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WOMEN ENTREPRENEURS IN INDIA AND QUALITIES OF ENTREPRENEURS

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Abstract:-Aim of this study to give more awareness to women regarding qualities require to 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.

Keywords: Women Entrepreneurs, Qualities of Women Entrepreneurs, women in India

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. Akhila Srinivasan, Managing Director, Shriram Investments Ltd.
2. Preetha Reddy, Managing Director, Apollo Hospitals
3. Rajshree Pathy, Chairman, Rajshree Sugars and Chemicals Ltd
4. Lalita D Gupta, Joint Managing Director, ICICI Bank
5. Naina Lal Kidwai, Deputy CEO, HSBC
6. Ekta Kapoor, Creative Director, Balaji Telefilms

7. Jyoit Naik, President, Lijjat Papad
8. Ravina Raj Kohli, Media Personality and ex-President, STAR News
9. Priya Paul, Chairman, Apeejay Park Hotels
10. Shahnaz Hussain, CEO, Shahnaz Herbals
11. Sharan Apparao, Proprietor, Apparao Galleries
12. Chanda Kocchar, Executive Director, ICICI Bank
13. Kiran Mazumdar-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. Renuka Ramnath, CEO, ICICI Ventures
19. Sulajja Firodia Motwani, 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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