

Women and Social Entrepreneurship

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[[Abstract]]

In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India. This paper includes rationale grounds behind the women entrepreneurship. Another main purpose of this paper is to analyze policies of Indian government for women and also to analyze that are those policies adequate for the growth of women. Main reasons for women to become an entrepreneur, the institutions that are serving the women to put their views into action are also included in this study. On the basis of this study some suggestions are given to encourage women to become a successful entrepreneur. This paper argues that research on social entrepreneurs does not given adequate consideration to gender. Furthermore, given the lack of research on women's contribution as social entrepreneurs, this paper suggests other possible areas of study to advance this field of research. It brings together the literature on social entrepreneurs and female entrepreneurs, while also drawing on the gender/diversity literature. This paper is of interest to researchers who wish to examine aspects related to women as social entrepreneurs. It is also relevant to government agencies and social enterprise organizations that are looking to gain a more nuanced understanding of social entrepreneurs, their characteristics and the issues they face. This paper shows the importance of women in social entrepreneurship, and also shows basic problem faced by women entrepreneurs. It provides key avenues of further work to better understand the way in which sex and gender interact with the practices of social entrepreneurs.

Introduction

The terms *social entrepreneur* and *social entrepreneurship* were used first in the literature on social change in the 1960s and 1970s. The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton the founder of Ashoka: Innovators for the Public, and others such as Charles Leadbeater. A social entrepreneur identifies practical solutions to social problems by combining innovation, resourcefulness and opportunity.

Committed to producing social value, these entrepreneurs identify new processes, services and products, or unique ways of combining proven practice with innovation to address complex social problems. Whether the focus of their work is on enterprise development, health, education, environment, labour conditions or human rights, social entrepreneurs are people who seize on the problems created by change as opportunities to transform societies. Entrepreneurs invent technologies, create new sectors, open new markets, make new stuff for us to buy and sell. They also develop new ways to protect our environment and to improve our lives. When entrepreneurs go into business especially to solve social problems, with the stated aim of creating social value rather than personal wealth, we label them 'social entrepreneurs'. Perhaps the most famous living social entrepreneur is **Muhammad Yunus**, founder of Grameen Bank in Bangladesh and a featured speaker at the inaugural Women's Forum Global Meeting in October 2005. As Dr. Yunus pointed out during that Women's Forum session, women from under-served communities have been in the vast majority (96%) of recipients of Grameen Bank's micro-credit loans, which have been instrumental in helping these women start businesses and raise themselves from poverty. The field of social entrepreneurship is quickly becoming established, and supporting organizations have emerged, but the true potential of the movement has hardly been tapped. When we combine the efficiency and innovation of business with the compassion and insight of charity, the result is a powerful new way to fight poverty, hunger, illness, and inequality.

Status of Women in India

In previous times, the status of women in India was inferior to men in the practical life. However, they had a higher status in scriptures. They are considered as the perfect home maker. With their incomparable quality of calmness of mind, they can easily handle even toughest situation. Indian women are completely devoted to their families. They're preached in the names of Goddess Saraswati, Goddess Durga, and Parvati & Goddess Kali.

Their condition remains mostly unchanged even during the modern times. In India, women were never given any right of liberty & equality. Their condition becomes even worse when they give birth to girls. Men treated them in a humiliating manner. They were not permitted to step outside their house and were also abstained from being educated.

They were also supposed to eat after their husbands or even sometimes to eat their husband's leftovers. Women were prohibited from taking external matters as well as domestic matters. They were under the influence of their parents before marriage & their husband after marriage. However, their status varied a lot depending on the period which they were living as illustrated below:

1) Women status in the ancient India

It's said during the ancient India, women enjoyed equivalent status & rights like their male counterparts. In addition they were properly educated in the early Vedic period. These references are available from the works of Grammarians such as Katyayana and Patanjali. Women also had the freedom to select their husbands. This system was known as 'Swayamvar.' In fact during this time, women had superior position than the males.

2) Women status in medieval India

The status of women in India deteriorated during the medieval period with the entrance of the Muslims. Several evil practices such as female infanticide, sati and child marriage were practiced during this period. 'Purdah' was introduced to the society. Women were also forced to practice 'zenana.' Polygamy was also common during this period. Women also excelled in literature, music and arts. They were also rulers during this period.

Some great-women rulers were Razia Sultana who was the only women-monarch to-rule-the throne of Delhi, NurJahan, and Gond queen Durgavati who ruled for fifteen years before she was defeated in a battle by Ali emperor Akbar. NurJahan is still considered as the most effective ruler by the society. In spite of these powerful women, the condition of poor women remained the same. At this time girls were forced to get married at a very tender age. The society also practiced Sati where women were forced to jump over the burning bodies of their husbands during funerals. The southern India also practiced Devdasi tradition where girls were forced get married to trees or deity.

3) Women status in modern India

During this time there was a little development in the women status. There were many women reformers in India who worked for the upliftment & betterment of their female counterparts. The Begum of Bhopal discarded the 'purdah' & fought in the revolt of 1857. Their education was elevated and English was introduced during this period. Various female writers emerged in the society.

In the modern time, women in India were given freedom & right such as freedom of expression & equality as well as the right to be educated. Various prestigious positions at this period were held by women. They're enjoying the 'ladies first' facility in different fields. However, some problems such as dowry, domestic violence, sex selective abortion, female infanticide are still prevalent.

How can women be empowered?

Social empowerment

Women are educated about the social benefits including awareness about the existing social problems in the society, good recognition & image in the family & community, role in making important decision in their family, plan & promote better education for their children, taking care of health of the aged and the children just to mention a few.

Women are also allowed to participate in political and public life. Therefore, they are given a chance to serve the community including fighting for the basics amenities & welfare needs of the village community such as:

- Safe drinking water
- Public sanitation
- Street light
- Chance to help the weaker people like disabled and the aged

Empowering Indian women by education

Most women are given a chance of finishing their education to the degree level. They are discouraged from getting married and raising a family when they are young. There are number of women education grants that offer help to women from poor background in order to give them a chance to be educated.

There're various scholarships that benefits women in India to achieve their career by going back to school or various training institutions where they can further their education. Also, many NGO's in India offer support to women in order to benefit them in education. The government of India is also setting aside funds that are used to empower women & other initiatives that will empower them.

