“WOMEN ENTREPRENEURSHIP”

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Abstract: The current study address to find out the scenario of women entrepreneurship. The papers explore the sectors for improvement of the existing and creation of new tools, techniques and women entrepreneurs in the light of the development of women entrepreneurs. Awareness about these women entrepreneurs in Mumbai district of Maharashtra. The principles are a set of underlying assumptions about how to view the organization and its relation to customers, competitors and suppliers. Women entrepreneurs are based on some principles: customer focus, continuous improvement and support. All organizations can have more or less systematic, integrated and proactive approaches to deal with the principles. Accordingly, a quality profile cannot simply be implemented on the basis of the existing management structures and systems. It may require the redesign of work, the redefinition of managerial roles, the redesign of organizational structures, the learning of new skills by employees and the reorientation of organizational goals for women entrepreneurship.

There are many places which are unaware about women entrepreneurs hence the researcher feels to study on the awareness of women entrepreneurs in the District of Mumbai (Maharashtra).

Key Words: women entrepreneurship, Quality, Management, Indian awareness, sectors, Mumbai, etc.

Introduction:

Women entrepreneurship having two main types those are interrelated.

1. Women become entrepreneurs by choice.
2. Women become entrepreneurs by necessity

These types of development are mutually dependent, as an innovation in one type may lead to innovations in others. This co-dependency is created because women entrepreneurship processes are simultaneously before the study it is essential to know what are the aims and objectives of women entrepreneurship in India.

The main objectives of women entrepreneurship:

a. To improve the digitization involving with women entrepreneurship procedures across the country in the country.

b. To minimize the efforts and improving the technology for organization.

c. To replace a lot of other management process to reduce efforts of organization

d. To comprehend with most of the women entrepreneurship.
e. To improve the effect of women entrepreneurship of each and every area.
f. To improve the competitiveness of the organization.
g. To ensure the availability of knowledge for the improvement
h. To reduce the complications in the system and organization
i. To decrease the unhealthy competition among the states due to unawareness of women entrepreneurship.
j. To reducing the women entrepreneurship problems to avoid further issues.
k. To simplify the process of women entrepreneurship with effect of digital technology.

Thus, there are many good and beneficial aims and objectives of using women entrepreneurship in India. Mumbai is one of the main districts of Maharashtra. Mumbai is the main city and one of the most dense and populated district. Current study aims to find out the awareness of sectors of Mumbai.

**Literature Review:**

There are several studies women entrepreneurship in India. Few of them are highlighted as:

1. **Shikha Mahajan** in *Women Entrepreneurship in India Global Journal of Management and Business Studies* This conceptual paper indicates and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21st century. The primary objective of this paper is to find out the status of women entrepreneurs in India and also studies the success story of Hina Shah the most successful women entrepreneurs of India in plastic packaging and Founder of ICECD. Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economies into thriving enterprises.

2. **Neha Tiwari** in *Women Entrepreneurship in India: A Literature Review* Emergence of women entrepreneurs has led to an engendered perspective in realm of entrepreneurship. Women entrepreneurship is closely intertwined with instrumental societal and economic benefits. Despite the fact that women constitute nearly half of the population in India, their participation in entrepreneurial activities remains severely limited.

3. **Jyoti Rani & Sanjay Kumar Sinha** in *Barriers Facing Women Entrepreneurs in Rural India: A Study in Haryana* The paper is an attempt to throw light on barriers faced by women entrepreneurs in Haryana (India). The findings revealed that lack of family support, non-cooperation of male counterparts, weak bargaining position, psychological barriers, lack of experience, lack of knowledge, lack of society support, harassment, difficulties in getting loans to set up a business, lack of awareness about credit facilities for women, lack of infrastructure
facilities, strict regulations and policies, attracting customers, lack of marketing skills and unfavorable market behaviors were the major problems faced by the women entrepreneurs.

Aims and Objectives of the Study:

a. To study about women entrepreneurship in India
b. To study about the awareness of women entrepreneurship in the customers of Mumbai District.
c. To study about the awareness of women entrepreneurship among the customers of rural parts of Mumbai District in Maharashtra.

Hypothesis:

a. There is not clear picture of women entrepreneurship to the all sectors of Maharashtra.
b. Rural customers are not having proper knowledge of women entrepreneurship and quality management.

Methodology of the Study:

Survey method with providing the questionnaire to the respondent is used for current study. Written and interview test are conducted for the organization. Few schemes were also asked them.

Limitation of the Study:

Current study is limited with the Mumbai District in Maharashtra. Hence no data is collected outside this district.

