



ENCOURAGING WOMEN ENTREPRENEURS – A STUDY



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INTRODUCTION:

Female Entrepreneurship has been the major factor contributing to the development of many countries. This paper brings together a large amount of information on various women entrepreneurship opportunities from the basic education to super women in business. This insightful and thoughtful work of a researcher shall open up new government mentoring women agencies and it is sincerely wished that this model definitely attract adequate attention of the academic world as well as the policy makers at global Level.

MAIN OBJECTIVES ARE:

- Suitable financial arrangements that can support women entrepreneurs through proper net-Working of expert mobile female advisors (they may be higher degree holders, practioners in entrepreneurship field, experienced agencies etc.,
- Proper channelization of requirement of women entrepreneurs who have to maintain balance between primary basic duties and career oriented needs.
- Introducing a model which can globally applicable for all generation of women entrepreneurs.

Female advisors are dedicated support business advisors who are sensitive , multi-skilled business advisors with mainstream networks in place These advisors will represent these urban women to banks for loans and assist with other support services. These Mobile female business support officers would provide support in the areas of obtaining skills and training, child care responsibilities, obtaining finances, business formation and survival, business networks and mentoring business women. Further to recommend d to appoint those female officers who academically qualified as well have degree in the related task they are going to perform in thee well being of urban women. Let see the proposed model which can be applicable forr all generation of urban women entrepreneurs

STRATEGIES TO REMOVE DISCRIMINATION AGAINST WOMEN ENTREPRENEURS IN BUSINESS

- Social attitudes and discrimination against women entrepreneurs need to be removed.
- Adequate facilities to be provided to widen urban based business to emerging new generation women entrepreneurs.
- Raise opportunities for urban women entrepreneurs along with change in technology.
- Linking gender equality to improved economic growth may encourage greater action on reducing discrimination against women entrepreneurs in availing economic needs

- Systematic government investment is required to raise sound financial system of average women entrepreneurs

KEY REQUIREMENTS:

Skills and Training Needs

One of the major concerns raised by urban women in small Business is the lack of appropriate and suitable training. One of the most common causes of business failure has been identified as poor business planning, lack of Business plans or under-developed Business plans and unclear goals. National and state in industry training plans and Training Authority by Industry, Training Advisory Bodies, State Governments, district Industries centers and Small Industries Service Institutes should address the training needs of women employed in small business; Providers of training should be encouraged to specifically design their training offerings in ways that will enable women to participate; Training designed for employees in small business must be flexibly delivered to enable participation by all workers, including women with family responsibilities; and Programs should be marketed to women. Local councils should sponsor such training programs and provide them at subsidized rates.

Child/Career Responsibilities

One of the concerns in both establishing and operating a small Business, and as an employee in small Business, is childcare and other career responsibilities. The issue of adequate and affordable childcare is, for many women, one of the reasons for setting up in Business at home. Many industries are now setting up child minding facilities in the workplace and are adopting a more flexible approach to working hours. Investment in childcare is regarded as a benefit and not a cost. Government through councils should provide adequate support services to women in Business and also provide cash rebates to them.

Obtaining Finance

Historically, women's access to finance has been an area of concern and is generally perceived to be one of the main barriers to be overcome by women in establishing and operating a small Business. Recommendations are: Financial support for small Business to obtain advice on financing options, improved availability of finance to women's, small Business through council networks with banks for assistance to women in Business. As part of the White Paper initiatives, the Government in Australia also did expand the number of places in the New Business Incentive Scheme (NEIS) available to unemployed women wanting to establish business. Participants selected for the scheme receive training and support to establish their business, policies likewise should be implemented by each individual council to improve the rate of urban women in business. The Government in India can also expand the number of places for unemployed urban women wanting to establish their business. The Government investment is also urgent need to encourage interested women entrepreneurs.

Business Formation and Survival

Women are often not seen as 'real' Business operators. Women generally tend to establish or operate small business in areas where they have worked and gained expertise as employees. To assist women to make informed choices about small Business ownership and to increase women awareness of the financial and Business services and support available to small Business, the councils should undertake a public information campaign. Women are in no way inferior to their male counterparts. Gender based obstacles have almost gone and women entrepreneurs tackled impediments over the years just like male entrepreneurs. Undoubtedly, the number of women leading companies is growing as many as opportunities are arriving in.

Urban students should be provided with free scholarship if they opt rural business related study. This will surely boost up urban students blooming both urban and rural economy. Thirdly conditions should be clearly laid during enrolment of higher studies itself; the best example is HST as you all know about it.

CONCLUSION:

Urban women participation in business should be included in designing and implementation of various policies by institutionalizing their participation in such processes. Thus urban women should adopt modern management concepts and improve their competitiveness strength and realize their power and reach out for new areas and new responsibilities. If urban women folk is empowered the entire nation will follow its path of overall development. Growth of Indian economy is in hands

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