



“A Study on Women Entrepreneurship With Special Reference to India in Present Scenario”.

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Abstract :-

In existing technological era the educated woman do not want to restrict their lives inside the four wall of house. Their significant demand is to take one and the same respect from their companions. In the country like India tradition are deep- rooted as a result sociological setup has been a male dominated one. Women are considered as weaker and always made to depend on men in their dynasty and out of their household throughout their survival. In India women’s development is the leading step towards countries progress. In modern India women have been rendered a number of facilities and support to move forward in the society and to give equal competition to men without genders differences. The present study aims to know women entrepreneurs performance and challenge’s in the present scenario.

Key words :- women entrepreneurship, entrepreneurs, performance, challenges

Introduction :-

As proverb says if you educate a man you educate a one individual, but if you educate a woman you educate a family. Each and every women’s should follow their passion without any fear of outcomes. Always aiming high and working hard by believing in you, will result in positive outcomes. As everyone knows men are encouraged to speak and to be assertive, while women are not. But woman with entrepreneurial desire must open up her self and should build her own image in the society. Said by Hillary Clinton, “women are the largest untapped reservoir of talent in the world”. By making use of your individual talents and innovative ideas you can step forward with high profile and success which also leads to economic development of the country. Success is mainly depend on the work you do apparently. Women working has an effective agriculturist in her land is also a entrepreneur in her own way mainly with her ability of work. Even after acquiring education, they are facing the obstacle of unemployment. If they are encouraged they can set up small and medium scale industries on their own and also they can generate some of jobs, which leads to become an entrepreneurs. The present study will also give you the snapshot of the women’s performance has a entrepreneurs. Women is treated as an effective decision maker if they implement their valuable decision in their business undoubtedly they can out perform and also which assist to give an excellent competition to men in the male dominating society.

Review of literature :-

Bowen and Hisrich, (1986), compared and evaluated the different research studies done on the entrepreneurship including women entrepreneurship. It summarizes the various studies in that way that the female entrepreneurs are relatively educated generally but perhaps not in the management skills, more masculine or instrumental, high in internal locus of the control than other women in their values similar to have entrepreneurial fathers, relatively likely to have only children or first born, unlikely to start the business in traditional manner male dominated industries and experiencing need of some additional managerial training.

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes.

Objectives of the study :-

- ❖ To study the performance and involvement of women as an entrepreneur.
- ❖ To know how women entrepreneurs are encouraged in the country like India.
- ❖ To study about the problems and challenges faced by women entrepreneurs
- ❖ To know how women is economically independent as an entrepreneur

Research methodology:-

The required data for the present study have been collected mainly from secondary sources. For the fulfillment of the above objectives, research publications, research journals, books and website through internet have been used for data collection.

To study the performance and involvement of women as an entrepreneur :-

Women entrepreneurship targets both the situation of women in society and their role in the overall entrepreneurial phenomenon. They manage to create new jobs, both for them and others in a different way by providing new solutions in terms of management and organization, and to utilize economic probability differently.

Entrepreneurs have on many events been utilized correspondingly (Eniola, 2018) that is, each of this concept has been evenly. Women retained businesses are exceedingly progressive in the economies of almost all the countries. The unknown entrepreneurial aspects of women have sequentially enlarged with the spreading sensitivity and economic status in the society.

Women entrepreneur is a person who agree to receive challenges in the society in order to meet her distinctive requisite and transformed into economically independent. Women are prosper as interior designer, fashion designer, trader, administrator etc., in India.

Table showing Women entrepreneurship in India :-

States	Percentage of women entrepreneurs
Mumbai	30%
Bangalore	15%
NCR	15%
Hyderabad	9%
Goa	6%
Pune	5%
Others	20%

To know how women entrepreneurs are encouraged in the country like India:-

Habitually in India involvement of women in the country is low. But the actuality remains that women symbolizes nearly 50% of the total population. At present women's entrepreneurial role is limited in the large scale industries and technology based businesses. Women's involvement is very low in case of small scale industries. 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.

Government of India must facilitate women entrepreneurs by providing special incentives, tax rebates, duty cuts and subsidized land and machinery etc., special recognitions and award can be instituted for women participating in such targeted industries.

The Indian government launched a scheme called "trade related entrepreneurship assistance and development scheme for women" (tread) during the 11th five-year plan. Private sector can also contribute in its own way to women's entrepreneurial participation in the economy. Pan-India endeavour is introduced to recognize, award and empower women entrepreneurs from different backgrounds.

In 21st century of India where nuclear families are becoming popular, the dividing line between the roles of men and women is blurring. Where women are equally keen to become active participants in the economy.

To study about the problems and challenges faced by women entrepreneurs:-

To be women and to do something on their own, quite difficult for them this is mainly because of lack of access to funds. Family members do not encourage women entrepreneurs. They hesitate to invest money in the business venture initiated by women entrepreneurs.

Women are generally denied of higher education, especially in rural areas and under developed countries. Women are not allowed to enrich their knowledge in technical and research areas to introduce new products this leads to reflect as a major challenges of women entrepreneurs.

Mainly women entrepreneurs are not generally aware of the subsidies and incentives available for them. And also they should be ready to give equal competition to men, but due to limited mobility they find difficult to compete with men.

At one time or another, most women CEOs find themselves in a male- dominated industry or workplace that does not want to acknowledge their leadership role. Women lack confidence in their strength and competence. The family members and the society are reluctant to stand beside their entrepreneurial growth.

To know how women is economically independent has a entrepreneur :-

Women has a entrepreneur can have control of her own finances. Can make her own decision regarding money instead of relying on someone else to make those decision for her. Female talents are shifting to entrepreneurial activities and leaving organisations, some of the reasons for this shift limited upward mobility for women within corporations and unequal rates of pay.

Financial freedom begins with clever financial planning and goal setting. There are plenty of opportunities to gain financial freedom for women such as work from home, in the online space or becoming an entrepreneur. Today, only 64% of women globally have access to an account in a financial institution, compared to about 71% of men. India appears to be an exception to this, with over 80% of Indians possessing bank accounts and only a 6% gender gap. But a closer look reveals a less-rosy picture. The reality is that nearly half of all women who do possess bank accounts only user it in a limited manner or not at all. So, their financial progress is missing a key element-engagement. And this reality holds true for all women from those in the agricultural interlard to the homes of wealthy family offices.

Conclusion :-

Present situation is much better comparison older situation. In present India, women play many roles very effectively. They can manage home and business equally. They contribute in economic development of India. Nearly, 45% women sector occuppies of the whole population of India. So, we have to provide development programs for organizational and skill development of women entrepreneurs. Highly educated and professionally qualified women should be encouraged for managing their own business, rather than depending on other employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector.

