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# Breaking Barriers: The Rise of Women Entrepreneurs in India

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**ABSTRACT:** In many cultures, women's role is to keep the house in order, fetch water, cook and take care of the children. However, since the turn of this century, the situation of women has changed in India due to the increasing industrialization, globalisation, and social laws. With the help of education and knowledge, women have moved from the kitchen to a higher level of work. From childhood, entrepreneurship has been the domain of men. However, the changing times have made women the most memorable and inspiring entrepreneurs in today's world. In almost every developed country in the world, women are taking the place of men in the field of business and putting their efforts at par with them. Thus, the role of Women Entrepreneurs in economic development cannot be denied.

## I. INTRODUCTION

In developing economies, small savings from rural areas are playing a major role in setting up the small and micro businesses in India. With the decline of traditional rural craftsmanship, entrepreneurship and women empowerment have been given a lot of importance. The empowerment of women has been played a vital role by Governments and other NGOs. Women possess the innate power that can turn them into successful entrepreneurs. Women entrepreneurship is an innate and natural process. It is considered to be one of the most crucial factors for the economic growth of the society. There is evidence to suggest that countries with proportionally higher percentage of entrepreneurs in the population have developed much more quickly than those with lower percentage in the society. In India, women make up about 48 percent of the total population, but they are only 34 percent involved in the economic activities.

### What is the concept of Women Entrepreneurs?

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new.

### Government Support for Women Entrepreneurs

Women are coming forth to the business arena with ideas to start small and medium enterprises. They are willing to be inspired by rolemodels- the experience of other women in the business arena. The role of women entrepreneurs is especially relevant in the situation of large scale unemployment that the country faces. The modern large scale industry cannot absorb much of labour as it is capital intensive. The small scale industry plays an important role absorbing around 80% of the employment. The myth that women cannot engage in productive employment needs to be dispelled. They can be encouraged to set up small and medium scale industries on their own initiative. Entrepreneurship development for women is an important factor in economic development of India. Rural women can be encouraged to start cottage industries. Rural based micro enterprises have been encouraged by the government by various schemes- such as Integrated Rural Development Program (IRDP), Training of Rural Youth for Self Employment (TRYSEM), and Development of Women and Children in Rural Areas (DWCRA).

## II. THEIR ROLE IN THE GROWN OF ECONOMY

In India, the Micro, Small & Medium Enterprises development organisations, various State Small Industries Development Corporations, the Nationalised banks and even NGOs are conducting various programmes including



Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems. There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs. In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project.

### **III. TIPS FOR WOMEN ENTREPRENEURS**

Start a business that works for you and your particular life

1. Research the product/ service
2. Assess the request
3. Start business with acceptable finances
4. Do networking.
5. Consult with professionals.

Then are some suggestive measures, to break the problems brazened by them and for running their enterprise easily:

1. Proper specialized education to the women and opening of women development cells.
2. Enhancement of identification medium of new enterprise.
3. Backing in design expression and follow up of training programmes.
4. Credit installations, fiscal incitement and subventions.
5. Acceptable follow-up and support to the women enterprises.
6. Women Enterprises exploration and operation from time to time have to be proved.

### **IV. CONCLUSION**

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. From these suggestions it is quite visible that for development and promotion of women entrepreneurship, in the region, there is a need for multi dimensional approach from different sector, namely from the government side, financial institutions, individual women entrepreneurs and many more, for flexible integrated and coordinated specific approach. The principal factor in developing entrepreneurship among women is not in terms of infrastructure or financial assistance or identifying an enterprise but it is a question of clearing the ground for their movement into entrepreneurship.

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