

Women's entrepreneurship

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Abstract

Women perform an important role in building the real backbone of a nation's economy. There is considerable entrepreneurial talent among the women. Women though constituting nearly half of the total population are not equal participants in socio-economical and political spheres. It was fully realized that the progress of the nation was integrally linked with the status of women. Any nation the growth and development of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women. Hence women's development is directly related with the national development.

The present paper focuses on the Concept of women entrepreneurs, major obstacles of the Indian women entrepreneurs, parameter of empowering women entrepreneurs and how to develop entrepreneurship awareness programmes for women.

KEYWORDS- sustainable development, obstacles, entrepreneurship, awareness

In the dynamic world which is experiencing the effects of globalization women entrepreneurs are likely to become an even more important part of the global quest for sustained economic growth and social development. Women perform an important role in building the real backbone of a nation's economy. There is considerable entrepreneurial talent among the women. Many women's domestic skills such as people and time management and household budgeting are directly transferable in the business context the process of economic development would be incomplete and lopsided, unless women are fully involved in it.

Concept of women entrepreneurs

Entrepreneurship is an economic activity which is undertaken by an individual or group of individuals.

The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of fifty one percent of the capital and giving at least fifty one percent of the employment generated in the enterprise to women.

Entrepreneurship can be defined as the making of a new combination of already existing materials and forces; that entrepreneurship throws up as innovations as opposed to inventions and that no one is entrepreneur forever, only when he or she is actually doing the innovative activity.

Women entrepreneurship needs to be studied mainly two main reasons. Women entrepreneurship has been recognised during last decade as an important source of economic growth. Women entrepreneurship create new jobs for themselves and to maintain their economic status.

Indian women entrepreneurs are facing some major constrains like

-Lack of information and communication

As compare the women members and the male members with respect to aspects such as election procedure, selection of various committee president, state government funds, field base problems there is lack of information due to lack of education and experience. So they have not been able to work appropriately, therefore, proper training and particular required education, general knowledge, administrative awareness and management of public positions need to women representatives continuously and they should given opportunity for discussion and exchange of ideas.

-Lack of experience

Many women have got an opportunity to participate in administration in the recent years were not experienced since they were deprived of their participation in administrative system. So therefore workshops should be organised for them so that they participate in administrative matters and take decisions without getting tension.

-Weak mental fortitude to counter allegations

The Indian society is a hierarchal society with various restrictions, superstitions, caste, religion and culture. So, women takes part in the political and administration field society itself makes several false allegations and criticisms. Women do not have the fortitude to face it. In such situations though women has great belief about her sincerity and creativity real empowerment can only happen when her family, society and community supports her.

-Lack of consistent women leadership

Women reservation in various field of election from village level to state level but husband, brothers, father and male relative of women members have come into the light as leaders. This is real insult to the attempts of women empowerment. Hence the women members and their male relatives and community should think about this and should nurture, encourage and provide a chance for women leadership.

-Lack of new educational knowledge - empowerment is acquisition of knowledge and skills in modern technologies and communication network for dissemination of knowledge and information about the financial assistance,

-Management & marketing process- Limited mobility and managerial ability, Low risk-bearing capacity, Shortage of raw materials and problem of finance, Competition and high cost production, Legal formalities

-Social-cultural barriers and -Male dominated society

Empowering women entrepreneurs is essential for achieving the goals of sustainable development.

The important parameter of empowering women entrepreneurs as per following

- **women's activities** -There is need to organise women's societies for various activities involving group engagement. A strong and effective women's cooperative

movement is desirable to boost economic upliftment process of rural women's and families

- **Collaboration** -Collaboration with various institutes, universities and banking sectors for implementation of the findings of research along with ease in procedure for granting bank loans to rural women.

- **Media role**-Media should be encouraged to play a strong role in projecting success stories of rural women entrepreneurs and women farmers.

- **Training methods** -Suitable training methods should be evolved and materials developed, keeping mind the needs of women farmers and there level of education and awareness.

- **Extension services** -Extension services for serve specific needs and interests of women in agriculture.

-**Motivation**- encourage women's participation in decision making

-**Management training**- Adequate training programme on management skills to be provided to women community.

- **Specific target group** -Consider women as specific target group for all development programmes.

- **Leadership skill** -Training on professional competence and leadership skill to be extended to women entrepreneurs.

- **Counselling** -Training and counselling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self confidence and fear of success.

- **Success stories** -Media should be encouraged to play a strong role in projecting success stories of rural women entrepreneurs and women farmers.

- **Participation** -encourage women's participation in decision making and Suitable training methods should be evolved and materials developed, keeping mind the needs of women farmers and there level of education and awareness.

- **Continuous monitoring** -Continuous monitoring and improvement of training programmes and develop the ability for critical thinking.

- **Education for self development**- Education for cultivation of positive self-image and self –confidence and Enhancing self-esteem and self confidence in women.

- **women's studies research centres** -Providing women's studies research centres to identify issues and areas and organizing seminars, workshops to discuss and analyze women related issues and dissemination information and encourage interaction with students and general public through the media. -Providing continuing education and correspondence centres for organizing vocational and literary skills. Providing classes on legal literacy, programmes for women's socio-economic development delivered via media, adult education and information and training support.

- **Information bureau-** information Revamping the industrial training institutes in term of diversification of trades and courses, keeping in view the job potential , facilities for vocational counselling, imparting information about credit and banking.

Conclusion: women though constituting nearly half of the total population are not equal participants in socio-economical and political spheres. It was fully realized that the progress of the nation was integrally linked with the status of women. Hence women's development is directly related with the national development. The effective management and development of women's resources i.e. their abilities, interests, skills, and other potentialities are of paramount importance for mobilization and development of human resources. The shift of basic need, anti-poverty and target group approaches in planning has given new focus to the role of Indian women.

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