



ORIGINAL RESEARCH PAPER

Management

RAISE OF WOMEN ENTREPRENEURSHIP

KEY WORDS:

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ABSTRACT

In today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out raise of women entrepreneurs. Another main purpose of this paper is to analyse the reason for raise of women entrepreneurship. Main reason for best top five cities for women entrepreneurs in India on the basis of this study some suggestions are given to encourage spirit women entrepreneurship to become a successful entrepreneur.

INTRODUCTION

The term entrepreneurship defines as the process of setting up of business to earn profits with his innovativeness and ideas to turn an enterprise solely and also liable bare risk. Significance of an a success entrepreneurs ought to be technically sound, ingenious, initiative, top judgments, intelligence, leadership traits, self-worth, electricity, right attitude, creativeness, fairness, honesty, tactfulness and emotional stability, cooperative, high tolerant and risk bearing ability. It plays an imperative role in developing and growth of our country. Entrepreneurs are the shapers of the economy by creating new resources and new opportunities and by originating new products and services. Women are highly empowered and motivated nowadays.

Mostly some women entrepreneurs highly appointment more employee women's as their employees, this kind of thing empowers women in the society. These things shows women entrepreneurs and employees are also shapers of the economy of our country. Their contribution stands as a pillar and develops the country. There are different varieties of Organizations to assist and promote women entrepreneurs to start up a business. So this paper is mainly going to deal with raise of women entrepreneurs in this paper.

OBJECTIVES OF THE STUDY

- To examine the problems faced by women entrepreneurs
- To study the support given by the government to women entrepreneurs
- To draw the conclusion and suggestions

TYPES OF ENTREPRENEURSHIPS

- Corporate
- Private, Independent
- Social
- Public Sector
- Academic

REASON FOR THE RAISE OF WOMEN ENTREPRENEURSHIP

- In general, changes in recognition of entrepreneurship
- Better way better get to education
- Expanding social acknowledgment of women entrepreneurship
- Superior framework, particularly in technology
- Superior to get finance
- Rise of past models and economic development
- Society status, access to funds, safety environment and comfortable business work opportunities.

BEST TOP FIVE CITIES FOR WOMEN ENTREPRENEURS IN INDIA

Women entrepreneurs are slowly and steadily changing the landscape of the Indian startup Ecosystem. Some Indian cities have been found to be better choices than others. Bangalore

and Delhi are ranked as 40th and 49th respectively in Dell's "Top fifty Global Cities for Women Entrepreneurs".

BANGALORE

NCR-DELHI

CHENNAI

MUMBAI

HYDERABAD

BANGALORE

- The 'silicon valley of India', it has a large and supportive ecosystem valued at usage of 19 billion.
- Presence of bodies such as association of women entrepreneurs of Karnataka an catalyst for women entrepreneurs
- Easy access to innovative technologies
- Home training is initiatives like women who code, founder Institute, and startup leadership
- Presence of more than 30% venture capital funds.

DELHI

- It provides large market opportunities for women led E-commerce startups
- Incubators for empowering women, such as federation of Indian women entrepreneurs and us embassy's nexus startup hub.
- 42% of funded women led companies are based in delhi
- The national capital region(NCR) raised USD 3.35 billion in funding in the first half of 2017.

CHENNAI

- An incredible women talents base with a high literacy rate 81.3%
- Home to women entrepreneurship programmers by industries bodies like FICCI FLO, Tie Chennai
- State government-funded IT parks
- 25% lower salaries compares to Bangalore and cheaper real estate than Mumbai

MUMBAI

- Home to India's first tech accelerator for women empower along with plenty of angel and seed investors
- A monopoly of fin-tech and enterprise-tech startups
- Close to 4600 active startups that ranked in USD 2.73 billion in funding in the last two years
- Vast talent pool thanks to premier educational institutions

HYDERABAD

- The city has time and again provided great platforms for women to get connected with other motivated and determined women, self-help groups, and economic empowering platforms.
- Various associations like, confederation of women entrepreneurs (COWE), association of lady entrepreneurs of India.

- Telangana state Industrial Infrastructure Corporation government has also allotted 200 acres to three different women entrepreneurs association in the state with 50 acres at sultanpur, 30 acres at toopran and 120 acres along with 10 percent of land in all the 140 varies industries parks in the state have been ear marked for women entrepreneurs.

