



A DIGITAL WOMEN ENTREPRENEURSHIP MANAGEMENT IN INDIA

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In the article it is intended to have historical perspective of women entrepreneur in India & to make relevant suggestions. Entrepreneurial development is a must for economic development of the country. Both men & Women should undertake business activities for the country's industrial & economic development.

Even though women are not by nature physically strong, they can manage business and other activities efficiently & effectively, because they can properly combine skills & emotions women have been successful in various activities. They have inborn qualities of entrepreneurship and management. The society & the Government should realize importance of strength of women and remove all obstacles in the way of women entrepreneurial development. Fortunately, Govt. has become aware of the women entrepreneurship and has taken proper steps to remove obstacles and increase women entrepreneurship in India. Govt. and society are trying to remove all the limitations in this context. Thus, women entrepreneurship must be successful for economic & social development of the country.

Keywords : *Entrepreneurship, Development, Men & Women, Business, Skills, Emotions, Managements, Planning, Communications, Government & Society, Leadership.*

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Introduction:

Many a University have very thoughtfully included the subject of business entrepreneurship at graduation and post graduation level. In the syllabus of many topics relating to women entrepreneurs, like challenges in future, Whether women entrepreneurs are born or made, performance of Indian women entrepreneurs and role of Govt. organizations in respect of women entrepreneurs have been included.

Here, I intend to discuss the topic "Women Entrepreneurial performance in India." In Hindu religion sex discrimination has been inexistence the very ancient time. Women are deemed to be weaker. Both in respect of physical strength & emotional stability. Women are given secondary citizenship.

They are deprived of political & economical rights. They have been confined to kitchen & bringing up children in the home.

The situation was prevalent throughout the world. on the contrary, Indian women were much better off in ancient India, as compared to women were much better off in ancient India, as compared to women in middle east and Africa countries.

Up to industrial revolution the state of affairs of European women was not different than Asian women. Only after industrial revolution, European women made advancement in education, earning money and social status. Industrial revaluation made jobs available to them & created entrepreneurial qualities in women. In India, we observe that some elite women enjoyed

high status in the society. India being a spiritual country, the people thereof did not take interest in earning money and in a massing wealth. Women were not expected to work and earn money. So quality of entrepreneurship did not develop in women .

Objectives of the Study :

Following are the objectives of this article.

- i) It is intended to have a historical perspective of women entrepreneurship.
- ii) It is contemplated to throw light upon performance of women entrepreneurs in India.
- iii) It is intended to suggest measures to improve the state of women entrepreneurs in India.

Hypothesis of the Study :

- i) There is lack of women entrepreneurship in India.
- ii) In modern times there is attitudinal change in women and they aspire for entrepreneurship.
- iii) Govt of India & Society in general are interested in developing women entrepreneurship.

Significance of the Study :

- i) Entrepreneurial development is key to industrial and economic development of the country.
- ii) Nearly 50% o the total population of the country is women.
- iii) If men and women are the two wheels of the chariot of this world one wheel i.e. the women must not be weak.
- iv) Personality of women has to be developed to enable them to cope with problems of entrepreneurship.
- v) It is accepted that women are better-half of men. So their role in the development of family, society and in building the nation is very important.

Research Methodology :

- i) It is proposed to undertake Research study of “ Women Entrepreneurial performance in India.”
- ii) For this purpose some successful women entrepreneurs are expected to be interviewed.
- iii) Primary data will be collected on the basis of interviews. It is intended to have theoretical analysis

of women entrepreneurship for this purpose reputed journals, news paper, T..V. and Radio programmers and Books will be referred to.

Meaning And Definitions Of Women Entrepreneurship :

- a) By Dr. V.G. Patel -

Once an enterprise starts, the difference between male and femal must be forgotten because an entrepreneur is an entrepreneur, business is business; and profit and loss strictly depend upon entrepreneurial competencies.”

- b) By Small scale industries development commisner-
“ An enterprise owned and administered by a women entrepreneur having a minimum Financial interest of 51% of the share capital and giving at least 50% of the employment generated in the enterprise to women.”

Analysis of the Study :

a) Schemes implemented for women entrepreneurship:

- i) **Professional &self employed** : professions like Chartered Accounts, Lawyers, Doctors, Architects, Interior Decorators, Painters, Photographers, Commercial Artists, Coaching classes etc. can be undertaken by women entrepreneurs, similarly a woman trained in any other art of craft holding any degree or diploma from a recognized institution or technically qualified and skilled can commence her women enterprise.
- j) **Business Enterprises engaged in providingservices** : - Beauty parlours, Laundries, Eating Houses, Tea stalls, Designer, Boutiques circulating Libraries, Tailoring , fashion designer sewing Machine for job work. Rope making , House delivery services, baby crèche or sishugriha. Mat making, Bakery, Pop corn machine.

- k) **Retail Traders** : - General provision stores, Retail shop for cutluries, handicrafts, shops selling masalas, popads, spieces and pickles, paan, cold drininks and cigaretttes, Barter trade of utensils against old garments, distribution/ dealer of any product fruit vendor vegetable vendor, flowers shop, Fish vendor etc.
- l) **Allied Agricultural Activities** : - Poultry farm, House dairy, Rabbit rearing , Floriculture, Nursery, Banana Plantation.
- m) Village or collage Industry & SSI Handloom weaving Handicrafts, Food processing (papads, pickles) Manufacture of Fancy (Bangles/dolls etc.) pottery papad making pickle manufacturing , Garment making and any other small scale Industry.

Limitation of yhe Study :

There are following limitation in women entrepreneurship development.

- i) **Physical abilities** :- Naturally, women are weak in mental and physical strength. They can not sustain strain.
- ii) **Re-generation responsibility** : The nature has endowed the faculty of bearing children to women. This has to ertain extent affected women ability to work as entrepreneurs.
- iii) **Men Women discrimination** :- Despite education and under standing, there is tendency to make discrimination between men and women. Many times men are given preference to women.

Conclusion :

It can be concluded that women are equally competent to work as business entrepreneurs. They should be provided opportunities to develop themselves. Women have inborn qualities of entrepreneur. They must not be deprived of their right to work and to achieve their ambitions. The Govt. is expected to take all steps to provide all facilities, education and training to women so as to develop them as entrepreneurs.

Recommendation and Suggestions :

- i) It is suggested that social workers & leaders should teach the society not to make discrimination between men and women
- ii) Ethically people should be taught to show sympathy to women business entrepreneurs and encourage them.
- iii) Universities , colleges and other education institutions should introduce special courses for women in the country.
- iv) Special schemes should be introduced to provide economical and infreqstural facilities to women entrepreneurs.
- v) The banks and financial institutions may be advised to provide adequate finance on reasonable terms to women entrepreneurial.

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