



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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WOMEN ENTREPRENEUR- A NEW BEGINNING**NISHA RATHORE****JUNIOR RESEARCH FELLOW – U.G.C.****H. NO 20 A/26, NEAR JEEVAN JYOTI HOSPITAL****RAMGANJ, AJMER – 305 001****ABSTRACT**

Women entrepreneurship development is an essential part of Human resource development. The development of women entrepreneurship in India is increase with the time but still it is very low in rural areas. This is because of the lack of awareness. The women in the rural areas are not aware about the various schemes and programme which are launched by the Government. Entrepreneurship among women has been a recent concern. Women have become aware their existence, their rights and their work situation. The progress is more visible among upper class families in urban cities. This paper focuses on women entrepreneur. Any understanding of Indian women of their identity and especially of their role taking and breaking new paths will be incomplete without a walk down the corridors of Indian history where women have lived and internationalized various role. The Main focus of this paper is to develop entrepreneurship among women. This paper talks about the different ways to develop women entrepreneurship and about the status of women entrepreneurs and problem faced by them when they come out and faced challenges in the competitive world of business environment.

KEYWORDS

Women, development, India, human.

INTRODUCTION

Women owned business are highly increasing in the economics of almost all countries. The hidden entrepreneurs potential of women have been gradually 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 emerge into business ventures.

'Women entrepreneurs' is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life with the advent of media, women are aware of their own traits rights and also the work situation women are found indulged in every link of business from pappad to power cables. The challenge and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators.

Entrepreneurship before it was considered as a male dominated activity but time has changed the situation and brought women as memorable and inspirational entrepreneur. Today, we can see a women in every where whether it is super market or departmental store, even in rural area in STD, PCO shops also. They are flourishing as designers, interior, decorators, exporter, publisher, garment manufacturers and still exploring new avenues of economic participation.

We can states the examples of Mahila griha udhog (lizzat pappad), Shainaz Hussain, Kiran Mazumdar, Simon Tata etc. who started their business at small level & now they have reached a great height. It is good sign for country that indian women are coming out from their home and contributing in national economy because a little beginning shows great results. In India, although women constitute the majority of the total population, the entrepreneurial world is male dominated one women in advanced nations are recognized and are more prominent in the business world.

ROLE OF WOMEN AS A ENTREPRENEUR**IMAGINATIVE**

It refers to the imaginative approach or original ideas with competitive market well planned approach is needed to examine the existing situation and to identify the entrepreneurial opportunities. It further implies that women entrepreneur's have association with knowledgeable people and contracting the right organization offering support and services.

ATTRIBUTE TO WORK HARD

Enterprising women have further ability to work hard. The imaginative ideas have to come to a fair play. Hard work is needed to build up an enterprise.

PERSISTENCE

Women entrepreneurs must have an intention to fulfill their dreams. They have to make a dream transferred into an idea enterprise.

ABILITY AND DESIRE TO TAKE RISKS

The desire refers to the willingness to take risk and ability to the proficiency in planning making forecast estimates and calculations.

PROFIT EARNING CAPACITY

She should have a capacity to get maximum return out of invested capital.

A women entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation and screening determination of objectives, project preparation, product analysis, and determination of forms of business organization, completion of formal activities, raising funds procuring men, machine, material and operation of business.

Fredrick Harbiscon has enumerated the following five functions of a women entrepreneur:-

- Exploration of the prospects of starting a new business enterprise.
- Undertaking a risk and handling of economic uncertainties involves in business.
- Introduction of innovations,
- Imitation of innovations.
- Supervision and leadership.

PROBLEMS OF WOMEN ENTREPRENEUR IN INDIA**LACK OF CONFIDENCE**

In general, women lack of confidence in their strength and competence. The family members and the society are reluctant to stand beside their entrepreneur growth. To a certain extent this situation is changing among Indian women and yet to face a tremendous change to increase the rate of growth in entrepreneurship.

SOCIO CULTURAL BARRIERS

Women's family and personal obligations are sometimes a great barrier for succeeding in business career only few women are able to manage both home and business efficiently devoting enough time to perform all their responsibilities in priority.

MARKET ORIENTED RISKS

Stiff competition in the market and lack of mobility of women make the dependence of women entrepreneurs on middleman indispensable. Many business women find it difficult to capture the market and make their products popular. They are not fully aware of the changing market conditions and hence can effectively utilize the services of media and internet.

MOTIVATIONAL FACTORS

Self motivation can be realized through a mind set for a successful business, attitude to take up risk and behavior towards the business society by shouldering the social responsibilities. Other factors are family support, government policies, financial assistance from public and private institutions and also the environment suitable for women to establish business units.

KNOWLEDGE IN BUSINESS ADMINISTRATION

Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management. This can facilitate women to excel in decision making process and develop a good business network.

AWARENESS ABOUT THE FINANCIAL ASSISTANCE

Various institutions in the financial sector extend their maximum support in the form of incentives, loans, schemes etc. Even then every women entrepreneurs may not be aware of all the assistance provided by the institutions. So the sincere efforts taken towards women entrepreneurs may not reach the entrepreneurs in rural and backward areas.

EXPOSED TO THE TRAINING PROGRAM

Training programs and works hops for every type of entrepreneur is available through the social and welfare association based on duration, skill and the purpose of the training program. Such programs are really useful to new rural and young entrepreneurs who want to set up a small and medium scale unit on their own.

IDENTIFYING THE AVAILABLE RESOURCES

Women are hesitant to find out the access to cater their needs in the financial and marketing areas. In spite of the mushrooming growth of associations institution and the scheme from the government side, women are not enterprising and dynamic to optimize the resources in the form of reserves, assets mankind or business volunteers.

HOW TO DEVELOP WOMEN ENTREPRENEURS?

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

1. Consider women as specific target group for all development programmes.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training programme on management skills to be provided to women community
4. Encourage women's participation in decision making.
5. Vocational training to be extended to women community that enables them to understand the production process and production management.
6. Training on professional competence and leadership skill to be extended to women entrepreneurs.
7. Training and counseling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self confidence and fear of success.
8. Counseling through the aid of committed NGO's, psycho logistics, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
9. Continuous monitoring and improvement of training programmers.
10. Activities in which women are trained should focus on their marketability and profitability.
11. Making provision of marketing and sales assistance from Government part.
12. To encourage more passive women entrepreneurs the women training programme should be organized that taught to recognize her own psychological needs to express them.
13. State financial corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
14. The financial institutions should provide more working capital assistance both for small scale venture and large scale venture.
15. Infrastructure in the form of industrial plots and sheds, to set up industries is to be provided by state run agencies.
16. A women entrepreneur's guidance cell set up to handle the various problems of women entrepreneurs all over the state.
17. Industrial estates could also provide marketing outlets for the display and sale of products made by women.
18. District Industries centers and single window agencies should make use of assisting women in their trade and business guidance.
19. Programmers for encouraging entrepreneurship among women are to be extended at local level.
20. Training in entrepreneurial attitude should start at the high school level through well designed courses, which could build confidence through behavioral games.
21. Involvement of Non governmental organizations in women entrepreneurial training programmes and counselling.

CONCLUSION

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men and have proved that they are second to no one with respect to contribution to the growth of economy.

Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the change in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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