

PARTICIPATION OF WOMEN ENTREPRENEURS IN INDIAN INDUSTRIES

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INTRODUCTION

Empowerment of women in social economic and political life of the nations is now on the increase with the spread of education and new awareness women entrepreneurs have come up to balance the dual role that is family role and entrepreneurial role. Now the Indian constitution has guaranteed equal opportunity removing all discrimination based on gender

However, in practice women were not given social equality and they are they are deprived of their human rights various acts have also been passed to prevent inequality in economic cultural and social spheres. Women entrepreneur are special group of people who enjoy a distinct status and play a crucial role in the success of any business or trade. The rate of economic growth of nations depends on the levels of entrepreneurial talents in the country. to sustain economic growth development of women entrepreneurship must become imperative.

DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

For number of countries the human development report presents a gender sensitive measurement on the basis of indicators of women development such as access to education reproductive health and credit resources. When the HDI is adjusted for gender disparity no country improves its HDI value i.e., no country treats, it's women as well as it treats men, a disappointing result after so many years of debate on gender equality.

Educating girls and women; Facilitating their involvement in economic activities through development of their entrepreneurial and income earning capabilities and access to credit; Involving women in policy formulation and decisionmaking; encourage social-cultural changes by exploring gender issues and promoting effective implementation of equal rights by legislation.

ASSISTANCE GIVEN BY THE BANKS TO THE WOMEN ENTREPRENEURS

Women with technical education can start self-employment units with the help of banks and district industries centers. Women with no technical education may start enterprises after getting training. Banks and other financial institutions now organize entrepreneurship development programmes. State Bank of India has conducted more than 300 such programmes to develop entrepreneurial skills and to persuade participants to start independent ventures. Bank also make arrangement for importing vocational training. SBI has arranged training for blind women in handloom weaving, ceramics production etc., women enterprises should be provided with promotional help, training, selection of machinery finance, and marketing assistance by the bank.

OBJECTIVES

- To highlight the characteristics of women entrepreneurs in India which emerged from the studies made in different parts of the country.
- To outline the institutional support available at the government and non-government levels to add more women entrepreneurs.
- To identify the factors and problems which constrain the women entrepreneurs in assisting entrepreneurial role

TYPES OF INDUSTRIES RECOMMENDED FOR WOMEN ENTREPRENEURS.

- Manufacturing of Agarbathi, papad, pickle, Handicrafts and red-sheets.
- Running of urban dairies, Dry cleaning, Restaurants, photo studio, Xeroxing firms, travel and advertising agencies etc.
- Service centers for plumbing, Electric repairs, TV, mobile and Radio repairs, catering, Tutorial classes, Embroidery etc.
- Retail shops for snack bars, textiles, Readymade garments, Grocery drug stores, soft drinks, sweet meat stalls and florist shops.

CONCLUSION

To conclude, the women entrepreneurs are taking up challenging entrepreneurial activities in urban areas. In rural areas large amount of potential remain untapped due to lack of supportive means and management. However women entrepreneurs are mostly found only in the metropolitan cities. They are found in service or business activities. Reorientation of educational system for

women, curriculum change, scholarship, reservations and timely assistance are required. An order to develop women entrepreneurship, an apex body should be created at the national level such a body can plan, develop- and monitor programmes and facilities for women entrepreneurs. It can also secure necessary help from other agencies.

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