

# Women's Entrepreneurship

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## Abstract

*In today's world women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social programs. In India though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society the main purpose of these paper is to find out the status of women entrepreneur in India. Main reason for women to become an entrepreneur, the institution that are serving the women to put their views into action are also include in the study on the basis of the study some suggestions are given to encourage spirit of entrepreneurship to become a successful entrepreneur. India has also been land entrepreneurs and also occupied a strategic position in the Indian economy women are generally perused as home makers with little to with economic or commerce. The topic of women in entrepreneurship has been largely neglected both in society in general and social science not only have women over participation rates in entrepreneurship the men tend to do. The transition from home maker to sophisticated business women is not that easy. But this picture is changing. In modern India more and more women are taking a entrepreneurial activity especially in micro, small and medium scale enterprises. Women across India are showing interest to be economically independent.*

## Introduction

Entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship culture and quantitative business development services are the major requirement for industrial growth. Entrepreneurship emerges from an individuals' creative spirit into long-term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialization and for alleviation of mass unemployment and poverty's. As technology speeds up lives, women are n emerging economic force, which cannot be neglected by the policy makers.

The world's modern democratic economy depends on the participation of both sexes. Irene antiviral has observed that "global markets and women are not often used in the same sentence, but increasingly, statistics show that women economic clout most visibly as entrepreneurs and most powerfully as consumers". In some regions of the world, transformation to market economy, women entrepreneurs is a growing trend. In India, the actual participating of women in income generating activities is quit unsatisfactory, only 8%of the small scale-manufacturing units are owned and operated by women's.

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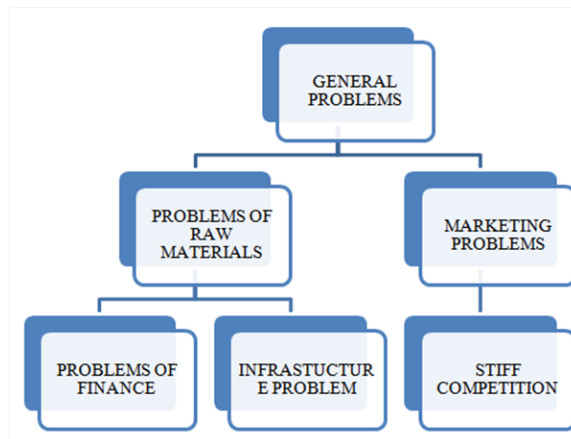
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### **Problems Faced By Women Entrepreneurs**

One of the main problem facing women entrepreneur is obtained financing. In the early 1990's, study are after confirmed that women business owners did not receive equal treatments at financial institutions. Over one half of women business owners believed that they faced gender discrimination when dealing with a loan officer. And for women, venture capital firms appear to show the same favoritism towards men that banks do. According to sona Wang, quoted in a "Crain's Chicago business article and general partner of inroads capital partners", an Evanston venture capital business "clearly relies heavily on the old-boy network" only 5 percent of the companies that receive venture capital funding in 2004 had female CEO, according to the carina's Chicago business article, a trend that has not changed since researchers started tracking these number in 1997.

In an effort bring more equity into the capital acquisition area, the small business administration's women's prequalification pilot loan program was developed. Introduced in 1994 and expanded nationwide in 1997, the program helps women seeking loans of under \$2,50,000 to complete their loan application, and also provides an SBA guarantee for their loan. Women are prequalified based on their character, creating and ability to repay the loan from future business earnings, rather than on collateral.



### **Objective of Women Entrepreneurs**

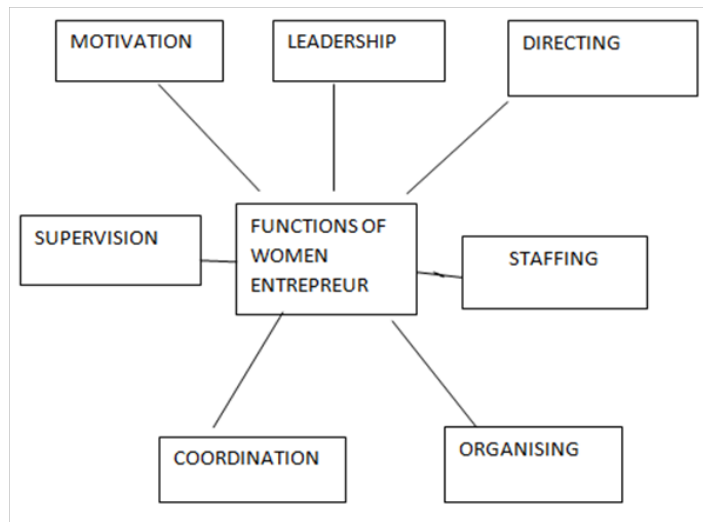
- To find out the factors which encourage women to become entrepreneur.
- To study the support given by the government to women entrepreneur.
- To examine the obstacles faced by women entrepreneur.
- To draw conclusion and offer suggestions.

