

WOMEN ENTREPRENEURSHIP IN INDIA

B. Suba¹ & M. Sneka²

^{1,2}MBA, Anna University, Madurai

Abstract

In former days, for Women there were 3 Ks- Kitchen, Kids, Knitting, then came 3 Ps-Powder, Pappad, Pickles and now at present there are 4 Es- Electricity, Electronics, Energy, Engineering .Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities. Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as de signers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO's, Social Scientists, Researchers and International Agencies have started showing interest in the issues related to entrepreneurship among women in India.

Introduction

In the era of Liberalization, Privatization and Globalization along with ongoing IT revolution, today's world is changing at a surprising pace. Political and Economic Transformations appear to be taking place everywhere—as countries convert from command to demand economies, dictatorships move toward democratic system, and Monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses. Today, women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents, abilities and creativity in business and a compelling desire of wanting to do something positive. It is high time that countries should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women. At the same time, it is up to women to break away from stereotyped mindsets. In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. Due to the growing industrialization, urbanization, social legislation and along with the spread of higher education and awareness, the emergence of Women owned businesses are highly increasing in the economies of almost all countries.

Women entrepreneur's explore the prospects of starting a new enterprise; under take risks, introduction of new innovations, coordinate administration & control of business & providing effective leadership in all aspects of business and have proved their footage in the male dominated business area.

This report focuses on the concept of woman entrepreneurs in India; their traits in business, the problems faced by them when they set up and make some suggestions for future prospects for development of Women Entrepreneurs.

History

Entrepreneurship has gained currency across the sphere and female-entrepreneurship has become an important module. India is one of the fastest emerging economies and the importance of entrepreneurship is realized across the gamut. “Women Entrepreneurship” means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society. Women-entrepreneurs have been making a considerable impact in all most all the segments of the economy.

“Women Entrepreneur” is a person who denies the role of their personal needs to participate and be accepted economically independent. Strong desire to do something positive is a high-quality women entrepreneur who contributes to the position values of family and social life.

“An enterprise owned and controlled by a women having a minimum financial interest of 51% of capital and giving at least 51% of the employment generated by the enterprise to women.” - Government of India.

According to Kamala Singh, “A women entrepreneur is a confident, innovative and creative woman capable of achieving economic independence individually or in collaboration generates employment opportunities for others through initiating establishing and running an enterprise by keeping pace with her personal, family and social life.”

According to Medha Dubhanshi Vinze, “A women entrepreneur is a person who is an enterprising individual with an eye for opportunities and an uncanny vision, Commercial acumen, with tremendous perseverance and above all a person who is willing to take risk with the unknown because of the adventures spirit she possesses.”

In the words of Former President APJ Abdul Kalam “Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.”

Pandit Jawaharlal Lal Nehru has remarked “When women move forward, the family moves, the village moves and the Nation moves.”

Women Entrepreneurs have been making a significant impact in all segments of economy of the world. Their willingness for the future is apparent in their growing confidence, in their strengths and in their desire to seek different forms of work in order to achieve a new balance between work and home. Thus a women entrepreneur is one who starts business and manages sit independently and tactfully takes all the risks, accepts

challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable contributing values in both family and social life and is one who faces the challenges boldly with an iron, will to succeed.

Traits of Women Entrepreneurs in India

➤ Women are ambitious

A successful woman entrepreneur is dreadfully strong-minded one, has an inner urge or drives to change contemplation into realism. Knowledge from her previous occupancy as an employee, relying on educational qualifications or lessons learnt from inborn business, she is ready to grab opportunities, sets goal, possess clear vision, steps confidently forward and is ambitious to be successful. Every successful woman entrepreneur is truly determined to achieve goals and make her business prosper. Thorough knowledge of the field is indispensable to success. She comes with new innovative solutions to old problems to tide over issues.

➤ Women can balance home and work

A successful woman entrepreneur is good at balancing varied aspects of life. Her multi tasking aptitude combined with support from spouse and relatives enables her to bring together business priorities with domestic responsibilities competently and efficiently.

