



TRENDS OF WOMEN ENTREPRENEURS IN INDIA –A LITERATURE REVIEW

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ABSTRACT:

In this paper, an attempt is made to study the issues and challenges related with entrepreneurship that the woman of our country faces. It is conceptual in nature. We have seen women pictured in this world as calm, polite, tender characteristics from ancient epics, paintings, poetics and even now in modern times, except for a few exceptional cases. Everywhere about women we speak about women's freedom, myths, facts, dependent gender and many other things which always tells one thing clearly: never women are allowed to do her willing work. She is always forced either by family values or religion or caste or society to serve her family members or other known facts. But one thing, don't forget there are Great ladies in history who stand like mountains among great personalities. Some are not even scored much like them but still worshiped as Goddess by their business skill by which they supported their family from completely collapsing financially even after encroaching her education and other joys. In this paper a thorough analysis is made over various journals about all case studies regarding successful women entrepreneurs.

Key words: conceptual, success stories, government aids.

INTRODUCTION

The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture, along with risk entitled to it, to make profits. The best example of entrepreneurship is the starting of new business ventures. Entrepreneurs are often known as a source of new ideas or innovators and bring new ideas to the market by replacing old with new inventions, which can be classified into small or home business to multinational companies. In economics, the profit that an entrepreneur makes is with a combination of land, natural resources, labor and capital. In a nutshell, anyone who has the will and determination to start a new company and deals with all the risks that go with it shall become an entrepreneur.

TRACING BACK HISTORY ABOUT WOMEN ENTREPRENEURS IN SOUTH INDIA:

Many non-famous personalities still don't consider these great ladies as business women/entrepreneurs. Let's see who they are and what job they do in detail. We have heard even witnessing many old ladies and young girls standing before temple outside as flower selling ladies their work is to sell flowers as garland by purchasing flowers in wholesale market and making designery flower garland, similarly we have seen many roadside Ayaya idle kadi (South Indian road side food selling shops), Fish selling ladies, (curd/milk/Ghee/butter) selling ladies, in this row broomstick, co-webstick, handpans, Grinding Stones, retails shops, tailor shops, sticker bindi, bangle shop etc. From these one thing is getting cleared that is these women to support the family tried their level best to run the family started something which they have in their hand but the mistake many entrepreneur do is, they tried to do all work that they can and not interested in expanding their market area, due to ignorant and illiterate which are the reason at the same time they have good marketing skill to sustain.

This clearly tells about one thing also there are evidence of business women even before government funding and other initiatives this also tells another thing even after many social evils and injustice done to these women by restricting women education they have inborn business talent and managing skills what they left with (calm, polite, kind and tender

characteristics) they sprung up with immunity and as their strength to succeed. They have somehow done market research, penetration, laid marketing strategy and finally made profit also.

RESEARCH QUESTIONS

The research objectives is to determine the rate of freedom and support enjoyed by B.com college girls and their prescriptive of women entrepreneur so that even after independence of more than seventy five years of India why women are not opting for challenging career as entrepreneurs what are the restriction they are facing, whether their interest are respected or denied and what factors are involved in judging their decisions. Five questions are formulated in this regard as first step of choosing a career, is selecting a suitable graduate course and from this we can find all physiological, family bindings, emotional, financial dependence and self confident level of women which stands as barrier for few and key role of triggering factors for others in the path of modeling their career.

Let us see the questions first which are mentioned below:

- 1.How much your family will support (or) encourage your career goals rates us using the star's given below
2. If you choose any kind of challenging jobs equal to that of male capacity (or) work nature, how far your parents will give the support give the decision of your parents.
3. If you are an entrepreneur , how do you collect the ideas for promotions?
4. List out the sources of opportunities for women entrepreneurs with regard to finance.
5. In case the family refuses to support the business, what will be your next option?

TRENDS IN WOMEN ENTREPRENEURS:

Increased feminine entrepreneurial activity heralds a progress for women's rights and improvement of their economic and social living index. Ladies entrepreneurship is synonymous with ladies authorisation. Parallel to the male counterparts, feminine entrepreneur's area unit chemical process in job creation, innovation and over tangible contribution to the value of the country. Associate in nursing economy thrives once ladies get a level enjoying field as men. Innovation works as a catalyst or associate in nursing instrument for entrepreneurship. Indian ladies, despite all the social

hurdles stand tall from the remainder of the group and area unit applauded for his or her achievements in their individual field. The transformation of social cloth of the Indian society, in terms of inflated academic standing of ladies and varied aspirations for higher living, necessitated a modification within the life type of Indian ladies. Few examples from Rajasthan, republic of India are taken to grasp the study in a very higher means. Entrepreneurship is that the organisation of an economic activity, with the goal of reaping the advantages and profits that accrue from it and assumptive all the chance that arise there from girls represent virtually half the total population within the world.

However their illustration in profitable employment is relatively low. In most countries, average earnings of ladies area unit less than those of men (mathur,2011). Girls work participation has additionally been increasing since previous few years in several countries of the globe. Girls work participation in the year 2000-01 was highest is in U.S.A., i.e. forty fifth and lowest in Asian country, i.e. 31.6%. Girls work participation percentage. Literacy rate in Rajasthan has seen upward trend and is 66.11 percent as per 2011 population census. Of that, male literacy stands at 79.19 per cent while female literacy is at 52.12 percent.

