



DEVELOPMENT OF WOMEN ENTREPRENEUR

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ABSTRACT:

Women constitute almost half of the all population in the country. Women have been victim of social prejudices and discrimination. Even today, parents prefer male child to female. Women are generally presumed to be weak, inactive, helpless and people oriented. On the other hand, men are considered strong, aggressive, and independent and things oriented.

Assumptions become reality when society prepares males and females for performance in presumed role. As a result, men and women enter organizations with different skill sets. Women are taught depend upon to others, to limit their ambitions and to avoid exposure and risk. Such orientations and role prescription inhibit growth of self-confidence, innovativeness, achievement motivation and risk taking ability which is importance for an entrepreneurial career.

In Hindu's Women has been describing as the embodiment of "Shakti". But the society she is treated as weak and dependent. Women in traditional societies are still confined to the four walls of home, children, household work and family rituals. Very few women get the opportunities to come out of the four walls and enter economic activities in modern societies, they have come out walls to participate in all sorts of activities. Women have been performing remarkably good in different spheres of activities like academics, politics, social works, administration, research and so no.

Key words: -Economic, women, entrepreneur and development.

INTRODUCTION:

In India, women enter into business, women extension of their kitchen activities mainly to 3 Ps likes Pickle, Powder and Pappad. Women in India entered in business for both pull and push factors. Pull factors imply the factors which encourage women to start a business or venture with an urge to do something independently. Push factors refer to those factors which compel women to take up their own business to tide over the economic difficulties and responsibilities.

Day are gone when women in India remained few to within four walls of their homes and great strength and potential remained unrecognized and unaccounted. Women entered the business and several business areas.

Concept of Entrepreneur

An entrepreneur is a person who combines capital and labor for production. According to Cantillion "entrepreneur is the agent who buys

means of production at certain prices, in order to sell at prices that are certain at the moment at which he commits himself to his cost".

Concept of Women Entrepreneur

Women entrepreneur means as the women and group of women, who initiate, organize and operate in business enterprise. Women entrepreneur run the business and do all business activities.

Development of women entrepreneur

In recent years women have made their mark in different walks of life and are competing successfully with men despite the psychological and economic and social limitation. This has been possible due to education, social reform, law etc..

In Business, the entry of women is a relatively new phenomenon. Today's family system are totally change, and need for additional income to maintain living standard in face the of economic problem. Women enter in competitive

world of business .Women start our own business due to number of reasons.

In India women entrepreneurs constitute a negligible ratio of total quantity of entrepreneurs.in past women are generally producing house hold goods ,like pappad ,massala,pickles and bamboo basket .in India women have contributed mainly in household industries due to the less technical skill required and less competition with men in these industries. to increase and spread of education and the more aware ness among women , women entrepreneurs have entered into energy, electronic ,engineering and other industries.women start number of small scale industries like Agarbati making, solar cooker ,bakery product ,boutique , beauty pallorand and small foundries , Various government agencies ,Bachat gat ,voluntary bodies like Mahilamadals,have accelerated the development of entrepreneurs in the country.

Government policies for women entrepreneur development

9 Schemes for Women Entrepreneurs in India

1. Annapurna scheme:

This scheme provided loan for women food catering industry, if any women start small scale industry. The loan allows these women entrepreneurs to provide it as capital necessities like buying tools and utensils, setting up vehicle,etc.The loan maximum is Rs. 50,000 under the scheme.

2.Bharatiyamahila bank business loan:

This banking scheme provided support women entrepreneurs and support large scale.The loan maximum limit via this source is Rs.20 Crores.

3.Mudrayojana scheme:

It is a Government of India that aims to growth the status of women in the country by providing business loans and helps them so that they can be financial support and self-help. After approval of the loan, they will be given Mudra cards that effort like credit cards with the withdrawal maximum being 10% of the loan.

Mudra yojanaschemehas several types of scheme as per business type, level of development, and loan goal. The loan limit under this plan by the government islimitingRs. 10 Lakhs.

Orient mahilavikasyojana scheme:

This plan is for women who hold 51% share capital individually or together as a sole trading concern . It is a best chance for these stakeholders to help extend their business and enhance to the growth of their arena. This scheme does not require collateral security and provide the concession at the interest rate of up to 2%. The period of refund is supple up to 7 years and the loan limit is Rs. 25 Lakhs.

Dena shakti scheme:

This scheme is also for women entrepreneurs' retail, agriculture sector, producing, are small enterprises or micro-credit financeorganizations. As per RBI ceiling, the maximum limits to women beneficiaries are also provided according to the sector they are increasing or organization to open a business in. The loan limit is Rs.20 Lakhs.

Pradhanmantrirozgaryojana:

This scheme PMRY, this is one of the greatest schemes for female's entrepreneurs both socially and financially. The emphasis of this scheme is on creating skill-based, self-employment through women entrepreneurs and smart minds at work being used for financialliberty. This scheme covers both town and rural regions and was developed through some amendments in cost, eligibility, subsidy and incentive limits. The loan subsidy and incentive amount is up to 15% of the project cost with an upper maximum limit of Rs. 12,500 per debtor as a constraint. The scheme applies to all types of ventures in businesses, trade and services. The age limit is 35 years and loan limit for business is Rs.2 Lakh while for service and industry, Rs.5 Lakh.