➤ Women values cooperation and allegiance

A Woman has the ability to work with all levels of populace. She is keen on maintaining associations and communicates evidently and efficiently. This helps her to negotiate even responsive issues without difficulty. She is sympathetic to people around her and have good networking skills that help her to get better contacts and utilize opportunities.

➤ Women are cost conscious

A successful woman entrepreneur prepares pragmatic budget estimates. She provides cost effective quality services to her clients. With minimized cost of operations, she is able to force her team to capitalize on profits and gather its benefits.

➤ Women is open and willing to learn

A successful woman entrepreneur keeps side by side of changes, as she is fully conscious of the importance of evolving changes. She is ahead of her competitors and thrives on changes. She adapts her business to changes in technology or service prospect of her patrons. She is inquisitive, concerned to learn and accommodative to innovations.

➤ Women are Resourceful

Women entrepreneurs take advantage effectively coordinating the available factors and resources such as mentoring, training and coaching and build a strong base of education, training and experience which can help lead to success.

➤ Women are Confident

A successful women entrepreneur is confident in her ability. She is ready to learn from others, search for help from experts if it means adding value to her goals. She is positive in nature and is keener to take risks. A winning woman entrepreneur uses common intelligence to make sound judgments when encountering everyday situations. This is gleaned from past experience and information acquired over the years. It is essential not to get aggravated and give up when you face obstacles and trials. The aptitude to explore uncharted territories and take bold decisions is the hallmark of a successful woman entrepreneur. A successful woman usually loves what she does. She is extremely fervent about her tasks and activities. Her high energy levels motivate her to contribute immensely towards building, establishing and maintaining a prosperous business.

➤ Women focus on their Plans

Women Entrepreneur's plan their work and work with plan. Set long-term and short-term goals and take consistent action in moving toward them.

➤ Women are aware of her legal responsibility to the social order

A successful woman entrepreneur is eager to share her achievement with the society. She is dedicated to assist others and enjoys her liability.

An effectual Women Entrepreneur requires certain additional essential qualities, which can be listed as follows:-

- Has some blend of critical analytical thinking, creativity, and practical implementation of ideas.
- Patience and bearing the sufferings on behalf of others.
- Takes advantage of resources such as mentoring, counselling and other small business development assistance.
- Clear vision and ambition on the improvement of family and children.
- May judge ambiguous business conditions in more positive, enthusiastic, and optimistic terms.
- Efficient execution of decisions imposed on them.
- Single-minded and devoted to their unique passions.
- Access and alertness to latest scientific and technological information.
- Has an ability to build relationships and to connect with others on a social and interpersonal level accepting changes in right time.
- Characterized by high levels of social competence and social intelligence

- Preparedness to take risks.
- Have high levels of work motivation.
- Strong determination.
- Strongly influence events (or self-efficacy).
- Quick and effective choice making skill.
- Often relatively comfortable with ambiguity, uncertainty and risk.
- Innovative thinking and farsightedness.
- Ability to work physically more at any age.

Many women have these traits but they never got a platform to showcase their talents and for this reason they don't know their real abilities. Matching the basic qualities required for entrepreneurs and the basic characters of Indian women reveal that, much potential is available among the Indian women on their entrepreneurial ability. This potential is to be documented, brought out and exposed for utilization in productive and service sectors for the progress of the nation.

Key Changes in Women Entrepreneurs in Last Five Decades

- **WOMEN ENTREPRENEURS OF THE FIFTIES:**
Compulsive factors led to the creation of women entrepreneurs.
- **WOMEN ENTREPRENEURS OF THE SIXTIES:**
Women began to aspire but also accepted the social cultural traditions
- **WOMEN ENTREPRENEURS OF THE SEVENTIES:**
The women in this decade opened up new frontier. They had not only aspiration but ambition.
- **WOMEN ENTREPRENEURS OF THE EIGHTIES:**
Women were educated in highly sophisticated, technological and professional education. They became equally contributing partners.
- **WOMEN ENTREPRENEURS OF THE NINETIES:**
This was the first time when the concept of best rather than male heir was talked about.
- **WOMEN ENTREPRENEURS OF THE 21st Century:**
“Jill of all trades”

Since the 21st century, the status of women in India has been changing as a result to mounting industrialization and urbanization and social legislation. Over the years, more and more women are going in for higher education, technical and professional education and their proportion in the workforce has also been increased.

