

A STUDY ON WOMEN ENTREPRENEURS IN INDIA

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Abstract:

This study explores the women Entrepreneurs in Republic of India. Entrepreneurs could also be outlined as whom able to take risk. girls entrepreneurs are taking part in terribly very important role and that they became vital a part of the worldwide business atmosphere and it's very important for the sustained In India, though' girls are taking part in key role within the society, however still their entrepreneurial ability has not been properly tapped thanks to the low status of the most purpose of this paper is to search out the standing of ladies entrepreneurs in Republic of India. On the premise of this study some suggestions are given to encourage spirit of ladies enterprisanship to become a palm entrepreneur.

Keywords: Women Entrepreneurs, Empowered, Business, Economical Status, Contribution and Role.

Introduction

Women entrepreneurship is that the method wherever ladies organize all the factors of production, undertakes risks and supply employment to others. The definition of women entrepreneurship has ne'er been differentiated on the idea of sex and thus can be extended to women entrepreneurs with none restriction. Entrepreneurship development among ladies may be thought of a potential approach to economic management of ladies. Human resources and technology area unit the two necessary factors of growth in new economic order. To activate these two factors need entrepreneurship development an exceedingly in a very massive manner in an economy.

OBJECTIVES OF THE STUDY

1. To determine the role of ladies entrepreneurs.
2. To examine the obstacles sweet-faced by ladies entrepreneurs.
3. To acknowledge the contribution by ladies entrepreneurs during this society.
4. To highlight the issues and challenges sweet-faced by ladies entrepreneurs during this gift society.
5. To draw conclusions and supply suggestions.

REVIEW OF LITERATURE

Jadhawrao Madhavi Sugaraj, & Dr. Salve P.S. (2014), “A Study of Women Entrepreneurship and Their Problems in the Development in Western Maharashtra”. This study relies on the secondary supply of information that area unit collected from Fourth All Bharat Census on MSME (Micro, little and Medium Enterprises) printed by Government of Bharat. The limitation of the study is accessibility of information. The most recent information offered concerning girls entrepreneurs area unit for the year 2006-07, printed by Government of India through Fourth All India Census on MSME. Government of Bharat in Ministry of MSME has conducted 3Censuses of registered little Scale Industries (SSI) before the enactment of MSME Development Act, 2006. The last Census was conducted in 2002-03 with reference year 2001-02, the govt. of Bharat printed information just for registered SSI (Small Scale Industries) sector within the 1stand 2d censuses. These censuses didn't give information on girl's enterprises within the same manner because the Fourth Census provided. Owing to this our study solely refers to a specific purpose of your time (2006-07) instead of creating any “over the amount analysis”. Considering the importance of information for policy formulation, associate All Bharat fourth Census was introduced in 2008.

Parveenkumar (2015), Author examine “A Study on Women Entrepreneurs in India”. Women constitute the family that results in society and Nation. Social and economic development of ladies is very important for overall economic development of any society or a rustic. In ancient Indian societies, they were confined to four walls. In fashionable society, they are available out of 4 walls to participate altogether sorts of activities together with entrepreneurship. In Bharat empowering girls through entrepreneurship has become associate integral a part of our development efforts owing to 3 vital reasons viz. girls development, economic process and Social stability. Our increasing dependency on service sector has created many entrepreneurial opportunities significantly for girls wherever they will surpass their skills with maintaining balance in their life. During this study we have a tendency to involve regarding the various issues that drag back the skills of ladies businessperson and put together about the role of ladies businessperson in economic development.

Seema Johar (2015), in line with author describes analysis on “A study on the Development of Women Entrepreneurship in Ghaziabad, UP, India ”. Girl's entrepreneurship growing conception in of late giving a replacement definition to the globe girl's area unit showing their talent altogether field's competitor equally with the boys. Girl's entrepreneurship is crucial for each nation. In Bharat the case is completely different bound superstitions, controls on girls in unbroken

in back. girls success is there altogether areas like house married woman, teacher, professor, lawyer, engineer, doctor, pilot, scientist, technocrats, economists, etc., in fact, girls will manage the house expeditiously, associated why cannot she manage the business in an economical manner. The gift paper focuses on the expansion and performance of girls entrepreneurs in Bharat and therefore the issues and challenges that area unit faced by women Entrepreneurs in Ghaziabad town. The current paper conjointly focuses that the factors that encourage girls to become a triple-crown entrepreneurs area unit action motivation and human relation.

RESEARCH METHODOLOGY

The study is predicated on the intensive survey of secondary knowledge that is collected from revealed analysis papers, websites, reference books, journals and reports etc.

STATEMENT OF THE PROBLEM

Women entrepreneurs' area unit taking part in distinguished role, to progress economy well. Such ladies face downside not solely economical, however conjointly psychological. There is a unit sure distinctive psychological feature factor that facilitates ladies to progress well.

ROLE AND CONTRIBUTION OF WOMEN ENTREPRENEURS IN INDIA

1. Capital formation

Entrepreneurs mobilize the idle savings of the general public through the problem of business securities. Investment of public savings in business ends up in productive utilization of national resources. The speed of capital formation will increase, that is important for fast economic process.

2. Improvement in per capita financial

Gain women entrepreneurs in Bharat have additionally been exploiting the opportunities the opportunities. They convert the latent and idle resources like land, labour and capital in to national in-come and wealth within the kind of product and services. They assist increase the country's web national product and per capita that are necessary yardsticks for measure the economic process.

3. Generation of employment

Women bourgeois is in Bharat are enjoying a vital role in generating employment each directly and indirectly. By putting in place tiny scale industries, they provide jobs to folks.

