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A STUDY ON WOMEN ENTREPRENEURS IN INDIA

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Abstract

entrepreneurship is both about women's position in society and the role of entrepreneurship in the same
women are faced with specific obstacles (such as family responsibilities) that have to be overcome in order
them access to the same opportunities as men. Also, in some countries, women may experience obstacles
preconnected to holding property and entering contracts. Increased participation of women in the labour force is a
step for improving the position of women in society and self-employed women. The report finds that women
entrepreneurs play an important role in the entrepreneurial economy, both in their ability to create jobs for themselves
and for creating jobs for others.

Keywords: women entrepreneurs, empowerment

Introduction

The role of women in social, economic and political
development is now on the increase with the spread
of gender and new awareness, women entrepreneurs
are up to balance the dual role, that is family
and entrepreneurial. Now the Indian constitution
 assures equal opportunity removing all
discrimination based on gender. No country can achieve
economic development without adequately investing in and
developing the capabilities of women. In the interest of
economic development is necessary to facilitate their
participation. In many developing countries, including
India, women have much less access to education, jobs,
and power than men. Even after five and half
times of planned development Indian women have not
reached the expected successes in the main stream of life.
There is a need to strengthen and streamline the role of
women in the various sectors.

Nature of women entrepreneurs

There is no agreement among researchers with regard
to the differences in the characteristics of male and
female entrepreneurs. Some groups of researchers agree
that there are no differences. But some others state
differences. For example Green & Cohen (1995) stated,
"An entrepreneur is an entrepreneur is an entrepreneur," and it should not matter what size, shape, colour, or
sex the entrepreneur might be. If so, good research on
the entrepreneur should generate theory applicable to all.
While research shows similarities in the personal
demographics of men and women entrepreneurs, there
are differences in business and industry choices,
financing strategies, growth patterns, and governance
structures of female led ventures.

These differences provide compelling reasons to study
female entrepreneurship – looking specifically at women
founders, their ventures, and their entrepreneurial
behaviors as a unique subset of entrepreneurship. Just
as we have found that clinical trials conducted on all-
male population do not necessarily provide accurate
information about the diagnosis or treatment of female
patients, we see that scholarly research focused only
on 15 male entrepreneurial ventures leaves many
questions unanswered for their female counterparts.
Some argue that it is important to look at female
entrepreneurs who, though they share many
characteristics with their male colleagues, are unique
in many aspects. Observable differences in their
enterprises reflect underlying differences in their
motivations and goals, preparation, organization,
strategic orientation, and access to resources.