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**WOMEN ENTREPRENEURSHIP**

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**ABSTRACT**

It is general believe in many cultures that the role of women is to build and maintain the homely affairs like task of fetching water, cooking and rearing children. Since the turn of the century, the status of women in India has been changing due to industrialization, globalization and social legislation. With the spread of education and awareness, women have shifted from kitchen to higher level of professional activities. Entp has a male-dominating phenomenon from the very early age, but now situation is changed and women today are most memorable and inspirational entrepreneurs. The role of women in economic dev inevitable. Now-a-day women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the nation's growth. There role is also being recognized and steps are being taken to promote women entp Women entp must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

Keyword- women entrepreneurs, policies and schemes, government, development.



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## **INTRODUCTION**

An entp is an individual who create a new business, bearing most of the risks and enjoying most of the reward. The entp is commonly seen as an innovators, a source of new ideas, goods, services, and business/or producers. Entp play a key role in any economy, using the skills and initiative necessary to anticipate needs and bring good new ideas to market. Entp who prove to be successful in taking the risk of a startup are rewarded with profit, fame e and continue growth opportunities.

## **CONCEPT OF WOMEN ENTREPRENEURS**

Women entp may be defined as the women or a group of women, who initiate, organize and operate a business enterprise. The government of India has defined women entp. as – an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women. Women entp engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their legs. A sense factor behind this urge. Saddled with household chores and domestic responsibilities women want to independence. Under the influence of this factor the women entp choose a profession as a challenge and as an urge to do something new. Such a situation describe as poll factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

A women entp is therefore a confident, creative and innovative woman desiring economic independence individually and simultaneously creating employment opportunities for others.

## **NEED OF WOMEN ENTREPRENEURS.**

1. More and better access to finance /credit is mentioned very frequently.
2. Access to business support and information, including better integration of business services.
3. Access and vigilance on the latest information science and technology to match the basic characteristics of entrepreneurs band fundamental character of Indian women is necessary to



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show that a lot of potential among Indian women for their entrepreneurial skills. This potential can be considered as suspended and for use in manufacturing and services for the dev. of the nation.

4. The challenges and opportunities for women in the digital age are growing as designers, interior designers, exporters, publishing, clothing and always looking for new modes of economic participation. They have better access to local and foreign markets.
5. Even as women are receiving education, they face the prospect of unemployment. In this background, self-employment is regarded as a cure to generate income. The planning commission as well as Indian gov. Recognizes the need for women to be part of the mainstream of economic dev. Women entp is seen as an effective strategy to solve the problem of rural and urban poverty.
6. Positive image-building and change in mentality amongst women, whereby women see themselves as capable achievers and build up confidence.
7. Develop confidence- women in India lack self- assurance in their potency and proficiency. However over the last few years the outlook of Indian women is changing and they are fast emerging as potential entp. Role modeling of women in non-traditional business sectors to break through traditional views in men's and women's sectors.
8. To give them more involvement and participation in legislation and decision-making processes.
9. The role of women entp. is especially relevant in the situation of large scale unemployment that the country faces. The modern large scale industry plays an important role, absorbing around **80%** of the employment.

### **FOR WOMEN SCOPE OF OPPORTUNITIES ENTREPRENEURS.**

The modern world women has been able to overcome the hurdle of society's perception of considering them to be confined to the four walls of the house or viewing them as weak entrepreneurs caught up in limited business areas such as papad making, pickle preparation food items, paintings, handicrafts, etc. They have been able to show a remarkable shift from these small entp. ventures to modern technology-based business ventures such as-



1. Computer services and information dissemination.
2. Trading in computer stationery.
3. Computer maintenance
4. Travel and tourism
5. Quality testing, quality control laboratories
6. Sub-assemblies of electronic products
7. Nutrition clubs in schools and offices
8. Poster and indoor plant library
9. Recreation centers for old people
10. Culture centers
11. Stuffed soft toys, wooden toys
12. Mini laundry, community eating centers.
13. Community kitchen
14. Job contracts for packaging of goods
15. Beauty parlors
16. Communications centers like STD booths, cybercafés, etc.

### **FACTOR INFLUENCING WOMEN ENTREPRENEURSHIP**

1. **Family culture and tradition**- family culture and tradition influence entrepreneurship. Women entp will remain entp if its family tradition is so or if she belongs to pioneer entp.
2. **Geographical factors and social factors**- the society the state and the area to which she belongs also influence the entrepreneurship. If she is Punjabi and Gujarati belonging to their respective state, will become entp.
3. **Caste system**- the caste system also influence as a  
Women who are Sindhi may start a business at an early stage in their caste or communities it is a trend.



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4. **Inherent capabilities and efficiency**- capabilities to withstand the competition with males requires guts and dares to become entp. Female requires same capabilities as that of males. They get benefit being females only when the services have to be rendered to women only like in hospitals etc. Capabilities influence the entrepreneurship but efficiency is also required as if the person has capability to become an entrepreneur but if she is not efficient to run the venture she cannot become a better entrepreneurship.