With the spread of education and awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher levels of activities.

The Government has also laid special weight age on the requirement for conducting special entrepreneurial training programs for women to enable them to start their own ventures.

Financial institutions and banks have also set up particular cells to help women entrepreneurs. This has rebound the women entrepreneurs on the economic scene in the recent years although many women's entrepreneurship enterprises are still remained a much neglected field. Though, for women there are quite a lot of handicaps to enter into and manage business ownership due to the intensely entrenched conventional state of mind and strict principles of the Indian society.

Role of Women as an Entrepreneur

Considering the flow of women entrepreneurs in the traditional industries, it is often criticized that the women entrepreneurship is engaged only in handloom and handicraft and in then on-traditional term, now their aspect have broaden into new line like hotel line, Xeroxing, Beauty Parlour business, incense stick making, candle making etc. In the last decade, there has been a remarkable shift it emphasizes from the traditional industry to non-traditional industry and services. Based on this concept, some important opportunities are being identified, considering the socio-economic, cultural and educational status and motivational level of women entrepreneurs, particularly projects with low investment, low technical know-how and assured market are suggested for them such as production of soaps, detergents, ready- made instant food products including pickles, spices, papad, manufacturing of woollen goods, beauty parlour business, typing centre, job contracts for packaging of goods and distribution and household provision etc. At present they are

- **Creative:** It refers to the creative approach or innovative ideas with competitive market. Well-planned approach is needed to examine the existing situation and to identify the entrepreneurial opportunities. It further implies that women entrepreneurs have alliance with clued-up people and constricting the right organization offering support and service.
- **Quality to working hard:** Innovative women have further ability to work hard. The creative ideas have to come to a fair play. Hard work is required to build up an enterprise.
- **Determination:** Women entrepreneurs must have an intention to fulfill their dreams. They have to make a dream transferred into an idea enterprise.
- **Ability and desire to take risk:** The desire refers to the willingness to take risk and ability to the proficiency in planning making forecast estimates and calculations
- **Profit earning capacity:** She has a capability to get maximum return out of invested capital.

Functions of Women Entrepreneurs

A Woman entrepreneur has also to perform all the functions involved in establishing an enterprise.

- Supervision and leadership.
- Raising funds
- Co-ordination, administration and control.
- Form of business
- Introduction of innovations, imitations of innovations.
- Product analysis
- project preparation
- Undertaking a risk and handling of economic uncertainties involved in business.
- Determination of objectives
- Idea generation and screening
- Functions for establishment of an enterprise
- Procuring men, machine and materials and operations of business

In nutshell, women entrepreneur are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise.

Successful Leading Business Women in India

The 21 Leading Business women in India

- Zia Mody, Senior Partner, AZB & Partners
- Tarjani Vakil, former Chairman and Managing Director, EXIM Bank
- Sulajja Firodia Motwani, Joint MD, Kinetic Engineering
- Simone Tata, Chairman, Trent Ltd.
- SharanApparao, Proprietor, Apparao Galleries
- ShahnazHussain, CEO, Shahnaz Herbals
- Ritu Nanda, CEO, Escolife
- Ritu Kumar ,Fashion Designer
- RenukaRamnath, CEO, ICICI Ventures
- Ravina Raj Kohli, Media personality and ex-President, STAR News
- Ranjana Kumar ,Chairman, NABARD
- RajshreePathy, Chairman, Rajshree Sugars and Chemicals Ltd
- Priya Paul, Chairman, Apeejay Park Hotels
- Preetha Reddy, Managing Director, Apollo Hospitals