Women who have the desire to improve their lives are allowed to take these grants from the government and NGO's to empower themselves with the help of their spouses or without, for single mothers, to get education to the degree level, post graduates, PHD just to mention a few. These grants for women get most support from different companies after realizing that women can perform better than men if they are well educated and equipped.

Empowering women in business

The government of India set aside some reasonable amount of money which women who have business ideas can borrow in order to start businesses. Women are encouraged to start small business in order to have their own source of income thus they become independent. Various non-governmental organizations also offer financial support to women in India and encourage and teach them how they can be making their own money by starting various business activities.

The status of the women in India has greatly improved and there are many women who are holding high position in the government offices. This has proved that women can be even better than men if they are given an opportunity. Women are given equal opportunity like their male counterparts by the government.

SOCIAL ENTREPRENEURSHIP

“Whenever society is stuck or has an opportunity to seize a new opportunity, it needs an entrepreneur to see the opportunity and then to turn that vision into a realistic idea and then a reality and then, indeed, the new pattern all across society. We need such entrepreneurial leadership at least as much in education and human rights as we do in communications and hotels. This is the work of social entrepreneurs. “

By

Bill Drayton

Founder of Ashoka: Innovators for the Public

MEANING OF SOCIAL ENTREPRENEURSHIP

The term of —social entrepreneurship‖ was first coined in 1980 by Bill Drayton of Ashoka which is the global association of the world’s leading social entrepreneurs. David Gergen, Harvard Professor, described social entrepreneurs as the —new engines of reforms. In an environment where traditional providers such as the charitable and voluntary sectors have been criticized as bureaucratic and resistant to change and the public sector has become overstretched and hampered by resource constraints, SE has been identified as an innovative way of tackling unmet socio-economic needs (Leadbeater, 1997; Mulgan and Landry, 1995). The Social Entrepreneurship Initiative (SEI) based at Stanford University has developed a comprehensive description of social enterprise that reflects the diversity. They argue that social enterprises can be classified in one of the

three ways: as for-profit organizations which use their resources to creatively address social issues; as not-for-profit organizations which help individuals establish their own small, for-profit businesses, or as not-for-profit ventures which create economic value to fund their own programs or to create employment and training opportunities for their client population (Eleanor and Carter, 2004)

Social entrepreneurship is the process of pursuing innovative solutions to social problems. More specifically, social entrepreneurs adopt a mission to create and sustain social value. They relentlessly pursue opportunities to serve this mission, while continuously adapting and learning. They draw upon appropriate thinking in both the business and nonprofit worlds and operate in all kinds of organizations: large and small; new and old; religious and secular; nonprofit, for-profit, and hybrid. Over the past two decades, the citizen sector has discovered what the business sector learned long ago: There is nothing as powerful as a new idea in the hands of a first-class entrepreneur. Social entrepreneurs often seem to be possessed by their ideas, committing their lives to changing the direction of their field. They are visionaries, but also realists, and are ultimately concerned with the practical implementation of their vision above all else. Social entrepreneurs present user-friendly, understandable, and ethical ideas that engage widespread support in order to maximize the number of citizens that will stand up, seize their idea, and implement it. Leading social entrepreneurs are mass recruiters of local changemakers—role models proving that citizens who channel their ideas into action can do almost anything.

SOCIAL ENTREPRENEUR

Definition

A person who pursues an innovative idea with the potential to solve a community problem. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives.

Examples of social entrepreneurship include microfinance institutions, educational programs, providing banking services in underserved areas and helping children orphaned by epidemic disease. The main goal of a social entrepreneur is not to earn a profit, but to implement widespread improvements in society. However, a social entrepreneur must still be financially savvy to succeed in his or her cause.

CHARACTERISTICS AND QUALITIES OF SOCIAL ENTREPRENEURS

Social entrepreneurs act as Social catalyst who thereby create elemental alteration by reforming social systems and creating sustainable improvements. Though they act locally, their reaction is effective globally. The social entrepreneurs are innovative and always think out of the box grab the opportunities and whatever the obstacles they face in their development they see it as a challenging area and give a positive response. They are

resourceful and accountable and stimulate the social improvements by their contributions. Women social entrepreneurs should be innovative, have farsightedness, quick and effective decision makers, able to mobilize and marshal resources, strong determination and confidence, risk takers, updated scientific and technological information.

Qualities of Social Entrepreneurs

Following are the qualities of social entrepreneurs:

Ambitious: Social entrepreneurs tackle major social issues, from increasing the college enrollment rate of low-income students to fighting poverty. They operate in all kinds of organizations: innovative nonprofits, social-purpose ventures, and hybrid organizations that mix elements of nonprofit and for-profit organizations.

Mission driven: Generating social value —not wealth—is the central criterion of a successful social entrepreneur. While wealth creation may be part of the process, it is not an end in itself. Promoting systemic social change is the real objective.

Strategic: Like business entrepreneurs, social entrepreneurs see and act upon what others miss: opportunities to improve systems, create solutions and invent new approaches that create social value. And like the best business entrepreneurs, social entrepreneurs are intensely focused and hard-driving in their pursuit of a social vision.

Resourceful: Because social entrepreneurs operate within a social context rather than the business world, they have limited access to capital and traditional market support systems. As a result, social entrepreneurs must be skilled at mobilizing human, financial and political resources.

Results oriented: Social entrepreneurs are driven to produce measurable returns. These results transform existing realities, open up new pathways for the marginalized and disadvantaged, and unlock society's potential to effect social change.

CONCEPT OF SOCIAL ENTREPRENEURSHIP

In common parlance, being an entrepreneur is associated with starting a business; an entrepreneur is someone who “undertakes,” a significant project or activity. More specifically, it came to be used to identify the venturesome individuals who stimulated economic progress by finding new and better ways of doing things.

