

THE ROLE WOMEN ENTREPRENEURS IN DEVELOPING INDIAN SOCIETY

SUGURESHWAR R

Assistant Professor in Sociology
Government First Grade College
Afzalpur Dist. Kalaburgi, Karnataka

Abstract

In the current scenario lot of jobless women have taken up entrepreneurship grounded on their knowledge, chops and determination and indeed those in the well paid jobs are leaving the pool with the married of taking up entrepreneurship not for their living, they're determined to give employment to couple of people. In- fact it's a good sign of enhancement.

The demographic appearance of Indian profitable growth of the country has changed because of the increased presence of women as entrepreneurs. Despite of the profitable retardation there's a considerable quantum of profitable achievement that India has attained because of further women taking up entrepreneurship still there exists issues that need to be honored and bandied. The woman entrepreneur in India possesses colorful rates and that's how they're different from the rest of the lot. A woman entrepreneur is one who nurtures new ideas, starts her enterprise with these ideas and provides added value to society grounded on their independent action. She's tone-confident and has faith in herself and her capacities. The part of women in our society has changed drastically in the once many decades and for the betterment of Indian Society. Women are now enwrapping the business positions preliminarily regarded as manly dominated and are excelling their manly counterparts in numerous business areas. Women are well known for their leadership chops and hence dominate in new- age diligence similar as electronic manufacturing, where further than 50 of the workers are women because of their accurate work and better effectiveness situations. This paper addresses about the factors leading to women entrepreneurship, profitable of entrepreneurship for women along with pressing the challenges faced by women while taking up entrepreneurship. crucial Words Women pool, Indian Society, Leadership, Entrepreneurship, Business chops, Challenges.

India is really longsighted a revolution through women entrepreneurs. largely educated, technically sound and professionally good women must be encouraged for managing their own business, rather than being employed in any outlets. Entrepreneurship among women is a vital element of the overall result. It not only boosts the frugality through job creation, but also delivers transformational social and particular issues for women. moment India has 13.5 – million women- possessed enterprises, representing of all enterprises. Now in recent India, it is observed that there has been a snowballing trend in number of women- possessed enterprises as the result of drastic change in the present world. Women are sharing in large

number in the present world of business. Entrepreneurship is necessary to initiate the process of profitable development of both developed and developing countries as it's the reverse bone of frugality of any country. Moment's women entrepreneurs do n't come only from the established business families or from the advanced- income sections of the population, they come from all walks of life and from all corridor of the country. It's also necessary in sustaining the process of profitable development in this golden age of urbanization, globalization, digitalization and start- up thunderclaps.

MEANING OF WOMEN ENTREPRENEURS

Women entrepreneurs are those women who suppose of a business enterprise, initiate it, organize and combine factors of product, operate the enterprise and take over pitfalls and handle profitable query involved in running it.

DELINEATIONS OF WOMEN ENTREPRENEURS

Government of India(2018) – “ A woman entrepreneur is defined as an enterprise possessed and controlled by a woman having a minimal fiscal interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women. ” Significance of Woman Entrepreneurs in India Women have proved that they're no less them men in the effectiveness, hard- work, or intelligence, handed they are given proper occasion. Women entrepreneurs motivate other women to start businesses. This leads to further job creation for women which eventually helps in reducing the gender gap in the pool in the society. When women come successful in a field, the coming generation of women is more likely to emulate their success. According to studies conducted by NGO Bangalore, it has been observed that Women are veritably good entrepreneurs as they can maintain work balance in life. These factors may vary from place to place and business to business but women entrepreneurship is necessary for the growth of any frugality whether it's large or small. largely educated, technically sound and professionally good women must be encouraged for managing their own business, rather than being employed in any outlets. The rugged bents of youthful women can be linked, trained and exploited for colorful types of diligence to increase the productivity in the artificial sector as well as the nation. Now a day indeed later facing so numerous obstacles the Indian women is now getting an educated and economically independent.

REVIEW OF THE LITERATUR

Dhameja et al 2000 Women entrepreneurship also leads to social and profitable commission of women. Women entrepreneurship is more common in youngish age groups in comparison to aged age groups.

Saidapur et al(2012)(1) Entrepreneurship has been a manly- dominated wonder from the in all felicitations early age, still time has changed the circumstance and brought women as the present most essential and flourishing entrepreneurs. It's estimated that women entrepreneurs by and by involve about 10 of the absolute number of entrepreneurs in India, with the rate developing each time.

Selvaraj, 2013" Entrepreneurship the Need of the Day" underscored the demand for the development of entrepreneurship in pastoral zones, as it'll connect the needed rarities between the pastoral and less created sections. Movement has turned into a noteworthy problem in our nation. On the off chance that the implicit moves are enthralled with entrepreneurial action, this can be limited and the problem of urbanization can be disposed of.

