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Physical and Human Dimensions of Environment, Climate Change, and Sustainable Development

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The Study of Women Entrepreneurship in India

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Abstract

As we know that our society is run on two important wheel one is male and another is female. Without women's there is nothing in the world. In last some decades women's participation in business activities was increased in India. Businesses like manufacturing of homemade eating's such as papad-masale-peckles, women's running bachat gat, beauty parlors, handcrafting and many others. Indian society is known as male-dominated society, but female's population in India is near to male's population, hence women's must be treated as "Better half of the society" but women are considered as weak and dependent on man like ABLA. That's why women are facing disadvantageous status in our society. Now world accepting the values & needs of presence of women's in society. The development of women's entrepreneurship become very important for development of nations. This article is for understanding the women's entrepreneurship in India.

Definitions

On the basis of general concept of entrepreneurship, the women entrepreneurship can be defined as 'A women or a group of women's who initiate, organize & run a business enterprise'. In other world the women who engaged with innovation, imitation & adoption of business activity known as 'women Entrepreneurship'.

The government of India has been defined women entrepreneurship which was based on capital contribution & employment generation for women's in business firm. According to government of India (GOI 2006) women's entrepreneurship is "An enterprise owned & controlled by a women's having a minimum financial interest of 51% of the capital and giving at least 51% of the employment in the enterprise to women's". But this definition is subject to criticism because of it considered the participation of women's minimum 51% in business operations, it means that less than 51% participation of women's in business not considered for women's entrepreneurship.

Finally, women's entrepreneurs are those women's who are think & talk about business and take initiative & organizing all factors of productions and smoothly run business firm.

Role of women's Entrepreneurship

India's first prime minister honorable Pandit Jawaharlal Nehru says when women move forward, the family moves, the village moves & finally nations move. So, in current days, especially in India female entrepreneurs are one of the important factors in respect of economic development. The following points are shows how women entrepreneurship is important.

1. Generating Employment:

women's start & run a new business maximum times, hence they more associated with employment creation. women's entrepreneurship gives a job opportunity to job seeker. That's why in India women's entrepreneurship helps to reducing unemployment & level poverty.

2. Optimum utilization of resources:

women's are very emotional and careful by nature. So, females-oriented businesses are good example of optimum utilization of labour, raw material & capital. Women enterprises are those enterprises which are less wastage of productive elements.

3. Industrialization:

After British rule Indian women's are actively participated in various sectors with man. Like, cinemas, sports, business, services, research activity etc. by such participation women's in business operation the level of industry was increased in India and developed industrialization is important for every country.

4. Contribution towards GDP & Exports:

Newly established business by women's entrepreneurs resulted in production, employment, industrialization etc. hence its contributing to nations GDP & also increasing exports.

5. Economic Development:

Women's entrepreneurship helps in reducing unemployment, increasing industrialization over in the country, fulfilling social needs, contributing towards GDP. Hence, its all resulted in overall development of economy of India.

Working Area of Women's entrepreneurs

Women's entrepreneurs in modern days specially after Independence of India working with various areas of economy such as home-made food production like as PAPAD-MASALE-PICKLE etc. tailoring & fashions designing, beauty parlors, art & cinemas, finance, coaching, electronics, scientific research, information technology, medicals, jewellery making, handcrafting, engineering and many other manufacturing & service industries. This indicates that Women's entrepreneurship expanded after independence. In current scenario number of businesses & small ventures are run by women's entrepreneurs in India. In 2016 approximately 163 million Women's start or run business around the world. (Women's entrepreneurship statistics by Branka Vuleta in August 2020). According to the sixth census data released by ministry of statistical & programme implementation Women's having around 14% of total entrepreneurship base in India.

- **Problems Faced by Women's entrepreneurs in India.**

In India women's entrepreneurs are encountering various problems & issues. These all are discussed as follows.

Lack of Education:

In our Indian culture females are deprived from basic education compare with males. Parents are not allowed girls to higher education. That's why illiterate & less educated females encounter various issues when they are engaged with business. Sometime less educated women's are ignore innovation & risk taken although they able to do it.

Financial Problems:

Women's entrepreneurs are suffering from shortage of finance because of they have not any asset or property on their own name hence, they can't take loan from bank by giving mortgage. Financial institution also assume that Women's are less credit-worthy that's why banks taking defensive approach before providing finance to Women's.

Unhealthy Competition:

Women's entrepreneurship has not sufficient fund for canvassing & advertising of products. Thus, they facing a stiff competition with other types of entrepreneurs. Such competition ultimately resulted in the liquidation of Women enterprise.

Male-dominated Society:

Male-dominated culture is still present in modern India. In this culture women are treated as weak & depended on family members. Dominant male is thinking that women's duty is look after in children's & other family member. There for women can't enter easily in business.

Law Risk-Bearing Ability:

We know that Indian females are very emotional & they can't take business risk like male entrepreneurs. Sometimes businesses are going through trouble & uncertain conditions like lockdown by COVID- 19 in 2020, at that time so many small & medium scale businesses are destroyed. There are another various barriers to be in day to day business like workers strike, changing government policy, tough competition, change in demand, scarcity of raw material etc. such risk or threats can't handle by women entrepreneurs like others.

- **Conclusion**

As per the all above point we understand the role of women's entrepreneurs how's important in economic development of India. Now in India the share of Women's entrepreneurs is increasing day by day but, sometimes women's entrepreneurs are facing various challenges & issues. In nutshell, Indian economy requiring women's participation in business activity for overall development. Women's are always trying to build healthy & friendly relation with workers, shareholder, customers, suppliers & government. For achievement of business goals, the presence of women's is become very important in current scenario.

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This is to certify that Prof./Dr./Mr./Ms **Sabale S. U.** of **S G R G Shinde Mahavidyalaya Paranda, Dist. Osmanabad** has participated in One Day Multidisciplinary International e-Conference on *"Physical and Human Dimensions of Environment, Climate Change, and Sustainable Development"* organized by the Dept. of Geography and IQAC Cell of **Sharadchandra Mahavidyalaya, Shiradhon** on 25th February 2021, in Virtual mode.

He/She has presented a research paper entitled **The Study of Women Entrepreneurship In India"**

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