WOMEN ENTREPRENEUR FACED BY THE PROBLEM

1. Issue of finance

Fund is respected as "Life-blood" for any venture, be it enormous or little. In any care, ladies business people endure from deficiency of back on two counts. Firstly women don't for the most part have property on their names to utilize them as collateral for getting status from outside sources. Hence, their get to the outside sources of stores is restricted.

Furthermore, the finance moreover consider women less credit-worthy and debilitate women borrowers on the conviction that they can at any time taken off their trade. Given such circumstances, women business people are bound to depend on their claim investment finance, in the event that any and credits from companions and relatives who are expectedly scanty and irrelevant. In the way, women undertakings come up short due to the deficiency of finance.

2. Scarcity of Raw Material

Most of the women ventures are fermented by the shortage of raw material and essential inputs. Included to this are the high costs of raw material. On the one hand, and getting raw material at the last of rebate, on the other. The disappointment of numerous women co-operative in 1971 locked in basket-making is an illustration how the shortage of raw material sounds one death-knell of endeavors run by women.

3. Stiff Competition

Women business visionaries don't have organizational set-up to pump in a part of cash for canvassing and advertisement. Thus, they ought to confront a solid competition for show caring their items with both organized segment and their male partners. Such a competition eventually comes about within the liquidation of ladies undertakings.

4. Limited Mobility

Not at all like men, women versatility in india is profoundly restricted due to different reasons. A single women inquiring for room is still looked upon doubt. Acoward work out included in beginning an undertaking coupled with the authorities mortifying demeanor towards women compels them to allow up thought of beginning on venture.

5. Male - Dominated Society

Male chauvinism is still the arrange of the day in India. The structure of India talks of uniformity between genders. But, in hone, women are looked upon that is frail in all regards. Women endure from more reservations around a women's part, capacity and are treated in like manner. In nutshell, with in the male dominated India society, women are not treated rise to men. This, in turn, serves as a boundary to women's section into business.

OVERCOMING ENTREPRENEURIAL OBSTACLES

1. Share the Stories

Provide more exposure for successful women entrepreneurs to shine. This story telling also server as inspiration and opens up networks for ladies to connect and mentor.

2. Create Support Networks

Leverage personal and professional networks to find support, both in terms of sound advisors and for the women leaders, whether those women have started their own companies are leaders in other organizations.

3. Forgive Yourself

When it comes to work-life balance, no leader should feel obligated to be wonder women. Create realistic expectations and make peace with the fact that no one has to "Do it all"

4. Address Failure

Every one, male or female, experiences failure in business. Sharpen the coping strategies to react well to missteps and missed opportunities and move forward.

5. Ask for Help

Find the courage to ask for help, whether it is with a particular business issue, specific expertise, or securing funding.

6. Find the right Funding

With challenges abundant in seeking small business loans for women, creative financing options are needed.

At present, the government of India has over 27 schemes to help women find the necessary environment to develop the psyche towards entrepreneurship. A few of them as follows.

- Khadi and village industries commission
 - Training of rural youth for self-employment
 - Entrepreneurial development programme
 - Management development programme
 - Women's development corporations
 - Marketing of Non-Farm products for rural women
 - Assistance torural women for Non-Farm Development
 - Trade related Entrepreneurship assistance and development
 - Working women's forum
 - Indira Mahila yojana
 - Micro and small industries clusters development programme
 - Support to training and employment programme for women
 - Mahila Vikas Nidhi
 - Mahila udhyam Nidhi
 - Stand up India.
- These schemes are recent developments where the government has started on the path to securing the environment required for women to help them to start dreaming of entrepreneurship as a career.

CONCLUSION

India may be a male ruled society and ladies are expected to be financially as well as socially subordinate on male individuals. Ladies business people confronted parts of issues like need of instruction, social boundaries, legitimate formalities, tall taken a toll of generation, male overwhelmed society, restricted administrative capacity and need of self-certainty etc. Different variables like brag and thrust variables affecting ladies business people fruitful driving trade women in India. Government takes different steps for the upliftment of women business visionaries in 7th five years plan, 8th five year plan and in 9th five year plan arrange of women have the potential and assurance to setup, uphold and oversee their possess venture in an awfully orderly way, suitable bolster and encouragement from the family of society, government can make these women business persons as portion of standard, national economy and they can contribute to their economy for advance of India.

WEBSITES

- <https://www.dcmsme.gov.in/schemes>
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