

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2592 Cities in 161 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	DIRECTION AND TRENDS OF INDIA'S PINEAPPLE EXPORTS: A STUDY IN THE FREE TRADE REGIME <i>JOMY M THOMAS & DR. MARY JOSEPH</i>	1
2.	A STUDY ON HOUSEHOLDS' CONSUMPTION PATTERN OF AAVIN MILK IN ERODE DISTRICT <i>SARAVANAN. R., YOGANANDAN. G., RUBY. N & KARTHI.C</i>	6
3.	A JOURNEY FROM FERA TO FEMA & ITS IMPACT ON FOREX <i>DHEERAJ GANDHI & DR. I.C.KASHYAP</i>	10
4.	EMERGENGE OF MORAL PRINCIPLES AND ETHICS IN MANAGEMENT EDUCATION <i>U. PADMAVATHI</i>	15
5.	EMPOWERMENT OF WOMEN THROUGH MICROFINANCE: A STUDY IN CHITTOOR DISTRICT <i>K. RAMANAMMA & P. MOHAN REDDY</i>	18
6.	THE IMPACT OF MACROECONOMIC VARIABLES ON STOCK MARKET INDEX: AN EMPIRICAL STUDY <i>PRADEEP K & DR. Y. NAGARAJU</i>	22
7.	IMPACT OF COALMINE INDUSTRIAL EFFLUENTS ON PRODUCTIVITY OF PULSE CROP <i>DR. S. RADHA KRISHNA</i>	29
8.	IMPACT OF MERGER ON THE PROFITABILITY PERFORMANCE OF REGIONAL RURAL BANKS (RRBs) IN BIHAR STATE OF INDIA: AN EMPIRICAL STUDY <i>DR. MANAS CHAKRABARTI</i>	32
9.	PERFORMANCE OF MGNREGA IN MANIPUR: A CROSS DISTRICT ANALYSIS <i>JIYAUH RAHMAN & ZEBA SHEEREEN</i>	37
10.	A STUDY ON PROSPECTS AND FINANCE PROBLEMS OF FOOD BASED SMALL SCALE INDUSTRIES WITH SPECIAL REFERENCE TO MADURAI <i>DR. S.FATIMA ROSALINE MARY & D.ANUSANKARI</i>	42
11.	PROGRESS AND PERFORMANCE OF PRIMARY AGRICULTURE CO-OPERATIVE SOCIETIES IN INDIA <i>PARDEEP KUMAR CHAUHAN</i>	48
12.	SUSTAINABLE GROWTH: UTILIZATION OF NATURAL RESOURCES <i>V. VANEENDRA SASTRY</i>	51
13.	HEALTH INFRASTRUCTURE IN HARYANA: AN ANALYSIS <i>ISHU GARG</i>	54
14.	CHALLENGES AND OPPORTUNITIES FOR RURAL WOMEN ENTREPRENEURS <i>JAINENDRA KUMAR VERMA</i>	58
15.	A STUDY ON PERFORMANCE OF STATE CONSUMER DISPUTES REDRESSAL COMMISSIONS IN INDIA <i>GURLEEN KAUR</i>	60
16.	STUDY OF SENSITIVITY TOWARDS IMPORTANCE OF GEOGRAPHICAL INDICATION REGISTRY IN UTTARAKHAND <i>DEEPAK JOSHI</i>	63
17.	MARKET MIX STRATEGIES FOR DESTINATION AS A RURAL TOURISM PRODUCT <i>AJAZ AHMAD DAR, HAMID ABDULLAH & PRIYA SINGH</i>	70
18.	SPECIES-WISE MAJOR MARINE FISH PRODUCTION: TRENDS AND GROWTH PERFORMANCE IN SINDH <i>DR. MOHAMMAD PERVEZ WASIM</i>	74
19.	GOVERNMENT EXPENDITURE AND ECONOMIC GROWTH IN ASEAN-5: LONG-RUN TENDENCIES AND SHORT-TERM ADJUSTMENT <i>EHSAN RAJABI & JUNAINA MUHAMMAD</i>	85
20.	AN ASSESSMENT OF COMPETITIVE STRATEGIES ADOPTED BY COMMERCIAL COLLEGES IN NAIROBI, KENYA IN IMPROVING THEIR ENROLMENT CAPACITY <i>ALICE WAIRIMU KANDE</i>	90
21.	ORGANIZATIONAL ANALYSIS OF PANCHAYATI RAJ INSTITUTIONS IN INDIA <i>PARDEP KUMAR CHAUHAN</i>	95
22.	RELATIONSHIP BETWEEN EXCHANGE RATE AND TRADE BALANCE OF SOUTH ASIA: THE J-CURVE PATTERN <i>ADNAN ALI SHAHZAD</i>	99
23.	VOLATILITY IN GOLD PRICE IN INDIA: AN UPDATE <i>MADHUSMITA BHUYAN</i>	106
24.	A STUDY ON PERFORMANCE OF CONSUMER DISPUTES REDRESSAL AGENCIES IN STATE OF KARNATAKA <i>GURLEEN KAUR</i>	111
25.	THE LONG RUN RELATIONSHIP BETWEEN STOCK MARKET RETURNS AND INVESTMENT GROWTH IN NIGERIA: (1960 - 2010) <i>DR. FREDRICK ONYEBUCHI ASOGWA</i>	113
26.	THE EFFECT OF PENSION FUNDS ON THE GROWTH OF NIGERIAN ECONOMY <i>SAMUEL, KEHINDE OLUWATOYIN & OKE, MARGARET ADEBIMPE</i>	117
27.	AGRICULTURE AND WOMEN ENTREPRENEURSHIP IN INDIA <i>HRIDESHWER GUPTA</i>	123
28.	WOMEN ENTREPRENEURSHIP: AN EMERGING WORKFORCE IN 21ST CENTURY <i>JAINENDRA KUMAR VERMA</i>	126
29.	AN EMPIRICAL STUDY ON THE DYNAMICS OF COMMODITY DERIVATIVE MARKET'S IMPACT ON INDIAN INVESTMENT <i>PRASAD R.A</i>	128
30.	AGRICULTURAL GROWTH AND FOOD SECURITY: PROBLEMS AND CHALLENGES <i>KUMARI MARY MATHE</i>	131
	REQUEST FOR FEEDBACK	138

