



WOMEN ENTREPRENEURS ARE THE PROMINENT FOR INDIA

ROJARAMANI.M ¹ | AANANTHI.K ²

¹ M.COM(CA) DEPARTMENT OF COMMERCE, E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625014

² M.COM(CA) DEPARTMENT OF COMMERCE, E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI - 625014

ABSTRACT:

In today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India. This paper includes rationale grounds behind the women entrepreneurship. Another main purpose of this paper is to analyze policies of the Indian government for women and also to analyze that are those policies adequate for the growth of women entrepreneurship. Main reasons for women to become an entrepreneur, the institutions that are serving the women to put their views into action are also included in this study. On the basis of this study some suggestions are given to encourage spirit of women entrepreneurship to become a successful entrepreneur.

KEYWORDS:

INTRODUCTION

Women entrepreneurs may be define as the women or a group of women who commence and operate a business venture. Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Government of India has described women financial interest as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women.

Women Entrepreneurs are highly increasing in the economies of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status in the society. Women entrepreneurs engage in business due to push and pull factors which give confidence to women to have an self-sufficient occupation and stands an their foots. The knowledge, skill and compliance in business are the core reasons for women to come forward into business ventures. A strong desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of contributing values in both family and social life. Logic towards independent decision-making on their life and career is the motivational factor behind this insists on 'women entrepreneur' is a person who accepts challenging role to meet her personal desires and turn out to be economically independent. The glass ceilings are shattered and women are found indulged in every line of business from aachaar to telecommunication with the

introduction of media, women are conscious of their own qualities, right and also the work situations.

Right efforts in all areas are vital in the development of women entrepreneurs and their greater involvement in the entrepreneurial activities. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business. Perception self esteem Entrepreneurial intensity& operational problem for future plans for growth & expansion.

REVIEW OF LITERATURE

Evaluate the research & publication contribution in the area of women entrepreneurship. The study categorized various journal& resources of resources of research on the basis of certain parameters concerned with women entrepreneurship like gender discrimination, personal a attributes, financing challenges, business unit, context and feminist perspectives.

Describes the experiences, initiatives & obstacles faced at five Nordic countries like Finland, Denmark, Iceland, Norway& Sweden towards women entrepreneurship. It broadly identifies few obstacles like financing, lack of knowledge & skill in business life. Female activity Nordic countries with the same of USA. It also compares various program me & schemes developed by Nordic countries & agencies that provide support to them. Markets &entrepreneurial activity, work life balance including lack of growth &wishes to growth and most importantly women as other groups are heterogeneous. OECD & European commission are focusing on methodologies in

analyzing quantitative & qualitative women entrepreneurship. The Nordic countries need a framework for policy learning develop a proper policy mix towards promoting women entrepreneurship

WOMEN ENTREPRENEURSHIP

For any developing country, Women entrepreneurs play the vital role particularly in terms of their contribution to the economic development. Women entrepreneurship has been recognized as an important source of economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent minority as women entrepreneurs, especially in Ramnad. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms limited mobility and access to information and network, etc. women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, governments across the world as well as various developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures.

Over the past few decades women are coming out of the boundaries of houses and proving their ability and competencies in the business world. Today the roles of women are not confined to the traditional role of a mother or a housewife. The role of women is much wider than, what it was previously.

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Highly educated, talented and professionally qualified women should be encouraged for running their own business, rather than reliant on wage service jobs. The uncharted talents of young women can be acknowledged, skillful and used for various types of industries to increase the yield in the business sector. A desirable atmosphere is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings.

But women in India are faced many problems to get ahead their life in business. A few problems can be detailed as;

Short of self-confidence-in India women have lack of self-confidence in their strength and ability. The family members and society are unwilling to stand beside their organizational growth. To a certain degree, this situation is changing with women and yet to face an incredible amend to boost the rate growth in entrepreneurship.

Social-Cultural Barriers-family and personal obligations sometimes works as a great barrier for succeeding in business career of women entrepreneurship. Only few women are capable of managing both home and efficiently,

giving sufficient time to perform all their responsibilities in priority.

Risks Related to Market- tuff competition in the market and lack of mobility of women make them dependent on middleman essential. Many business women find it very difficult to capture the market share and make their products well popular and accepted by customer. They are not fully conscious of the changing market environment conditions and hence can effectively exploit the services of media and internet.

Mobility constraints - women in India have to face lot of restriction on their mobility, our society still has some conservativeness.

Cost-some business have highly production and operation cost that adversely affects the expansion of women entrepreneurs.

At Present, the Government of India has over 27 schemes for women. Some of these are:

- ❖ Assistance to rural women in Non-Frame Development (ARWIND) schemes
- ❖ Entrepreneurial Development Programmes (EDPs)
- ❖ Indira Mahila Yojana
- ❖ Indira Mahila Kendra
- ❖ Integrated Rural Development Programmes (IRDP)
- ❖ Khadi and Village Industries Commission (KVIC)
- ❖ Management Development Programmes
- ❖ Women's development corporation (WDCs)
- ❖ Marketing of Non- Farm Products of Rural Women (MAHIMA)
- ❖ Mahila Vikas Nidhi
- ❖ Mahila Samiti Yojana
- ❖ Micro Credit Schemes
- ❖ NGO's Credit Schemes
- ❖ NABARD-KfW-SEWA bank project
- ❖ Priyadarshini project-A Programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plain's
- ❖ National Banks for Agriculture and Rural Development's Schemes
- ❖ Prime Minister's Rojgar Yojana (PMRY)
- ❖ Rashtriya Mahila Kosh
- ❖ Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- ❖ SIDBI's Mahila Uthayam Nidhi
- ❖ SBI's Stree Shakti Scheme
- ❖ Trade Related Entrepreneurship Assistance and Development (TREAD)
- ❖ Working Women's Forum

- ❖ Training of Rural Youth for Self-Employment (TRYSEM)

CONCLUSION

Empowering women entrepreneurs is crucial for achieving the goals of sustainable development and the bottlenecks hindering their growth must be reduced to enable full participation in the business. Apart from training programs Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are found. Therefore promoting entrepreneurship among Indian women is certainly a short-cut to rapid economic growth and development. Let us try to eradicate all kinds of gender bias and thus allow 'women' to be a great entrepreneur at par with men.

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