Sources of Data Collection:

Following two types of source is used for the data collection of current study.

a. **Primary Source:** For the current study the descriptive and experimental research method is used. The design of the study is adopted for doing this research paper.
b. **Secondary Source:** Secondary source for current study is used from the books, journal, articles, thesis –both published and unpublished, available material on current study in printed form, even available on internet. The data for the study has been collected from secondary sources like newspapers, research papers and websites.

Data Collection Method:

d. In Mumbai District in Maharashtra there are total 3 zones. Out of which five sectors are selected for the current study. i.e. Tourism Industry, Textile industries, Poultry farming, Plastic
Materials, and Soap factories. Total 50 people were selected as a sample size from these five places i.e. 10 from each.

Data of North Mumbai:

<table>
<thead>
<tr>
<th>Sr. no.</th>
<th>Customers’ Awareness</th>
<th>women entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>80%</td>
<td>Tourism Industry</td>
</tr>
<tr>
<td>02</td>
<td>60%</td>
<td>Textile industries</td>
</tr>
<tr>
<td>03</td>
<td>75%</td>
<td>Poultry farming</td>
</tr>
<tr>
<td>04</td>
<td>60%</td>
<td>Plastic Materials</td>
</tr>
<tr>
<td>05</td>
<td>50%</td>
<td>Soap factories</td>
</tr>
</tbody>
</table>

Table 1.1

Data of Central Mumbai:

<table>
<thead>
<tr>
<th>Sr. no.</th>
<th>Customers’ Awareness</th>
<th>women entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>90%</td>
<td>Tourism Industry</td>
</tr>
<tr>
<td>02</td>
<td>80%</td>
<td>Textile industries</td>
</tr>
<tr>
<td>03</td>
<td>85%</td>
<td>Poultry farming</td>
</tr>
<tr>
<td>04</td>
<td>60%</td>
<td>Plastic Materials</td>
</tr>
<tr>
<td>05</td>
<td>30%</td>
<td>Soap factories</td>
</tr>
</tbody>
</table>

Table 1.2
Data of South Mumbai

<table>
<thead>
<tr>
<th>Sr. no.</th>
<th>Customers’ Awareness</th>
<th>women entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>70%</td>
<td>Tourism Industry</td>
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<td>02</td>
<td>90%</td>
<td>Textile industries</td>
</tr>
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<tr>
<td>05</td>
<td>50%</td>
<td>Soap factories</td>
</tr>
</tbody>
</table>

Table 1.3
As shown in above tables and graph, most of the sectors are aware about women entrepreneurship in Mumbai. They know on which sector women entrepreneurship is applicable and on which product it not but they know it about used in everyday life. They are not much more aware about the about women entrepreneurship system which are having high demand and fast innovative growth. They know only concept and few of them knows about it in details. Finding of the study are given below:

**Findings of the Study:**

a. There are many cases in which client themselves are confused about women entrepreneurship and its applications and norms of it. Therefore, customers knew only that these are digitized and these are under technology.

b. What is exactly women entrepreneurship and its applications very few of know.

c. As women entrepreneurship is new concept, it will take time to understand to the customers also in the point of view of its benefits.

d. It is not simple and easy to understand the concept of women entrepreneurship and its applications.

e. Overall study shows that early stage of women entrepreneurship will be a part of creating complication in the mind of consumers.

f. There are negative approach and views of customers about women entrepreneurship and its applications.

a. Lack of IT facilities is also one of the major reasons to make consumers unaware about women entrepreneurship.

**Suggestions of the Study:**

g. It is essential to give training for practical knowledge of women entrepreneurship and its applications.

h. Need of counselling and communicating to all level of sectors about women entrepreneurship and its benefits.

i. It is necessary to inform the customers that women entrepreneurship is more advanced and innovative than previous technologies

j. It is essential to convey all the sectors to make aware that there is no exemption from women entrepreneurship to anyone, so they should prepare themselves with positive attitude towards the use of it.

k. It needs to go time to understand the particle benefits of women entrepreneurship to consumers
Conclusion:

Thus, these is always problem when new approach or new method is introduced in any sector. Even it is experienced that there is no one who can understand any technology with fully desired expectation. Even not of those who are working in the professions such as Lawyers, Chartered Accountants, Company Secretaries, etc. if such scenario is there for any technology, how one can expect that women entrepreneurship at initial stage should be understood by common people who are the users of system which they require for their routine life. women entrepreneurship to improvement will take time to understand. It is not as hard as to understand but to apply organization quickly. there were different ratio of previous system which were divided as per location of users. Such complications are not in the application of women entrepreneurship. As it is new, it will take some time to understand by the consumers about its system, pattern benefits and application. They will be aware about it when will start to use it by practically through. It needs only proper counseling.

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