



## A STUDY OF PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE IN INDIA

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### ABSTRACT:

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals and services women entrepreneurs have proved. Women owned business are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to merge into business ventures. 'Women Entrepreneur' is a person who aspects challenging role to meet her personal needs and become economically independent. The state of Tamilnadu is the industrial developing area in which some of the entrepreneurs excel in small scale industry. Even though the government organize women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, the study aims at undertaking the entrepreneurial development among women highlights their motivational forces and relationship between socio-economic of women entrepreneurs.

### KEYWORDS:

**WOMEN EMPOWERMENT, EDP, SOCIO-ECONOMIC, IT, WOMEN ENTREPRENEUR.**

### INTRODUCTION:

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals and services. There are many reasons for women to enter into entrepreneurial ventures in a predominantly society. Besides this, a network of institutions exists in the country to promote women entrepreneurship. Therefore, development of entrepreneurship among women has received special attention of the policy makers. Many organizations/institutions and associations promote and develop women entrepreneurship by providing financial assistance at concessional rates of interest and also organize industrial fairs and exhibitions. Besides organizing short-term EDPs for women, continues training in all management areas should be given to them. In recent years, there has been heightened global awareness regarding the contribution, which women can make for the process of economic development, although it is skill in the growth stage, there is unquestionably a business revolution in the works.

At the national level and the state level, there is a need to set up Women Industrial Development Bank in the existing banks and financial institutions, and it is advisable to start a separate cell called "Women Entrepreneurs Guidance Cell" to promote and guide the women entrepreneurs. Besides this, to promote and development the rural women entrepreneurship, efforts shall be made to get the achieve involvements of 'Mahila Samajs' or Women's organization by launching village adoption schemes. In recent years, there has been heightened global awareness

regarding the contribution, which women can make for the process of economic development. Entrepreneurship Development Programme (EDPs) for women creates entrepreneurial awareness among them. In this, a special character in the seventh plan has converted into the integration of women in economic development. The new industrial policy has stressed the need for conducting special Entrepreneurial Development Programme for women. Women entrepreneur have proved to be on par with their men counterparts in business acumen and are emerging as smart and dynamic entrepreneurs.

### OBJECTIVES OF THE STUDY

The present study has been carried out with the following objectives

- \* To analyze the factors that influence women to become entrepreneurs
- \* To analyze the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship.

### IMPORTANCE OF WOMEN ENTREPRENEURSHIP

Entrepreneurship is one of the important factors of industrialization, in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of undeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons

for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering plays an important role in developing society of a fast developing country like India. Nowadays it has been realized the enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of 'Jobseekers' to 'Job givers'. The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. The state of Tamilnadu is the industrialist developing area in which some of the entrepreneurs excel in small scale industry.

Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, the study aims at undertaking the entrepreneurial development among women highlights their motivational forces and relationship between socio-economic background of women entrepreneurs, motivational factors and their existing entrepreneurial.

#### **REASONS FOR WOMEN TO BECOME ENTREPRENEURS**

- \* They sometimes, women choose such career path for proving their potential, caliber in order to achieve self-satisfaction.
- \* Self-esteem, recognition, Self-determination, and career goal are they key drivers for choosing to entrepreneurship by women.
- \* The out of unemployment in the family and divorce can compel women into entrepreneurial activities.
- \* Skill, knowledge and adoptability in business are the main reasons for women to emerge into business ventures.
- \* They are growing as designers, interior decorators, exporters, publishers, garment manufactures and skill exploring new avenues of economic participation.
- \* With the advent of media, women are aware of their own traits, rights and also the work situations.
- \* The entry of women into business in India is an extension of their normal home activities.
- \* Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff.

#### **CONCLUSION**

IT is evident from the study that women are ready to face the challenges associated with setting up of business. Society is very much receptive to the concept of women entrepreneur, so is the family. Women education is contributing to a great extent to the social transformation.

The socio background including factors, type and mode of business, training programmes are the important problems of women entrepreneurs in India.

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