

Women Entrepreneur

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Abstract: *Women Entrepreneurship and women empowerment are considered as an important tool in eradicating poverty and unemployment. Empowerment of women may not be feasible just by creating employment opportunities for them. The need for hours is to inspire them to set up their own enterprise. Women entrepreneur are facing a number of challenges. She is active in family, farms, shop and in politics. Hence support of family member is essential for leveraging their creative talent. This conceptual paper indicates and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21st century. The primary objective of this paper is to find out the status of women entrepreneurs in India and also studies the to exhibit the encouraging and discouraging factors in an enterprise. Identification and analysis of all the shortcoming encountered by women in setting and establishing an industrial enterprise. Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economies into thriving enterprises. On the basis of this analysis some recommendations are given to promote spirit of women entrepreneurship and helping the women to become a successful entrepreneur..*

Keywords: digital-marketing, channel, platform, SEO.

I. INTRODUCTION

In former days, for women there were 3K's-Kitchen, Kids, Knitting, then came 3 P's – Powder, Pappad, Pickles and now at present there are 4 E's - Electricity, Electronics, Energy, Engineering. Indian women had undergone a long way are becoming increasingly visible & successful in all spheres and have shifted from kitchen to higher level of professional activities.

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. An entrepreneur is a person who starts an enterprise. He searches for change and responds to it. A number of definitions have been given of an entrepreneur. The economists view him as a fourth factor of production along with land labour and capital. Still others feel that entrepreneurs are innovators who come up with new ideas for products, markets or techniques. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social ecosystem.

Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. It is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage growing every year. If the prevailing trends continue, it is likely that in an other five years, women will comprise 20% of the entrepreneurial force. The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach.

1.1 Status of women entrepreneurs in India

India has been ranked among the worst performing countries in the area of women entrepreneurship in gender-focused global entrepreneurship survey, released in July 2013 by PC maker Delland Washington based consulting firm Global Entrepreneurship and Development Institute (GEDI). Of the 17 countries surveyed India ranks 16th, just above Uganda. Countries like Turkey, Morocco and

Egypt has out performed India. Status of higher education in women in India came out to be lower than most countries in the world. At present, women's entrepreneurial role is limited in the large scale industries and technology based businesses. But even in small scale industries, the women's participation is very low. As per the third all-India census of Small Scale Industries, only 10.11% of the micro and small enterprises were owned by women, and only 9.46% of them were managed by women. While the number of women operating their own business is increasing globally.

1.2 Successful Leading Business Women's in India

Chanda Kocchar :- Executive Director, ICICI Bank

Ekta Kapoor :- Creative director, Balaji Telefilms

Jyoti Naik :- President, Lijjat Papad

Ritu Kumar :- Fashion Designer

Definition:

- 1) Women who innovate initial or adopt business actively are called Women Entrepreneurs_ By J. Schumpeter.
- 2) When Women moves forward, the family moves, the village moves and the nation moves _by Pandit Jawaharlal Nehru.

1.3 Objective of the study:-

- The main purpose or objective of study of Women entrepreneurship is as follows: To exhibit the encouraging and discouraging factors in an enterprise.
- Identification and analysis of all the shortcoming encountered by women in setting and establishing an industrial enterprise
- To provide solution to the problems faced by Women entrepreneur group.
- Objective of this paper is to find out the status of women entrepreneurs in India and also studies the to exhibit the encouraging and discouraging factors in an enterprise.

II. RESEARCH METHODOLOGY

For methodology an extensive literature review of secondary data from various sources has been held as related to the stated objective of the study as well as research study on internet basis. Information is also collected information from Manan Prakashan book.

Presentation of data

Advantages of Women Entrepreneur

1. Social Networking: - women are natural networkers. They love to talk, mingle, and rub elbows. This is the very reason why husbands rarely ever manage the social calendar. In today's business environment, mastering social media is mandatory, and the ladies absolutely have a leg up.

2. Pain Tolerance. She is not just talking physical pain, and emotional, too (have you seen how tough children can be on their mothers?). In business, there are a lot of painful moments.