Entrepreneurs are engaged in a process of continuous innovation, adaptation, and learning; they are innovative; they break new ground, develop new models, and pioneer new approaches. A social entrepreneur is an individual, who engaged with finding innovative solutions for the more pressing social problems. Social entrepreneurs are more passionate towards tackling major social issues and offering new ideas on a wide scale. Social enterprise offers a new way to do business that is animated by a social purpose. A Social enterprise is any business venture created for a social purpose mitigating / reducing a social problem and to generate social value while operating with the financial discipline, innovation and extermination of a private sector business. The underlying propel for social entrepreneurship is to conceive social value, rather than personal or shareholder riches ,and that the undertaking is characterized by discovery or the answer of new rather than simply the replication of living enterprise perform. Social enterprise involves innovative advances to address issues in the domains of learning, environment, equitable trade, wellbeing and human privileges and is widely regarded as a significant construction impede of the sustainable development of countries. Social Entrepreneurship is defined as“individuals with innovative solutions to society’s most pressing social trouble. They are determined and persistent, undertaking foremost social matters and proposing new ideas for wide scale alterations. Rather than departing societal desires to the Governmentor enterprise sectors, social entrepreneurs find what is not working and solve the difficulty by altering the scheme, dispersing the solution, and convincing whole societies to take new leaps”. It includes those undertakings leading to the establishment of new social enterprises which have a social‘mission’ and create social values. Social entrepreneurship, as a perfume and a field of scholarly inquiry, provides a unique opportunity to challenge, inquiry, and rethink notions and assumptions from different areas of administration and business study. Social entrepreneurship as a method that catalyzes social change and addresses significant social needs in a way that is not dominated by direct economic benefits for the entrepreneurs.

Focus Areas of Social Entrepreneurship

Social entrepreneurs advance innovations that:

Arrest or slow deforestation using policy, market and community-driven mechanisms. Enhance a person’s ability to improve her or his economic well-being and personal dignity through opportunity. Harness aid to be more accountable, transparent and solutions-oriented, for lasting development. Enable access to and ensure use of reliable, affordable and appropriate healthcare in disadvantaged populations. Address issues of sustainable productivity not beneficiary by beneficiary, but system wide. Lay the foundation for peace and human security.

Harness the capital and consumer markets that drive change by considering all costs and opportunities.
Transform the way water is managed and provided, long-term, for both people and agriculture.

Role and importance of social entrepreneurs

Social entrepreneurs play the role of change agents in the social sector by:

- 1) Adopting a mission to create and sustain social value (not just private value),
- 2) Recognizing and relentlessly pursuing new opportunities to serve that mission,
- 3) Engaging in the process of continuous innovation, adaptation, and learning,
- 4) Acting boldly without being limited by resources currently in hand.

Role of government in the social entrepreneurship landscape

The Government has initiated many public-private partnerships in key development sectors. The National Innovation Council, in partnership with the Ministry of Micro, Small and Medium Enterprises (MSME) has launched the India Inclusive Innovation Fund (IIIF), an impact investment fund with a corpus on Rs. 5,000 crore that will invest in ventures catering to the country's economically weaker sections.

Importance and roles Entrepreneurship for Development

Especially since Muhammad Yunus, founder of the Grameen Bank and a renowned example of a social enterprise, won the Nobel Peace Prize in 2006 there is increasing interest in social entrepreneurship for development yet the current academic literature does not provide a sufficient link between social entrepreneurship and economic development policies. How important are social entrepreneurs for economic development? What value is created by social entrepreneurship?

Employment Development The first major economic value that social entrepreneurship creates is the most obvious one because it is shared with entrepreneurs and businesses alike: job and employment creation. Estimates states that one to seven percent of people are employed in the social entrepreneurship sector. Secondly, social enterprises provide employment opportunities and job training to segments of society at an employment disadvantage (long-term unemployed, disabled, homeless, at-risk youth and gender-discriminated

women). In the case of Grameen Bank the economic situation of six million disadvantaged women micro-entrepreneurs were improved.

Innovation / New Goods and Services Social enterprises develop and apply innovation important to social and economic development and develop new goods and services. Issues addressed include some of the biggest societal problems such as HIV, mental ill-health, illiteracy, crime and drug abuse which, importantly are confronted in innovative ways. An example showing that these new approaches in some cases are transferable to the public sector is the Brazilian social entrepreneur Veronica Khosa, who developed a home-based care model for AIDS patients which later changed government health policy.

Social Capital Next to economic capital one of the most important values created by social entrepreneurship is social capital (usually understood as —the resources which are linked to possession of a durable network of relationships of mutual acquaintance and recognition). Examples are the success of the German and Japanese economies, which have their roots in long-term relationships and the ethics of cooperation, in both essential innovation and industrial development. The World Bank also sees social capital as critical for poverty alleviation and sustainable human and economic development. Investments in social capital can start a virtuous cycle.

Equity Promotion Social entrepreneurship fosters a more equitable society by addressing social issues and trying to achieve ongoing sustainable impact through their social mission rather than purely profit-maximization. In Yunus's example, the Grameen Bank supports disadvantaged women. Another case is the American social entrepreneur J.B. Schramm who has helped thousands of low-income high-school students to get into tertiary education. To sum up, social enterprises should be seen as a positive force, as change agents providing leading-edge innovation to unmet social needs. Social entrepreneurship is not a panacea because it works within the overall social and economic framework, but as it starts at the grassroots level it is often overlooked and deserves much more attention from academic theorists as well as policy makers. This is especially important in developing countries and welfare states facing increasing financial stress

DIFFERENCE BETWEEN BUSINESS ENTREPRENEURSHIP AND SOCIAL ENTREPRENEURSHIP

Business Entrepreneurs

Business entrepreneurs focus more on the profit and wealth side. Their main goal is to satisfy customer needs, provide growth for shareholders, expand the influence of their business, and to expose their business to as many people as they can. Sometimes, they will overlook the environmental consequences of their actions. The main

priority for this type of entrepreneur is to gain profit. They need to gain profit so they can ultimately keep providing services or goods to their customers, provide for themselves and their families, and provide for their business expansion. In the process of starting up their business, they look for gaps in the market to fill. They look for things that people need or want, and then they try to make a service or product that will satisfy that need or want. The ultimate effect is to generate profit in the form of material things.

Social Entrepreneurs

The social entrepreneur's main focus is the social and/or environmental well-being. When they see a problem in the community, environment, or ways of the people, they take actions toward helping solve that problem. The main goal for the social entrepreneur is not wealth or money. Rather, they prioritize more on serving the needs and wants of the community in a more resourceful way. Sometimes, they will engage in their projects with little funds and resources, while still making an impact on society.

