

Woman Entrepreneurs in India

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Abstract: Women cntrepreneurs encounters only one third of all entrepreneurs. And as half the population on this planet is women there is an unnatural gap between genders. There is this potential to enhance the level of women entreprencurs. Woman entrepreneurs have a massive potential which are yet to be unleashed. Not only due to the gender gap, but also because women bring in diversity to the innovation process. More women will provide per se entrepreneurs with a more diverse perspective. Solutions to market inequalities are not solved just by male ebtrepreneurs with male thinking innovation. Now women also brings in solutions to market inequalities and their innovations may not be alike those of the man. Thus women entrepreneurship is to be seen as part of the diversity question.

Key Words: entrepreneurs, encounters, population, potential, entrepreneurs, diversity, solutions.

One good example here relates to user driven innovation. Where consumer needs are the key driver for innovation. In order to produce user driven innovation the agent needs to adapt the need from the consumer. The results of that are bound to be different whereas the agents are a man or a woman Woman entrepreneur's can possibly lead to another kind of innovation.

Together with creative and new ways of thinking innovation, involving the consumer and the gender gap the potential in promoting women entrepreneurs are obvious. Women entrepreneurship receives a great deal of attention in promoting women entrepreneurs are obvi-ous. Women entrepreneurship receives a great deal of attention in developed countries. They conclude that among other changing mindsets, adapt policies to allow better family life and work balance by using specific instruments like tax regulation, allowances, leave provision ets. will promote women entrepreneurship. (Dawad, 2007).

Women Entrepreneurs in India-Women owned businesses are highly increasing in hte economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensi-tivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the mainreasons for momen to emerge into business ventures. 'Women Entrepreneur' is a person who accepts challenging role to meet is an inbuilt quality of entrepreneurial women, who is capable of contributing values in boteh family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations.

The glass ceilings are shattered and women are found indulged in every lilne of business from pappad to power vables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designersa, interior decorators, exporters, publoishers, marment manufacturers and still exploring new avenes of econmic participation. In India, although women constitute the majorite the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepre-neurs are facing some major constraints like:

a) Lack of confidence- In general, women lack confidence in their strength and competence. The family mem-bers and the society are reluctant to stand deside their entrepreneurial growth. To a



certain extent, this situation is changing among Indian women and yet to face a tremendous change to increase the rate of growth in entrepreneurship.

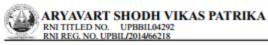
- b) Socio-cultural berriers- Women's family and personal obligations are sometimes a great barrier for succeding in business career. Only few women are able to manage bothe home and business efficiently, devoting to perform all their responsibilities in priority.
- c) Market-oriented risks- Stiff competition in the market and lack of mobility of women make the dependence of women entrepreneurs on middleman indispendable. Mnay business women find it difficult to capture the market and make thir products poplar. They are not fully aware of the chang-ing market conditions and hence can effectively utilize the services of media and internet.
- d) Motivational factors- Self motivation can be realized through a mind set for a successful business, attitude to take up risk and behavior towards the business society by shouldering the social responsi bilities. Other factors are family support, Government policies, financial assistance from public and provate institutions and also the environment suitable for women to establish businss units, businss units.
- e) Knowledge in Business Administration- Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management. This can facilitate women to excel to excel in decision making and develop a good business network.
- f) Awareness about the financial assistance-Various institutions in hte finacial sector extend thir maximum suport in hte form of incentives, loans, shemes etc. Eve then every woman entrepreneur amy not be aware of all the assistance provided by hte institutions. So the sincere efforts taken towards women entrepreneurs may not reach the entrepreneurs in rural and backward areas.
 - g) Exposed to the training programs-

Traing programs and workshops for every type of entrepreneur is available through the social and welfare associations, based on duration, skill and the pirpose of hte training program. Such programs are really useful to new, rural and young entrepreneurs who want to set up a small and medium on their own.

h) Identifying the available resources-Women are hesitant to find out the access to cater thir needs in the financial and mar-keting areas. In spite of the mushroomiung growthe of assocuations, institutions, and the schemes from the government side, women are not enterprising, and fynamic to optimize in hte form of reserves, assets mankind or Highly educatedm technically sound and professionally women should be encouraged for managing their own business, rather than depen-dent on wage employent outlets. The unexplored talents of young women can be identi-fied, trained and uded for various types of industries to increase the productivity in the industrual sector. A desirable environment is necessary of every women to inculcate entreprneurial values and involve greatly in business dealings. The additional opportunities that are recently approaching for women entrepreneurs are -

- * Eco-technology * Bio-technology
- * IT enabled enterprises * Event Management
- * Tourism industry * Tourism industry
- * Telecommunication * Plastic materials
- * Mineral water * Sericulture * Floriculture
- * Herbal & health care * Food, fruits & vagetable processing

Empowering women entrepreneurs is essential for achieving the goals of sustainable development and the bottlenecks hindering their growth must be eradicated to entitle full participation in hte business. Apart from training programs, Newsletters, mentoring, trade fairs and exhibtions also can be a source for entrepreneurial development. As a result, the desied out-comes of the business are quickly achieved and more of remeunerative business opportinities are found.



Henceforth, promoting entrepreneurship among women is cerlainly a short-cut to rapid economic growth and developmen.

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