and services they have providing.
- Women entrepreneurs are capable to achieve self economic independency. They generate employment opportunities for others through initiating, establishing and running the enterprise by keeping good adjustment with her personal, family and social life.
- Women prefer to work from their own residence place, they also having difficulty in getting suitable and safer jobs.
- With compare to ancient time at present family giving support to the women entrepreneurs to getting a success in their enterprises.
- Women are also having strength to work hard with willingness. That’s why the reason they are getting success in their business.

WEAKNESS

- Women entrepreneurs don’t having proper technical knowledge regarding their business.

- Women entrepreneurs also facing a problem of proper support, cooperation and back-up for women by their own community and family members. Outside world people force them to stop the idea of becoming excellent in the enterprise field.
- Women entrepreneur's responsibilities towards her family are also making a boundary to the Achieve their goal. It will also affect to a national economy at a large scale.
- The greatest deterrent to women entrepreneurs is of gender related issues that is they are women. They are not such kind of rights to do economic activities. Mentality of people near to them also makes their moral down, so many of women decided to dropped down from the business activities.
- Social-barriers

OPPORTUNITIES

- Women attract entrepreneurial values and involve greatly in business dealings.
- Great business opportunities to the women entrepreneurs are eco-Friendly technology, Bio-technology, IT based business.
- To engaged in event management and make a bright career also.
- To become a tourist guide and doing self owned business by their self ability.
- A successful art- workers earning lots of money now a days
- Indian embroidery business has also larger chances to grow more.

THREAT

- Fear of expansion of organization and Lack of access to technology.
- Lack of strong mentality, positive outlook, self-confidence to success, and optimistic Attitude Amongst women creates a fear from committing mistakes while doing business strategy and Also in routine business work.
- Discrimination in financing and non supportive officials.
- Unsafe and poor supporting structure and having business work with male laborers.

Conclusion

India is a developing country and having mixed economy, male commanding society and Women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs are having basic straight knowledge, ideas, skill and resources to establish and manage businesses, but at the same time women entrepreneurs faced lots of problems like lack of education, problems of family, social problems, legal matters, expensive cost of production, male commanding society, limited capability, lack of self confidence, unaware about rules and regulation etc. Successful leading business women in India are ideal role model for our country to the other women who wants to start up. Government in its five year plan takes various steps for the betterment of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan also. Women have different potential and determination to setup enterprise in systematic manner.

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