Udyogini scheme:

This schemeinspires women to be self-confident and help them in self-development by

development them financially to be capable to do so. This scheme inspires growing women entrepreneurs by providing loans. Those who have a family income of less than Rs. 40,000 per annually. They especially encourage loans in the trade and service area and the top amount for the same is Rs. 1 Lakh.

Cent kalyani scheme:

The scheme is provided new businesses and those that aim to expand; the only specific weight is on the scheme being for Women Entrepreneurs. Retail trade, education and training, and self-help groups are not for the scheme. The eligible classes are given in detail with the rules on their website. This loan is a collateral security -free loan as well as no processing fees. The scheme provided the loan for expanded. Under this scheme, the loan maximum is Rs. 100 Lakh.

Mahilaudyamnidhi scheme:

This scheme aims to meet the gap in equity. It promotes MSMEs and small scale sector investments in various industries to grow and excel in their parts. This also encourages the rebuilding of SSI units that are deemed unable but are really possible to save. A period of 10 years is given to the borrower to pay the loan and the maximum limit for the loan is Rs.10 Lakhs.

These are scheme provided the full support of development of women entrepreneurs'. Government promotes the women entrepreneur through various schemes. All schemes benefited for women entrepreneur for the growth of business.

Problem of women entrepreneur

Women entrepreneurs face the lot of problems for that setup the business. They have multiple problem related society, financial, raw material all that. Women entrepreneurs have number of constraint. Women entrepreneurs encounter various problems in their efforts to develop the business they have established.

Lack of finance

When the women start the business they have face the number of financial problem. Because women not financially strong they have no any own properties. So their bank not financial support because bank required collateral security for the providing. Most of the women business fails due to lack of financing.

Lack of raw material

Women entrepreneurs find it difficulties availabilities of raw materials and other necessary inputs. Price of raw material is very high.

Insufficient Marketing knowledge

For marketing our product women entrepreneurs depend in middle man. The middle men exploit the women entrepreneurs, but without middle men is difficult because it involves a various running about.

Stiff Competition

Women entrepreneurs are weak comparatively men entrepreneurs that the reason women enterprise they not perfect compete with men enterprise.

Cost of production high

High cost of production is another problem of women entrepreneurs'. If the cost of production high product becomes expensive. And that is the reason profit margin is very low.

Low Mobility

One of the biggest problems for women entrepreneur mobility and travelling from place to place.

Family Responsibilities

In India, it is mainly a women's duty to look after the children and other members of the family. Her involvement in family leaves little energy and time for business. Married women have to make a fine balance both business and family. A women entrepreneur is very difficult to maintain the family and business.

Social Barrier

One of the main problem social attitudes towards the women. Women suffers the equality

problem. Our society male dominated women have second position of society and put the barriers in their progress.

Successful women entrepreneurs in 21st century in India

1. Ashwini Asokan

Founder of Mad Street Den, Cloud-based platform - Using artificial intelligence (artificial intelligence), any smartphone with a camera can recognize faces, detect facial expressions and emotions, and react to facial gestures.

2. Chitra Gurnani Daga

Co-founder, Thrillophilia, Indian Adventure Travel Company - combines local, undeveloped, non-defeating and fun experiences.

3. Debadutta Upadhyaya

Co-founder of Timesaverz Dotcom Private Limited, find reliable local resources for everyday errands (cleaning, repairing, handyman, paper work) and assist home manufacturers.

4 Falguni Nayyar

Nykaa CEO, Beauty and Health E-Commerce, the platform of choice for women who cooperate with global brands such as Unilever, Procter & Gamble, L'Oreal, Beiersdorf, Johnson & Johnson

5. Garima Satija

Founder of Posh Vine, the community market offers travelers and explorers a unique experience of discovering and booking

6. Aditi Gupta

Founder of Menstrupedia.com, A unique comic-based venture capital scale has reached a high level, including menstruation, health, health and the way to be active during this period, with

a very simple form of FAQ to solve general problems.

7. Anisha Singh

Founder and CEO of Mydala.com, Currently the largest coupon provider in India

8. Ankita Gaba

Co-founder of SocialSamosa.com, Trends Indian Social Media Dictionary - Thoughts, Ideas, News, Trends, Conversations, etc.

CONCLUSION :

India is a developing country. Our economy is a mixed economy and our society is a male-dominated society. Female are considered to be economically and socially dependent on male m. Women entrepreneurs have the basic indigenous knowledge, skills, potential and resources to establish and manage enterprises, but at the same time women entrepreneurs face many problems, such as lack of education, social barriers, legal process, high production costs, male-dominated society, and limited management ability. Also lack of self-assurance, harassment and non-cooperation with rules and regulations. Women entrepreneur have great capabilities and potential to be contributors to the overall economic development of any country. Therefore, programs and policies need to be adapted to not only encourage entrepreneurship, but also apply strategies that support the entrepreneurial traditions of women.

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