



OPPORTUNITIES AND DEVELOPMENT OF WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT:

Entrepreneurship can be rewarding career route. But with rewards, come challenges. Women entrepreneurship is gaining momentum in today's context of a globalized village. Many women feel confident about themselves to leave the formal job scenario and work from home, starting a business on a modest scale, making a profit and moving onwards from there. They have managed to break the proverbial glass ceiling. It is their success stories, which become an inspiration to be studied. This paper focuses on the progress of women in the corporate sector and the challenges faced by them while pursuing their goals. We all understand that economic development of the today's women is crucial for economic development of any country specially a country like India. The dependency on service sector has created many entrepreneurial opportunities for women that they can utilise to enhance their social standing and reputation. In this paper, an attempt has been made to study the opportunities and challenges related with entrepreneurship that the women of our country face in the present times. Much knowledge is not found about the economic relevance of women in entrepreneurship programmes and the effect of these programmes on society and economy.

KEYWORDS:

ENTREPRENEURSHIP, WOMEN, ECONOMIC DEVELOPMENT.

INTRODUCTION

According to "AbdulKalam" Empowering women is a prerequisite for creating a good nation, when Women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation".

Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized.

OBJECTIVES OF THE STUDY

- To discuss the problems faced by the women entrepreneurs in India.
- To discuss the major factors affecting the development of women entrepreneurship among various countries.

- To discuss the measures needed to improve the state of women entrepreneurship in India.

Although India is male dominant entrepreneurship country but it is showing steady growth among the women entrepreneur since from 1980. There are various opportunities in India that compel the women to enter into entrepreneurship. Several women are becoming entrepreneurs especially the middleclass women due to pull and push of traditional and changing values. Under the pull factors, the women entrepreneurs choose a profession as a challenge. As adventure with an urge to do something new and have an independent occupation. Under the push factors women take up business entrepreneurs choose a responsibility is thrust on them due to work they take up business enterprises to get over financial difficulties when ability to manage details, dedication to work they take up. Some women possess essential qualities such as, liberation, privatization and globalization along with an ongoing IT revolution, more women are and increased attention and assistance by governments, international donors, and non-governmental organisation (NGOs) has forced Indian women to become the entrepreneur. The international women's year provided further encouragement to the emergence of women entrepreneurs in India. Despite, this there are fewer women industrial entrepreneurs, struggling to establish and run their industries. The task therefore is to develop strategies for bringing more into the entrepreneurial arena and provide them organized support.

DEVELOPMENT OF WOMEN ENTREPRENEURS

1. WOMEN ENTREPRENEURS OF THE FIFTIES

There was a need of enormous courage to break through the social maps and coding for both the category of women. However, such types of women required in the filters were only few. In many cases, the businesses were taken away by relatives. These women can be divided into two categories. The first category of women created and managed entrepreneurial activity, where there was no, male to generate income for the family. The women of second category took charge of the losers. There was a need of enormous courage to and the women and their families lived depending on them whether they had or did not have the resources.

2. WOMEN ENTREPRENEURS OF THE SIXTIES

Sixties was the decade when many women educated in schools and colleges began to have aspirations. Women married accepting the social coding of the socio-cultural traditions. But soon they took small steps to start small one-woman enterprises at home. There were still not for economic autonomy or economic self-sufficiency.

3. WOMEN ENTREPRENEURS OF THE SEVENTIES

A critical mass of women had their education and entered the work force as professionals in this decade. Now frontiers were opened by this decade. These women unlike their mothers had aspirations and ambitions. It was not the choice made out of compulsions or helplessness, but it was the choice made actively to take charge of one's own life. It was choice which began for many in their parental family and continued in their own personal homes.

4. WOMEN ENTREPRENEURS OF THE EIGHTIES

The women entrepreneurs, who belonged the nineties Both the social and occupational roles were accepted by the women entrepreneurs of 50's,60's and 70's.they tried to balance these two roles played by them. In eighties the women were educated in highly sophisticated technological and professional education. Several women had medical, engineering and similar other degrees diplomas. Many women entered the industry of their fathers and husbands as partners with equal contribution. It was the decade of the breakthrough for women in several fields and frontiers.

5. WOMEN ENTREPRENEURS OF THE NINETIES

The women entrepreneurs, belonged to nineties, were a different kind of women qualitatively. They had a role model for them in two men of earlier generations. Capability, competency, confidence and assertiveness were attributes of the women of the nineties. Many women and couples today chose to lead a life without bearing children since they want to focus their attention fully on work, relationships and enjoying freedom.

INSIGHTS ABOUT WOMEN'S ENTREPRENEURSHIP DEVELOPMENT

The following are the facts and insights about Women's Entrepreneurship Development:-

- Entrepreneurship can be an effective means to create employment and empower women and promoting women's entrepreneurship and gender equality helps to empower women in the society.
- Women lack confidence in their entrepreneurial abilities as such along with training women entrepreneurs should be provided with strategic partnerships, networking and programs that help in overall entrepreneurship development.
- Infrastructure that supports entrepreneurship opportunities should be provided for women's success.
- In all countries women still represent a minority in the sarea of entrepreneurship, are self-employed, or are small business owner-managers and their full potential has yet not been utilised properly.
- Women entrepreneurship is not very successful because they face lots of challenges because of lack of education, lack of role models in entrepreneurship, gender issues, weak social and economic status etc.

CONCLUSION

In India, the micro, small & medium enterprises development organizations, various state industries development corporations, the nationalized banks and even NGOs are conducting various programs including entrepreneurship development programs (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. Even as women are receiving education, they face the prospect of unemployment. In this background, self-employment is regarded as a cure to generate income. The planning commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic development. Women entrepreneurship is seen as on effective strategy to empower the rural and urban poverty.

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