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Managerial Challenges & Linking Innovations in Women Entrepreneurship

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ABSTRACT

The institution and development of little and Medium Enterprises may be a capable input resulting in the fast development of economic and social prospects. A actuated SME's sector establishes a robust foundation to extend the quality of living and cut back impoverishment. There should be a rigorous and continuous ought to improve the factors that furnish a friendly entrepreneurial climate to exceed major obstacles. Maintaining technology, business and information as buzzwords, the fast advancements within the streams of science and technology area unit leading towards information Women entrepreneurs and technology driven enterprises. The social and economic indicators has influenced within the abrupt development of Indian economy setting a bright future in country's education and value statistics.

KEYWORDS | Incubators, Women entrepreneurship, venture capital.

INTRODUCTION

The establishment and nurturing of Small and Medium Enterprises (SME's) is a vital input in creating dynamic market economies in the economic and social development of transition countries. Entrepreneurs are the key drivers and inhibitors of economic growth, innovation, regional development and job creation. A strong highly motivated SME's sector provides a strong foundation to increase standards of living and to reduce poverty. Despite being recognized internationally the importance of SME's, they still face major challenges in many especially in developing countries like India today. The challenges of business start ups, its survival and growth are often substantial. The availability of financial resources and lack of capacity to handle complex business management issues as well as a complicated and bureaucratic environment present major obstacles. As a result, there is an urgent and continuous need to improve the different factors that make up a good entrepreneurial climate.

In order to establish strategic plans for small and medium enterprise development, it has been necessary to establish some business development sectors to bridge the gap between private and public sectors, since private sector development relies on a partnership between the private and public sectors. Since, Business and Technology go hand in hand and hence they can be separated. Technology, Business and knowledge are becoming the buzzwords of the new millennium. As the technology is leapfrogging for beyond the expected, enormous activities are in progress in research and development for new and newer technologies day by day, resulting into the emergence of new areas of technology.

INDIAN ECONOMIC PICTURE

India has made considerable achievements during its sixty years of independence. Economic reform and liberalization measures over the last decade have led to strong economic growth, increased exports, reduced inflation and a positive impact on social indicators. Today, India is the fifth largest economy and second most popular country in the world. Indian Economy has significantly grown in the recent years. Both social and economic indicators have reflected their respective positive impact for the development of the Economy. In the Social sector the best example today is 108 million children attend primary schools in India by making the country's education system the second largest in the world after China. Growth in services has largely been fueled by the information technology boom in which India is emerging as a world leader and is helping in building a strong economy.

FUTURE VISION ON INDIAN SME SECTOR

In the present scenario dynamic world "change" is the only permanent thing. The process of change has accelerated in most recent years due to macroeconomic transformation both in house as well globally. In the present situation the two big global economic forces which are competing for world attention are (a) the advent of a new economy due to information and communication technology and (b) due to globalization increased instability and uncertainty. With the formation of WTO, a new trade environment is emerging and a large number of items are now under Open General License (OGL). In the recent times there has been reduction in import duties. These have thrown a challenge before the SME sector which warranted them to be more competitive and efficient to face the international competition successfully. Further, consumer's choice, preference and their quality are varying a lot. To cope up with these changes, the SME sector will have to undergo many internal and external transformations.

CHANGE IN THE TECHNOLOGICAL REQUIREMENT

The competitiveness of any economy depends on how efficiently all the resources in the process of production are utilized and how efficiently these are marketed, hence the entire chain of production and marketing has to be efficient. Many of the items produced in the small-scale sector are becoming redundant because of the change in consumers choice, preferences and also due to change in new technology. The entry of foreign products/services has given consumers a wide choice of hi-tech and good quality products at competitive prices. This means that the process of production has to be cost efficient and meet quality needs of the consumers. This improvement can come through the use of latest technology. Hence, the need for change in technology is more relevant for SME's than large units.

SOURCING OF TECHNOLOGY

Products, processes, designs, machinery, tools, testing, equipment, technical training, consultancy, up gradation, etc. which depend on technology is considered one of the most important factor of industrial process. In the SME sector, technology is mainly sought in the form of processes and product know-how. The different sources from which technology flows into the SME's are government institutions, local suppliers, foreign suppliers, R&D institutions, industries etc. Recent studies on sources of technology for SME's have found that the entre-

preneurs obtained technological knowledge mainly from local suppliers

MONITORING AND MEASURING SME'S

Small Industries Development Organization (SIDO) under Ministry of Industry formulates and monitors policies and programs, provides business services, establishes product-cum-production development centers for SME's. Small Industries Development Bank of India (SIDBI), a special financial Institution offers long term credit facility as well offers assistance in marketing and export promotion to SME's etc., like this many institutions and organizations have offered assistance and advices and at the same time measure and monitor for effective and efficient functioning of SME's.

GLANCE AT WOMEN ENTREPRENEURSHIP DEVELOPMENT IN INDIA

Women Entrepreneurship is a global and multifaceted phenomenon with significant difference between countries. It has positive relationship between entrepreneurship and economic growth that contribute towards the wealth and social development of a nation under the given technological, industrial and political framework. The government support for the small firm sector like funding infrastructure and protection from competition has been withdrawn. Social and cultural norms in India favour stability and security. Capital investment, particularly for early stage development, is a major hurdle faced by most of the entrepreneurs in India. Growth is hampered due to the scarcity working capital; financial institutions do not appreciate the specific nature of entrepreneur's needs.

VENTURE CAPITAL FUNDERS IN INDIA

In India the impact of venture in the new enterprises are low. The first origin of modern day venture capital in India can be traced to the setting up of a Technology Development Fund in the year 1987-1988, through the levy of a cuss on all technology import payments. In 1988, Technology Development and Information Company of India presently known as ICICI Ventures and Gujarat Venture Finance Ltd were formed. In 1996, Stock Exchange Board of India came out with guidelines for venture capital funds, which paved the way for foreign venture funds to enter India. Some of the Venture Capital funding currently in practice includes; private equity funds; raising funds through public; regional VC funds; Incubators. With the outburst in IT boom, the Venture Capitals are focusing mainly on biotechnology, telecommunication, entertainment, education and new materials sectors, etc. At present, there are more than 100 established VCs operating in India at the national level as well at state level mainly from the Government and private sector. The total pool of Indian venture capital today, stands over Rs 50 billion.

CONCLUSION

In next 10 years, knowledge-based industries are likely to acquire greater prominence and SME's are likely to come up in the industry. The role of the Government is to facilitate support to SME's in the era of globalization and to focus on providing human resource development prop up along with establishment of suitable support mechanisms and nurture technology oriented enterprises.

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