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THE NEED FOR DEVELOPING WOMEN ENTREPREURESHIP

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Abstract: Women entrepreneurs is required to perform all the functions include product analysis, determination of objectives, idea generation screening, project analysis, forms of business organization, promotional formalities, raising of funds, man power innovation, co-ordination, control machine materials, supervision and leadership and operation of business. Though out the world women's participation in economic activities is increasing The Role of women entrepreneurship is also increasing. In India too, women are participating in large numbers in almost all the spheres of economic activity, from village to city, we can see large numbers of women workers and entrepreneurs contributing towards the national of the country.

Keywords: Women entrepreneurs , product analysis, determination of objectives, idea generation screening.

INTRODUCTION:

Women entrepreneurs are playing a very important role in any developing economy in terms of their contribution to economic development. Women community though equals men in population, do the two-third of the world work hours, but receive 10% of the world's income and even less than one percent of world property. In almost all countries the governments are providing special provisions for women's development of efforts are being made to extract maximum use of women's talent. In India though during Veda, Upanishad periods, women were given much respect and they enjoyed equal right with men all fields, slowly women's position deteriorated and now we can see that she is being harassed in all respects.

Though, during Britishera, steps were taken to improve the status of women in India, it was only after the Independence she enjoyed privileged rights. As per constitution, she is given equal status with man & several special provisions are there for Upliftment. Yet it is said to note that women have not utilized the laws properly and still they feel protected behind their men's back. Only a small percentage of women have taken maximum advantage of the laws & facilities available to them and have shined in various fields. In modern days, women entrepreneurs are playing a very important role in business, trade or industry. Majority of women entrepreneurs are engaged role in other spheres like politics. Administration, medical, engineering, technical and technological, social and educational services. Women are seen not only in kitchen activities but also in the law, science medical and even in police and military services. The World Bank recommended that the surest and infect the only way to lift India out of poverty is to educate and enhance the status of the country's women. The women's health and

skill is more important for any family as she can work and contribute to the income of family. And hence steps should be taken to uplift her position, health, education and ability. Women entrepreneurs is required to perform all the functions include product analysis, determination of objectives, idea generation screening, project analysis, forms of business organization, promotional formalities, raising of funds, man power innovation, co-ordination, control, machine materials supervision and leadership and operation of business. Though out the world women's participation in economic activities is increasing. The Role of women entrepreneurship is also increasing. In India too, women are participating in large numbers in almost all the spheres of economic activity, from village to city, we can see large numbers of women workers and entrepreneurs contributing towards the national income of the country.

MEANING AND DEFINITION OF ENTREPRENEURSHIP.

It is a process where one person getting himself self employed provides job to others also. The person is called "entrepreneur". He acts as leader; Entrepreneurship creates employment opportunities and extracts the use of natural and human resources. Entrepreneurship is breded by self employment and contributes much towards the national income of a country and leads for economic growth. In India state and private entrepreneurship co-exists. Now, however women entrepreneurs have diverted towards non-traditional activities too due to spread of education & favourable govt. Policies towards development of women entrepreneurship. The Govt. And Non Govt. Organizations are giving more prominence to promote self-employment among women and

build women entrepreneurship. Special financial assistance is provided & training programmes are organized for women to start their ventures.

NEED FOR DEVELOPING WOMEN ENTREPRENEURSHIP:

In India only 8% of the small scale manufacturing units are run exclusively by women entrepreneurs which are proportionately very small as compared to other developed and developing countries. In USA alone, about 50% of the business will be owned by women.

AREAS OF WOMEN ENTREPRENEURSHIP:

Women participation may be found in the following fields:

1. Women participation may be found in the rural areas likes, ice cream, cold drinks, canned products, papads, pickles, food industry, readymade garments, convenience food, processing of fruits and vegetable baby foods, traditional medicine preparations etc.
2. Women participation may be found in the Urban areas likes, beauty parlours, paying guest centers, STD booths, travel and tourism, poster and indoor plant library, nursery classes, child care center, computer training center, yoga center, health clubs, typing center, Xerox or photocopying, mini laundry etc.