- Naina Lal Kidwai, Deputy CEO, HSBC
- Lalita D Gupte, Joint Managing Director, ICICI Bank
- Kiran Mazumdar-Shaw, Chairman and Managing Director, Biocon
- Jyoti Naik, President, Lijjat Papad Ekta Kapoor, Creative Director, Balaji Telefilms
- Chanda Kocchar, Executive Director, ICICI Bank
- Akhila Srinivasan, Managing Director, Shriram Investments Ltd

Women Entrepreneurs and their Problems

Women entrepreneurs face many hurdles. Societal support is a key determinant in entrepreneurial establishment. The most common problem, which a woman faces, is the non-cooperation from her husband or close family members. Majority of the time the family members do not motivate them. Besides they face other problems like mobility constraints, dual responsibility, low managing ability, risk-bearing ability etc. They don't lack managerial skills but they have less promotional ability, which they need to improve upon. Scarcity of raw material and finance are another problem faced by the women entrepreneurs. The standard of technology used by the women entrepreneurs is qualitatively low; they are poor in technical know-how. Transportation difficulties, improper power supply and telecommunication are some of the other problem faced by them. Marketing problem is the biggest problem faced by women entrepreneurs. There are some umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Their various problems are as follows:

✓ **Arrangement of Finance**

For every business undertaking Finance is said to be the –life blood, whether it is large, medium or small enterprise. Women entrepreneurs face the problems of shortage of finance on two important bases. Firstly, women do not in general have property on their own names to use that as collateral securities for obtaining loans/funds from banks and other financial institutions. Thus their access to external sources is very limited. Secondly, obtaining the support of bankers, managing the working capital, lack of credit resources are the problems which still remain in the male's domain.

✓ **Shortage of raw-materials**

Women entrepreneurs encounter the problems of shortage of raw-materials and necessary inputs. On the pinnacle of this, is the high prices of raw materials, on one hand and getting raw materials at minimum discount rates are the other.

✓ **Cut-throat Competition**

Lot of the women entrepreneurs have imperfect organizational set up to drive in a lot of money for canvassing and advertisements. They have to face severe competition from

organized industries. They have also to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the insolvency of women entrepreneurs

✓ **Lack of education and prevalent levels of illiteracy amongst women**

In India, around (40%) of women are still illiterate. Illiteracy is the root cause of socio economic barriers or hurdles. Due to lack of Knowledge of latest technological change, know-how and education creates problems before women to set up competitive enterprises

✓ **Family Conflicts**

Women also countenance the conflict of performing of home role as they eye are not available to spend enough time with their families. Because in India, mainly a woman's duty is to look after her children and manage the other members of the family. In business they have to spend long hours and as a result, they find it difficult to meet the demands of their family members and society as well. Their incapability to attend to domestic work, time for education of children, personal hobbies, and entertainment adds to their conflicts.

✓ **Marketing Problems**

Women entrepreneurs incessantly face the problems in marketing their products. It is one of the core problems as this area is mainly dominated by males and even women with adequate experience fail to make a dent. For marketing the products women entrepreneurs have to be at the mercy of middlemen who pocket the hunk of profit. Although the middlemen exploit the women entrepreneurs, the purging of middlemen is tricky, because it involves a lot of running about. Women entrepreneurs also find it difficult to capture the market and make their products popular.

✓ **Lack of self-confidence and optimistic attitude amongst women**

Nowadays most of the women are suffering from one major problem of lack of self- confidence, determination, physically powerful outlook, hopefulness etc. They are always panic from committing mistakes while doing their piece of work, more over there is limited initiative of taking risk and bearing uncertainty in them. Thus all these psychological factors often obstruct their path of achieving success in the area of enterprise.

✓ **High cost of production**

High cost of production undermines the efficiency and adversely affects the development of women entrepreneurs. The installation of new machinery during expansion of the productive capacity and like similar factor dissuades the women entrepreneur from venturing in to new area. Government assistance in the form of grant and subsidies to some extent enables them to tide over the difficult situations. However, in the long run, it would be necessary to increase efficiency and expand productive capacity and thereby reduce

cost to make their ultimate survival possible, other than these, women entrepreneurs also face the problems of labour, human resources, infrastructure, legal formalities, overload of work, lack of family support, mistrust etc.

