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WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

A Woman Entrepreneurs may be characterizes as the women or a gathering of women who start arrange and work a business venture. Government of India has characterized women Entrepreneurs as a venture possessed and controlled by a women having a base budgetary enthusiasm of 51% of capital and giving no less than 51% of job produced in the endeavor to women. Like a male entrepreneurs a women business person has numerous capacities. They ought to investigate the possibilities of beginning new undertaking; attempt hazard, presentation of new advancements, coordination organization and control of business and giving successful initiative in all parts of business.

KEYWORDS: Women Entrepreneurs, Development, Business, Organization.

INTRODUCTION

A Woman Entrepreneurs may be characterizes as the women or a gathering of women who start arrange and work a business venture. Government of India has characterized women entrepreneurs as an undertaking claimed and controlled by a women having a base budgetary enthusiasm of 51% of capital

and giving no less than 51% of work produced in the venture to women. Like a male business visionaries a women ambitious person has numerous capacities. They ought to investigate the possibilities of beginning new venture; embrace dangers, presentation of new developments, coordination organization and

control of business and giving successful administration in all parts of business. The new modern arrangement has focused on the requirement for directing extraordinary Entrepreneurial Development Program (EDPS) for women. Other than this, today, a system of establishment exists in the nation to advance women business enterprise. The business banks and the budgetary organization are a necessary piece of this system. Numerous association/establishments and affiliation advance and create women business enterprise by giving budgetary help at concessional rates of investment furthermore sort out mechanical fairs and displays.

SCOPE OF WOMEN ENTREPRENEURSHIP

The concealed entrepreneurial capability of women has step by step been changing with the developing affectability to the part and mass trading status in the general public. Women are progressively getting to be aware of their presence, their rights and their work circumstances. Today, women entrepreneurs speak to a gathering of women who have split far from the beaten track and are investigating new roads of mass trading cooperation. Among the purpose behind women to run sorted out endeavors are their expertise and learning, their gifts, capacities and innovativeness in business and a convincing yearning of needing to do something positive. Women today are transmitting that unmistakable sparkle of administration. The time has aimed to get the countries to commend and salute the achievement of women. It is high time that nations ought to adapt to present circumstances and make more help supportive network for empowering more business among women. In the meantime, it is dependent upon women to split far from stereotyped outlooks.

TYPES OF WOMEN ENTREPRENEURS

- The first type is called “Innovative Entrepreneurs”,

These are women that mainly started a business to challenge conventional assumption about the social position of women. They want to prove through their own (success) case that work or professional development is more important than conventional female roles. These Entrepreneurs want to fulfill professional ambitions in their own companies that previous roles as employees did not allow them to.

- The second type of Women Entrepreneurs is called “Radicals-Ropietors”,

These girls are active in economic and political ventures that strongly promote female issues. They do not care as much for profit-making (without saying that their business are not profitable) as “INNOVATIVE ENTREPRENEURS”, their motivation is to advocate for the long term development of women interests.

- The third category is called “Conventionals”,

These women, who are also not attached to traditional female roles, differ from “INNOVATIVE ENTREPRENEURS” in the fact that they do not necessarily present resentment about limited career opportunities in previous jobs. In fact, they might have exercised secondary jobs in the past and they might have changed from job several times. To me (Oriana) this is the category that I understood the less, I mean, for me “CONVENTIONALS” are “INNOVATIVE ENTREPRENEURS without resentment” who had less job stability in the past.

- The final type is called “Domestics”,

These women, even if self-employed and entrepreneurs, see their businesses as

secondary to their roles as mothers and wives, for instance. Having their own company offers opportunities for self-fulfillment and autonomy, however subordinated to their personal obligations.

CATEGORIES OF WOMEN ENTREPRENEURS IN INDIA

First Category:-

- Established in big cities
- Having higher level technical & professional qualifications
- Nontraditional Items
- Sound financial positions

Second Category

- Established in cities and towns
- Having sufficient education
- Both traditional and non-traditional items
- Undertaking women services- kindergarten, crèches, beauty parlors, health clinic etc

Third Category

- Illiterate women
- Financially weak
- Involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loom etc.

FUNCTIONS OF WOMEN ENTREPRENEURS

A Women entrepreneur has also to perform all the functions involved in establishing an enterprise.

Functions for establishment of an enterprise

- ☆ Idea generation and screening.
- ☆ Determination of objectives.
- ☆ Undertaking a risk and handling of economic uncertainties involved in business.
- ☆ Project preparation.

- ☆ Product analysis.
- ☆ Introduction of innovations, imitations of innovations.
- ☆ Coordination, administration and control.
- ☆ Raising funds.
- ☆ Supervision and leadership.
- ☆ Procuring men, machine and material and operation of business.