### **Functions of Women Entrepreneurs**

As an entrepreneur, a woman entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation and screening determination of objectives, project preparation, product analysis and determination of forms of business organization completion of promotional formalities, raising funds, procuring men, machine and material and operation of business.

Entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship culture and qualitative business development services are the major requirement for industrial growth. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, employment creation, capital formation and economic security.

Entrepreneurial skills are essential for alleviation of mass unemployment and poverty.



### Famous Women Entrepreneur

#### Nanina Lal Kidwali (Investment Banker)

Fortune magazine listed her as one of the world's most powerful business women in 2003. In India recognizes her as one of its most powerful investment bankers. But Naina Lal Kidwali, HSBC's deputy CEO, can't be reduced to simple women-banker equation; her professional vision transcends gender.

#### Shana Husain, Herbal Beauty Queen

She's the "Estee Lauder of India", with even famous department stores like galleries Lafayette in Paris, Harrods and Selfridges in London and Bloomingdales in New York stocking her cosmetic creams and lotion.

#### Director, Academic Success Program

She practiced law as a business litigator for three years, and then as a transactional attorney for the Silicon Valley law group for several years. Her main responsibilities as a transactional attorney were in the following areas: mergers and acquisitions, investor financing and corporate funding, business formation and corporate governance securities compliance for privately held and public companies.

**Lalita Gupta, banker** institution. Account-holders can now bank at ICIC branches in UK, the Far East, West Asia and Canada.

**Kamala Singh** who is a women entrepreneur from Rajasthan, has defined women entrepreneur as "a confident innovative and creative women capable of achieving self-economic independence individually or in collaboration, generates employment of opportunities for others through her personal, family and social life"

### Review of Literature

**Suresh Reddy(2004)** "Entrepreneurship concept and development"(2004) clearly pointed out that the concept of entrepreneur is that a person through his composite skill can exploit possibilities in a given situation to the extent, with the available resources.

**Krishnaveni Motha (2004)** “women Entrepreneurship in rural areas of India “makes an attempt to learn about the rural women entrepreneurs who take initiative to start their own enterprises. This paper also dwells upon factors that motivate women’s to initiate’s the launching of enterprises and the tries to understand those factors which or support their effective association of managing the enterprises. The study brings out that majority of the women entrepreneurs were in the middle age group, illiterate and married.

**DR.M.S.Sumathi & and Mr.k.nagendran (2007)** women of today certain play vital role in the development of society. By sharing time, appreciation, knowledge and ideas, friendship, kindness and experience women manages the busy world today. This success is mainly because of their ability to listen deeply, feel empathetically, respond carefully synchronize co-operatively, act authentically acknowledge generate after all that is the essential of women entrepreneur.

**MRS.S.Ranjani (2007)** The sound policy decisions about the strategy of improving quality of life require detail survey and analyses of different variable contained in them to be meaningful and immediately relevant such survey should be contented at the micro level by all the concerned socio economic research institutions. The objective is to study the economic status of urban female domestic helpers in a town.

### **Conclusion**

There are many types of motivation for women to going to business. They would have started they own business because of wanting greater freedom and flexibility in managing family matters besides having some income. Having their own business means they can control amount of time spent working and also time for family at home (CLARK, 2000). This means that they achieve a better quality of living without neglecting their family. Earning more means thy can have a better life not only for herself but also for her family (Motokuri, 2010). Self satisfaction also an important element for women entrepreneur to kick-start their own business which are mainly dominated by men (Ewers 2015) women have their own thoughts or innovation ideas, therefore, they are willing to take risk in their business.

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