

Women Entrepreneurship

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Abstract - women although consisting half of the global population, have been subject to various discrimination like being considered second class citizen, not considered on par with the men. Efforts have been made to bridge the gap and uplift their standard, but there still remains a lot to be done. One of the biggest barriers in this has been the inferiority complex mentality of women. They themselves not considering on Par with the men, there has been a lack of women entrepreneurship, to voice their opinion, interest, and concern.

With the modern world becoming more and more competitive, women should try to become an asset rather than a liability, and it can be made Possible only when more and more women are inculcated in Economic activities, becoming an earning hand for the family.

With the advancement of technologies and rising globalisation the mindset of society is gradually" changing and have started accepting the significance of women in various dimensions where there had been masculine hegemony.

Index Terms - Entrepreneurship, Economy, Risk, Supervision.

INTRODUCTION

Recently, supreme court in one of its judgements gave nod to the entry of women in combat roles in Defence forces. women, who still very recent were confined to some selected fields of economy like Nursing, Education, office jobs, IT sectors jobs are breaking the "Glass ceiling" and exploring newer dimensions where there had been male dominance like Agriculture, Running business houses, Animal Husbandry etc., And with the welcome intervention of the Govt in the MSME sector large number of women can be seen indulged in fields like Agarbati making, Tailoring, Garment Industry, Pottery, Doll making, Beauty parlors etc.

In the present paper, an attempt has been made to study role, Trends, problems faced by women in various dimensions of life, it also throws light on assistance Provided to women entrepreneurs, their remedies of etc.

OBJECTIVES

Main objectives of study of women entrepreneurship are as follows:

1. Analysing factors Promoting and hampering the women entrepreneurship.
2. Problems faced by women in starting and expanding any industrial enterprise.
3. Providing solutions to the problems encountered.

ROLE OF WOMEN ENTREPRENEURS

1. exploring the possibility of establishing any industrial / business enterprise.
2. selecting ideal location for industrial establishment.
3. Providing leadership and supervision.
4. undertaking risk calculation and handling financial uncertainty.
5. Procuring the resources like manpower, material, money.
6. Establishing coordination among various activities inside and outside the enterprise.
7. Adopting better practices and inculcating the culture of innovation.
8. Providing leadership and supervision roles.

CHANGING TRENDS IN WOMEN ENTREPRENEURSHIP

1957- These was shortage of income in the family hence women entered & lack of earning" male.

1960- spread of education enabled women to venture into smallest one-women enterprise at home.

1970- women started developing aspirations and ambitions to do something for the family,

1980- Dramatic shift. Earlier women tried to maintain a balance between work-life, i.e, social occupational balance. But now women started making personal choices, living more preference to occupation.

1990 onwards! Globalisation speeded up and integrated the whole world, women started getting

more opportunities, especially in the non-conventional fields like Defence, field work etc.

PROBLEMS AND CONSTRAINTS

1. No support from family. As their primary responsibility is considered to be handling family.
2. women entrepreneurs are seen with grey and suspicious eyes, Particularly in Rural areas.
3. caste and religious divisions also playing their spoil sport.
4. Lack of self-confident ice and Risk handling Capacity (inferiority complex)
5. psychological factors like women being considered weaker sex and less efficient in comparison to men, they are generally paid less. They have put in extra effort as they have to take care of the family also at the end of the day.
6. Lack of Practical knowledge as they are more prone to be confined within the house.
7. Problem of finance as they lack Prosperity in the name.

WOMEN ENTREPRENEUR ASSOCIATIONS IN INDIA

- Women Entrepreneurs wing of National Alliance of young entrepreneurs (NAYE),
- Consortium of women Entrepreneurs of India.
- Indian council of women Entrepreneurs.
- 5-10 Employment women's Associations.
- Associations of women Entrepreneurs of Kamataka.
- Associations of women Entrepreneurs of Andhra.

ASSISTANCE TO WOMEN ENTREPRENEURS

1. small Industrial Development organisation :- A network of country wide small Industrial units, conducting entrepreneurial Development Programs exclusively for women.
2. National Small Industries Corporation Limited:- A government of India undertaking responsibility for development of small-scale Industries.
3. Industrial Development Bank of India (IDBI):- It has launched various programs like

- Mahila Udyam Nidhi Providing capital avistance to new women entrepreneurs, whose project costing less than Rs. 10 Lakh.
- IDBI scheme of training and Extension service.
- Stree Shkti Scheme of SBI.

REMEDIES TO SOLVE PROBLEM OF WOMEN ENTERPRENEURS

1. Providing /Establising a separate finance cell for women in finance and public sector organisations.
2. Generating social awareness through education reforms, inculcating these values from the very beginning.
3. Providing training facilities covering dimensions like personality, attitude, skill augmentation.
4. Ensuring women having access to the row materials required for the proper functioning of their enterprise.

CONCLUSION

In the present day, the situation of women is far better than what was at the time of independence, and there has been a great shift with the advancement in the field of IT and expansion of Phenomena like urbanization, Globalisation. These factors have expanding the horizon of societal mindset. Contribution of Govt job has been immense in this regard, but a fill a lot to be done to achieve the correct balance.

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