4. Social Contribution

Women entrepreneurs are conducive towards up the balanced regional development and improvement of living standards within the country.

5. **Balanced Regional Development**

Women entrepreneurs in Bharat to get rid of regional disparities in economic development. They originated industries in backward areas to avail of the resources concessions and subsidies offered by government.

6. **Improvement in living standards**

With the putting in place of tiny scale industries, reduction of scar-city of essential commodities and introducing new merchandise are often achieved. Ladies entrepreneurs during this country are manufacturing style of product on an oversized scale and giving them at low rates, as a result, achieving improvement within the normal of life.

7. **Innovation**

Innovation is that the key to entrepreneurship. It implies the business application of associate degree invention. As associate degree mastermind, the bourgeois assumes the role of a pioneer associate degreed an industrial leader. Entrepreneurs have contributed many inventions within the developing new merchandise and within the existing merchandise and services. of these have resulted in economic development by approach of generating employment, a lot of financial gain etc.,

8. **Alternative contributions**

Ladies entrepreneurs are the most actresses in charging the culture of the society. In our country, ladies are workaholics and participate outside the house and develop the sense of independence and therefore the like. Therefore ladies entrepreneurs in our country are directly or indirectly enjoying a vital role in environmental protection, back ward and forward integration and are acting as charge agents, therefore conducive to the economic process of the country.

FEMALE WORKERS WILL BOOST INDIA'S GDP

An impressive 133 million Indians rose out of economic condition between 1994 and 2012, AN action that India and therefore the world may be pleased with. Whereas deserve celebration, the success might are even a lot of dramatic if a bigger range of girls might contribute to the workforce.

In 2012, solely twenty seven p.c of adult Indian girls had employment, or were actively searching for one, compared to seventy nine p.c of men. In fact, virtually twenty million girls had born out of the hands between 2005 and 2012. This is often comparable to the whole population of country.

India ranks a hundred and twenty among 131 countries in feminine labor pool participation rates and rates of gender-based violence stay intolerably high. It's exhausting to develop in Associate in Nursing inclusive and property manner once half the population isn't totally collaborating within the economy. At Revolutionary Organization 17 November of GDP, the economic contribution of Indian girls is a smaller amount than 0.5 the world average, and compares unfavorably to the four-hundredth in China, as an example. India might boost its growth by one.5 share points to nine % per annum if around five0% of ladies might be a part of the hands.

PROBLEMS FACED BY WOMEN ENTREPRENEURS IN INDIA

1. Downside of Finance

Finance is considered "life-blood" for any enterprise, be it huge or tiny. However, ladies entrepreneurs suffer from shortage of finance on two counts. Firstly, ladies don't usually have property on their names to use them as collateral for getting funds from external sources. Thus, their access to the external sources of funds is restricted.

2. Deficiency of material

Most of the ladies enterprises area unit laid low with the deficiency of material and necessary inputs. Additional to the current area unit the high costs of material, on the one hand, and obtaining material at the minimum of discount, on the opposite. The failure of the many ladies co-operatives in 1971 engaged in basket-making is Associate in Nursing example however the deficiency of material sounds the death-knell of enterprises pass ladies

3. Stiff Competition

Women entrepreneurs don't have structure set-up to pump during a ton of cash for bell ringing and advert. Thus, they need to face a stiff competition for promoting their merchandise with each organized sector and their male counterparts. Such a contest ultimately leads to the liquidation of ladies enterprises.

4. Restricted quality

Unlike men, ladies quality in Asian country is very restricted thanks to varied reasons. One girl posing for space remains looked upon suspicion. Cumbersome exercise concerned in beginning Associate in Nursing enterprise let alone the officer's undignified perspective towards ladies compels them to provide up plan of beginning Associate in Nursing enterprise.

5. Family Ties In India,

It's primarily a women's duty to seem when the kids and different members of the family. Man plays a secondary role solely. just in case of married ladies, she needs to strike a fine balance

between her business and family. Her total involvement in family leaves very little or no energy and time to devote for business.

6. Lack of Education

In India, around three-fifths (60%) of ladies area unit still illiterate. Illiteracy is that the root reason behind socio-economic issues. Thanks to the shortage of education which too qualitative education, ladies aren't responsive to business, technology and market data. Also, lack of education causes low action motivation among ladies. Thus, lack of education creates one kind or different issues for girls within the fixing and running of business enterprises.

7. Male-Dominated Society

Male chauvinism remains the order of the day in Asian country. The Constitution of Asian country speaks of equality between sexes. But, in follow, ladies area unit looked upon as in a position, i.e. weak altogether respects. Ladies suffer from male reservations a couple of women's role, ability and capability and area unit treated consequently. In shell, within the male dominated Indian society, ladies aren't treated adequate men. This, in turn, is a barrier to ladies entry into business.

8. Low Risk-Bearing Ability

Women in Asian country lead a protected life. They're less educated and economically not self-dependent. Of these cut back their ability in-tuned risk concerned in running Associate in Nursing enterprise. Risk-bearing is an important requisite of a no-hit bourgeois.

CONCLUSION

Women are vital a part of human resource and additionally for country. As we have a tendency to don't imagine the family while not ladies, the event of economy is incomplete while not the contribution of ladies. the normal mentality, lack of development programmes, education, entrepreneurial data, negative angle of economic establishments, lack of information of market, work life balance problems creates the hindrance within the path of ladies enterprisers A women entrepreneur by her palmy entrepreneurial activities proves her recognition and identity in society.

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