



WOMEN EMPOWERMENT THROUGH WOMEN ENTREPRENEURSHIP

Ms. V. Uma Maheswari¹ & Ms. P. Kalaiyarasi²

^{1&2}II Year MBA Students

Dhanalakshmi Srinivasan College of Engineering and Technology, Chennai, Tamil Nadu

ABSTRACT

In present scenario women are moving ahead and becoming major economic force with the growth of technology and favorable business environment. The term “women empowerment” helps the women to prompt one self to determine their rights to influence social change for each others. Women entrepreneur is a process of starting a new business with women and capturing the attention by the people by their potential growth and to obtain a better position in society. Being a women entrepreneur women should lead a organization and provide jobs to all women as an women entrepreneur. This development of women entrepreneur is being recognized as an untapped source of economic growth. Now a days this changes in environment are more comfortable to the people women as a leading role in our society. The women empowerment through women entrepreneurship

is plenty of example of “what women can do and what is there ability to do”.

Women empowerment not only improves the economic growth of the country but also provides equality and democratic approach. Therefore the present study is based on contribution of women empowerment through women entrepreneurship.

Keywords: Women empowerment, Women entrepreneurs, Economic Growth.

INTRODUCTION

If we deny liberty to our women, there will be no life in this world.

-MahakaviSubaramnia Bharati

MahakaviSubaramnia Bharati reminded everybody of what our ancient scriptures called the Veddas had declared centuries ago, that if we deny liberty to our women, there will be no life in this world. He said that according our ancient Veddas. “Every place where women are treated with respect, there God himself dwells”. The position of women dispirited during the migration period, during these days they were separated by the gender inequality. After the independence there was a belief that women should have same rights and opportunities as



men. The government of India had made many initiatives regarding the women empowerment. Among 77 countries India got 17th rank on the global entrepreneurship and development institutes in female entrepreneurship index. The Central Social Welfare Board (CSWB 1951-1956) have introduced the first five years plan at nation level which is to promote action organizations at various level, especially at the grassroots, to take up welfare related activities for women. According to Global Entrepreneurship Monitoring (GEM) report 14% of women entrepreneurs are in India. More women empowerment trusts are developed to support the growth of the female entrepreneurs and to promote the women employment by increasing their participation in skill training facilities. Women have the power to lead the nation towards the avenue of growth and prosperity. Women entrepreneurship is gaining importance in current global economic condition of India. Apart from this they are also facing barriers like managing finances, inadequate market experiences, human resources problems, lack of motivation, lack of opportunities and gender inequality. Many studies have contributed towards women empowerment through women entrepreneurship through all over the world. In this approach we find that entrepreneurship makes women active, risk taking, innovative, and face many challenges to reach a successful and profitable business it also makes women

confident in making individual decisions and feels empowered.

OBJECTIVES OF THE STUDY

1. To scrutinize the aspects about the growth of women entrepreneur.
2. To emphasize prospects of women.
3. To suggest essential qualities for successful women.

WOMEN EMPOWERMENT THROUGH WOMEN ENTRENEURSHIP

Entrepreneurship is now a popular trend in India, particularly among women. When women entrepreneurship area more in rural areas, they can provide better employment opportunities to the public. As a result, per capita income of the country will increase ultimately leading towards overall economic growth.

Some of the empowering women in India

1. DIVYA GOKULNATH (Co-Founder of BYJU's)

Divya co-founder of BYJU's an educational platform which helps the students to learn better by virtual mode.

2. FALGUNI NAYAR (Founder of Nykaa)

She was titled as the "Most powerful business" by business today and received an "Women Ahead" award at Economic times.



3. KIRAN MAZUMDAR SHAW (The founder of Bicon Limited)

Kiran Mazumdar Shaw is a billionaire women entrepreneur in India. She was named as EY World Entrepreneur of the year 2020. Bicon is leading bio technology company. She is founder of Bicon, Indra Nooyi, and the former CEO of PepsiCo.

4. MADHU SARAN (The founder of STC Technologies)

Madhu Saran, she is women entrepreneur in Chennai. She is an collective voice of Indian women entrepreneur and she has got selected as Women Entrepreneurship Day Global Ambassador of India.

5. SREE VIDYA (The chairperson and managing director of RSPL)

Sree Vidya, she is an first women entrepreneur in Chennai and chairperson, managing director of Ravindra Services Private Limited. She providing security services to corporate houses.

6. RITU KUMAR (The fashion designer)

Ritu Kumar a popular fashion designer who runs her own boutique called RI, her boutique reached to every Bollywood actress and numerous international celebrities.

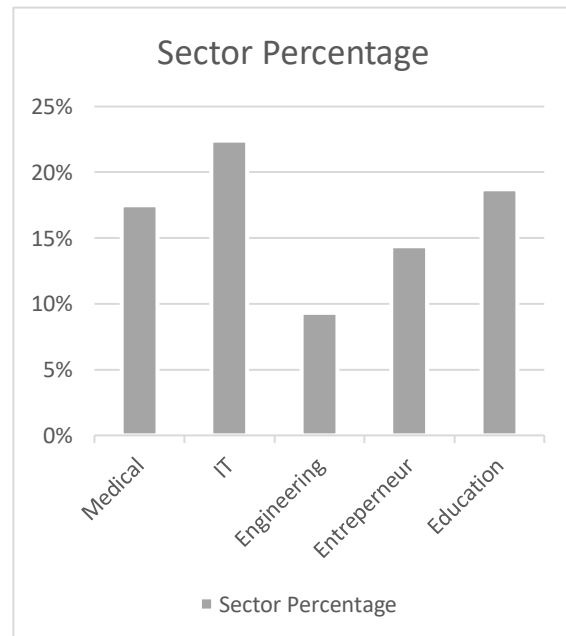
7. SHANNAZ HUSIAN (Founder of ShannazHusian Group)

ShannazHusian takes the idea of herbal beauty care and she received international credit for her involvement.

