

# BUSINESS BEGINNINGS IN INDIA: A STUDY OF WOMEN ENTREPRENEURS

Vinutha K<sup>1</sup>, Vidhya Shree S<sup>2</sup>

Assistant Professor

BBA/B.Com Department

Dayananda Sagar College of Arts, Science and Commerce, Bangalore

**Abstract** - Entrepreneurship is essential for development of economy, while Entrepreneur is a key factor of entrepreneurship. A crucial component of entrepreneurship is the entrepreneur. In today's modern era, Women are sharing responsibilities with their male foils they work in the public or private sector. In fact, one can find a growing number of women in almost in every sector. In this situation, the rise in the number of women in organisation which helps in the process of nation-building. The position of women has greatly shifted from rural society to modern information and global society. Women entrepreneurs are stepping forward with their original and unique ideas for booming enterprises and realising their hopes and aspirations. The aim of the study is to identify numerous internal and external factors that encourage and discourage women's entrepreneurship. The study is based on secondary data collected from various journals and articles.

**Index Terms** - *Women Entrepreneur, Economic Growth, India*

## I. INTRODUCTION

In the 21st century, women's participation in the workforce has significantly expanded across the board. Women are still understated in hard sciences like engineering and computer technology while having a reputation for being more widespread in certain scientific fields and industries, like pharmaceutical, biotechnology, healthcare, and education (Hewlett et al., 2008). These findings and women's educational choices have an impact on the labour market because, on average, engineering and computer science produce better employment, job matching, and wage outcomes (Hango, 2013). Women Entrepreneurs are those who carry on business by gathering all resources, manages risk, accept challenges, provide employment opportunity and manage the business as whole. They play a major role which has led apposite impact on economic growth and development. But, still there is a stage where women entrepreneur faces lot of hurdles in their journey, in spite various advancements in social indicators.

Even though women in India make up the majority of the population and are equal to males in terms of numbers, they face numerous obstacles when it comes to business. The majority of women work in the home, thus their entrepreneurial skills and abilities are not fully utilised for the advancement of the country.

## II OBJECTIVES:

- To find out the role of women start-up in economic development.
- To determine factors preventing women from starting business.
- To examine the challenges faced by women entrepreneurs

## III LITERATURE SURVEY

(Overseas Development Institute, 2009, p.1) Explains that in order to avert a destitute nation and increased suffering among a nation's population, the repercussions of poverty must be addressed. Although many nations have received foreign cash during times of crisis, this is still not a long-term answer to the problem of poverty reduction.

Cohon, Wadhwa, and Mitchell (2010). A thorough investigation of the motives, backgrounds, and experiences of men and women entrepreneurs. The report is based on information gathered from prosperous female business owners. 59% of them had started two or more businesses. The study analyses the top five monetary and psychological drivers of female entrepreneurship. They include a long-standing desire to operate their own firm, a desire to accumulate riches, the appeal of start-up culture, a desire to profit on their own business ideas, and a distaste for working with others.

According to Medha Dubhashi Vinze, Women entrepreneurs are enterprising individuals with an eye for opportunities and an uncanny vision, commercial acumen, with tremendous perseverance, and above all, a person who is willing to take risks with the unknown because of the adventurous spirit they possess. Working for someone else did not appeal to them, and neither did starting their own business.

F. Brimmer (2012) [4] in his article, "The Setting of Entrepreneurship in India" has made an evaluation of the work of a mechanical association known as the overseeing office framework which was shaped by British and an Indian Entrepreneurship to conquer confinements forced by their absence of capital and business capacity. In spite of the fact that the framework assumed a noteworthy job in the entrepreneurial development it prompted certain illicit demonstrations by its specialists.

#### IV Research Methodology:

The study focuses on a thorough examination of secondary data gathered from a variety of books, national and international journals, published reports surveys, newspapers, and publications from a variety of websites that focused on various aspects of women entrepreneurship.

#### Factors Contributing Women Entrepreneurs\Challenges faced by Women Entrepreneurs

Firstly, women entrepreneurs in India faces lot of hurdles in lack of monetary support. They have very limited access for formal credit lending platform, when compared to men. Secondly social benefit and cultural norms are major stumbling block for women. It is as true that not easy for a woman running a household and a business at the same time. Moreover, social permission is brought into picture. Finally, budding women entrepreneurs lacked by infrastructural role models in terms of successful which in turns make difficult to them. Statistics shows India mark 70<sup>th</sup> rank among 77 countries covered in female entrepreneurs in India.

**Conflicts between Work and Domestic Commitments** - In both developed and developing countries, women are prevented from starting successful businesses because of their family responsibilities. "Being mostly in charge of children, few women can dedicate all of their time and energy to their business because of their homes and older dependant family members. (Starcher, 1996)

#### V ANALYSIS AND FINDINGS:

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman, itself poses various problems to a woman entrepreneur. The problems of Indian women pertain to her responsibility towards family and society. Women in India are faced with many problems to get ahead their life in business.

#### VI CONCLUSION:

Each and every state should aim to use women as intermediaries of economic growth and development because they characterize a significant portion of the nation's human resource pool. One strategy for doing this is to support female entrepreneurs. But unfortunately, it is evident that traditional social attitudes and the state's and the relevant authorities inattentiveness are significant barriers to the growth of women's businesses in India. In addition to other jobs, parents often stay at home to look after their kids while they go to work. Hence, there must be an ongoing effort to inspire, support, encourage, and collaborate with women entrepreneurs. Mass awareness campaigns must be carried out with the goal of educating women about the various economic sectors.

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Wormhole attack in wireless sensor network can disturb the routing process and ultimately degrade network performance. In this paper, we have presented existing wormhole attack types and their detection mechanism. Wormhole detection in a dynamic WSN setting is an open research area. A good research direction for wormhole detection is integration of trust based systems and time or distance bounding wormhole detection techniques.