

WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurship is the activity of establishing a business. There should be encouragement for women entrepreneurship. In TODAY'S life, Women are capable to manage any business with their family responsibility very efficiently. Entrepreneurship education should be provided to the educated or uneducated women in rural areas. Today's women are competing with men in every field, and women have the same courage and talent to become a successful entrepreneur, As men have. It helps to provide a respectable life to the women in society. To facilitate the women entrepreneurship, INDIAN govt. also launched various schemes such as "MUDRA" and "START-UP" to promote tiny or small business. But to take advantage of these govt. schemes, Women should be aware. So, they can utilize the opportunity for their career. In this paper we will also discuss the obstacle regarding women entrepreneurship, and how those factors can be eliminated, so that, the women position can be promoted in business world.

KEYWORDS: *Balanced Regional Development, Rural Sector, Women Entrepreneurship.*

Introduction

Generally ,Women entrepreneurship refers to starting any business by women to earn their living. It facilitates the development of employment opportunities to the rural areas, leads to promote the women status in the business world. In this paper ,we will discuss Various aspects ,which effects the situation of the every women faced during starting any business. And also discuss about the various personalities who succeed in setting up their business very well. In the other words , we can say that, entrepreneurs is the person who takes the risk to give a new startup. Generally when we talk about the entrepreneurship, the first thing ,click in our mind that, entrepreneur, i.e. male, but today, time has changed, not only the men , but women can also start any business, if once she has decided to achieve her target, then she can do any thing.

According to Howard W. Johnson, 'entrepreneurship is a composite of three basic elements invention, innovation and adaptation'. Entrepreneurial activity is increasing throughout the world. Entrepreneurs are the basically required for industrial development and the industrial development are greater employment opportunities to unemployed youth, increase in per capital income, higher standard of living. Entrepreneurship introduces a critical element of dynamism into an economic system. Since time immemorial women are contributing to the development of any nation across the world. Enterprise and entrepreneurship are the drivers of the economic growth.

Review of Literature

In past time, women are restricted to their homes, they are not allowed to go to schools for education, people thought, this is not so beneficial for them at all, and women were bounded in their homes to do domestic works, managing children and family only, they were not promoted and educated any more. But today's time is changed. Technology plays a crucial role in the future of entrepreneurship. Entrepreneurs have the chance to do both strategic planning and administrative work for their business. They can get involved in all sides of their business because the Internet makes it possible to do so.

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The future of entrepreneurship could involve high-performing entrepreneurs rather than people working for huge, faceless organizations. The Internet and especially social media tools makes it possible to turning passion into a thriving business', and that anyone can create a personal brand and leverage it worldwide through technology. Further, that entrepreneurs need to get up to speed with the latest innovations in business. Managers, entrepreneurs and other business-driven people simply cannot compete in today's market if they do not adopt the right tools.

Objective of Research Paper

- To change the role of women in people eyes
- To make independent women thinking
- To support the women Endeavour
- To generate employment for women in rural sector
- To equalize the women position with men
- To develop the women moral regarding new achievements.
- To elucidate the history of entrepreneurship in India.
- To study the eminent entrepreneurs in Indian history and their journey towards entrepreneurship.
- To analyze the future of entrepreneurship in India.
- To elucidate the role of Women Entrepreneurship in India

Problem Faced by the Women in Entrepreneurship

- Country is male dominant, which exploit the women development.
- Lack of education
- Unavailability of sufficient finance
- Mismanagement between professional and personal work.
- Lack of self-confidence.
- Lack of society support.

Changes in Women Status

Now a days, girls or women are given the same importance as to men or boy. To support the women power, govt. also introduce various schemes like "BETI BACHAO, BETI PDHAO", to save girl child and to educate them. This will help to girl or women to be a successful person in life without any men support. And also to encourage the rural entrepreneurship in women through scheme "MUDRA and STARTUP"

Business Schemes in Rural Sector

Indian govt. also supports the entrepreneurship in rural sector i.e. tiny or small industries.

