

Women Entrepreneurship in India

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Introduction

Entrepreneurship strata various a pressing role in the flourish of any nation development of entrepreneurship capture and quantitative business development services are the major requirement are industrial growth. Women create practically half of the total culture of would in addition in India also women create 50% of the total population. Today women in forward market economic particular 25% of all business and women owned business in Africa, Asia, Western, Europe are growing rapidly, Entrepreneurship started supplies in 1980 just as civility Management caught up during" 1970 however disorder still overcome to what correctly we mean by the tern entrepreneurs an attempt. Therefore has been made here to detail an entrepreneur. Women entrepreneurs may be detail as women or grounds of women who invest organize and pace a business enterprise. This time women's are running different business like beauty parlors, switching shop, boutique, newer area, educations, clearing, and insurance. Women entrepreneurs 1.5 have been making an important contact in all division of the economic my in country.

Women Entrepreneurship in India

India has been men – dominated country time is changing now. Women in India have outraged the fact that since century. They present time know their rights and duties and with the increasing awareness amidst the women by they are now no less than the men the invisible entrepreneurial possible of women have slowly been

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breaking with flourishing perceptiveness to the role and economic states in the nation. Women entrepreneurs may be explained as the women or group of women who induct, adjust and complete a business enterprise. Government of India has explained women entrepreneurs.

Categories of Women Entrepreneurs in India

- **Categories**
 - Sound financial positions.
 - Nontraditional items.
 - Established in big cities.
- **Categories**
 - Women having sufficient education.
 - Moderate financial position.
 - Both classical and non classical items.
- **Categories**
 - Financially weak.
 - Found in cities and towns.

The Indian social set up is traditionally male dominated. Women are skill advised as weaker sex and always to calculate on men folk in their family and foreign. The India culture has made them dependent subordinates and exactors of the decision take by the male members in the basic family structure. The Indian women entrepreneurship, thus, has an ideal climate for exhibiting their talents. The government does have the responsibility to improve the lot of women in economic life.

Financial Support

Information of resources to build up the infrastructure of business is one of the important factors. Financial support available to women entrepreneurship in India.

- Nationalized banks
- State Finance Corporation.
- Mahilaudyog Needhi scheme.
- District Industries centers Government schemes and programs.
- Jawahar Rojgar Yojna.
- Scheme for women entrepreneurs (MUN)

Issue Faced by Women Entrepreneurship

A women entrepreneur in India faces various problems in establishing and the successful running of their business. The main problems which faces by women entrepreneurs are to obtaining finance, delays in the process. Providing collateral, serving and find market. Another issue of women entrepreneurs are the lack of

education and required skill. Less nobility of women, law risk, taking, capability lack of access to credit time Management and low accounting know ledge etc.

Problems of Women Entrepreneurship

- **Family Responsibilities:** Having dominant importance for children Home and older dependent family members for women can devote all their time.
- **Low Education:** The low step of education and certainty ideas to low leads achievement and advancement motivation among. Women folk to engage in activities and managing a business concern.
- **Social Attitude:** Though constitution states equality for both genders, there is this obvious discrimination the greatest different to women entrepreneurs is that they are women.
- **Stiff Competition:** Many of the women entrepreneurs have incomplete compositional set- up and they face stiff competition from well – organized in dustiest and male entrepreneurs.
- **Support Hacking:** Indian women give more emphasis to family ties and relationship married women have to malice fine balance between business and home.

Future Growth of Women Entrepreneurship

Futures advance of women entrepreneurship women in India create around half of the country's population- hen they are respect as the better half of the society" het some facts be given. The much low literacy is (40%) low work participation are (28%) and low urban population. Share (10%) of women as compared country parts well approves their disadvantageous position in the nation. This is well implicated by a dismally low level of women (52%) in total self employed person in the country. A would crated from nothing to an in situations with value and charred in growth, excellence and human sensitivity of people.

The Qualities of an Entrepreneur

Innovative thinking and sighted on instant and capable decision naking effective accepting advance in right time. Preparedness to take risk, many of women name these attribute but they never got a platform of showcase their talents and hence they do not know their real talent women entrepreneurs manufacturing solar cooker in Gujarat, Small factory in Maharashtra and T.V.

Capacitor in Orissa has proved daunt that given the opportunities. They can excel their male country parts summate. Motarji (shipping corporation) samurai kirlakar (mahla udyog) limited) Neha Malhotra (exports) and shah nazhussain (Beauty clinic) are some exemplary names of successful women entrepreneurs in india.

Suggestion for Growth of Women Entrepreneurs

- **Training Programmers:** a majority of women from the middle class families but have low technical education, bear family responsibilities but desire to become entrepreneurs.
- **Infrastructural support:** adequate infrastructural support by one single co-ordinations or nodal agency to facilitate. The flow of adequate. Working capital technology – electricity etc.
 - Women entrepreneurs should have some crucial and prior knowledge or skill. Before starting the enterprise.
 - They should undertake flexibility study and risk assessment before starting.
 - Women can also form self – help groups or cooperatives if starting an individual enterprise is not viable marketing of the products can be given to specialized agencies.

Conclusion

Women are naturally endowed with emotions of love this specific energy could be used administering human resources powerfully. Women are also willing to take up business and donate to the nation's development their role is also being observed and level are being taken to support women entrepreneurship. Supporting entrepreneurship amongst women has been made aware to their continuation their rights and their work. Directions the reason is well sighted in the analysis part of the piece the problem faced by the women entrepreneur elaborate the reasons for their limited success. The promotion of entrepreneurship among women is absolutely a short cut to rapid economic gain and improvement.

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