

UNIT - 3

WOMEN ENTREPRENEURSHIP

A) CONCEPT

* Definition of women Entrepreneur

Introduction :-

A women or group of women who initiate, organise & run business enterprise.

⇒ According to "Schumpeter" women entrepreneurs who initiate, innovate or 'adopt' a business activity are called women entrepreneurs.

⇒ The Government of India has defined women entrepreneurship is based on women 'participation' in employment of a business enterprise.

⇒ A women entrepreneur is defined as an business own and controlled by a women having a minimum financial interest of 51% of the capital and giving 'at least' 51% of the employment generated in the business to women.

⇒ Women entrepreneurs are those women who 'think' of a business who initiate, organise, and 'combine' the factors of production.

- i) Men
- ii) Material
- iii) Money
- iv) Machine

who operate the business and 'undertake' risk and handle 'uncertainty' involved.

* functions of women entrepreneurs.

As an entrepreneur a women entrepreneur has also to perform all the functions involved in 'stabilising' an enterprise various functions involve.

i) 'Undertaking' of risk and the handling of economic 'uncertainties' involved in business.

ii) finding the idea of starting a new business enterprise.

iii) introduction of 'innovation'.

iv) Co-ordination, 'administration' and control.

v) 'Supervision' and leadership.

No Hear what

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B)* Problem/disadvantage/demerit of women Entrepreneurship

1) Problem of finance :-

It is regarded as blood of any business women entrepreneurs suffer from 'shortage' of finance.

i) women do not have property on their name to used them for 'obtaining' fund from other sources.

ii) The bank also 'considers' women less credit 'worthy'.

2) Scarcity of raw material :-

Most of the women enterprises/business are hit by the 'scarcity' of the raw material and 'necessary' input.

3) Stiff competition :-

women entrepreneurs do not have organisational set up to 'firm' loss of money for advertisement.

They have to face a 'stiff' competition for marketing their product with their male businessman.

11) Listening :- Do Hear what
telling and then

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4) Limited Mobility :-

women 'mobility'
in India is highly limited due to
various reason:

A single women asking
for room is still looked upon 'Suspicion'
for starting a business women have
to face with the government officer.

5) Family relation :-

In India it is
'mainly' a women duty to look after
the children and other family member.
In case of married women she has to
'strike' a find balance between her
business and family.

Her total 'envolvement'
in family 'leaves' little or no energy
and time to 'devote' for business.

6) Lack of Education :-

In India around
60% of women are still in 'illiterate',
illiteracy is the 'retation' cost of economic
problem.

Due to the lack of education
women are not 'aware' of business,
technology.

7) Male dominated society :-

Male still

'dominate' day to day life of women. Women suffer from male 'reservation'.

8) Low risk dealing ability :-

Women in India lead a 'protected' life. They are less educated and 'economically' not self dependent.

c) Development of women entrepreneurship

⇒ which a view to develop women the united nation 'declared' 1975 to 85 at the 'decade' for women. The united nation Meeting on the role of women in business held in 'Vienna' during 6 to 10 february 1978. Identified such as social, Attitude and 'Institutional' Barrier.

* various point should be taken to Account.

i) To, 'treat' women 'specific' target through on all develop Programme.

ii) To, device a training Programme for women to 'suid' their need and Skill.

iii) To, promote 'appropriate' technology to 'improve' their 'efficiency' and 'productivity'.

- iv) To, provide 'support' for marketing and Advertisement to their product.
- v) To, Involved women in 'decision' making process.

Industrial Policy 1991 the Government of India has given the need for 'conducting' special entrepreneurship development programme for women with a view to 'encourage' women to enter industry.

These are several help both act a centre on the state level like, Bank, state financial, 'Cooperation', state industrial cooperation, Ladies organisation, national 'Alliance' of young entrepreneurs.

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