
Women Entrepreneurship

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ABSTRACT: *Women entrepreneurs are catalytic in job creation, innovation and contributes a lot to GNP of the country. The business which are headed by the women's are known as women entrepreneurs. In today's scenario, women's are emerging as human resource in an efficient way. In some countries like US most of the women's can be seen in the entrepreneurship. The women's social skills and psychological characteristics are most demanded in the industry. The women's have started from the small business but now it can be seen that women's have occupied a major area of the society. Women entrepreneurship have witnessed a fast growth over the past 30 years. This paper generally focused on how women's have started their business and a study on problem faced by them. Women entrepreneurship is synonymous to women empowerment.*

Key Words: *Women, Entrepreneurship, innovation, business*

Introduction

Women entrepreneurship may be defined as the business which is carried out by women's. The Government of India has defined women entrepreneurship based on women participation in equity and employment of a firm. The women's who think of a business, initiate it, organize it and run it are properly the women entrepreneur.

Earlier the women's have started business work for their survival in lack of their spouse but nowadays scenario has changed. Women's have started doing this work in a professional way. Small business, self finance groups have started by women but now women's have cover a most significant growth area. female entrepreneur can be seen everywhere in the startup environment of India. Women's too are seen leaving their high profile jobs as well as some getting out of the four walls of their houses and joining the pool of entrepreneurship in India. Rural women's have always been working in the field and farm from Earlier times. They were doing this work because the field and farm work was their life and they were also helping their husbands in cottage industries. Changing responsibilities have changed the scenario.

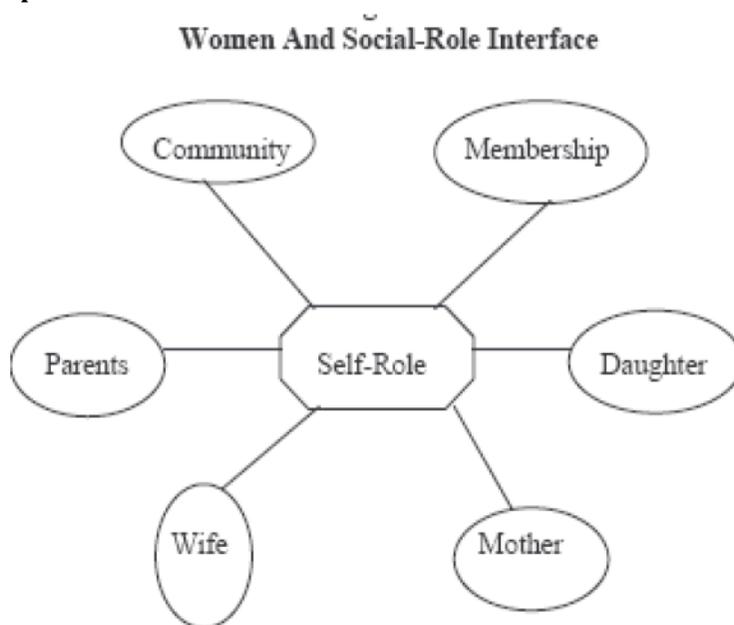
"when women move forward, the family moves, the village moves and the nation moves" as said by Nehru are accepted everywhere without any doubt by many today. With the spread of education and technology women's have shifted their work place from their house premises to non traditional and techno savvy activities. This seems to be one of the best ways towards self sufficiency and poverty alleviation for women and also provides employment opportunities to others.

Objectives of the study

- To emphasize on problems and prospects of women entrepreneurs
- To provide a review on women's and entrepreneurship
- To provide suggestions to policymakers, researchers and further academicians
- To examine the problems faced by women entrepreneurs

Research Methodology

The study is totally based on secondary data. The data is collected from research papers, journal and articles.

Role of female entrepreneur

A women play a multiple role. In her house sometimes she play a role of mother sometime of a wife or role of parents or daughter. And outside the house in a social environment she has to play the different role in a community.

Barriers faced by women entrepreneur

1. Finance:- The majority of women business owners have started their business at their own and had to rely on their savings. Only some women's have provided the bank loans and grants. Because banks provide these facilities to more established business or to customers having good relationships. Finance is the lifeblood of any business. So it is a threat for the women entrepreneur to avail the finance through the financial institution .
2. Lack of management skills or training:- it is required for the management to having proper skills like communication skills, their personality, leadership quality and so on. Often it is seen that women have lack of experience because they worked only in the walls of their houses.
3. Technology:- the lack of computer knowledge of women were regarded as a problem for women entrepreneur and then training to the employees entails a big cost to the firm. And computer skills are a key part of the business. No firm can better perform without any computer knowledge in today's technological environment.
4. Lack of confidence:- as women have always worked in their four walls and also given always a subordinate status, they lack confidence of their own abilities.
5. Male dominated society:-Male chauvinism is still the sequence of the day in India. Our constitution speaks of the equality of men and women but in reality things are different. our country is a male dominating society and in result women are tortured at every step by male members. This in turn serves as a hindrance to women entry in the industry.
6. Low risk bearing capacity:- women's in India wants to pass through a protected life. Due to lack of education and self dependency, they loose their confidence and all these reduce their ability to bear the risk involved in running an business.
7. Limited Mobility:- Women's mobility is limited due to many reasons in comparison to men. Restrictions are imposed on women's jobs. Their education and legal procedure involved in the starting an enterprise coupled with the officials humiliating attitude towards women bounds them to given up the idea of starting an enterprise
8. Administrative & Regulatory requirements:- The legal formalities for start up a business bounds the women's to any innovation. Even for starting a small business carries the same formalities as for a large one. As a consequence it is not surprising that almost half the support organization specializing in support for female entrepreneurs found a problem for their clients in this respect.

Suggestions

1. Infrastructure:- infrastructure play a key role for set up of an enterprise. Government should set some priorities for female entrepreneurs so that they can take interest and use their creative and innovative ability to establish a business. Government should arrange industrial plots, sheds and other amenities for females.
2. Training:-proper skills and training should be provided to female entrepreneurs so that they can enhance their standards and should make effective provisions for their personality developments.
3. Finance:- Special financial schemes should be provided so that they can get bank loans at decent condition and without any extra legal formalities.

Government should establish all India forums to discuss the problems, grievances, issues and filling complaints against shortcoming towards the economic progress path of women entrepreneur and giving suitable solution.

Conclusion

In most of the countries it is seem that rate of women's participation in business industry is going up day by day. It will be fruitful for the nation if it provide the maximum facilities to women entrepreneur because due to lack of resources they are working in small business. Although there are no proper statistics relating businessmen to the gender but there is a good deal of evidence to suggest a significant growth in female entrepreneurship, government should take initiative to channelize their resources and their creativity.

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