Social entrepreneurs try to make the world a better place to live in. They focus more on the greater good. Their projects may or may not generate value and income. Sometimes, they will invest a lot of their time and energy in changing society with little in return. Social entrepreneurs focus on many different topics, such as the economy, social disorganization, and inequality.

ROLE OF WOMEN SOCIAL ENTREPRENEURS IN NATIONAL DEVELOPMENT

The emergence of women entrepreneurs and their assistance to National economy is rather evinced in India. The number of women entrepreneurs has steadily grown in latest decades which deserves to be lauded for their increased utilization of up to date expertise, increased investments, finding a niche in the trade goods market, creating a sizeable paid work for other ones and setting the tendency for other women entrepreneurs' in the coordinated sector.

PROBLEMS AND CHALLENGES FACED BY WOMEN SOCIAL ENTREPRENEURS

Women entrepreneurs face a series of difficulties right from the starting till the enterprise purposes. Being a woman itself poses diverse difficulties to a woman entrepreneur, the difficulties of Indian women pertain to her responsibility towards family, society and work ambience. The customs, social heritage standards, ethics,

motherhood at one edge and at the other edge are the subordinates, men and other ones who often consider women, bodily feeble, hard work areas, feeling of insecurity, will not be easy, should “adjust” etc., Women in rural localities have to bear still further. They face strong opposition from men and are advised as mere helpers. The mind-set of humanity in the direction of her and constraints in which she has to reside and work are not very conducive. Alterations of habits are not without trials. Entrepreneurial undertakings are always challenging; trials are more critical when societal concerns are engaged in entrepreneurial conclusion making. Problems disagree from one set of person to another set, so are the solutions. In fact, communal entrepreneurship is an international occurrence. Round the world, persons are coming across difficulties like - inadequate learning and health schemes, ecological threats, falling belief in political organizations, entrenched poverty, high misdeed rates, and so forward. But in poorer countries, communal entrepreneurs have to reach far more persons with far less money, so they have to be particularly innovative to advance solutions at scale. In the male overridden society, women find it progressively tough to network as well as men do and this impersonates a significant dispute. There are some peculiar problems that the Indian women are approaching across while they jump into entrepreneurship. In addition to the overhead rudimentary difficulties the other problems faced by women entrepreneurs are as follows:

Family attachment, Social taboos and exploitation:

Women are strongly attached to their families and are always subjugated to attend to all household chores, feed her in-laws, take care of their young kids etc. Most of the time is expended only inside the radius of the family and to proceed out and work is just cumbersome and even if she goes out she is often mocked and the Indian way of upbringing a female and male child also substantiates this. While a feminine from the day she is born to coming to the tomb she is trained that she is the caretaker of the family and strong family bonding is inculcated in women, while a male is given learning of his alternative. Women mobility in India is highly restricted and has become a difficulty due to traditional standards and incompetence to drive vehicles. The customs prevailed in Indian societies in the direction of women occasionally stand as an obstacle before them to grow and prosper. Castes and religions override with one another and hinders women entrepreneurs too. In country localities, they face more communal obstacles. They are always seen with doubtful eyes. Moving solely and inquiring for a room to stay out in the night for enterprise purposes are still looked upon with apprehensive eyes. Occasionally, junior women seem uncomfortable in considering with men who show additional interest in them than work related facets. Therefore even she goes out of the house numerous a time she thinks about the family and hurries to attend to it. To freely move with outsiders or any other acquaintances is rather a tough task. In such a situation it is tough to focus and run her enterprise successfully. Since women will cash assemblage, they have to depend on middle men for the overhead undertakings. Middle men tend to exploit them in the guise of assisting. They

add their own profit margin which outcome in less sales and lesser earnings. Women entrepreneurs because of their inherent nature, lack of self-confidence which is vitally an inspiring component in running an enterprise effectively. They have to strive hard to hit a balance between organizing a family and organizing an enterprise. Occasionally she has to sacrifice her entrepreneurial advocate in alignment to hit a balance between the two.

Lack of higher education, training and self confidence:

Women in India are lagging far behind in the field of education. Those who are educated are supplied either less or insufficient education than their male equivalent partially due to early marriage, partially due to son's higher learning and partially due to poverty. In Indian humanity giving high education means finding a suitable groom, dowry are all advised as a problem. In a few families if higher education is granted then it is thought that she may run away from the house. Therefore though given learning it can be just a basic degree adequate to take care of herself and family. Thus, due to need of correct learning, women entrepreneurs stay in the dark about the development of new expertise, new procedures of output, trading and other governmental support which will boost them to flourish. Need of ability, information will lead to decreased productivity. Evolving countries are not having adequate technical education institutions and teaching organizations, it conceives worker shortage and accomplished personnel.

Lack of finance:

Women entrepreneurs suffer a lot in raising and gathering the economic desires of the business. Bankers, creditors and economic institutes are not coming ahead to supply economic aid to women borrowers on the ground of their less borrowing worthiness and more possibilities of business malfunction. They furthermore face financial problem due to blockage of finished items and non-receipt of payment from customers in time. The scarcity of raw components, unavailability of correct and ample raw components noise the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs actually face a strong task in getting the needed raw material and other essential inputs for the enterprises when the charges are very high. Several components encompassing inefficient administration assist with the high cost of production which stands as a faltering impede before women entrepreneurs. Women entrepreneurs face expertise obsolescence due to non-adoption or slow adoption to changing expertise which is a major component of the high cost of production

Tough competition and risk bearing capacity:

In a market where the affray is too high, they have to fight hard to endure in the market against the coordinated part and their male equivalent. A feminine social entrepreneur has to face latent and manifest fear of the chauvinism and suppression from family, relations, friends and humanity at large. The person tries to conceive unnecessary worry and affray if they find that the opposite edge of it is a female by conceiving that women in India are by nature weak, shy and gentle. They cannot accept the allowance risk which is absolutely vital to running an enterprise. Need of learning, training and financial support from outsides also decrease their proficiency to accept the risk engaged in an enterprise.