Suresh Reddy, 2016 in his" Entrepreneurship- Concept and Development" obviously called attention to that the idea of entrepreneur is that an individual through his compound skill can misuse implicit issues in an offered circumstance to the degree, with the accessible coffers. Entrepreneurship development is to produce and support entrepreneurial capacity in the individualities who truly needs to make violent advances.

Brimmer 2012 in his composition named," The Setting of Entrepreneurship in India" has made an evaluation of the job of a mechanical association known as the overseeing office frame which was shaped by British and an Indian Entrepreneurship to conquer confinements forced by their absence of capital and business capacity.

Nabi and Kumar 2012 in their composition entitled," Entrepreneurship prospects and Experience" have discovered that the nonappearance of entrepreneurial skill and capacity of the general population of the state can be credited to backwardness of the State. Other than giving acceptable fiscal help and leading entrepreneurship development programs, the Government should set up tackle to screen the capability of the set entrepreneurs and their enthusiasm to wind up egregious entrepreneurs.

V Krishnamoorthy and R Balasubramani April 2014, linked the important women entrepreneurial provocation factors and its impact on entrepreneurial success. The study linked ambition, chops and knowledge, family support, request openings, independence, government subvention and satisfaction are the key behind her success. Important entrepreneurial motivational factors. The study also concluded that ambition 'knowledge and skill ', independence 'confines of entrepreneurial motivational has significant impact on entrepreneurial success.

WOMEN AREAS OF ENTREPRENEURS

Women entrepreneur in former times after independence were confined to entrepreneurship in traditional areas like food, fruits, vegetables, pickles, papads, acclimatizing, hose etc. still, frequently, Women entrepreneurs have fanned out to several new areas like engineering, beauty places, jeweller, handcraft, electrical, electronics, chemical and other manufacturing. This shows that entrepreneurial base of women expanded from traditional – fix, greasepaint and papad to modem Women entrepreneurs have the unique tendency to figure and maintain long- term connections. They've more effective communicational, organizational and networking chops than their manly counterparts. also, their fiscally conservative

approach reduces the threat of failure of their associations. Women entrepreneurs regard for bettered profitable growth and stability within a country. Women entrepreneurs inspire other women to start businesses.

This leads to further job creation for women which eventually helps in reducing the gender gap in the pool. When women come successful in a field, the coming generation of women is more likely to emulate their success. According to studies, it has been observed that Women are veritably good entrepreneurs as they can maintain work balance in life.

1. To study the fiscal requirements of women entrepreneurs.
2. To calculate the nippy competition in the every growing request.
3. To consider the limited mobility of the women entrepreneurs.
4. To check the family ties that restricts the women entrepreneurs.
5. To realize the government programs and programs for the stimulant of the women entrepreneurs.

The study is grounded on both primary and secondary data. The primary data collected through interview schedule system. The primary data collected in the month of April 2023. Informal discussion also held with the women entrepreneurs who were involved small time sary business, mess possessors, beauty salon possessors, paper plate makers, fruit and vegetable merchandisers etc. 50 women entrepreneurs were named on arbitrary slice system to evoke information from them The secondary data was collected from the Magazines, Journals, diurnals, diurnal journals, etc

A robust want to come part model to others motivate women to do commodity unanticipated which is better possible only if she's an employer and not an hand. For illustration, Vandana Luthura(VLCC), Shahnaz Hussain(Beauty Clinic), Neena Malhotra, (Exports), Sminu Jindal(Steel Sector), Michelle Salins(Interior developer), Kala Nehete(gym specialist) Sunanda Pushkar(Business Women), Neety Singh(Jewellery developer), to name a many.

ISSUES AND CHALLENGES OF WOMEN ENTREPRENEURS

1. Issue of Investment Finance is regarded as significant need for any enterprise, be large scale or small bone of the women entrepreneurs conforming of 84 per cent of them said women do n't generally have property on their names to use them as collateral for carrying finances from external sources. Accordingly, their access to the external sources of finances is limited. At the same they said the banks also consider women less credit- good and discourage women entrepreneurs on the belief that they can at any time leave their business in fear of not contending with the manly counterparts. Women entrepreneurs also lamented that they are bound to calculate on their own savings which they entered from their misters, if any and loans from musketeers and cousins who are unexpectedly stingy and negligible. therefore, women enterprises nose dive due to the deficit of finance.

