

Promoting Women Entrepreneurship

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Abstract:

Women entrepreneurship is widely accepted as an important source of profitable growth. Women entrepreneurs produce new jobs for themselves and others and also give the society with different results to operation, association and business-related problems. Still, women entrepreneurs still represent a major part of all entrepreneurs. Women entrepreneurs frequently face gender-based walls to starting and growing their businesses. Women entrepreneurship can make a particularly strong contribution to the profitable well-being of the family and the community, poverty reduction and women's commission. Therefore, governments across the world as well as colourful experimental associations are laboriously bearing creation of women entrepreneurs through colourful schemes, impulses and promotional measures. In India, the Micro, Small & Medium Enterprises development associations, colourful State Small diligence Development pots, the Nationalized banks and indeed Non-Government Associations are conducting colourful programmes including Entrepreneurship Development Programmes to feed to the requirements of implicit women entrepreneurs, who may not have acceptable educational background and abilities.

Keywords: Women entrepreneurship, profitable growth, promotional measures.

Objectives: This study aims at understanding the current position of women entrepreneurs and provisions for their progress. It also takes stock of Governmental and non-governmental efforts to upgrade women entrepreneurship

Research methodology: This study being analytical depends on secondary data obtained from journals, periodicals and the internet.

Literature review: in 1980s (Batliwala, 1993, 2007) analyzed women's individual process of self-transformation, during 1990s (Batliwala, 1993; Kabeer, 1994; Rowlands, 1997; Sen, 1997) dwelt on self-realization of women. They highlight the complex reciprocal relationship between women's self-understanding (Kabeer, 1994) and capacity for self-expression (Sen, 1997), as well as women's access to and control over material resources.

Matter: Let us, to begin with, understand the reasons why women venture out to transfigure themselves from job campaigners to job generators. Some reasons may be enlisted as follows –

1. The desire for independence, creativity and recognition can be considered to be a high reason for women to start out collectively, especially since fiscal dependence is the high cause of womanish subjection.

2. Some women grow up in families running successful businesses and hence find it a logical conclusion to get into business themselves. This order of course would be only a sprinkle.
3. Another major cause is the burden of family liabilities and the profitable pressure of bringing up children. To this we can add the angle of those ladies who have independent grown up children and have ample free time on hand and the desire to direct sweats constructively.
4. also there are those cases where running a business is an accidental circumstancee.g. where these women are formerly advancing a hand to a relative or a friend and circumstances force them to take up the entire responsibility of business themselves.
5. One major reason for women to take up to business is unhappy working conditions at the working place or the incapability to accept job transfers.

Despite all the social hurdles, Indian women stand altitudinous from the rest of the crowd and are saluted for their achievements in their separate field. The metamorphosis of social fabric of the Indian society, in terms of increased educational status of women and varied bases for better living, needed a change in the life style of Indian women. She has contended with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, conclusive and are willing to take pitfalls. They managed to survive and succeed in this cut throat competition with their hard work, industriousness and perseverance. Yet entrepreneurship is a challenge for women. The problems they encounter are multifarious and at times putatively invincible. Let us have a look at the various problems faced by women entrepreneurs –

1. Patriarchal Society Entrepreneurship has been traditionally seen as a male domain and idea of women taking up entrepreneurial conditioning considered as a distant dream. Any deviation from the norm is lowered upon and if possible, intently checked.
2. Absence of Entrepreneurial Aptitude numerous women take the training by attending the Entrepreneurship Development Programmes without entrepreneurial bent of mind.
3. Quality of EDPs All women entrepreneurs are given the same training through the Entrepreneurship Development Programmes (EDPs). Alternate- generation women entrepreneurs do not need similar training as they formerly have the former exposure to business. Accordingly their performance is affected by the quality of the EDPs.
4. Marketing Problems Women entrepreneurs continuously face problems in selling their products. It's one of the core problems as this area is substantially dominated by males and indeed women with acceptable experience fail to make a dent.
5. fiscal Problems carrying the support of bankers, managing the working capital, lack of credit coffers are the problems which still remain in the males sphere. Women are yet to make significant mark in quantitative terms.
6. Family Conflicts Women also face the conflict of performing of home part as they aren't available to spend enough time with their families. Their incapability to attend to domestic work, time for education of children, particular pursuits, and entertainment adds to their conflicts.
7. Credit installations Though women constitute about 50 per cent of population, the chance of small scale enterprise where women enjoy 51 percent of share capital is lower than 5 percent. Women are frequently denied credit by bankers on the ground of lack of contributory security. thus, women's access to venture capital is limited.
8. Deficit of raw- accoutrements- Women entrepreneurs encounter the problems of deficit of raw- accoutrements . The failure of numerous women co-operatives in 1971 similar as these engaged in

handbasket timber were substantially because of the shy vacuity of timber- grounded raw accoutrements .

