

# “Women Entrepreneurship”

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**Abstract**— An educated woman can change the world though Indian society is predominantly a patriarchal society, yet man and woman are equal contributors to the society composed of many institutions example - family, kinship, marriage, religious traditions etc. And these institutions are formed with participation of both man and woman. Traditionally man is symbolized as bread earner for the family whereas woman as care taker for the home and children. But with the passage of time, this symbolic status has undergone drastic transformation. So in today's world women entrepreneurship are playing vital role for the economic development and social progress. The main purpose of this paper is to study the concept of women entrepreneurs, to find out the role of women entrepreneurship, purpose for women to become an entrepreneur, reasons for slow progress of women entrepreneurs, suggestions for the growth and development of women entrepreneurship.

## I. INTRODUCTION

Woman is an epitome of strength. It is said that, "To awaken the people, it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves". And if we talk about our society, half the population is of women, and if women are sick, illiterate and poor, means half of the society is unhealthy, how can we imagine a prosperous society? Therefore if we want whole society to be healthy, prosperous, progressive, its constituents equally ought to be healthy and progressive.

Despite all the social hurdles, India is brimming with the success stories of women. The world now sees them in a different light and women are respected for their work they do and contribution they make to society.

## II OBJECTIVES TO STUDY

1. To study the concept of women entrepreneur
2. To find out the role of women entrepreneurship
3. Purpose for women to become an entrepreneur, reasons for slow progress of women entrepreneurs
4. Suggestions for the growth and development of women entrepreneurship.

## III. WOMEN ENTREPRENEURS

Women entrepreneur may be defined as a woman or group of women who initiate, organize and run a business enterprise." Women also innovate, initiate or adopt business actively are called women entrepreneurs". As women entrepreneurs explore the prospectus of starting a new enterprise, undertake risks, introduction of new innovations, co-ordinate administration and control of business

## IV. ROLE OF WOMEN AS ENTREPRENEUR

Considering the flow of women entrepreneurs in the traditional industries, it is often criticized that the women entrepreneurship is engaged only in handloom and handicrafts. Now their aspect has broadened into a new line like hotel line, beauty parlour business, candle making etc.

In the last decade there has been a remarkable shift in emphasis from the traditional industry to non-traditional industry and services. Based on this concept some important opportunities are being identified, considering the socio-economic, cultural and educational status and motivational level of entrepreneurs and assured markets are suggested for them such as manufacturing of woolen cloths, production of soaps, ready made instant food products like pickles, spices, papad etc and also job contracts for packaging of goods and distribution and house-hold provision etc.

Women Entrepreneurs Are:-

- A. *Creative*: It refers to the creative approach or innovative ideas with competitive market. Well planned approach is needed to examine the existing situation and to identify opportunities.
- B. *Women focus on their plans*: Women entrepreneurs plan their work and work with their plan. Set long term and short term goals and take consistent action moving towards them.
- C. *Profit earning capacity*: She has a capability to get maximum return out of invested capital.

## V. TRAITS OF WOMEN ENTREPRENEURS

A) *Women can balance home and work*

A successful woman entrepreneur is good at balancing varied aspects of life. Her multitasking aptitude combined with support from spouse and relatives enables her to bring togetherness between business priorities with domestic responsibilities efficiently.

B) *Women are cost conscious*

A successful woman entrepreneur prepares pragmatic budget estimates. She provides cost-effective quality services to her clients.

### C) Women are confident

A successful women entrepreneur is confident in her ability. She is ready to learn from others ,search for help from experts if it mean adding value to her goal

### D) Additional essential qualities

Innovative thinking, accepting changes in right time, ability to work physically more at any age , patience and bearing the suffering on behalf of others, strong determination

## VI. EXAMPLE OF WOMEN ENTREPRENEURSHIP IN INDIA

Women in India have come a long way from being just "homemakers". Women in India have come a long way from women working only part time. Successful women entrepreneur in India have made this presence felt in every field .Scriptures defines women as the embodiment of "shakti". She lives up to image everytime ,whether it is problem is problem solving at home or running a successful business ." A women is a best example of courage and boldness , sacrifices and sufferings".

Here we have listed five of the most successful women entrepreneur in India who continues to inspire us with their versatile abilities.

**A. INDIRA NOOYI ( PRESIDENT & CEO OF PEPSI.CO):-**Her ability to make quick decisions and tenacity to follow up has enabled her to make Pepsi.co one of the biggest brands in the market.She is listed as the fourth most powerful women in the world by forbes magazine.

**B. SHAHNAZ HUSSAIN :-**She is a part of this list one of the top -women entrepreneur in India because she started from nothing and has made her company ,Shahnaz Hussain Herbals enterprise .She was awarded the Padma Shri by the government of India in 2006.

**C. NEELAM DHAWAN(MANAGING DIRECTOR OF MICROSOFT INDIA) :-** When we are discussing the successful entrepreneurs in India we cannot leave the leading name in the IT sector out of it.She looks after the company sales and marketing division of the country in India.

**D. DR KIRAN MAZUMDAR SHAW:-** She is also known as the "Beauty queen of India".She is also listed in the forbes magazine as 50 most powerful women in international business.

Starting with a capital of just Rs10000 with her garage as her office,she created her first product in 1978.Her company Biocon has since then touched new heights in the field of bio technology

An active social activist she is a true role model for aspiring entrepreneurs in India.

**E.EKTA KAPOOR:-** Also known as the "Queen of Indian television industry".This extremely professional creative director of Bala ji television has won the hearts of millions of Indian women.She is one of the most dynamic and successful entrepreneur in the Indian television industry.

## VII. PURPOSE FOR A WOMEN TO BECOME AN ENTREPRENEUR

1. Economic activity
- 2.Independence
- 3.Family occupation
- 4.Success stories of friends and relatives

## VII. REASONS FOR SLOW PROGRESS OF WOMEN ENTREPRENEURS

### A. .Social -cultural barriers :-

The traditions and customs prevailing in Indian societies sometime stand as an obstacle before women which stop them from growing and prospering

### B. Balance between family and career

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Women in India are very emotionally attached to their home and families.They are overburdened with family responsibilities.In such situation it is very difficult to concentrate and run an organisation.

## VII. SUGGESTIONS FOR THE GROWTH OF WOMEN ENTREPRENEURSHIP

1. Consider women as specific target group for development programmes.
2. Continuous monitoring and improvement of training programmes.
3. Involvement of NGO in entrepreneurial training programmes and counselling.
4. Making provision of providing credit to the women entrepreneur at local level.
5. Activities in which women are trained should focus on their marketability and profitability.
6. Encourage women participation in decision making.
7. Better educational facilities and schemes should be extended to women folk from government department.

## VIII. CONCLUSION

Women constitute almost half of the total population in India but they are not enjoying their freedoms, equalities on with their male counterparts . Since implementation of planning in India , several policies and approaches were made to reduce inequalities between women and men. Both government and non-government sectors were intervening to empower women. The national empowerment policy 2001 also emphasized that women economic empowerment may be visualized only with the devlopment of women entrepreneurship.

Majority of the women entrepreneurs have undertaken enterprise like pickles,spices,papad etc and also job contracts for packaging of goods and distribution and house-hold provision etc .Support from government organizations and non government organizations should be provided for such activities.

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