There are three motivating factors which influence a women entp;

1. **RECOGNISATION**- A woman entp is motivated by recognition in respect of admiration, regard, esteem and celebrity. It is communication tools that reinforces and rewards the most important outcomes entp create for the business.

2. **INFLUENCE**- it is the capacity or power of a person to be a compelling force on or produce effects on the actions behavior , opinions etc of others.

3. **INTERNAL**- it is the main factor which motivates business women.

### **GOVERNMENT SCHEMES AND POLICIES FOR PROMOTING WOMEN ENTP.**

Gov of Indian takes various steps for promoting women entp and these are following;-

1. **BHARATIYE MAHILA BANK**; - Bharatiye mahila bank started as a bank that focused on providing finances to underprivileged women who wanted to start their own businesses. It was merged with SBI on March 31<sup>st</sup> 2017.

- Loans up to Rs. 20 crore are sanctioned for manufacturing enterprise

-under the credit guarantee fund trust for micro and small enterprises you can avail a collateral-free loan of up to Rs. 1 crore.

- This loan must be repaid within 7 years



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2. **ANNAPURNA SCHEME**; - If you want to have your own food catering business and need a financial leg up, this is a suitable scheme to consider. Sanctions loans of up to Rs. 50,000. Collateral in the form of assets and a guarantor are needed to avail this scheme. The loan must be repaid within 3 years. Interest rates vary according to market rates.

3. **STREE SHAKTI**; - Under this scheme gov. provide loans up to Rs. 50 lakhs are sanctioned. If your loan amount exceeds Rs. 2 lakhs a concession of 0.50% on the rate on interest is offered. You must have 50% ownership in the business for which you want the loan.

4. **ORIENT MAHILA VIKAS YOJANA SCHEME**; - This gov. schemes for women entp. Aims at providing ladies with the capital they require for starting small business. You much have a minimum of 51% of ownership in the business you want a loan for. Concession of 2% on the rate of interest is offered. You must repay the loan is below Rs. 10 lakhs a collateral is not needed. This scheme was initiated by Oriental bank of Commerce.

5. **DENA SHAKTI SCHEME**; - This loan scheme for women is a solution for these who want to make a business out of manufacturing goods and agricultural work. Loans up to Rs. 20 lakhs are sanctioned under the category of education, housing and retail trading. Under the category the microcredit loans of up to Rs. 50,000 are offered.

**HERE THERE ARE SOME EXAMPLES OF WOMEN ENTP. THESE ARE:-**

1. Vandana Luthra- founder of VLCC
2. Suchi Mukherjee – founder and CEO of Limeroad
3. Richa Kar – co-founder of Zivame
4. Falguni Nayar – founder and CEO of Naykaa
5. Vani Kola – founder and MD of Klaari Capital



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## **ROLE OF WOMEN ENTP. IN SOCIETY**

According to Pandit Jawaharlal Nehru “WHEN WOMEN MOVE FORWARD, THE FAMILY MOVES, THE VILLAGE MOVES, AND THE NATION MOVES”.

1. **EMPLOYMENT GENERATION**; - It implies that women entp not only establish their enterprise, but provide job to others. Women entp. Is about women’s position in the society and their role as entp. In the same society.
2. **ECONOMIC DEVELOPMENT**; - It signifies that women entp. Contribute to the gross domestic product of the country by establishing entp. And producing goods and services. Due to their entrepreneurial Activity, women entp. Bring dynamism in market. In this way, they also help in increasing the national income of the country.
3. **BETTER UTILIZATION OF THE RESOURCES**; - Its implies that the involvement of women in industrial dev. Ensure the effective utilization of all available resources like labor, raw materials and capital.
4. **IMPROVED QUALITY OF LIFE**; - It implies that women entp. Are now economically independent and take decisions independently. They are now capable of upbringing their children acc. To their wish. They are providing quality education to their children and a better living standard to their family members. They do not improve their living standard, but also the living standard of others by providing them the means of earning.

## **CONCLUSION**

Women are the pillars of society and when women are empowered, the whole world is empowered. Women entp Creates pacts in the society by developing the economy status in the society. Basically women entp starts with small scale and long scale business. Every women entp. Strives hard to secure and serve the nation by making their business as a profitable. The gov. of India has taken various steps towards women empowerment and safety. Initiatives like BETI BACHAO, BETI PADHAO, STAND UP INDIA, MISSION INDRADHANUSH and many more have added to the welfare of the women population in India. With each passing day,



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we are getting more entp. Which is not limited to the urban areas but from village also. In the 21<sup>st</sup> century, women are multitasking and excelling in managing their work-life balance. Honorable Prime Minister Narendra Modi once said, “NO COUNTRY CAN PROGRESS IF ITS WOMEN ARE NOT FULL PARTNERS IN THE DEV. PROCESS”

**ABBRIATIONS**; - ENTREPRENEUR –ENTP.

GOVERNMENT – GOV.

DEVELOPMENT-DEV

REFERENCE;- INTERNET