Legal and social formalities:

Fulfilling the lawful formalities needed for running an enterprise becomes an upheaval task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for diverse permits, electrical energy, water and shed allotments. She is often anticipated by the humanity that she has to behave like a woman and if she feels so she is pinpointed that her actions manly. It is furthermore glimpsed that if the overseer is women the society will not accept to work under their authority. They try to stop the job or demand for change of leadership. In such positions women entrepreneurs find it hard to concentrate on the glossy working of the enterprise.

.CONCLUSION AND STRATEGIES

- To create awareness about entrepreneurship and its importance as job providing avenues rather than job seeking ventures
- To make them realize the income generation, social status, recognition and potentiality
- Government and society should cater to give orientation and skill training in selected trades of their choice and suitability,
- Assisting them in preparation of project reports for their own proposed units and helping them to follow up the venture to start the new enterprise.
- Providing consultancy and guidance, continued awareness, career building and attitudinal change towards enterprise formation.
- Effective training on building up self-confidence and communication skills.
- Skill training on new technologies and scientific knowledge and specific trades

- Training on quick and effective decision making techniques and managerial skills, marketing strategies, financial management, formulation and implementation.
- Interaction with successful entrepreneurs for sharing their experiences.

REASONS FOR WOMEN TO BECOME ENTREPRENEURS

Self-esteem, recognition, Self-determination, and career goal are the key drivers for choosing to entrepreneurship by women .Sometimes; women choose such career path for proving their potential, caliber in order to achieve self satisfaction. However, dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities. The days have gone when women always passed her whole life within the boundaries of house now women are found indulged in every line of business. The entry of women into business in India is an extension of their normal home activities. But with the spread of education and passage of time women started shifting from doing work at home or kitchen to the business venture. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are growing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

OBSTACLES IN THE PATH OF WOMEN ENTREPRENEURS IN INDIA

Highly educated, talented and professionally qualified women should be encouraged for running their own business, rather than reliant on wage service jobs. The uncharted talents of young women can be acknowledged, skillful and used for various types of industries to increase the yield in the business sector. A desirable

atmosphere is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings. But Women in India are facing many problems to get ahead in their life and in business. A few problems can be detailed as;

Short Of Self-Confidence – In India women have lack of self-confidence in their strength hand ability. The family members and the society are unwilling to stand beside their organizational growth. To a certain degree, this situation is changing with Indian women and yet to face an incredible amend to boost the rate of growth in entrepreneurship.

Socio-Cultural Barriers –family and personal obligations sometimes works as a great barrier for succeeding in business career of women entrepreneurship. Only few women are capable of managing both home and business efficiently, giving sufficient time to perform all their responsibilities in priority.

Risks Related To Market – Tough competition in the market and lack of mobility of women make them dependent on middleman. Many business women find it very difficult to capture the market share and make their products well popular and accepted by customer. They are not fully conscious of the changing market environment conditions and hence cannot effectively exploit the services of media and internet.

Mobility Constraints - Women in India have to face lot of restriction on their mobility, our society still have some conservativeness, and due to that career of women is limited to four walls of the kitchen. Though women faces lots of problems being mobile in entrepreneurial activity, the mobility problem has been eliminated to a certain extent by the expansion of education and awareness to all.

Business Administration Knowledge – Women must be educated and trained continuously to acquire the skills and understanding in all the required functional areas of business venture. This will make women to excel in decision making and develop good business skills.

Financial Assistance – most of the women especially in rural areas are not aware about the financial assistance provided by various institutions. The efforts taken for women entrepreneurs may not able to reach the entrepreneurs in rural and backward areas.

Training Programs - Depending upon the needs, duration, skill and the purpose of entrepreneur there are various workshops and training programs available the social & welfare association. Such kinds of programs are really helpful to new and young entrepreneurs who desire to start a small and medium sized business on their own.

Cost - some business have high production and operation cost that adversely affects the expansion of women entrepreneurs. The installations of new machineries during expansion of the productive capacity and other similar factors discourage the women entrepreneurs from entering into new areas.

SCHEMES FOR PROMOTION AND DEVELOPMENT OF WOMEN ENTREPRENEURS

According to the Third All India Census of Small Scale Industries conducted in 2001-02 and subsequent estimates made, only 10.11% of the Micro and Small Enterprises in India are owned by women while 9.46% of the MSE enterprises are managed by women. In order to promote progressively women enterprises in the MSE sector, various schemes have been formulated by this Ministry and some more are in the process of being finalized, aims only at the development of women enterprises in India.

Significant schemes in India those specifically introduced for women for Providing special benefits to women-

1. Trade related entrepreneurship assistance and development scheme for women (TREAD):

With the objective of encouraging women in starting their own ventures, government launched a Scheme, namely, (TREAD) Trade Related Entrepreneurship Assistance and Development during the 11th Plan. The scheme envisaged economic empowerment of women through the development of their entrepreneurial skills in non-farm activities. There are three major parts of the scheme; Govt. of India has grant up to 30% of the total project cost to the Non-Government Organizations (NGOs) for promoting entrepreneurship among women. The remaining 70% of the total project cost is financed by the lending agency as loan for undertaking activities as envisaged in the project. Up to Rs.1 lakh per program can be granted by govt. of India to training institutions / NGOs for providing training to the women entrepreneurs.

2. Micro & Small Enterprises Cluster Development Programme (MSE-CDP):

a) Existing Clusters:

Cluster is described as a group of enterprises, normally 20 or more producing same/similar products/services. The Cluster Development Programme being implemented envisages diagnostic study of identified clusters of

traditional skill-based MSEs to identify suitable technologies and their providers and to facilitate adoption of available technology meeting the specific needs of the end users. The Cluster Development goals at improved competitiveness, technology improvement, adoption of best manufacturing practices, marketing of products, employment generation etc. The scheme provides support for capacity building, common facilities, marketing etc. the delivery, absorption and diffusion of the identified technology from its producers to the recipient user/cluster of small enterprises.

b) Physical infrastructure:

This Ministry implemented the IID Scheme to provide developed sites with infrastructural facilities like exhibition/display centers, telecommunications, drainage and pollution control facilities power distribution network, roads, water, raw materials, common service facilities storage and marketing outlets, and technological back-up services, etc. This scheme has been subsumed in the MS-ME-Cluster Development Programme. All the features of IID Scheme have been retained. To create physical infrastructure for women enterprises central grant of 40% of the project cost subject to a maximum of Rs.2 crore is available. The Ministry of MSME is trying to enhance the quantum of grant to 80% in a project of Rs.10 crore.

