



WOMEN ENTREPRENEURS

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ABSTRACT : Women Entrepreneurship is an integral part of Human Resource Development. It's really important for sustained economic development and social progress. Women owned businesses highly increasing in the economies of almost all countries. In India, although Women constitute the 48% of population, the Entrepreneurial world is still a male dominated One. Women in advance nation are recognised and more prominent in Business world. In India Women are playing key role in society, but still there Entrepreneurial ability has not been properly tapped due to the lower status of Women in society. This paper include rationale ground behind the Women Entrepreneurship. Why India need more Woman Entrepreneur, Problems faced by the Women Entrepreneurs in India and various scheme for Women Entrepreneur in India are also included in this paper. On the bases of this study some suggestions are given to encourage the spirit of Women Entrepreneurship to become a successful Women Entrepreneur.

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KEYWORD : Women Entrepreneurship, Need, Problems ,government initiative.

INTRODUCTION : Entrepreneurship is one of the important factor of industrialisation playing an important role in the economic development of a country Entrepreneurship has been described as the “capacity and willingness to develop, organise and manage a business venture along with any of its risk in order to make profit .”

“Women Entrepreneur may be defined as the Women or group of Women who commence and operate a business venture. ”

Entrepreneurship among the Women is an important avenue through which women can overcome their subordination within the family and society as a whole. Therefore, development of Entrepreneurship among women has received special attention of the policy makers. As compared to Men , women are less motivated to start business due to some unwanted fear, lack of motivation and kinds of activities. Compared to other countries, the development of Women Entrepreneurship is very low in India, especially in the rural areas. With the introduction of media, women are conscious of their own qualities, right and also the work situations. Right efforts in all areas are vital in the development of Women Entrepreneur and their greater involvement in the Entrepreneurial activities .

OBJECTIVES OF STUDY

- To find out why India needs more Woman Entrepreneurs.
- To find out the problems faced by the Women Entrepreneurs in India.
- To review schemes for Women Entrepreneurs in India.
- To draw conclusion and offer suggestions.

REASONS WHY INDIA NEEDS MORE WOMAN ENTREPRENEURS

There are some reason that explains the needs for Women Entrepreneurs.

(1)Economic Growth -The influx of more Woman into the workforce has led to significant economic growth and productivity while more Woman have sought and got employment in great number, their participation as Entrepreneur is very low. Fewer women have become entrepreneur, meaning their potential to contribute towards innovation, job creation and economic growth has been untapped yet.