3. Multi-tasking. Women are known for juggling many tasks at the same time and still being able to produce excellent results. Conversely, the guys are masters at focusing on one thing. Still, the advantage in today's distracting environment goes to women.

4. Patience. Women inherently seem to have more patience. And in today's business environment, patience is key. Aggressive business strategies are not paying off like they once did. Slow and steady wins the race in this category.

Problems/Challenges faced by women entrepreneurs:

Family responsibilities: A typical Indian family is shown as the husband earning and the wife managing the family responsibilities such as upbringing children, keeping the house fully stocked, attending to social and religious commitments, meeting and serving relatives etc. The husband concentrates on his career. Mostly husbands reach their superior professional status much ahead than the wives, who also happen to be working or doing business.

Prejudiced attitude: In our society women are discriminated. A girl child is looked down upon and a male child is given high importance and affection. Indian society is predominantly male dominated. This discrimination, to some extent, is vanishing from urban society but it is clearly visible in rural areas.

Sense of insecurity: Women fear to travel or shop alone. There is fear of getting molested or breaking into their privacy. Women dare not move out after sunset. Prejudices are yet to be overcome.

Limited opportunity: Although our government is making strong efforts to provide mass education to girls and some free education schemes are in progress. In urban areas women are better educated but in rural areas women have limited opportunity. Lack of education has resulted into widespread ignorance. Women are not in the know of their rights.

Problem of bad debit: Many a time it becomes necessary to give credit facility but recovery of payment imposes problem. Often credit results in bad debt. The borrower has the mind set that how long can a woman pursue to recover payments. Fighting this financial loss has become a recurring problem.

III. CONCLUSION

India is a male dominated society and women are assumed to be economically as well as socially depend on male members. Their absolute dependence seems to be diluted among the high and middle class women as they are becoming more aware of personal needs and demanding a great equality.

Women entrepreneurs faced lots of problems at start-up as well stage. Technological advancement and information technology explosion here reduced the problem of women entrepreneurs. Along with technological revolution of society is needed to change the attitude of the society and provide women with drastic and entrepreneurial platform.

Moreover with increasing government and non government and other financial institution assistance for various women entrepreneurs with in the economy there can be significant increase brought about in the growth of women entrepreneurship process.

Thus women have the potential and determination to set up, upload and supervise their own enterprises in a very systematic manner, appropriate support and encouragement from the society in general a family members in particular is required to help these women scale new heights, in their business ventures. The right kind of associate from family, society and government can make these women entrepreneur a part of the main stream of national economy and they can contribute to economic progress in India.

IV. RECOMMENDATION

The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mind sets of people in society rather than being limited creation of opportunities for women. Hence, it is imperative to design programmes that will address to attitudinal changes, training, supportive services. The basic instinct of entrepreneurship should be tried to be reaped into the minds of the women from their childhood.

- **Personality Development:** - Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improve their over-all personality standards.
- **Self help groups of women entrepreneurs:**-Self help groups of women entrepreneurs can mobilize resources and pool capital funds to help the women in the field of industry, trade and commerce.
- **Business Development Training Programs:**-It includes basic day-to-day management training like how to keep track of accounts, handle taxes and understand compliance rules and regulations. They can also focus on strategy and the long-range success of a business from writing a business plan to targeting specific markets, along with production innovation with in business clusters and incubators.
- **Access to Finance Programs:**-Efforts to facilitate access to finance for women entrepreneurs typically encompass initiatives that reform restrictive bank and regulatory policies. Such reforms accept less traditional forms of collateral, look at calendar's willingness to repay and simplify business registry. They also help financial institutions develop innovative loan and savings products for female entrepreneurs.

- **To establish all India forums** :- to discuss the problems, grievances, issues and filing complaints against constraints or short comings towards the economic progress path of women entrepreneurs and giving suitable decisions.

Promotion of women entrepreneurs:-

Easy bank loans

Bhartiya Mahila Bank

Work from home

Support of professional managers

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