MUDRA Scheme: Micro Units development & refinance agency Ltd.

MUDRA is the financial institution in India. It provides loans at low rates to micro finance institution. It was launched by Prime Minister Narendra Modi on 8th April 2015.

Start up Scheme

This scheme is an initiative of the govt. of India, launched on 15 august 2015.

The action plan of this initiative is based on three pillars:

- Simplification and holding
- Funding support and initiative
- Industry-academia partnership and incubation

Rural Entrepreneurship

Supporting Schemes

- Prime minister employment generation program
- Janashreebima yojana for khadi artisans
- Market development assistance
- Rejuvenation, modernization and technology up gradation of coir industry(REMOT)
- Centrally sponsored schemes of export market promotion
- Development of production infrastructure
- Welfare measure scheme(coir workers)

Ways to Develop Women

- Changes in women's mobility and social interaction
- Changes in women's labor patterns
- Changes in women's access to and control over resources and
- Changes in women's control over Decision making
- Providing education
- Self employment and Self help group
- Providing minimum needs like Nutrition, Health, Sanitation, Housing
- Other than this society should change the mentality towards the word women
- Encouraging women to develop in their fields they are good at and make a career

Struggle of a Woman Entrepreneur

- Defying social expectation
- Dealing with limited access to funding
- Struggling to be taken seriously
- Owning your accomplishment
- Building a support network
- Balancing business and family life
- Coping with fear of failure

There are 3 great personalities who are changing the picture of india.

- **Ela Bhat**

Founder of SEWA: The association, setup in 1972, assists the women to buy solar bulbs with loans from SEWA and sell or rent them to families in the villages and towns of Bihar. Recognising her excellent work in the field of microfinance and labor, Ela Bhatt has been awarded the Padmashri, the Padmabhushan as well as the Ramon Magsaysay Award.

- **Thinlas Chorol**

Founder of Ladakhi Women's Travel Company: She was born in the beautiful valleys of Ladakh, Thinlas is the only Ladakhi woman to be professionally trained in the field of Mountaineering. With her 2009 found Ladakhi Women's Travel Company she is trying to attract more and more women to take up mountaineering and allied studies to earn a living

- **Shri Mahila Griha Udyog Lijjat Papad**

Women's Co-operative Association: The association founded by seven Gujrati housewives is well known for its products launched with the brand name Lijjat. It employs more than 42,000 women and encourages self employment through a number of branches across the country. "The seven women were Jaswantiben Jamnadas Popat, Parvatiben Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N. Tanna, Laguben Amritlar Gokani, Jayaben V. Vithalani, and one more lady whose name is not known," reports Naree.com.

Suggestions

The increased role of women in economic development has spurred the government in developing policies on women development. The positive changes that have taken place in women's attitudes and perceptions of their own role after their involvement in different entrepreneurial activities through the participation in different entrepreneurial activities have empowered them in social, economic and cultural fields in the State of Karnataka. For women in Third World countries, power and access in taking decisions on their own have increased in economic and household matters, which have made them much more self-confident than before. The rural women have become better organized through the knowledge of their rights.

Conclusion

"An entrepreneur searches for change, responds to it and exploits opportunities. Innovation is a specific tool of an entrepreneur hence an effective entrepreneur converts a source into a resource."

-Peter Drucker, Management Guru

Entrepreneurship is the lifeblood of any economy. The growth of entrepreneurship particularly in the small scale sector can be traced to the Second World War boom which brought many enterprising people from various walks of life. As someone said - failures are the stepping Stones for Success . If we observe the way any entrepreneur, their life is not a bed of roses. They faced many obstacles in the way of entrepreneurial achievement. Furthermore, women can tell the condition of a nation, she acts as a central cohesive source of support and stability, not only to her family but also to whole nation. There is saying where women are respected, dwells God. Similarly where women are there in the industry dwells progress and prosperity. The bottom line for all the entrepreneurial life taught the first lesson for success; and that is failure.

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