



WOMEN ENTREPRENEURSHIP DEVELOPMENT IN CORPORATE SECTOR

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Abstract: Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. As opportunities for women in management in India slowly increase, they were entering in the corporate world such as advertising, tourism, Hospitality, banking, civil services, engineering, financial services, manufacturing, police, armed forces and emerging fields such as information technology and communications. This will hopefully pave the way for future female professionals in corporate sector.

Keywords: Women entrepreneurship, Skill development, National economy and Corporate sector

Introduction:

In the ancient time, at the golden age, the status of women was high and they were considered equivalent to men. In Aryan time's the women played important role in corporate sector in performing religious rites and participating men and women in countries business sector in economic life. She has been worshiped as a goddess. The Hindu scripture have given women a respectable position and described women as Durga the goddess of power, Sarswati goddess of knowledge and Laxmi the goddess of wealth.

During the Mogul rule, the Socio-economic status of Hindu women were very lowered and had to depend on Hindu male in every activity. In the British rule in India, legislation was used to bring about significant modification in structure of society, various reforms we initiated with respect to status of women. The post independence period has seen a number and positive and concentrated effort by the government to improve the Socio-economic status of women. After independence, attainment of equal status for women in every sphere of life was seen as one of the main objective of the Indian constitution.

During the last two decades, Indian women have entered in the field of entrepreneurship in increasing numbers. With the emergence and growth of their business, they have contributed to the Indian economy and society. These women entrepreneurs have entered many industries and sectors. Many of the earlier obstacles to

their success have removed, yet some remain. Women entrepreneur is a person who accepts challenging role to meet her personal need and become economically independent. There are economical, social, religious, cultural and other factors existing in the society which is responsible for emergency of the entrepreneurs.

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and at least 51% of employment generated in the enterprise to women.

Growth of women in corporate sector

In recent years the corporate and entrepreneurship has gained wide. Today, women have integrated themselves into every field of activity and every kind of industry smoothly and skillfully.

Today, women in advanced market economies own more than 25% of all businesses and women owned businesses in Africa, Asia, Eastern Europe and Latin America are growing rapidly. In some regions of the world, transformation to a market economy threatens to sharpen gender inequality, but the hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society, without economic

development, social and political status of women is not increased. Skill, Knowledge and Adaptability in business are the main reasons for women to take up entrepreneurship. They are vital and productive workers in India's National Economy. The female participation rate is 51% in any financial sector and they are main controlling body irrespective to labor force where they are male or female. As opportunities for women in management in India slowly increase, they were entering in the corporate world such as advertising, tourism, Hospitality, banking, civil services, engineering, financial services, manufacturing, police, armed forces and emerging fields such as information technology and communications. This will hopefully pave the way for future female professionals.

Problems of women in corporate sector

1. Dual role – family first and business
2. Poor self – image of women
3. Discriminating treatment
4. Faculty socialization
5. Lack of social acceptance
6. Inadequate encouragement
7. Unjust social, economic and cultural system
8. Lack of freedom of expression.
9. Afraid of failures and criticism
10. Social tuft
11. Less percentage of professional education

However, in order to overcome such obstacle, women need to seek support. Success today requires organizations to best utilize the talent available to them irrespective of the gender.

Strength of Women

1. Women exhibit a high internal locus of control of achievement, possess certain specific characteristics that promote their creativity and generate new ideas and ways of doing things.
2. Risk- taking propensity.
3. High energy level.
4. Personal motivations.
5. General business management skills.
6. Social adroitness.
7. Interpersonal skills, competence in finance and in managing relationships.

Examples of Indian Women in the Corporate World are all around

1. Naina Lal Kidwai – 1st graduate from Harward Bussiness school and runs HSBC.
2. Sudha Murthi – Director of Infosys,
3. Sangeeta Talwar- Executive Director, TATA Tea.
4. Tanya Dubash – Executive Director & President, Marketing, Godrej Group.
5. Chitra Ramkrishna- Joint Managing Director National Stock Exchange.
6. Rohinilyer – Owner, Raindrop Media.
7. Barkha Dutt – Famous Journalisy.
8. Arundhati Roy – Booker Prize Winner & Social activist.
9. Kiran Muzumdar – Head of Biocon.
10. Sulajja Firodia Motwani – M. D. of Kinetic Motors.
11. Lalita Gupte & Kalpana Morparia - Joint M. D. of ICICI Bank
12. Indra Nooyi – C. E. O. of Pepsi co-operation

Conclusion:

Women have lot of potential and will to establish and manage enterprises of their own. It improves the wealth of nation as well of her family too. It must be realized that the women constitute half of population must be brought to the main stream by way of this activity which ultimately contribute the economic development of country. It is observed that women in the corporate sector in India have been progressing gradually, but still been facing a lots of problems. In spite of many hurdles, women are excelling in business with flying colors.

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