3. Credit guarantee fund scheme:

In May, 2000 The Government had introduced the Credit Guarantee Fund Scheme for Small Industries with the objective of providing credit to SSI units, particularly small units, for loans up to Rest. 25 lakh with no collateral/ third party guarantees. The Scheme is being operated by the Credit Guarantee Fund Trust for Small Industries (CGTSI) set up jointly by the Government of India and SIDBI. In the case of women enterprises, the guarantee cover is up to 80% of the credit subject to maximum guarantee limit of Rs. 20 lakh. The member lending institutions (MLI) availing of guarantee from the Trust have to pay a one-time guarantee fee of 1.5% of the credit facility (comprising term loan and / or working capital) allowed by the lending institution to the borrower and annual service fee of 0.75% per annum on the amount of credit facility extended by the MLI, which is covered under the scheme.

4. Help for Entrepreneurial and Managerial Development:

MSME DIs regularly conducts EDPs/MDPs for existing and potential entrepreneurs and charge fee for such courses. To encourage more entrepreneurs from among the SC/ST, women and physically challenged groups, it is proposed that such beneficiaries will not be charged any fees but, instead paid a stipend of Rs.500/- per capita per month. 50,000 entrepreneurs will be trained in IT, Fashion Technology, Agro & Food Processing, Catering,

biotechnology Pharmaceutical, etc. through specialized courses run by MSME DIs. 20% of courses conducted by these Institutions shall be exclusively for women. Scheme for Women Entrepreneurs to Encourage Small & Micro Manufacturing Units DC (MSME) has formulated a scheme for women entrepreneurs to support Small & Micro manufacturing units owned by women in their efforts at developing overseas markets, to enhance participation of representatives of small/micro manufacturing enterprises under SIDO stall at International Trade Fairs/Exhibitions, to enhance export from such units.

Under this scheme participation of women entrepreneurs in 25 international exhibitions is envisaged during the 11th Plan. For the year 2007-08 a good number of outstanding women entrepreneur associations have been requested to sponsor their members for participation in 5 international exhibitions scheduled during the months of Jan.-March, 2008, With a view to give confidence to women entrepreneurs for participating in the International Exhibitions. Dena Bank will help Government of India's initiative to promote women entrepreneurs for self-employment ventures in any kind of non-farm activity.

At present, the Government of India has over 27 schemes for women. Some of these are:

- Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
- Entrepreneurial Development programmer (EDPs)
- Indira Mahila Yojana
- Indira Mahila Kendra
- Integrated Rural Development Programme (IRDP)
- Khadi And Village Industries Commission (KVIC)
- Management Development progammes
- Women's Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women (MAHIMA)
- Mahila Vikas Nidhi
- Mahila Samiti Yojana
- Micro Credit Scheme
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
- NGO's Credit Schemes
- NABARD- KfW-SEWA Bank project
- National Banks for Agriculture and Rural Development's Schemes
- Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid-Gangetic Plains'
- Prime Minister's Rojgar Yojana (PMRY)
- Rashtriya Mahila Kosh

- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- SIDBI's Mahila Udyam Nidhi
- SBI's Stree Shakti Scheme
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Working Women's Forum
- Training of Rural Youth for Self-Employment (TRYSEM)

SOME OF THE WOMEN ENTREPRENEUR

Mallika Srinivasan

Economic Times Businesswoman of the year 2006. Director of the Rs 2500 crore Amalgamations Group Tafe. In 1986, she joined the family business as the General Manager of Tafe. When she took over, the turnover of the Company was Rs 85 cr. At present, the Company is earning a business over Rs 1,200 cr. On 26th January, 2014, on the eve of the 65th Republic Day she has been awarded 'Padmashri' the coveted award of the Indian Government.

Priyanka Agarwal

Priyanka Agarwal is the co-founder of Wish berry, a creative crowd-funding platform. An alumna of Wharton/UPenn, she started her first venture which stemmed from a senior engineering design project. Disheartened that she couldn't be a part of the first company, she decided to quit her job and start something of her own. Wishberry was launched in 2010 - online wedding gift registry platform - as a crowd-gifting application in the wedding space in India. In April 2012, Wishberry extended the platform to film-makers, theatre groups, musicians, etc. to help fund their projects. Priyanka said that the motivating factor was that entrepreneurship, in emerging economies like India, is a long and arduous journey. She believes that the Indian market is and has been very open to female entrepreneurs and argues that the challenges women entrepreneurs face in India are more cultural than market-oriented.

Ashwini Jaisimha

Ashwini Jaisimha, 24, a certified sports psychologist and lifestyle coach, is the CEO and co-founder of A3 performance, a company she set up, to create an eco-system to support athletes reach their peak performance in sport and daily life activities. Ashwini says that the idea behind setting up A3 was to build an environment of trust with athletes to help them cope with highly competitive situations and work with them

to enhance their optimal performance in training and in competition. She felt the need to set up the company in February, 2013 for athletes and fitness enthusiasts, who are often left to fend for themselves while creating a support team. A sportswoman (State player in basketball and ten pin bowling), she was aware that she would always be associated with the field, which is what motivated her to set up a one-stop sports performance center.

Fouqia Wajid

Fouqia Wajid, started a project that turned into a full-time profession .Fouqia (21), a journalism student is the founder and director of OnFire, an organisation that aims at providing youth a platform in various artistic fields - acting, literature, dance and direction. She has written and directed plays and published a collection of poems. She is also the editor-in-chief of an online youth magazine. She believes that there are opportunities but they do not get a platform to make it big. To her, the real problem is that the youth have to compete with veterans to establish themselves and in the process, their interest wanes. She divides her day between college and work. She is shuttling between rehearsals of plays, editing the online publications and interviewing people.