PROBLEMS AND CONSTRAINTS FACED BY WOMEN ENTREPRENEURS:

In India women entrepreneurship is facing so many problems. The major ones are:

- 1} Family discouragement: As women in India have to work amidst social taboos, restrictions etc. They are not supported much to undertake entrepreneurship by their family members. Generally, husband or elder persons in a family do not allow women to venture because without the consent and full support of her husband and without the cooperation and encouragement from the others member of and family, no women entrepreneur can succeed in her business.
- 2} Social Barriers: Women entrepreneurs in India are always seen with suspicious eyes, particularly in rural areas. Women suffer from many restrictions imposed by men on their role and capacity, elders in the family restrictions. And though India is a secular country, in practice, So may castes & religion dominates with on another & it hinders women entrepreneurs.
- 3} Lack of self-confidence and risk-bearing capacity: Women lack self confidence and always feel that they may not be successful and hence hesitates to take risks. Their risk-bearing capacity is always less.
- 4} Psychological factors: Always women feel that she is women and less efficient those men and hesitates to take risks.
- 5} Lack of practical knowledge: Though women may be educated and have qualified knowledge, she lacks practical knowledge and hence, hesitates to establish her own venture.
- 6} problem of finance: Women entrepreneurs lack property in their own name and hence banks and financial institutions may hesitate to render finance.
- 7} Problem of marketing: As generally women entrepreneurs

will have small scale business they have to strive hard to sell products in the modern competitive world; their marketing knowledge will be less and lack marketing skills as compared to men.

8} Problems of middlemen: Women entrepreneurs have to face the problems of middlemen more, as they generally depend more on them, their margin of profit will be more and hence cause for higher selling price which affects consumer's attraction to wards women's products.

9} Lack of information: Women entrepreneurs lack knowledge of availability of raw materials, financial facilities and Govt. Help & subsidy etc.

10} Others problems: likes, lack of education skills, lack of viable concept, lack of business information and experiences, lack of skilled manpower, delayed decisions, working problems, shortage of funds, heavy competition, legal formalities and inadequate vocational and technical training etc.

THE REMEDIAL MEASURES UNDERTAKEN FOR PROMOTION OF WOMEN ENTREPRENEURSHIP ARE:

1. Govt. Agencies, associations of women entrepreneurs: NGOs and CBOs (community based organizations) have carried on so many programmes for development of women entrepreneurship.
2. Increase of opportunities for women education: Govt. Has stressed on women education & special programmes have been introduced. Already Dept. Of science & technology has opened science & technological entrepreneurial park (STEP) on the campuses of the engineering colleges and universities which provides entrepreneurial knowledge to the student ventures, which helps much.
3. Financial assistance: Banks, financial institutions are leading more freely to women entrepreneurs today.
4. Increase of market facilities. Govt. Is arranging more and more fairs and exhibitions which help for marketing of women products.
5. Development of infrastructure: Due to the development of transport & communication throughout the country, it has become easy for the marketing of women products too.
6. Development of self employment programmes & training: As self employment breeds entrepreneurship.

THE SUGGESTIONS FOR FURTHER PROMOTION OF WOMEN ENTREPRENEURSHIP ARE:

1. More and more professional college for women should be opened and post education programmes should be implemented. Vocational & technical education should be provided to women at cheaper rates.
2. Government has to lend more subsidies to women entrepreneurs and banks and financial institutions should lend at cheaper rates for women entrepreneurs.
3. More and more practical knowledge of marketing condition and other situations should be provided during the educational levels only & training programmes should be enhanced.
4. As women entrepreneurs have to face serve marketing

problems. They should be taken into consideration by the Govt. And non Govt. & steps should be taken to solve them.

5. More and more self employment and training programmes should be undertaken specially for women community by government and non government organization and marketing facilities should be expanded

6. To provide up-to-date market and other information, better to open information bureaus at every Town or District level.

7. The common facility centre under government agencies should be necessary to supply raw material and to undertake marketing finished products.

8. More and more Research and Survey Programmes: More research programmes should be conducted and the steps should be taken to solve the problems of women entrepreneurs.

Women's Corporate Finance Corporation [WCFC], Federation of Societies of Women entrepreneurs [FSWE], Small Entrepreneurship Development Institute of India [SEDI], District Industrial Centre [DIC], Development of Women and Children Rural Areas [DWCRA], Integrated Rural Development Programme [IRDP] Prime Ministers Rozgar yojana [PMRY], Training of Rural Youth and Self Employment [TRTSE], Micro Credit Scheme [MCS], Mahil Vikas Nidhi [MVN], Consortium of Women Entrepreneurs of India [CWEI]. Yet, the government at centre and states should have specific programmes for promoting women entrepreneurship and getting their talent useful to society.

CONCLUSION:

As due to globalization of trade and control of the international trade by WTO, we see the short comings of liberalization and privatization. Measures should be taken to face the severe competition posed by big countries and multinational companies by encouraging women entrepreneurship too and face the business crisis. A quality control system to help the women entrepreneurs in order to face competition should be followed. As entrepreneurship opportunities will be more in small and medium scale Industries, the sector should be given prominence and proper marketing strategy for such products should be planned and implemented which will give scope for women entrepreneurs. Rural Township and village enterprises on the basis of China should be developed in India too [which helped much for the economic reforms to China]

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