



WOMEN EMPOWERMENT AND ENTREPRENEURSHIP

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Abstract:

women's entrepreneurship needs to be studied for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last two decades as an important untouched source of economic growth over the past few years, and second is to create new jobs for themselves and society. India has record growth in women's entrepreneurship and more women are pursuing their career in this direction. At a global level, about 126 million women have started or running their business. Woman constitutes almost one half of the total population and form an important section of the total work force. But their social, economical and political status is still lower than that of men in many countries including India. The social status of woman in the society depends upon the part played by them and social attitude of them towards society. The status of woman is connected with their socio-economic contribution, which depends on opportunities for participation in economic activities. In the modern society the rule of degree of integration in economic development is consider as the indicator of social advancement and the woman's economic independence. The people discuss the problem and remedies of women empowerment and woman entrepreneurs in India.

Keywords: Women Empowerment, Women Entrepreneur, Entrepreneurship, Business.

Introduction: One of the factors in determining the success of development is the status and position of women in society. Their status therefore depends on the attitudes of society towards men and women according to the various roles they play, at home and in society. For centuries women have been neglected, and have secondary status in the family and in the society. These are some factors to be discussed to assess the status of the women.

- I) **Education:** Education is the process of human incitement and empowerment for achievement of better and high quality life. At present literacy rate of a female is not satisfactory in India and without education or literacy the option for further development is restricted for women.
- II) **Women's health:** Studies of developing countries indicates that women are more prone to disease. Most women suffer from not only energy deficit, but of insufficient calorie intake also. Women are enabling to get access to medical health service for number of regions including neglect of health and sickness.
- III) **Work and employment / Entrepreneur:** Women are facing a double burden because of their dual role as home maker as well as bread earner. The percentage of women working outside the home is very negligible, even when women do find work, then tend to get paid less wages. Discrimination related to women can be observed in many fields.

IV) **Women entrepreneurs:** Women have been traditionally denied role of entrepreneurs in spite of being good manager, persistent, committed and hard workers by nature on the basis of gender factor like there lower level, literacy and lack of access to credit.

V) **Women's participation in decision making and political activities:** Even when women became economically independent, they are not assumed responsible for major decisions in the home and outside. Women are generally restricted to take decision regarding the traditional spheres, or allowed assume some responsibilities in the later years of their lives. Relatively few women's have a say, how and when the family finance are to be invested, what crops to grow and what decisions should be taken regarding assets and property etc.

There are many challenges that confront on the path towards skill development and women empowerment. Some methods have been discussed here; will be helpful to archive skill development and women empowerment. All these methods in the global policy of gender main straining, which will help to bring dreams of women advancement into reality.

Aims and Objectives**The study Have following objectives**

- I. To enhance self steam and self confidence of women.
- II. To suggest some possible solutions for encouraging, developing and improving the women empowerment in economics.
- III. To develop the entrepreneur skill of dissuasion making capabilities in women.
- IV. To create an environment through positive economic policy for skill development of women for enabling them to realize their full potential.

Women Empowerment Through Entrepreneur Skill Development

Economic status is one of the criteria of empowerment. Unless women are economically independent, they cannot progress. Following strategies are useful for making them economically empowered.

- I) **Poverty Eradication:** Since women from majority of the population is below the poverty line, poverty eradication programmers especially address the needs and problem of such women. Steps should be taken for mobilization of poor women and convergence of services by offering them a range of economic options to enhance their capability.
- II) **Micro credit:** In order to enhance women access to credit for consumption and production, the established of new, and strengthening of existing micro credit mechanisms and micro finance institutions must be taken.
- III) **Women and economy:** Women perspectives should be included in designing and implementing micro economic policy. Their contribution to socioeconomic development as procedure and workers should be recognized. Employment opportunities for women should be expanded to promote technologies that promote women's employment. Women should be involved in planning and implementation of employment programme.
- IV) **Globalization:** Globalization has created new challenges in achieving the goal of women equalities. Wider economic disparities, feminization of poverty and increased gender inequality are some of the evils of globalization immerged from batter deteriorating working conditions. Strategies should be design to enhance the capacity of women meet the negative,

social and economical impacts of globalization.

- V) **Women and industries :** The important role played by women in electronics, information technology, food processing and agro industries and in textile industries has been crucial to the development of these sectors women in these industries should be comprehensive support in term of labor legalization and social security.

Barrier Faced by Women Entrepreneurs

- I. Lack own productive resources, capital, finance, education scale, knowledge, mobility etc. are main causes which thrown women into poverty.
- II. All harmful traditional and customary practices have constrained women's economic empowerment.
- III. Lack of family friendly policies regarding the organization of work increases different family responsibilities of women.
- IV. Women entrepreneur lack of management scales.
- V. A lack of sales and marketing scales is the most commonly reported problem faced by female entrepreneur.
- VI. The lack of computer knowledge is a major problem as computer skill is a key part of the modern business.
- VII. Lack of confidence of own capabilities, even at home family member do not have much faith in women possessing the abilities of decision making.
- VIII. Lack of working capital faced by female entrepreneur.
- IX. A woman is dominated by male in her family as well as business. They are not treated equal and her freedom is restricted. She always has to consult to get approval of men.
- X. Lack of access to find as women do not passed any tangible security and credit in a market.
- XI. Women protected throughout family members and thus the risk bearing ability gets reduced.
- XII. Social culture barrier is also faced by women entrepreneur. in our society more Importance is being given to male child as compare to female child, as result this impediment the progress of women and handicap them in world of work.

SUGGETION

- I. Government, international and regional organization should intensify their effort to enhance their self reliance in a viable and sustained fashion. Because economic independence is necessary precondition for self reliance.
- II. More child care facilities should be provided to fit entrepreneur need. Alternative measures should be taken for male to be in the position to take parental leave.
- III. The working condition of women should be improved in all formal and informal areas as well as job security should be enhanced.
- IV. Steps should be also taken to promote women's equality and increases participation in industry and territory sector.
- V. Effort should be made to encourage entries to trained women in economic sector, that has been close to them.
- VI. Training, advice or consultancy targeted programme for women entrepreneur.
- VII. Special targeting to women general campaigns to boost levels of entrepreneurship.
- VIII. Need to have network with other forms to generate business and access information advice.

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