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Abstract:-

Aim of this study to give more awareness to women regarding qualities requiresto become good entrepreneur. Also to get motivation from leading Indian women entrepreneurs to achieve their goal.Today's world is challenging world and require certain knowledge and skill to run the business effectively. This study is based on secondary data, published books and journals and websites. These papers focus on concept of women entrepreneurs in India their qualities in business. Also given examples of leading business women entrepreneurs in India it aim to motivate new Women entrepreneurs.

WOMEN ENTREPRENEURS IN INDIA AND QUALITIES OF ENTREPRENEURS



Chaugule Bharat Dnyaneshwar¹ and R. Dhakshinamurthy²

¹PhD Scholar,Department of Social work (PRIST University, Thanjavur).

²Associate Professor , Centre for study of Social Exclusion& Inclusive Policy, Bharthidasan University, Tiruchirapalli.



Chaugule Bharat Dnyaneshwar

PhD Scholar,Department of
Social work
(PRIST University, Thanjavur).

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INTRODUCTION:

An entrepreneur is a person who starts an enterprise. Women entrepreneur, as a person who have shown enterprise, having an eye for opportunity willingness to take risk, commercial prospective, and through their enterprising knowledge, skills, initiative and innovativeness generate employments for others and create wealth, have a set a new trend in the country in the efforts directed at entrepreneurship development in varied walks of life, in particular in industry, service and business in small and medium enterprise (SME) sector. It was the industrial policy resolution of 1978 which recognized women entrepreneurs as a special group, needing assistance and support, as sequel to the declaration of international decade for women between 1976 and 1985, and the International conference of women Entrepreneurs held at New Delhi in 1984.

The year 2000 was declared as the Year of Empowerment of women in India.

Case studies on role models of great women entrepreneurs will be of great help in popularising their belief, experiences, and drawing lessons from the case studies. Mentoring prospective entrepreneurs by panel of experienced industrialists or consultants for few initial years will give great encouragement and rich dividends to women entrepreneurs.

Few successful women Entrepreneurs in India

- 1.AkhilaSrinivasan, Managing Director, Shriram Investments Ltd.
- 2.Preetha Reddy, Managing Director, Apollo Hospitals
- 3.RajshreePathy, Chairman, Rajshree Sugars and Chemicals Ltd
- 4.Lalita D Gupte, Joint Managing Director, ICICI Bank
- 5.NainaLalKidwai, Deputy CEO, HSBC
- 6.EktaKapoor, Creative Director, Balaji Telefilms
- 7.JyotiNaik, President, LijjatPapad
- 8.Ravina Raj Kohli, Media Personality and ex-President, STAR News
- 9.Priya Paul, Chairman, Apeejay Park Hotels
- 10.ShahnazHussain, CEO, Shahnaz Herbals
- 11.SharanApparao, Proprietor, Apparao Galleries
- 12.ChandaKocchar, Executive Director, ICICI Bank
- 13.KiranMazumdar-Shaw, Chairman and Managing Director, Biocon
- 14.Ritu Kumar, Fashion Designer
- 15.Ritu Nanda, CEO, Escolife
- 16.Simone Tata, Chairman, Trent Ltd
- 17.Ranjana Kumar, Chairman, NABARD
- 18.RenukaRamnath, CEO, ICICI Ventures
- 19.SulajjaFirodiaMotwani, Joint MD, Kinetic Engineering
- 20.Zia Mody, Senior Partner, AZB & Partners
- 21.Tarjani Vakil, former Chairman and Managing Director, EXIM Bank

Qualities of effective women Entrepreneur:

- 1.Women are ambitious
- 2.Confident
- 3.Learning attitude
- 4.Cost conscious view towards business
- 5.Cooperation attitude
- 6.Balance work life and home life
- 7.Understand the responsibility in society
- 8.Planning and budgeting
- 9.Resourceful
- 10.Innovative thinking
- 11.Risk taking
- 12.Effective decision making skills
- 13.Good leadership skills
- 14.Determination
- 15.Commitment in work
- 16.Facing the changes
- 17.Rapport building power
- 18.Positive attitude
- 19.Patience
- 20.Ability to motivate others
- 21.Effective communication skills
- 22.Effective managerial skills
- 23.Goal oriented
- 24.Motivating others
- 25.Effective Mentor and coach to subordinates

26.Profit earning capacity

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