In nutshell, women entrepreneur are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operation the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise.

PROBLEMS OF WOMEN ENTREPRENEURS

Women Entrepreneurs encounter two sets of problems i.e. general problems entrepreneurs and problems specific to women entrepreneurs. These are discussed follows.

1.Problem of Finance

Finance is regarded as life blood for any enterprise be in big or small. However women entrepreneurs suffer from shortage of finance on two counts. Firstly women do not generally have property on their names to use them as collateral for obtaining funds from external sources. So that access to the external sources funds is limited. Secondly the banks also consider women less credit worthy and discourage women borrowers on belief that they can at any time leave their business.

2.Scarcity of Raw Materials

Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are high prices of raw materials, on the one hand and getting raw material at the minimum of discount on the other. The failure of many co-operatives in

1971 engaged in based making is example how the scarcity of raw material sounds the death knell of enterprises run by women.

3.Lack of Education

In India around 60% of women are still illiterate. Illiteracy is the root cause of socio-economic problem. Due to the lack of education women are not aware of business, technology and market knowledge. Also lack of education causes low achievement motivation among women.

4. Market Oriented Risk

A number of women have to face the challenges of market because of stiff competition. Many business women find it difficult to capture the market and compete with their product. They are not fully aware of the changing market conditions.

5. Motivational Factors

Successful businessmen can be self-motivated through setting up a mind and taking up risk and accepting social responsibilities on shoulder. The other factors such as family support government policies financial assistance etc. Are also important to set up business.

6. Lack of Confidence

Women lack confidence in their strength and competence. The family members and the society and reluctant to stand beside their entrepreneurial growth.

7.Training Programs

Training programs are essential to new rural and young entrepreneurs who wish to set up a small and medium scale unit. The programs enrich the skill and potential of women entrepreneur.

How to Develop Women Entrepreneurs?

Right effort on from all areas is required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

Schemes for Women Entrepreneurs

- ❖ Seed Capital Scheme
- ❖ National Equity Fund
- ❖ Prime Minister's Employment Guarantee Scheme
- ❖ Single Window Scheme
- ❖ Bank Schemes for Women Entrepreneur
- ❖ Mahila Artik Vikas Mahamandal

HOW TO DEVELOP WOMEN ENTREPRENEURS?

Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

Consider women as specific target group for all developmental programmes.

- ↪ Better educational facilities and schemes should be extended to women folk from government part.
- ↪ Adequate training programme on management skills to provide to women community.
- ↪ Encourage woman's participation in decision-making.
- ↪ Vocational training to be extended to women community that enables them to understand the production process and production management.

- ↳ Skill development to be done in women's polytechnics and industrial training institutes. Skills put to work in training-cum-production workshops.
- ↳ Training on professional competence and leadership skill to be extended to women entrepreneurs.
- ↳ Training and counseling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.
- ↳ Counseling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
- ↳ Continuous monitoring and improvement of training programmes.
- ↳ Activities in which women are trained should focus on their marketability and profitability.
- ↳ Making provision of marketing and sales assistance from government part.
- ↳ To encourage more passive women entrepreneurs the women training programme should be organized that taught to recognize her own psychological needs and express them.
- ↳ State Finance Corporation and financing institutions should permit by state to extend purely trade related finance to women entrepreneurs.
- ↳ Women's development corporations have to gain access to open-ended financing.
- ↳ The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- ↳ Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- ↳ Repeated gender sensitization programmes should be held to train financiers to treat women with dignity and respect as persons in their own right.
- ↳ Infrastructure, in the form of industrial plots and sheds, to set up industries is to be provided by state run agencies.
- ↳ Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- ↳ A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
- ↳ District Industries Centers and Single Window Agencies should make use of assisting women in their trade and business guidance.
- ↳ Programmes for encouraging entrepreneurship among women are be extended at local level.
- ↳ Training in entrepreneurial attitudes should start at the high school level through well-designed courses, which build confidence through behavioral games.
- ↳ More governmental schemes to motivate women entrepreneurs to engage in small scale and large scale business ventures.
- ↳ Involvement of Non-Governmental Organizations in women entrepreneurial training programmes and counseling.

CONCLUSION

Today, there is a greater awakening among women. The current study indicates that women caters in this area are still not recognized due to male domination and facing many problems. Majority of women entrepreneurs started the business due to death

of husband and family responsibility. The women caterer should develop the confidence level towards the society, so that they will get more business. In this business “more risk, more return” to hard work interest and involvement to be successful ‘women entrepreneurs in the world and future is very bright. In India to given more subsidy and low rate of interest of women entrepreneurs, it is need for highly protection of women entrepreneur’s legal provisions to be made in India.

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