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

WOMEN ENTREPRENEURSHIP: AN EMERGING WORKFORCE IN 21ST CENTURY

JAINENDRA KUMAR VERMA
RAJIV GANDHI NATIONAL FELLOW
DEPARTMENT OF APPLIED ECONOMICS
UNIVERSITY OF LUCKNOW
LUCKNOW

ABSTRACT

The Indian sociological setup is a male dominated one. Women are considered weaker and have to depend on male folk in their family and outside, throughout their life. They are left with lesser commitments and kept as a dormant force for a quite long time. But traditional setup is changed in the modern era. Women sector occupies nearly 45% of the Indian population. The Indian women's education standard raised in the last few decades. This conceptual paper emphasises the women entrepreneurs as the potentially emerging workforce in the 21st century.

KEYWORDS

Women Entrepreneurship, Motivating factors, Policies and schemes, Associations, Traits, Successful Women Entrepreneurs, Emerging Workforce in 21st Century.

INTRODUCTION

The term entrepreneur is from, and is commonly used to describe an individual who organizes and operates a business or businesses, taking on financial risk to do so. The term was first defined by the Irish-French as the person who pays a certain price for a product to resell it at an uncertain price, thereby making decisions about obtaining and using the resources while consequently admitting the risk of enterprise.

OBJECTIVES OF THE STUDY

The objectives of the study are:

- To explore women entrepreneurship
- To enumerate Factors Motivating Women to Become Entrepreneurs
- To explore Policies and Schemes for Women Entrepreneurs in India
- To explore Women Entrepreneur Associations
- To explore Traits of Women Entrepreneurs in India
- To give some example of women entrepreneurs
- To explore Women Entrepreneur as an Emerging Workforce in 21st Century

METHODOLOGY

The paper is a conceptual paper and the method of reviewing articles of different articles of different researchers, research journals and case studies has been involved for the drafting of the paper.

WOMEN ENTREPRENEURSHIP

By "women entrepreneurship" we mean an act of business ownership and business creation that empowers women economically. Women entrepreneurship has been recognised as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. However, they still represent a minority of all entrepreneurs. 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 networks, etc. two main stream of thoughts have influenced the promotion of women entrepreneurship in India by the government as well as by various other agencies. The first stream is employment centred. It has been argued that considering their weaker bargaining power in the market as well as society, women should be given higher priority in various entrepreneurial schemes. The second most stream of thought relates to the argument for autonomy of women.

FACTORS MOTIVATING WOMEN TO BECOME ENTREPRENEURS

The following attributes influence women to become entrepreneur:

- Economic independence
- Dissatisfaction with existing job
- Unemployment, seeking challenge
- Self interest
- Self prestige
- Traditional/ heredity employment opportunities, technical knowledge, encouragement from family members, use of idle funds, infrastructural facilities, entrepreneurial experience, market potentials, family members' interest, social status and family background.

POLICIES AND SCHEMES FOR WOMEN ENTREPRENEURS IN INDIA

In India, the micro, small and medium enterprise development organisations, various state small industries development corporations, the nationalised banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a women cell to provide coordination and assistance to women entrepreneurs facing specific problems.

