



WOMEN ENTREPRENEURSHIP IN INDIA**Shete Parvati Vishwanath****Research Scholar, S.S.A. Arts and Commerce College Solapur.****ABSTRACT**

The economic growth of developing country like India is largely depending on contribution of men as well women. Development of India will be possible through equal contribution of men as well women. Entrepreneurship is an important factor of economic growth, innovation, and employment so entrepreneurship with men and women equal participation must be necessary for every country. The other objective is to study status of women entrepreneurship in India. Women entrepreneurship has more importance for country like India. So the current ecosystem is taking more efforts for women entrepreneurship development. The initiatives taken by the Government and various agencies, is helpful for entrepreneurial development. This research paper will help to understand the concept of women entrepreneurship and importance in achieving economic growth. Chapter will also discuss in detail the various factors influencing it and the support system required by an entrepreneur to establish any enterprise.

**KEYWORDS :** *Women Entrepreneurship, establishment.***INTRODUCTION**

The men as well as women both are contributing for the growth of the Indian economy. The contribution of men as well women is necessary for growth of the Indian economy. No one country can contribute without involving women. Even with less capital, fewer facilities, less support women have proved to have higher levels of performance compared to men. So women must be given equal opportunity. With equal opportunity we can increase speed of growth and progress of our country. Most of the entrepreneurs especially women are facing various challenges while running their entrepreneurial activity. So it is need to find the current situation of women entrepreneurs and various problems faced by women entrepreneurs and give solution for them. The more women entrepreneurship helps for the economic development of country as well as balanced regional development. So it is necessary to understand the concept of women entrepreneurship.

1) Entrepreneurship:

Jaffrey J.A. Timmons: Entrepreneurship is the ability to create and build something from practically nothing. A human creative activity.¹

2) Women entrepreneurship:

Women Entrepreneurs means the women or a group of women who initiate, organize and operate a business enterprise.²

The government of India (1984) defined woman entrepreneur as "an enterprise owned and controlled by a woman having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of employment generated in the enterprise to women".

Women entrepreneurship means entrepreneurship having more owned and controlled by woman. It means any business, enterprises started women are called as women entrepreneurship. As per the definition of Entrepreneurship by Jaffrey J.A. Timmons the women entrepreneurs have proved themselves that like other entrepreneurs they have an ability to create and build something from practically nothing. Simultaneously they are creating employment opportunities for themselves as well as for others. In other words women entrepreneurship means to the development of enterprise by woman entrepreneur.

Need of Women Entrepreneurship:

- 1) Women entrepreneurship helps to create more employment opportunities for women.
- 2) Women entrepreneurs inspire other women to start businesses.
- 3) Women entrepreneurship helps to reduce the gender gap in the workforce and poverty.
- 4) Women entrepreneurship helps to increase standard of living.
- 5) Women entrepreneurship helps the development of economy of the developing country like India.
- 6) Women entrepreneurship helps in the protecting and promoting culture of India.

OBJECTIVES:

1. To understand the concept of women entrepreneurship.
2. To identify various factors influencing entrepreneurship.
3. To understand the current status women entrepreneurship in India.
4. To gain insights into the importance of women entrepreneurship in economic growth.

Method:

There are two methods of data collections primary sources and secondary sources but for the purpose of this study the secondary data is to be used. The secondary data will be collected from book, government reports, journals, internet etc. This helped to identify the status of women entrepreneurship and challenges and faced by them and to fulfill the objectives of the study.

Scope of study:

The present study makes the researcher to have an insight about the women entrepreneurship in developing country like India. This study will help to understand the current status of women entrepreneurship in India and to gain insights into the importance of entrepreneurship in economic growth.

Women Entrepreneurship in India:

The women entrepreneurs are contributing with men entrepreneurs for the economic growth but their contribution is neglected so this study shows their contribution and reasons of low participation in India.

It has been observed that 8.05 million out of the total 58.5 million establishments were run by women entrepreneurs in India which is around 13.76 % of the total number of establishments. Total workers engaged in women owned & run establishments were 13.48 million persons, which is 10.24% of the total number of workers engaged in India under different economic activities. (Source: All India Report of Sixth Economic Census 2013, p no.105) It means women entrepreneurship helps to create more employment opportunities as well as helps to reduce the gender gap in the workforce and poverty. Through this Women entrepreneurship helps to increase standard of living. Women entrepreneurship helps the development of economy of the developing country like India.

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Reasons of low participation women entrepreneurs in entrepreneurship activity:

There are more reasons associated with women entrepreneurship activity but few of them are included in study.

- Lack of financial support
- Lack of Training and limited Equipment.
- Social Traditions.
- Lack of Managerial ability
- Lack of Role Models.
- Lack of marketing knowledge.
- Lack of confidence.
- Less literacy
- lack of family support
- Insufficient safety in work and public spaces.
- Individual problems
- Lack of Technical knowledge etc.

There are also more reasons causes less participation of women entrepreneurs in entrepreneurship activity and affects negatively on entrepreneurial activity. So it is necessary to give proper solution for them.

SUGGESTIONS:

To reduce the above problems and for the better performance of women entrepreneurship activity in the country the few suggestions are given as follows:

- 1) Sufficient amount of funds must be available through Banks and financial institutions on easy terms and conditions for women entrepreneurs.
- 2) Marketing centers should be established for women entrepreneurs who help them reduce different marketing problems.
- 3) The training programmes should be started for women entrepreneurs at low cost.
- 4) Consultation programmes should be organised for changing negative attitudes of societies and family members.
- 5) Better Education facilities should be available for women entrepreneurs.
- 6) Entrepreneurs should help themselves through attending different programmers, through training taking, taking different knowledge for entrepreneurship activity etc.

Besides the above suggestions the government the NGOs, the educational institutions and society should come forward to encourages, to start and to development of women entrepreneurship in the country.

CONCLUSION:

The women entrepreneurship helps in economic development of developing countries like India and helps to increase employment, to increase standard of living and to reduce poverty etc. But the contribution of women entrepreneurs is low. India ranks 120 among 131 countries in female labor force participation rates and rates of gender-based violence remain unacceptably high³. With the help of Government

motivations through different schemes for women entrepreneurs and proper support from family, society helps to increase number of women entrepreneurs in economy.

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