Challenges to Women Entrepreneurship

The vice president of India, M. Venkaiah Naidu, stated that gender disparity is the main obstacle for women empowerment which ultimately hinders the integration in mainstream. This gender disparity is a result of lack of equal access to education and employment, inequalities in the labor market, rising sexual violence, etc. According to Mastercard Index, India is not having the capable ecosystem to nurture women entrepreneurship as the countries like New Zealand, USA, etc maintained. Literacy rate for women in India is 65% in comparison to men having 85% which is one signal of inequality. The average age for marriage of a girl in India is 22 years which is the age of ambition, optimism, and of passion but at that age women get trapped under multiple social expectations and social rituals. According to Guidant financial report 2017, women were found with a lack of confidence to run a business. Women themselves awarded 5 points out of 10 for confidence rating against 8 from men. This lack of confidence is also the strong shield which exerts negative impact of women entrepreneurship. Lack of funding is also one of the major issues for women

entrepreneurship. Forbes Survey 2017 has expressed that investors are least faith for women startups to invest in. investors find it little doubtful to invest and more risk associated in case of women entrepreneurship. The report said women are questioned for stability, security, and safety and if women are married or having kids, investors perceive that women will not be serious as they will have family responsibilities. Beyond that family support, risk-bearing capacity, backup issues, social resistance, and social mindset are also encountered as important hurdles to resolve if we want women entrepreneurs grow.

GOVERNMENT FUNDS

Indian Government has taken terribly friendly measures and funding schemes to market forthcoming new entrepreneurs and eradicating social evils and difference against ladies to beat social barriers.

For the primary time in the Republic of India, the Government of India arranged stress on ladies' development within the Fifth Five-Year set up (1974-79) by providing coaching to ladies. The World Health Organization was in want of financial gain and protection. This set up coincided with the International Women's Decade and also the submission of a Report of the Committee on the standing of girls in the Republic of India. In 1976, the Women's welfare and Development Bureau was discovered below the Ministry of welfare. The Sixth Five-Year set up (1980-85) saw an explicit shift from welfare to development. It recognized women's lack of access to resources as a vital issue imminent their growth. The Seventh Five-Year set up (1985-90) stressed the necessity for gender equality and management. For the primary time, stress was placed upon qualitative aspects like instilling confidence, generation of awareness with regards to rights and coaching in skills for higher employment. The Eight Five-Year set up (1992-97) centered on empowering ladies, particularly at the Grassroots Level, through Panchayati dominion establishments. The Ninth Five-Year set up (1997-2002) adopted a technique of the Women's element set up, below that not but thirty p.c of funds/ advantages were earmarked for ladies connected sectors. The Tenth Five-Year set up (2002-07) aims at empowering ladies through translating the recently adopted National Policy for management of girls (2001) into action and guaranteeing Survival, Protection and Development of girls and youngsters through a rights primarily based approach. Bharatiya Mahila Bank was started for those ladies whose World Health



Organization dream massive despite the shortage of resources. It provides loans up to the Bureau of Intelligence and Research twenty crores for ladies entrepreneurs the World Health Organization needs to line up a producing business. Collateral isn't needed if the loan you're seeking is a smaller amount than one large integer.

While the BharatiyaMahila Bank united with the banking concern of the Republic of India, the loan theme that started in 2017 still stands. To use for the loan, visit the closest bank branch or the bank representative at 011- 47472100. For women the World Health Organization needs to start out or expand a little business of their own, gesture Yojana may be a theme that may be useful. This can be not a theme specifically for ladies, however, it is often extremely useful. you'll request a loan for anywhere between Bureau of Intelligence and Research 50000 to Bureau of Intelligence and Research ten hundred thousand.

It is good for businesses like beauty salons, gap a little search or running a home-based business. You don't want any collateral or surety for this loan.

NON GOVERNMENTAL ORGANIZATIONS INITIATIVES:

Their several voluntary organizations like school mahindra, NGO's, Swakruta, Awake Asian nation etc work for the betterment of ladies entrepreneur.

COMMUNICATION:

With the appearance of technology, communication medium and communication devices all the knowledge, news flash, circulars and publication area unit close by of each single person through apps, newspapers, website, banners, etc such a large amount of area unit acknowledged by the accessible edges, resources and each single piece of data by mass communication.

EDUCATION:

As we have a tendency to see trends in ladies entrepreneurs from a lot of female connected jobs to international business it's because of education solely. The attainment rate of Asian nations has seen mountain range growth since seventy five years until date. Currently ladies pass rate is on top of boys in educational activity. ladies have gotten a minimum of a basic education level and a lot of 1st graduate degree holders are an increasing unit overall, that directly reflects within the orientation of ladies entrepreneurs.

CONCLUSION:

Due to apt atmosphere after Indian independence and various Governmental measures along with non-profit organizations (NGOs) and women self help groups there's a considerable amount of desired result has been achieved in promoting women entrepreneurship but still social injustice and partiality to many people are prevailing in name of caste, age, skill etc Government fund should be available to everyone privilege to one set of community alone for long period of time since independence and ignoring the request of other community people will be unfair and injustice to other set of community. Future research needs to focus more on various social evils, mobility, locality, infrastructure and various other factors which are still unmentioned hurdles for women's growth.

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