Objectives of the Research

The main purpose or objective of study of women entrepreneurship is as follows

- To Exhibit the encouraging and discouraging factors in an enterprise.
- Identification and analysis of all the short comings encountered by women in setting and establishing an industrial enterprise.
- To provide solutions to the various problems faced by the women entrepreneur group.

Review of Literature

Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence their rights and their work situation. However, women of middle class are not too eager to alter their role in fear of social backlash.

The progress is more visible among upper class families in urban cities.

This paper focuses on women entrepreneur. Any understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have lived and internalized various role models. The paper talks about the status of women entrepreneurs and the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment.

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India.

There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution. The progress towards gender equality is slow and is partly due to the failure to attach money to policy commitments. In the words of president APJ

Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation."

When a woman is empowered it does not mean that another individual becomes powerless or is having less power. On the contrary, if a woman is empowered her competencies towards decision-making will surely influence her family's behavior.

In advanced countries, there is a phenomenon of increase in the number of self-employed women after the world war II. In USA, women own 25% of all business, even though their sales on an average are less than two-fifths of those of other small business. In Canada, women own one-third of small business and in France it is one-fifth.

Women Entrepreneurship in India

States	No. of Units Registered	No. of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3882	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82

Women Work Participation

Country	Percentage
India (1980-1981)	14.2
India (1990-1991)	19.7
India (2000-2001)	22.3
India (2010-2011)	31.6
USA	45
UK	43
Indonesia	40
Sri Lanka	35
Brazil	35

Research Methodology

For methodology an extensive literature review of secondary data from various sources has been held as related to the stated objectives of the study as well as research study on internet survey basis.

Limitations

During doing this research I found out that Woman entrepreneurs face following limitations

1. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal - male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures run by women.
2. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs. According to a report by the United Nations Industrial Development Organization, "despite evidence that women's loan repayment rates are higher than men's, women still face more difficulties in obtaining credit," often due to discriminatory attitudes of banks and informal lending groups.
3. Entrepreneurs usually require financial assistance of some kind to launch their ventures -be it a formal bank loan or money from a savings account. Women in developing nations have little access to funds, due to the fact that they are concentrated in poor rural communities with few opportunities to borrow money. The women entrepreneurs are suffering from inadequate financial resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand.
4. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" .The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The result is that they are forced to rely on their own savings, and loan from relatives and family friends.
5. Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and home. More over the business success is depends on the support the family members extended to women in the business process and management. The interest of the family members is a determinant factor in the realization of women folk business aspirations.

6. Another argument is that women entrepreneurs have low-level management skills. They have to depend on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business. Here there is more probability for business fallacies like the intermediaries take major part of the surplus or profit. Marketing means mobility and confidence in dealing with the external world, both of which women have been discouraged from developing by social conditioning. Even when they are otherwise in control of an enterprise, they often depend on males of the family in this area.
7. The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared to male entrepreneurs. This shows the low level freedom of expression and freedom of mobility of the women entrepreneurs.
8. Knowledge of alternative source of raw materials availability and high negotiation skills are the basic requirement to run a business. Getting the raw materials from different source with discount prices is the factor that determines the profit margin. Lack of knowledge of availability of the raw materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneur's business adventures.
9. Knowledge of latest technological changes, know how, and education level of the person are significant factor that affect business. The literacy rate of women in India is found at low level compared to male population. Many women in developing nations lack the education needed to spur successful entrepreneurship. They are ignorant of new technologies or unskilled in their use, and often unable to do research and gain the necessary training .Although great advances are being made in technology, many women's illiteracy, structural difficulties, and lack of access to technical training prevent the technology from being beneficial or even available to females. According to The Economist, this lack of knowledge and the continuing treatment of women as second-class citizens keep them in a pervasive cycle of poverty. The studies indicate that uneducated women do not have the knowledge of measurement and basic accounting.
10. Low-level risk taking attitude is another factor affecting women folk decision to get in to business. Low-level education provides low-level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic decision making profession. Investing money, maintaining the operations and ploughing back money for surplus generation requires high risk taking attitude, courage and

confidence. Though the risk tolerance ability of the women folk in day-to-day life is high compared to male members, while in business it is found opposite to that.