Sahar Khatija

Sahar Khatija, 21, a sociology major, is the owner of Ezina Redefine Beauty, ensuring that women feel their best on special occasions. For Sahar, it all started when she joined Mount Carmel College (MCC) in Bangalore. The credit course system offered a variety of courses that provided practical learning and she thanks her luck that a beautician course was introduced the very year she joined MCC. She then started working with the college fashion team and has not looked back since. From there came the decision to become a beautician and make people look good. Initial experiments of her skills were on her kin for special occasions which were perfected through the course at MCC. Subsequently, she started getting good offers and did not want to miss out on the opportunity. She began her venture with the savings she had and bought all the essential tools. Over the years, with the help of her sisters — who sent her products — she was able to expand both her business and her collection. She plans to become a full-fledged make-up artist and open a studio to cater to the needs of all her customers, professionally.

Sudha Murthy

Sudha Murthy began her professional career as a computer scientist and engineer. She is the chairperson of the Infosys Foundation and a member of public health care initiatives of the Gates Foundation. Sudha completed a B.E. in Electrical Engineering from the B.V.B. College of Engineering & Technology, standing first in her class and receiving a gold medal from the Chief Minister of Karnataka. She completed an M.E.

in Computer Science from the Indian Institute of Science, standing first and receiving a gold medal. After graduation, Sudha became the first female engineer hired at India's largest auto manufacturer TATA Engineering and Locomotive Company or TELCO. Sudha had written a postcard to the company's Chairman complaining of the "men only" gender bias at TELCO. As a result, she was granted a special interview and hired immediately. A prolific writer in English and Kannada, she has written nine novels, four technical books, three travelogues, one collection of short stories, three collections of non-fiction pieces and two books for children. Her books have been translated into all the major Indian languages and have sold over three lakh copies around the country. She was the recipient of the R.K. Narayan Award for Literature and the Padma Shri in 2006.

Chinna Pillai

Chinnapillai comes from a small village called Pulliseri near Madurai. She is one of the five recipients of the Streeshakti award

Though most of her compatriots would not recognise her, she has, over the last many years, been quietly organising poor and illiterate agricultural labourers of Tamil Nadu.

Chinnapillai, had taken the trouble to wear her best sari and her only pair of rubber Hawaii slippers -- wornout as they were -- in honour of the occasion. This was why she had, for the first time, travelled so far from home. It was the first time she was to see AtalBihari Vajpayee face-to-face. Which could be why she was overwhelmed when she saw him on the dais. She bent down to touch his feet. What happened next came as a complete shock to her. The prime minister of India, moved by her simplicity, touched her feet instead.

SOCIAL ENTREPRENURSHIP ORGANIZATION

The Lijjat Papad story

Are you aware of the story of seven illiterate and poor women who borrowed Rs 80 to start a papadbusiness? Its turnover from Rs 6,196 in the first year went upto Rs 300 crore in the next four decades 40,000 women on its revolutionary march. The story which reads almost like a fairy-tale chronicles the growth of an exclusive women's organization Jaywantiben Popat, one of the women involved with this phenomenal spirit, was honoured last year at the ET Awards for her outstanding achievements. The Lijjat Papad story is an inspirational one.

Mann Deshi Mahila Sahakari Bank

Chetna's foundation established in 1994 a co-operative bank that is completely operated by women and serves women customers. The bank was established with help of a group of illiterate women and has now grown into a \$562,000 firm by the end of 2011. In collaboration with HSBC, Mann Deshi Bank established the Udyogini Business School in 2007. There are thousands of girls who drop out of school in Maharashtra every year, and Mann Deshi Udyogini aims at providing vocational training and financial training to these young women to enable them to become entrepreneurs,"

SEWA (Self-Employed Women's Association)

Started as a trade union, registered in 1972, founded by ElaBhat, it is an organisation of self-employed women workers who earn a living through their own labour or small businesses. SEWA sought a two-pronged strategy of full-employment and self-reliance. SEWA's membership, which is a nominal Rs. 5 a year, includes women from a cross-section of society — from vegetable and fruit hawkers to home-based weavers, potters and manual labourers. It is SEWA's belief that once women achieve employment and economic independence, they will improve the quality of not only their lives but also that of their families.

Year	Number of Members
1973	320
2002	6,89,551

Ela Bhatt has been awarded the Padmashri, the Padmabhushan as well as the Ramon Magsaysay Award.

The real Shakthi of Sakthi Masala

The success story of an Young Couple – committed for Quality and Social Responsibility Grown up from a small Flour mill to a Market Leader employing the highest number of Physically challenged people. Rs.3000/- to Rs.600 Crores in Three decades

WOMEN ENTREPRENURSHIP

- **THINKCHANGE INDIA**

- Ms. Shital Shah completed her Bachelor's degree at Northwestern University and her Master's in Public Administration at NYU and then went on to work in different capacities with

organizations like the United Nations, Oxfam, the World Bank, and Acumen Fund. Ms. Shah now works as a strategy consultant focused on mobile money start-ups globally with Shore Bank International.

- Ms. Shah helped start ThinkChange India (TC-I), the one-stop website for keeping up with social entrepreneurship and social innovation in India. Through this effort, she started developing networks and relationships with social enterprises, making TC-I a demanded media partner in the country. The website had achieved 150,000 page-views, and averages more than 4,000 unique hits a week. She is now interested in cultivating an intentional start-up ecosystem in her base of Ahmedabad, India.
- TC-I merged with online platform – YouStory.in during June 2013.

- **SAMHITA SOCIAL VENTURES**

- Ms. Priya Naik is the Founder and Managing Director of Samhitha Social Ventures. She has three Master's degrees – from Yale University, University of Michigan-Ann Arbor and University of Mumbai. She has worked at the Poverty Action Lab, Massachusetts Institute of Technology and Arthur Andersen among several other ventures. Prior to Samhita, Ms. Naik co-founded The Spark Group, an education company that delivered affordable education to low income communities.
- Samhita is a philanthropic initiative of the Nadathur Trust, the philanthropic arm of Nadathur Group. Since 2009, Samhita has provided structured and professional services to enable companies, donors and NGOs to collaborate with each other. Through the “Samhita ecosystem”, the organization provides a credible platform and thought leadership to enable NGOs, companies, donor agencies, individuals, philanthropists, foundations and researchers to achieve their specific goals and make informed decisions that translate into purposeful action and large-scale social impact.
- State: Samhita is based in Maharashtra.

