

EMERGENCE OF WOMEN ENTREPRENEURSHIP IN INDIA

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Abstract:

Entrepreneurship has gained popularity around the world, and female entrepreneurship is an significant aspect of the global journey to sustainable economic growth and social change. There is a increasing recognition of the need for women to establish their own businesses for the socio-economic growth of the country. The aim of this analysis is to describe the present situation of women entrepreneurship in India. It also highlights recent developments in the growth of women entrepreneurship & the key solutions for women entrepreneurship problems.

Keywords: Women Entrepreneurship, Traits, socio economic development.

Introduction:

A Women entrepreneur can be identified as a women or groups of women who makes, organize and works for a business enterprise. The GOI has identified women entrepreneurs on the basis of women 's commitment to the wealth and jobs of a business enterprise.

Woman Entrepreneurship is an act of business ownership and business growth that empowers women to strengthen their economic strength as well as their role in society There is a increasing knowledge of the need for women to set up their own companies for the socio-economic advancement of the country.

Objectives of the Study:

- To know the concept of Women Entrepreneurship in India.
- Knowing the functionalities& characteristics of successful women entrepreneurs.
- Accessing the emergence of women entrepreneurship in India.
- Promotion of entrepreneurship among women
- To discuss the recent trends and main remedies for problems of women entrepreneurship.

Research Methodology: This Analysis Approach reveals the different methods of data collection for the present research. The study is carried out using secondary data. The present study is planned to identify woman entrepreneurs in India in order to address their influence on the Indian economy. Data from the study is collected from secondary sources such as numerous blogs, papers, magazines and books. We have adopted analytical, descriptive and comparative methodology for the study.

Emergence of Women Entrepreneurship in India: The study is carried out by secondary data. The present study aims to identify women entrepreneurial in India and explore how it affects the Indian economy. The study data is collected from secondary sources such as blogs, journals, magazines and books. Research methodology demonstrates how different ways of collecting data for this analysis are possible.

Women entrepreneurs seek opportunities, take chances, incorporate new ideas, integrate management and market power, and provide leadership in all facets of business. Thus in the dominated market environment they have proven their video. Today , women are becoming more and more involved and professional in meeting the needs of the consumer and prospering as designers, interior decorators, exporters, variety manufacturers and finding new forms of economic participation. It is possibly the reason for the interest in women entrepreneurship in India that Government agencies, non-governmental organizations, social scientists, scholars and foreign institutions have started displaying.

Functions of Women Entrepreneurship: As per Frederick Harbinson,

- Understanding the criteria's for starting a business.
- Risk taking and handling the volatilities in the business.
- Identification of solutions.
- Controlling, coordinating and administering
- Directing & Leadership

Traits of successful women Entrepreneurship

Most successful women entrepreneurs possess the following traits:

1. **Openness & willingness to learn:** A good female entrepreneur remains up to date with trends as she is well aware that emerging developments are significant. She's ahead and thrives on shifts among her rivals.
2. **Work-life balance:** A successful female entrepreneur combines various facets of life. Their various roles combine spousal and family support, enabling them to incorporate support from partner and relatives, helping them to skilfully and effectively bring business goals along with household obligations.

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3. **Cost consciousness:** A successful female entrepreneur makes realistic projections of the spending. This provides its consumers with cost-efficient premium services.
4. **Ambitious:** She has a clear vision for work, set achievable goals, is self confident for work & she's ambitious to be successful.

Women as a successful Entrepreneurship: successful women and men entrepreneurs are similar in almost all aspects; they have same level of qualifications and work experience. Some of the successful women entrepreneurs are as under:

- Indra Nooyi
- Naina Lal Kidwai
- Kiran Mazumdar Shaw
- Indu Jain

Steps taken by Govt. of India to promote Women Entrepreneurship:

The government of India has opted development of women the sole objective of making them economically independent. These program and plans are being discussed below:

Seventh Five Year Plan : The concept of Integration OF Women is Development was included in the Seventh Five Year Plan .This suggested the following :

1. Treat women as a particular focus category in all growth programs.
2. Establish and diversify vocational training programs for women in order to satisfy their various demands and skills.
3. To encourage appropriate technologies, equipment and practices for reducing their drudgery and increasing their efficiency and productivity.
4. To provide assistance for marketing their products.
5. To women in the process of decision making .

Eighth Five Year Plan: Efforts have been made to improve jobs and income-generating practices for women. More specifically, following schemes were launched during the eighth five year plan:

Some of the steps taken by The Khadi & Village commission of India are:

Women's cooperatives have been formed to assist women in agricultural industries such as milk production, poultry, livestock production, horticulture, etc, with full financial assistance from the government.

Prime Minister Rojgar Yojna and Entrepreneurial Development Program were launched to promote entrepreneurial skills among women.

Ninth Five Year Plan: During the ninth plan, Central and State Governments adopted a special strategy called 'Women Component Plan'.

Under women component plan, not less than 30% of funds benefits are earmarked in all women related sectors.

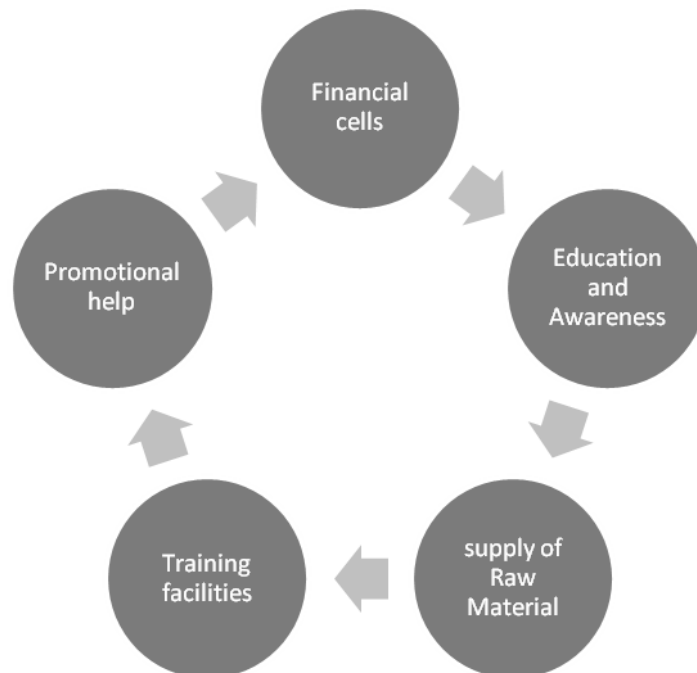
Recent Trends in Development of Women Entrepreneurship:

Women are increasingly conscious of the need to start their own businesses for the country's socio-economic growth. Just 185,900 females, i.e. 4.5 percent of the overall population of 126,48 million women served self-employed women. Most of them are involved with non-organized industries such as agriculture, agriculture, craft, handloom and cottage-based industries.

Trends of women entrepreneurship in different states of India -2014

States	No. of units registered	No. of women Entrepreneurs	percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujrat	3872	1538	39.72

Main remedies for the Problems of Women Entrepreneurship



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