There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small industries development bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

- Prime Minister's Rozgar Yojana (PMRY)
- MSME Cluster Development Programme
- Credit Guarantee Fund Scheme for Micro and Small Enterprises

WOMEN ENTREPRENEUR ASSOCIATIONS

Different agencies and NGOs are playing important role in facilitating women empowerment along with Indian government such as:

- Federation of Indian Women Entrepreneurs (FIWE)
- Consortium of Women Entrepreneurs (CWE)
- Self Employed Women's Association (SEWA)
- Women Entrepreneurs Promotion Association
- The Marketing Organisation of Women Entrepreneurs
- SAARC Chamber Women Entrepreneurship Council
- Women Empowerment Corporation

Along with these organisations, there are many others acting at state level for the development of women entrepreneur.

TRAITS OF WOMEN ENTREPRENEURS IN INDIA

Characteristics of women entrepreneurs in India are as follows

- Women entrepreneurs have strong desire for autonomy, to be their own boss, and live life on their own terms.
- They are an independent self-starter, not needing or wanting others to tell them what to do.
- They are calculated risk taker, with a higher-than-normal tolerance for failure and consider failure a non-issue.
- They like to be in control.
- They are highly self-motivated and are indefatigably fearless when it comes to getting the job done.
- They have a high level of energy that is sustainable over a long period of time.
- They are creative and innovative, a strong decision maker, and able to think quickly on their feet, and set things in motion.
- They are a big-picture thinker capable of seeing how everything relates to each other.

SUCCESSFUL WOMEN ENTREPRENEURS IN INDIA

- Dream Weavers: started with Rs. 500 and now earns 25 Lakhs
- Patricia Narayan: winner of FICCI Women Entrepreneur of the Year Award
- Sarala bastian: owner of successful mushroom business
- Kiran Majoomdar: the Biocon Queen
- Saloni Malhotra: founder of DESICREW
- Revathi Krishna: founder of COFEE, books and more
- Lata Manohar: running successful boutique "Vishuddhi"
- Radha Rajakrishnana: a successful entrepreneur in apparel business

WOMEN ENTREPRENEUR AS AN EMERGING WORKFORCE IN 21ST CENTURY

Business world of 21st century is certainly very different from the past decades due to impact of the forces of technology, information, competition and market trends.

Keeping in view the 21st century women entrepreneurship, it is an emerging workforce having capabilities of improvement and enhancement provided they are supported and facilitated through customised policy frameworks by government institutions.

Women entrepreneur of 21st century is potentially motivated for change in order to improve the living conditions of her family, provide a sharing hand to her husband in income generation, provide quality education to her children, contribute positively by creating job opportunities, empowering other women and bringing out the society out of economic disparity and unemployment.

DISCUSSION

- **Education and Training:** women entrepreneurs require pre-entrepreneurial training before setting up a business successfully. So the proper training in right direction should be planned meticulously.
- **Capital and Fund Raising Platforms:** the most common and hesitant aspect among women entrepreneurs is capital generation for their business ventures. Unfortunately, all over the world policies are not very encouraging for women entrepreneurs regarding capital generation. Women entrepreneurs have to go through complex and time consuming procedures for capital generation due to number of reasons, consequently turning their motivational spirit off as business start-ups.

Policies need to be reviewed and reframed considering the challenges of women entrepreneurs to improve and speed up the finance generation processes

CONCLUSION

Despite all the problems, successful women entrepreneurs do exist. Women being the vital gender of the overall population have great capacity and potential to be the contributor in the overall economic development of any nation. Therefore, programs and policies need to be customized to not just encourage entrepreneurship as well as implement strategies which can help support entrepreneurial culture among youth.

Media has the potential to play the most vital role in entrepreneurial development by creating and highlighting all such platforms which can bring out the creativity and innovation among the women and men to grow entrepreneurship culture in society. Developing countries are definitely in dire need to encourage women entrepreneurship as women workforce is promptly available to exploit the unexplored dimensions of business ventures. Developed nations should primarily focus on entrepreneurial educational programs in order to develop women entrepreneurs. Generally speaking, globally business world has realized and is working on war footing to create entrepreneurship as the final remedy to overcome all types of business and market challenges.

REFERENCES

1. **Judith, Tendler and Alves, Monica**, 'Small Firms and their helpers : Lessons on Demand' Amorim, Massachusetts Institute of Technology, Cambridge, USA, World Development, Vol. 24, No. 3, 1996.
2. **Nanjundan, S.**, 'The re-emphasis on small enterprises, a review article',
3. **Sandesara, J.C.**, 'Modern Small Industry, 1972 and 1987-88, Aspects of Growth and Structural Change', Economic & Political weekly, February 6, 1993.

WEBSITES

4. www.google.com
5. www.wikipedia.com

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail info@ijrcm.org.in for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

