

"ROLE OF FEMALE ENTREPRENEURSHIP IN INDIA "

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Abstract:

This research paper deals with an important emerging trend of feminization of entrepreneurship in India. We have witnessed feminization of work, livelihoods, unemployment, poverty, and inequality as a fall-out of the economic reform process of 1991. A positive development started in recent times is of emerging women entrepreneurs who have demonstrated to be success stories, thereby setting an example for other aspiring women. These range from the corporate world, to NGOs to beauty and salons as women's capabilities are multi-dimensional and multisectoral. We will try to capture some successful women entrepreneurs and their journey of struggle and strife in reaching excellence and being recognized in a male bastion.

Keywords: Feminization of entrepreneurship, excellence, and male bastion. Introduction: Epistemologically, the word "entrepreneurship" in general sense means starting a new project or trying a new opportunity.

INTRODUCTION :

In the four-fold division of factors, enterprise became important as it was recognized for its special role of co-ordination and innovative disruption. The skill of 'innovation' was popularized by Schumpeter. According to Christopher Freeman (2009), a scholar who devoted much time researching Schumpeter's work: "the central point of his whole life work that capitalism can only be understood as an evolutionary process of continuous innovation. Schumpeter, 1942) said that entrepreneurship represents dynamism and bringing together of various factors that seem to go well with the innate nature of a woman and her socio-cultural construct.

This task become more prominent and onerous in modern times as societal viewpoints become more womenfriendly and recognize the increasing trend of feminization of various areas ranging from livelihoods to income generation to entrepreneurship. This becomes prominent in India due to an increasing dependency on service sector and its capacity to create entrepreneurial opportunities especially for women who can maintain 'work-life balance'. Half of the world's work, income, and livelihoods are constituted by women.

This changing dynamics has bearings on the family, which affects the macro aspects of society and the nation. Thus, social and economic development of women is necessary for overall economic development of any society or a country. Trends in Women Entrepreneurship: Women entrepreneurship has gained momentum in recent decades with the increase in the number of women's enterprises and their substantive contribution to economic investment and innovation and has brought a wide range of economic and social opportunities to women entrepreneurs. It is only from India's Fifth Five Year Plan (1974-78) and onward that their role has been explicitly recognized with a marked shift in the approach from welfare to the development and empowerment of women.

Several policies and programs are being implemented for (Santha S., R. Vasanthagopal, 2008). The Women's Web study found an inspiring finding that 60 % of the budding entrepreneurs started with a meager capital investment of 1 lakh rupees drawn from as well as external loan. a favourable place for women's entrepreneurship and had a huge growth potential to the tune of 90 %; versus 50 % in the US and 24 % in the US. All leading firms are held by leading Indian ladies like ICICI's Chandra Kochar, Pepsi's Indira Nooyi, HSBC's Naina Lal Kidwai, Biocon's Kiran M. Shaw, Balaji Telefilms Ekta Kapoor; and the list is endless.

Conclusion:

The above brief clearly shows that women's entrepreneurship is on the rise, making it a universal phenomenon in almost all nations. Emerging economies like India hold the key to gender equity and diversity to unlock the doors to 'sustainable and balance economic development' via women's entrepreneurship, onus, and ownership which makes them resilient co-partners, as well as creators of development via creative innovation.

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