



## SOCIETAL ENCUMBRANCES OF WOMEN ENTREPRENEURS: A DIAGNOSTIC STUDY

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### ABSTRACT

An earnest attempt is made in this paper to create a sense of self confidence among women who have undertaken certain entrepreneurial assignments and wipeout feelings of gender inequalities among them. In the present scenario of globalization, it is meaningful from the view point of exploring potentialities for empowerment of women and the necessary ameliorating mechanism suited to highly volatile socio economic environment. It is noticed that about 50 per cent of the women entrepreneurs believed that the confronted gender discrimination when dealing with bankers and other financial institutions. In order to curb such gender inequalities and to keep the whole gamut of women entrepreneurship on more viable footing that this study was undertaken.

**KEYWORDS :** Women Entrepreneur, Finance, development, Support.

### Introduction

The present day corporate sector proved that there is no gender discrimination for entrepreneurs. Women entrepreneurs are more vehemently carrying out entrepreneurial activities than men. This scenario indicates the equality of gender before the development economy. Women entrepreneurs are perennially becoming the driving force of many economies world over. Once, the main tasks of women were to bear and rear children and carrying out rest of the household assignments within the four walls of the house<sup>1</sup>. This was the age-old concept. In the present day context of (L.P.G) Liberalization, privatization and globalization, the role of women has become versatile. The various factors like, cultural expression, tasks and mobility, modern education, health and size of the family political awareness and the cut-throat competition prevailed in the society have compelled the women to mould their career suited to the present day society. Hence enormous changes in the role of women have taken place in recent days.

### STATUS OF WOMEN ENTREPRENEURS IN CONTEMPORARY CORPORATE SECTOR:

It is assessed that women entrepreneurs presently consist about 10% of the total number of entrepreneurs in India, with the percentage growing every year. If the prevailing trends continue, it is likely that in another five years, women will comprise more than 20% of the entrepreneurial force. With corporates eager to associate and work with profit organizations keen to help them get going, there has rarely been a better time for women with ambition and industry to set up their own entrepreneurial activity.

Although men and women may be motivated by multiple objectives and expectations. women entrepreneurs are just as competent, if not better, than their male counterparts.

Women are more likely than men to admit when they do not know something and ask for help. They are normal networkers and developers of interpersonal relations, forging powerful bonds and nurturing relationships with clients and employees alike. They are also more inclined to seek out mentors and develop supportive teams. In business this translates into building rapport with clients and providing great customer services. This perhaps is the reason why majority of the women tend to launch businesses that are client based or service-oriented.

Sometimes, however, a lack of training and prior experience can render women entrepreneurs susceptible to a number of pitfalls. The suggestions made in this paper are aimed at helping women entrepreneurs cross some of the typical pitfalls that may crop up on their path to success.

### WOMEN ENTREPRENEURSHIP DEFINED:

The women entrepreneurs may be defined as the women or a group of women who initiate organize and operate a business enterprise. Women are expected to innovate, intimate or adopt an economic activity to the called women entrepreneurs. The Government of India has defined women entrepreneurs as "An enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women".

### INDIAN WOMEN - HOGGING THE LIMELIGHT IN ENTREPRENEURIAL WORLD:

Across the country and across the globe, the women are the worst sufferers from decades together for some time it remains the same and at the same time goes through many transitions. It takes centuries for women's roles to unfold in varied forms, shapes and sizes and to move in versatile heights. There are certain places where women live in a bygone century chained and shackled to the social structures and coding and wishes of others who carve a code of conduct on stone. Whereas there are other locales where women struggle to find freedom and space to define their roles in a new context with new occupations and forge a new path for their lives.

In the traditional days of the society the large part of the world was of the opinion such that men can alone set up enterprises. Then there were women who are keeping the economic conditions of the family in the mind and took up income generating activities to meet ever growing family expenditure. The men of these women were either not there or if they were there would not or could not take the accountability of pulling the family.

The role of women in India has undergone dramatic and drastic changes from era to era, while within the eras themselves there have existed considerable contradictions. This in itself has fabricated problems for contemporary women in experiencing a continuity of their identity with in the society. What a woman growing up in Indian society interjects is perhaps a collage and flues of attitudes, perceptions, roles and locations of their identity. It seems to be ardors to take a logical look at all this. To every fortune there is an unfortune and vice-versa. The interjected collage does not, therefore, make it easy for women to define their role and take leadership roles and to enunciate directions and goals for themselves.

To came a time when the order of the world changed. A new form and new structure emerged. This took thousands of years and tears of women who with courage moved the mountain of debris of beliefs and freed themselves from the chains and shackles of centuries. What was this change?

Starting entrepreneurial activity would create a little dilemma in

many women who have the requisite potentialities for becoming one. However, to become affluent at once is the basic reason for women to start entrepreneurship. They had a deep-seated need for a sense of independence along with a desire to closeted behind their husband's nameplate. Women with high educations view at entrepreneurship for earning prosperity. These women needed little outside support for venturing ahead as their circumstances forced them. On other hand, women, coming from affluent section need resources and wanted their husbands members to decide the ways it should be utilized. Also the women of the upper crust society were hesitating to put forth the idea of taking up a nontraditional role.

It is also found that compared to men, women were less concerned with making money and often choose business proprietorship as a result of career dissatisfaction. Secondly, women find entrepreneurship as a tool of meeting their career needs and childcare role. However, there are drastic differences in the way the men and women-owned enterprise views their activities.

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