- **DESICREW**

- Ms. Saloni Malhotra is the founder of DesiCrew, a for-profit organization employing over 300 people that is focused on creating knowledge-based livelihood opportunities in small towns and rural areas. Ms. Malhotra is an engineer from the University of Pune.

- State: DesiCrew was initially started in Tamil Nadu and is now present in Karnataka and Haryana.
- Ms. Malhotra has been nominated for Business Week Asia's Best Youngest Entrepreneurs, MTV Youth Icon 2008, E&Y Entrepreneur of the Year 2008 and also facilitated in the presence of the President of India by the CII. She is the recipient of FICCI's Best Women Social Entrepreneur Award (2009) and TIE StreeShakthi Award (2011). Ms. Malhotra stepped down as the CEO in March 2012 to hand over to a professional management team and continues to participate on the Board.
- DesiCrew was started in 2005 as a test project sponsored by Mr. Ashok Jhunjhunwala's TeNet group from IIT-Madras. DesiCrew was incubated by the Rural Technology Business Incubator (RTBI) of IIT-Madras. Its business model involves setting up delivery centres in rural India and servicing the clients across different countries.
- Services of DesiCrew include Data Management, Digital Supply Chain and Customer Experience Management.

- **m.PAANI**

- Ms. Akanksha Hazari graduated in Politics from Princeton University and an MBA from the University of Cambridge. She led the Cambridge team that won the Hult Prize in 2011, and was honoured by former President Bill Clinton and the Clinton Global Initiative.
- Ms. Hazari founded m.Paani, a social venture that designs and implements mobile-based loyalty programs for underserved communities. m.Paani harnesses the power and reach of mobile phones to address access to key basic services including safe water, education, healthcare, energy, and nutrition. The firm designs and implements mobile-based loyalty programs, where users are awarded loyalty points based on their spending on products used for daily use. These loyalty points, which can be shared with family members as well, can be redeemed for rewards in areas such as education, healthcare, safe water and energy. The firm has won awards from Sankalp Forum, Echoing Green, and Conquest.
- m.Paani took its business to Africa, before turning to India. Starting with a seed capital of US\$ 500,000, m.Paani launched formally in 2013 with a pilot project in Mumbai. As a firm, m.Paani receives its revenues from the partner organization that buys the loyalty programs from it.
- State: m.Paani is based in Maharashtra.

- **MAKE A DIFFERENCE**

- Make A Difference (MAD) was founded in 2006 by Ms. Gloria Benny, Mr. Jithin C Nedumala and Mr. Sujith Abraham Varky. Ms. Benny has worked with Google for five years before she co-founded MAD.
- MAD is a platform that empowers youth to take responsibility and provides children at risk a positive learning ecosystem that will help them unleash their potential.
- MAD volunteers implement projects that provide children with required skills for securing employment, role models they can relate to and exposure that helps them dream big. Programmes include English Programme, Placements Programme, Infrastructure Projects, Life Skills Project, Youth Development Project and Innovation Hub.
- State: MAD is headquartered in Karnataka. MAD was initially started in Cochin, Kerala and now has spread its wings to 22 other cities in India.
- MAD has won many recognitions such as Ashoka: Innovators for the Public Staples Inc. Youth Social Entrepreneur competition, 2008, Indiya Shines Competition, organized by GreatNonProfits.com, 2009, Noble Laureate of the KarmaveerPuraskaar awarded by Icongo, YouthActionNet Global Fellow, 2010, Cordes Fellowship, 2010 Opportunity Collaboration and 'Leader in Volunteer Engagement' Award at the iVolunteer Awards 2012.

- **SHANTI LIFE**

- Ms. Sheetal Mehta Walsh is the founder of a Shanti Life, a unique microfinance platform serving the poor in Gujarat villages and slums so that they can create sustainable businesses. With over 15 years of experience working in technology, venture capital and social entrepreneurship, Ms. Walsh has worked with many entrepreneurs around the world. Ms. Walsh has a Masters in International Relations (Economics) at the London School of Economics and a BA (Honours) in International Politics at the University of Alberta, Canada.
- State: In India, Shanti Life has an office in Gujarat. Overseas offices are at UK, USA and Canada.
- Shanti Life aims to promote sustainable living and non-dependence on the MFI loan cycle. Their intention is to make people to graduate out of microfinance and become bankable. Through planning, consultation, training, mentoring, larger loans and go-to market opportunities, the organisation provides a holistic approach.

- Shanti Life loans are larger generally Rs. 5,000 plus and their interests are capped at 12 per cent though are sometimes as low as 7 per cent.
- Businesses include: tailoring, sewing, embroidery, selling cooking oil, vegetable or fruit carts, hand cart purchase, small grocery store, milk and paper vending business, cycle repair shop, repairing shop, rickshaw driving and catering.

- **NEXTDROP**

- NextDrop was founded in 2010 by Ms. AnuSridharan, Mr. Quijano Flores, Mr. Nishesh Mehta, Ms. PronitaSaxena and Mr. Devin Miller.
- The organization that started in Hubli-Dharwad used text messages as a launchpad for what it calls a "water smart grid lite" data system, which helps bring water more efficiently to consumers. The nearby people of Hubli get water only every three to five days, for about four hours a day.
- With the help of local government, NextDrop devised a mobile phone system which connects valvemen to engineers and customers. The valvemen text the customers, letting them know exactly when water will be released. NextDrop charges Rs. 10 per month for their service. The organisation is now in Bangalore too.
- State: NextDrop is present in Karnataka and caters to the state only at present.
- Ms. Sridharan has a Bachelor's degree in Civil Engineering and a Master's in Civil Systems Engineering from the University of California, Berkeley.

Conclusion

Empowering women entrepreneurs is crucial for achieving the goals of sustainable development and the bottlenecks hindering their growth must be reduced to enable full participation in the business. Apart from training programs Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are quickly achieved and more of remunerative business opportunities are found. Therefore promoting entrepreneurship among Indian women is certainly a short-cut to rapid economic growth and development. Let us try to eradicate all kinds of gender bias and thus allow 'women' to be a great entrepreneur at par with men.

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