9. Heavy Competition numerous of the women enterprises have amiss organizational set up. But they've to face severe competition from organized diligence.
10. High cost of product- High cost of product undermines the effectiveness and stands in the way of development and expansion of women's enterprises. Government backing in the form of entitlement and subventions to some extent enables them to drift over delicate situations.

A lot many measures to promote women entrepreneurship in India may be enlisted as follows –

- For all experimental programmes, consider women as a specific target group.
- More educational installations and schemes should be extended to womenfolk from the government.
- Acceptable training programmes on operation activities should be handed to women witnessing entrepreneurship development programmes.
- Vocational training should be extended to women community that enables them to understand the product process and product operation.
- fiscal institutions should give further working capital backing both for small scale adventure and large scale gambles run by women.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at original position.
- Repeated gender sensitisation programmes should be held to train financiers to treat women with quality and respect as persons in their own right.
- structure, in the form of artificial plots and shanties, to set up diligence should be handed by state run agencies.
- Artificial estates could also give marketing outlets for the display and trade of products made by women.
- A Women Entrepreneur's Guidance Cell should be set up to handle the varied problems of women entrepreneurs each over the state.
- Training in entrepreneurial institutions should start at the high academy position through well- designed courses, which make confidence through behavioural games.
- Governmental schemes to motivate women entrepreneurs to engage in small scale and large- scale business gambles.
- Involvement of Non Governmental Associations in women entrepreneurial training programmes and comforting.
- Skill development to be done in women's polytechnics and artificial training institutes. Chops are put to work in training- cum- product shops.
- Training and comforting on a large scale of being women entrepreneurs to remove cerebral causes like lack of tone- confidence and fear of failure.
- Counselling through the aid of married NGOs, psychologists, directorial experts and specialized labor force should be handed to being and arising women entrepreneurs.
- Conditioning in which women are trained should concentrate on their marketability and profitability.
- Making provision of marketing and deals backing from government. Government and non government bodies have paid additional attention to women 's profitable contribution through self employment and new ventures.

- The First Five- Year Plan (1951- 56) imaged a number of weal measures for women. Establishment of the Central Social Welfare Board, association of Mahila Mandals and the Community Development Programmes were a many way in this direction.
- In the next Five- Year Plan (1956- 61), the commission of women was nearly linked with the overall approach of ferocious agrarian development programmes.
- The Third and Fourth Five- Year Plans (1961- 66 and 1969- 74) supported women's education as a major weal measure.
- The Fifth Five- Year Plan (1974- 79) emphasized training of women, who were in need of income and protection. This plan coincided with International Women 's Decade and the submission of Report of the Committee on the Status of Women in India. In 1976, Women's Development Bureau was set up under the Ministry of Social Welfare.
- The Sixth Five- Year Plan (1980- 85) saw a definite shift from maintenance to development. It honoured women 's warrant of access to coffers as a critical factor brewing their growth.
- The Seventh Five- Year Plan (1985- 90) emphasized the need for gender equivalency and commission. For the first time, emphasis was placed upon qualitative aspects similar as inculcation of confidence, generation of mindfulness with respects to rights and training in chops for better employment.
- The Eight Five- Time Plan(1992- 97) concentrated on empowering women, especially at the Gross Roots position, through Panchayati Raj Institutions.
- The Ninth Five- Time Plan(1997- 2002) espoused a strategy of Women 's Component Plan, under which not lower than 30 percent of finances benefits were allocated for women related sectors.
- The Tenth Five- Time Plan(2002- 07) aims at empowering women through rephrasing the lately espoused National Policy for commission of Women(2001) into action and icing Survival, Protection and Development of women and children through rights grounded approach. At present, the Government of India has multitudinous schemes for women operated by different departments and ministries. Some of these are
 - Integrated Rural Development Programme(IRDP)
 - Khadi And Village diligence Commission(KVIC)
 - Training of Rural Youth for Self- Employment(TRYSEM)
 - Entrepreneurial Development programme(EDPs)
 - Marketing of Non-Farm Products of Rural Women(MAHIMA)
 - backing to Rural Women in Non-Farm Development(ARWIND) schemes
 - Trade Affiliated Entrepreneurship backing and Development(TREAD)
 - SIDBI 's Mahila Udyam NidhiThe sweats of government and its different agencies are adeptly supplemented by NGOs that are playing an inversely important part in easing women commission. Despite combined efforts of governments and NGOs there are certain gaps. Of course we've come a long way in empowering women yet the trip ahead is delicate and demanding.

Conclusion: Daunting challenges lie ahead for every woman entrepreneur. This however may be alleviated by the efforts of the government and the NGOs. But if the lot of the Indian woman is to have justice at all, then promoting women entrepreneurial development is an absolute must.

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