8. ARUNACHALAM MURUGANATHAM

Arunachalam, one of outstanding women entrepreneur from Tamil Nadu (while not a women himself). He created a low cost sanitary pad making machine which has helped the female during their menstrual and helps them germ free.

WOMEN EMPOWERMENT IN VARIOUS SECTOR



The above bar graph shows the empowerment of women in various sector.



**AS AN WOMEN ENTREPRENEUR WE
NEED SOME PERSONALITY TRAITS:**

1. Self confidence

By trusting others and assigning the task with confidence to the employees is the most important trait of an women entrepreneur, who should have the confidence to take one's own decisions.

2. Risk taking ability

Business is all about taking risks and experimenting, Women entrepreneurs need to have risk taking ability.

3. Decision making ability

Women entrepreneurs should have the willingness and capability to take decision in favor of the organization all the time.

4. Competitive

As a women entrepreneur always we should ready to give and face the competition.

5. Intelligent

Entrepreneurs always need to keep their mind active and increase their IQ and knowledge.

6. Visualization

Entrepreneurs should have the ability to see things from different point of views that is the must have out of box thinking capability.

7. Patience

This is another dignity which is very important for entrepreneurship as path to success is often very challenging and it requires a lot of patience for sustenance.

8. Emotional patience

The ability to balance professional and personal life and not mixing the two is another important trait of an women entrepreneur.

9. Leadership quality

It is important for being an women entrepreneur, one should be able to lead, control and motivate the mass.

10. Technical skills

To be in stride with the recent times, entrepreneurs should at least have a basic knowledge about the technologies that are to be used.

11. Managerial skills

Women should have the required skill to manage different people such as clients, employees, co-workers, competitors, etc.



12. Reality oriented

They should be practical and have rational thinking.

PRINCIPLES OF WOMEN EMPOWERMENT

PRINCIPLE NO 1:

Establish high level corporate leadership for gender equality.

PRINCIPLE NO 2:

Treat all women and men fairly at work – respect and support human rights and nondiscrimination.

PRINCIPLE NO 3:

Ensure the health, safety and well being of all women and men workers.

PRINCIPLE NO 4:

Promote education, training and professional development for women.

PRINCIPLE NO 5:

Implemented enterprise development, supply chain and marketing practices that empower women.

PRINCIPLE NO 6:

Promote equality through community initiatives and advocacy.

PRINCIPLE NO 7:

Measure and publicly report on progress to achieve gender equality.

WOMEN EMPOWERMENT SCHEMES IN INDIA

There are about 10 widely known and implemented schemes introduced for the welfare of the women. Some of these schemes are Ujjawal, SwadharGreh, Working women hostel Scheme and many more.

1.UJJAWAL SCHEME

This program was introduced in December 2007. It is an extensive scheme established by the Indian government to suppress trafficking and retrieve, treat, and integrated sexually exploited survivors of human trafficking. The scheme is being implemented mostly through non-governmental organization (NGOs) in order to give direct relief and benefit to victims of human trafficking.

2.WOMEN HELPLINE SCHEME

Launched in April 2015, the women helpline scheme aims to provide women who have experienced abuse in either public or private settings with 24*7 emergency assistance. The government introduced a toll-free number (181) for providing quick and emergency assistance. Women can use this helpline number in every



state and union territory across the country. This initiative also raises awareness about women's empowerment and safety.

3.SWADHAR GREH

It is one of the Indian government schemes for women's empowerment introduced in 2018. This project's primary goals are to ensure social, economic, and health security as well as to offer housing, food, and clothes. This program gives legal support and empowers them to take the initiative to reintegrate into society.

4.STEP (SUPPORT TO TRAINING AND EMPLOYMENT PROGRAM FOR WOMEN)

From 1986-1987, the ministry of women and child development operated the STEP scheme as a "central sector scheme". In December 2014, it underwent revision. It was designed to give women work securities and training in skill development. This government sponsored initiative provides institutions and organizations with funding so they may run training program for women.

5.RAJIV GANDHI NATIONAL CRECHE SCHEME

The Indian government has established the national skill scheme for children of working mothers to provide several amenities. It was introduced in 2006. This initiative offers working

mothers with childcare service and promise to enhance the health and nutrition status.

Furthermore, this women empowerment yojana support children's physical, social, and holistic development as well as increase awareness about children's health by educating parents on how to improve childcare procedures or practices.

CONCLUSION

Women Empowerment through women entrepreneurship helps other women entrepreneur who were struggling for their growth and facing lot of obstacles by their environment, though government of India supports them by providing many acts and program for their development. They also increase the growth of the society by their innovative ideas and skills. By this we conclude the growth of women empowerment through women entrepreneurship.

METHODOLOGY

This study is mainly focused towards the secondary data collection from different sources like Journals, books and websites based on women empowerment and women entrepreneurship.



REFERENCES

1. Chaudhary and Geeta, “Empowerment of Women”, Chaudhary Charan Singh University 2009, <http://hdl.handle.net/10603/18192>.
2. Dr. K.V. Sobha Rani, “A study on Women Empowerment in India”, International journal for Model Technology 2021, <http://doi.org/10.46501/IJMTST0711021>.
3. ET Spotlight team, “Women’s leadership Programs: Breaking Barriers and Shaping Success, The Economic Times, 01 September 2023.
4. Gupta and Meenakshi, “Women’s rights under Indian labour laws; a socio legal study of Aligarh and Agra”, Aligarh Muslim University 2013.
5. Sangeeta Ghosh Dastidar, “Empowered to Empower”, Corporate Citizen Article on February 1, 2022..