11. Achievement motivation of the women folk found less compared to male members. The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business concern.
12. Finally high production cost of some business operations adversely affects the development of women entrepreneurs. The installation of new machineries during expansion of the productive capacity and like similar factors dissuades the women entrepreneurs from venturing into new areas.

Suggestions

On the basis of the aforesaid problems faced by women entrepreneurs and various other problems too, there is a provision of a number of Strategies for promoting women entrepreneurship to overcome these problems. Such solutions or remedies can be well understood as under:-

- Promoting entrepreneurship among women is especially important to tackle the problems of under employment and unemployment in the society.
- Education has been instrumental in increasing the participation of women in entrepreneurial activities. The formal education not only helps in acquisition of requires knowledge for a job, which demands non-traditional skills but also imparts knowledge about the different occupational opportunities. Good academic background makes women confident in dealing with problems in business in an effective manner. Although it is a fact that entrepreneurship is not a special preserve for the educated but in the case of women already burdened with many social pressures, education is a powerful tool in breaking down the barriers to successful Entrepreneurship. Thus education is a liberating force and barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances
- There should be continuous monitoring, improvement of training programmers, practical experience and personality development programmes to improvise their over- all personality standards.
- Government should provide better educational facilities and schemes to women folk.
- There should be an incessant attempt to motivate, give confidence, inspire and assist women entrepreneurs.
- Establishment of proper training institutes for enhancing their level of work- knowledge, skills, risk-taking abilities, enhancing their capabilities. Training Centers should provide training to prospective women entrepreneurs free of cost and

Entrepreneurship Development Programmer should be much more practical oriented. Inculcation of self-confidence amongst women that they can also run a business should be one of the prime motives of these programmes.

- Potential women entrepreneurs should be exposed to different types of emerging opportunities.
- Housewives should be motivated to learn additional income.
- To extend concessional rates facilities and schemes for women entrepreneurs to prosper in the field of enterprise. Thus by adopting the following aforesaid measures in letter and spirit the problems associated with women can be solved.
- Offering seed capital, up-liftmen schemes, women entrepreneurs fund etc. to encourage them economically.
- Positive attitudinal change in the society recognizing the role of women as entrepreneur may lead to the development of appropriate environment in which women will be able to exploit their entrepreneurial talents.
- A Women Entrepreneurs Guidance Cell should be set up to handle the various problems of women entrepreneurs all over the state.
- Creating provision of micro credit system and enterprise credit system to the women entrepreneurs at local level. → Finance is sine-qua-non for any enterprise. The banking system is not sufficiently responsive to social banking needs and has not been able to deal with barriers that hinder women from using or gaining access to credit. Adequate arrangements must be made for the supply of credit facility at concession rate for the women entrepreneurs in view of their growing needs.
- Establishment of proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.
- A women entrepreneur should herself set up an example by being successful and should act as a role model. Since children have a tendency to emulate their parents, the resultant effect would be automatic.

Conclusion

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. The absolute dependence seems to be diluted among the high and middle class women as they are becoming more aware of personal needs and demanding greater equality.

Women entrepreneurs faced lots of problems at start-up as well as operating stage like, non-availability of finance, restricted mobility freedom and having to perform dual role one at home and other at work. Technological advancement and information technology explosion have reduced the problem of women entrepreneurs. Along with

technological revolution, mental revolution of society is needed to change the attitude of the society and provide women with democratic and entrepreneurial platform.

More-over with increasing Government and Non-Government and other financial institutions assistance for various women entrepreneurs within the economy there can be significant increase brought about in the growth of women entrepreneurship process. Still efforts are being made to coordinate with the enterprise activities of women and providing them utmost financial, morale, psychological support by various institutions working with in the economy and world-wide.

Thus, Women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the Society in general and family members in particular is required to help these women scale new heights in their business ventures. The right kind of assistance from family, society and Government can make these Women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India.

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