

ROLE OF WOMEN ENTREPRENEURS SHAPING THE FUTURE OF INDIA

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Abstract - Today in India with growing population we want to take necessary steps to nurture entrepreneurship particularly women empowerment through entrepreneurship. Moreover they want new opportunities for self-fulfillment. The opportunities provided to the women of digital era are growing rapidly that the job seekers are turning in to creators. This paper highlights the problems and opportunities of women entrepreneurs in India.

Key Words: Women Entrepreneur Role of Women entrepreneur Women entrepreneur future for india

1. INTRODUCTION:

Business ownership and business creation that empowers women economically and increases their strength as well as position. The dynamic growth and expansion of women oriented is one of the defining trends of the past decade, and all indicators are that it will continue unchanged. For more than a decade the number of women owned businesses has grown at one-and-a-half to two times the rate of all businesses.

OBJECTIVES OF THE STUDY

- To know the status of women entrepreneurs in India
- To study various problems faced by women entrepreneurs in India
- To know the future opportunities for the development of women entrepreneurs

Factors Driving Women to Start Businesses

Women entrepreneurs are empowering 50% of India's start-up ecosystem, driven by: **Recognition:** Recognition in the form of admiration, regard, esteem and renown motivates women

entrepreneurs. According to a survey by Bain & Company, more than 45% of Indian women in rural areas were driven to start a business for gaining recognition.

Results: Women-led start-ups provide 35% higher ROI compared to those led by men. This ability to generate more returns encourages women to start their own businesses.

Fulfilling unmet needs: The inherent need in women to provide for the family is a key factor. As they make 85% of purchase decisions, the need to provide a better lifestyle motivates women.

Education: India ranks among the top worldwide for producing female graduates in the science, technology, engineering and mathematics (STEM) industry, with as many as 40% of women graduating from this field. Indian women are game changers in the fields of science and technology.

START-UP FOR WOMEN IN INDIA:

The country has experienced tremendous business and economic growth as a result of the rise in the number of female entrepreneurs. By creating jobs in the nation, influencing demographic changes, and motivating the subsequent generation of female founders, women-owned businesses are playing a significant role in society.

Startup India is dedicated to fostering women's entrepreneurship in India through initiatives, programs, the development of enabling networks and communities, and the activation of partnerships among various stakeholders in the startup ecosystem. This commitment is part of the organization's vision to support the sustainable development of women entrepreneurs for the nation's balanced growth.

PROBLEMS OF WOMEN ENTREPRENEURS

1. Gender Disparity

India is a male overwhelmed conventional society where ladies shouldn't be equivalent to men people. They are treated as subordinate to spouse and men. They are genuinely frail and lesser certain to assume the liability as business person.

2. Low Gamble Bearing Limit

Women in India are naturally feeble, timid and gentle. They can't tolerate risking which is fundamental for maintaining the business because of absence of schooling, preparing and monetary help.

3. Lack of Monetary Help

Women business visionaries endure a ton in raising and addressing monetary necessities of the business. Brokers, lenders and monetary foundations are not approaching to give monetary help to ladies borrowers on the ground of not so much reliability but rather more possibilities of disappointment.

4. Legal Conventions

Satisfying the lawful conventions expected for running the undertaking turns into a difficult assignment with respect to women business visionary as a result of commonness of degenerate practices in government workplaces and postponement of different licenses. In such circumstances women business people find it hardtop focus on smooth working of the business.

5. Limited Administrative Capacity Women business visionaries are not productive in administrative capabilities like preparation, putting together, controlling, rousing and planning and so on thusly less and restricted administrative capacity of ladies has turned into an issue for them to effectively maintain the business

6. Obsolescence of Innovation

Women business visionaries face innovation oldness because of slow reception to changing innovation which is a central point of significant expense of creation

7. Insufficient Preparation Projects

In India ladies are uninformed about new advances or untalented in their utilization, and frequently

unfit to do research and acquire the fundamental preparation.

8. Socio-Social Hindrances

Ladies' family and individual commitments are at times an extraordinary hindrance for prevailing in business profession. In India just couple of ladies can oversee both home and business productively, dedicating sufficient opportunity and energy to effectively play out the entirety of their obligations.

OPPORTUNITIES OF INDIAN WOMEN ENTREPRENEURS

In order to take advantage of the opportunities in entrepreneurship, women entrepreneurs feel confident enough to contribute to society's well-being. They have a lot of obligations to contribute to the advancement of society, and today's female entrepreneurs are doing just amazing.

- Ecologically sound technology
- Bio-technology

IT-enabled businesses, event management, the tourism sector, telecommunications, plastics, vermiculture, mineral water, sericulture, floriculture, herbal & health care, and the processing of fruits, vegetables, and foods.

Suggestions:

Women entrepreneurs should be continuously inspired, encouraged, motivated, and operated. Government should assist and encourage women by offering financial aid, training opportunities, infrastructure improvements, and other initiatives. With the goal of educating women about the various business sectors, awareness campaigns should be carried out widely.

The community of women should be given access to vocational training that will help them comprehend the production process and production management.

Development of women's skills is needed institutions for industrial training. To address the different issues facing women entrepreneurs, a guidance cell for women entrepreneurs may be established.

CONCLUSION Women have the ability and drive to establish, maintain, and manage their own businesses in a very organized way. To assist them in reaching new heights in their business endeavors, the society at large and family members in particular must provide the proper support and encouragement. With the correct support from their families, communities, and the government, these women entrepreneurs may become an important part of the country's economy and help India advance economically in this era of globalization.

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