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"RISING ABOVE THE CHALLENGES" A STUDY ON WOMEN ENTREPRENEURS IN INDIA

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Abstract

"Women having the vision, passion and courage to start their own business and become a woman entrepreneur need to take giant step and then keep on running the marathon" In the past few decades women have taken a swift in every field that one couldn't imagine. They have come a long way being known as just 'homemakers' to 'career-oriented' women. Studies have revealed that more than seven million families today are relying only on the income of women for survival. Women have held highest positions in very big MNC's and also have served with dignity and success. They have shown their determination in all the challenging professions and have achieved the results which have surprised this whole world. Before the 20th century, women operated businesses as a way of supplementing income. In many cases, they were trying to eliminate poverty or were replacing the revenue for the family from the loss of her life partner, but today, when businesses are facing a severe crisis in entrepreneurial talent, if women don't play a meaningful role in business, and then half of the country's potential talent cluster will remain under-utilized.

Introduction

Entrepreneurship amongst women has been a recent concern. Women entrepreneurs may be defined as the women or group of women who initiate, organize and co-operate a business enterprise. The government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital, and giving at least 51% of employment generated in the enterprise to women.

Women have equal opportunities and rights as men, these days greater significance is being credited to women entrepreneurs as a part of

policy by government and other agencies. In such a situation, it is essential to identify suitable technology which will enable the woman to play her role as an effective entrepreneur without disturbing her priorities.

Women represent 50% of world's population and account for two third of total working hours. They received about ten percent of the world's income and own less than one percent of the world's assets. A strong desire to do something positive is an inherent quality of entrepreneurial women, who is competent of contributing standards in both family and social life.