2. **Insufficiency of Raw Material** Nearly $\frac{3}{4}$ of them women entrepreneurs conforming of 37 of them are said they're agonized by the failure of raw material and necessary benefactions. High prices of raw material, on the one hand, and getting raw material at the minimum of reduction, on the other is heaping a burden on their major part. The women entrepreneurs suffered that the failure of numerous women engaged in crockery, weaving, hand- made delineations, handbasket- timber is an illustration how the failure of raw material sounds the death- knell of enterprises run by women(Gupta and Srinivasan 2009).
3. **Hard Competition** 33 figures of Women entrepreneurs who are conforming of 66 per cent of them contended they do not have organizational set- up to pump in a lot of plutocrat for canvassing and for the announcement. therefore, the have to face a hard competition for selling their products with both organized sector and their manly counterparts. Such a competition eventually results in the ruin of women enterprises.
4. **Shy Mobility** Differing to the men, women inflexibility in India and indeed in other major municipalities is largely limited due to colorful reasons. 82 of them conforming of 42 women entrepreneurs editorialized that A single woman asking for a shop or space for her business is still looked upon dubitation.

They also expressed their viewed that awkward exercise involved in starting an enterprise coupled with the officers humiliating station towards women force them to give up idea of starting any new business gambles.

ANSWERS TO THE ISSUES OF WOMEN ENTREPRENEURS

From the below argument, it's clear that women entrepreneurs are facing number of challenges. thus, the following results may reduce the stress on the women entrepreneurs.

1. **Fiscal institutions for women** Exclusive finance divisions or collaborative societies can be opened by colorful fiscal institutions and banks for furnishing easy to feed the fiscal requirements of women entrepreneurs. In order to avoid the disturbing station of the private bankers, these divisions may be under the control and operation of women officers.
2. **Volume of Raw Accoutrements** to the women entrepreneurs in a subsided price still, the government of original authorities must If possible.give duty immunity and subsided price of the products to the force of raw accoutrements to the women entrepreneurs. The Government must make satisfactory way to supply the raw accoutrements at the minimal price. This action will encourage women to share in business exertion more effectively.
3. **Establishment Women's Marketing Societies** There's a stiff competition in the open request. Hence by order to overcome this difficulty, they can start collaborative societies. These societies can gather the products manufactured by the women entrepreneurs and vend them at competitive prices in the request directly therefore by barring middle men. Middle men truly draining the women entrepreneurs.

4. Undesirable station of the Society should be avoided It's necessary to make people conscious of women entrepreneurship development, colourful quality of products they produce. their marketing installations, competition etc. The negative station of the society towards women should be converted.
5. Organized Training to the indigent women the ultramodern- day conception of entrepreneurship is that 'entrepreneurs are n't born but made.' By giving proper training we can develop the inborn bents of an individual and make her an entrepreneur. To train women entrepreneurship the governmental agencies and fiscal institutions can set up separate divisions for giving training to women entrepreneurs.
6. Women should be stimulated in the family there should be a sound family background for the growth of women entrepreneurs. Parents in the primary stage and misters in the advanced stage should support women for doing the entrepreneurial conditioning successfully.

CONCLUSION

Women entrepreneurs challenged crowds of problems like lack of education, social impediments, customs and traditions, high expenditure of product, manly pacified society, limited directorial capacity, absence of tone- confidence and so on. In the face of the fact that we've multitudinous successful Women Entrepreneurs in our nation, yet it ought to be crosschecked with the genuine entrepreneurs. Conditioning are being taken at the frugality as acquired guarantee of fairness of chance each circles to the Indian women and laws assured break indeed with boons of interest in political procedure and original chances and rights in education and employment were ordered. Women entrepreneurs face similar huge figures of problems from fiscal, marketing, good, family, and different problems perspective. The families, governments and fiscal associations must apply some quantifiable rules for women entrepreneurs sometimes including in entrepreneurship by women is the way to master profitable challenges.

REFERENCE

1. Athena Theodore (1971), the professional Woman ||, Schenk man publishing company, Inc.
2. Cambridge, Massachusetts.<http://www.abebooks.co.uk/Professional-Woman-Theodore-Athena-Editor-Schen-man/284635780/bd>.
3. Aparijita Sinha, — what are the problems faced by Women Entrepreneur in India? || <http://www.preservearticles.com/20110153366/problems-faced-by-womenentrepreneur.html>
4. Ackerly, B. A. 1995. Testing the tools of development credit programmes, loan Involvement and women's commission. IDS Bulletin, 26(3).
5. Almaz Negash (December 2006), Economic commission of Women ||, http://www.scu.edu/ethics/practicing/focusareas/global_ethics/economic-empowerment.html.
6. Anita TripathyLal (November 15, 2012) — Women Entrepreneurs in India- Over the Times! || Fore School of Management.
7. Binitha. V. Thampi, (January 2007), A thesis on — profitable places of Women and its Impact on Child Health and Care A Study in Kerala.
8. Cohoon, Wadhwa & Mitchell,(2010), — The deconstruction of an Entrepreneur- Are Successful Women Entrepreneur Different From Men || Kauffman, The foundation of entrepreneurship.