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WOMEN ENTREPRENEURSHIP IN INDIA

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Abstract:

According to 2011 census, women constitute about 48% of the total population of the country and they play crucial role in economic development of their families, communities and as well as building of nation's economy, but they face certain obstacle such as poverty, unemployment, low household income, illiterate and social discriminations. Empowerment of women is crucial for emancipation of poverty and meaningful participation of entrepreneurship development. Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society and it have been considered instrumental in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio-economic conditions.

KEY WORDS:

Women Entrepreneurship , nation's economy , , illiterate and social discriminations.

INTRODUCTION:

A nation can only be developed if its women are given ample opportunities. Developing entrepreneurship among women will be right approach for women empowerment. This would enhance their socio-economic status. Once a woman feels that she is economically strong, she will feel equal to man in all respect. This is perhaps' the need of the hour.

According to 2011 census, women constitute about 48% of the is being implemented. The empowerment of rural women generally refers to the process of improving the quality of life and the economic wellbeing of women living in relatively isolated and sparsely populated areas. According

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WOMEN ENTREPRENEURSHIP IN INDIA

to the census of India, 2011, the population of India is more than 1.21 billion and out of it 72.20% population belongs to the rural area. Women constitute nearly 50 per cent of population, perform two-thirds of the work and produce 50 per cent of food commodities consumed by the country. They earn one third of remuneration and own 10 per cent of the property or wealth of the country. Women are regarded as the “better half” of the society and at par with the men. But unreality, our society is still male dominated and women are not treated as equal partners both inside and outside the four walls of the house. In fact they are treated as weak and dependent on men. As such Indian women enjoy an unfavorable status in society. Especially Rural Women in India constitute 77.00 per cent of the female population They share abundant responsibility and perform a wide spectrum of duties in running the family, maintaining the house hold activities like rearing, feeding, attending to farm labour, tending domestic animals and the like, even then they suffer from being both economically and socially invisible. Within the framework of democratic policy, our laws, development policies, plans and programmes have aimed at women's advancement in different spheres

OBJECTIVE & METHODOLOGY

Present Paper is based with the aim to find out the importance and need of entrepreneurship in women and also present status of women in business in India. This paper is in descriptive mode based on mainly secondary data which is collected from Books, Paper, Internet and relevant sources.

INDIAN WOMEN:

The worth of a civilization can be judged from the position that it gives to women. Of the several factors that justify the greatness of India's ancient culture, one of the greatest is the honored place ascribed to women. Manu, said long ago, 'where women are honored there reside the Gods'. According to ancient Hindu scriptures no religious rite can be performed with perfection by a man without the participation of his wife. Wife's participation is essential to any religious right. Married men along with their wives are allowed to perform sacred rites on the occasion of various important festivals. Wives are thus befittingly called 'Ardhangani' (better half). They are given not only important but equal position with men.

WOMEN ENTREPRENEURSHIP

Women entrepreneur's explore the prospects of starting a new enterprise; undertake risks, introduction of new innovation, coordinate administration & control of business and providing effective leadership in all aspects of business and have proved their footage in the male dominated business area. Entrepreneurship amongst women is a relatively a new and recent phenomenon, which is gradually changing with growing sensitivity of the roles, responsibility and economic status of women in the society, in general and family in particular

“Women Entrepreneurship” means an act of business ownership and business creation that empower women economically increases their economic strength as well as position in society. According to Kamla Singh “A women entrepreneur is a confident, innovative and creative women capable of achieving economic independence individually or in collaboration generates employment opportunities for other through initiating establishing and running an enterprises by keeping pace with her personal, family and social life” As per Former President of India Dr. A.P.J.

The emergence of rural women entrepreneurship and their contribution to the national economy is quit noticeable in India. The numbers of women entrepreneurs have grown over a period of time, especially in late 20th century. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the global market, creating an extensive employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are.

Entrepreneurship and Empowerment of Women.

Now the scenario is fast changing with Globalization, Privatization, modernization, urbanization and development of education and business. Thus, the opportunities of employment and self employment

WOMEN ENTREPRENEURSHIP IN INDIA

for rural women have increased drastically. It is found that the percentage of unemployment among educated and qualified rural women is increasing. Thus, it is necessary to increasing the opportunity of self-employment for educated unemployed rural women through the development of entrepreneurship. It is stated here that the self-employed entrepreneur creates not only her employment but also creates employment opportunities to other.

Various Surveys demonstrate that women's primary entrepreneurial activity is focused on the micro, small and medium enterprise sector. Approximately 60 per cent are small-scale entrepreneurs, 15 percent are large scale manufacturers, and the remainder consists of cottage and micro entrepreneurs. They work in a wide range of sectors from trade and services, to Dairying, tailoring, beauty parlors, and printing. However, the involvement of women entrepreneurs in the production sector is minimal and the development of this sector is rather slow. Empirical evidence shows that women contribute significantly to the running of family businesses mostly in the form of unpaid effort and skills.

Growth of Women Entrepreneurship in India

There are several additional emerging sectors where women can exploit their hidden talent these are:

- Eco-friendly technology
- Bio-technology
- IT enabled enterprises
- Event Management
- Tourism industry
- Telecommunication
- Plastic materials
- Mineral water
- Sericulture
- Floriculture
- Herbal & health care
- Food, fruits & vegetable processing

CONCLUSION

A nation can only be developed if its women are given ample opportunities. Developing entrepreneurship among women will be right approach for women empowerment. This would enhance their socio-economic status. Once a woman feels that she is economically strong, she will feel equal to man in all respect. This is perhaps' the need of the hour. Now the scenario is fast changing with Globalization, Privatization, modernization, urbanization and development of education and business. Thus, the opportunities of employment and self employment for rural women have increased drastically. It is found that the percentage of unemployment among educated and qualified rural women is increasing.and also they are leaving their old business like Pickle, Papad and business related to kitchen and coming in the role model for all the new coming generation and spread their wings in the all type of are including in name of business activity

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