

WOMEN ENTREPRENEURSHIP

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Introduction

Women entrepreneurs may be defined as a “Woman or a group of women who initiate, organize and run a business enterprise”. For the economic growth of the nation, women should be encouraged to make their share of economic contribution towards the country. One way of achieving this is by making women come out and become entrepreneurs. In the traditional society, they were confined to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts of activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3“P”s namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc.

SUCCESSFUL LEADING BUSINESS WOMEN IN INDIA

The 21st leading business women in India:-

- ▶ Akhila srinivasan, Managing Director , Shriram Investments Ltd.
 - ▶ Chanda Kocchar, Executive Director, ICICI Bank
 - ▶ Ekta Kapoor, Creative Director, balaji Telefilms Ltd
 - ▶ Jyoti Naik, President, Lijjat Papad.
 - ▶ Kiran Mazumdar Shaw, Chairman & Managing director, Biocon Ltd.
 - ▶ Lalita D.Gupte, JMD , ICICI Bank..
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Opportunities to Women Entrepreneurs

- ▶ Ice cream
 - ▶ Processing of fruits and vegetables
 - ▶ Cold drinks
 - ▶ Traditional medicine preparations
 - ▶ Papads
 - ▶ Pickles
 - ▶ Readymade garments
 - ▶ Food industry
 - ▶ Paying Guest centre
 - ▶ Beauty parlours
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- ❑ Recreation centres for old people
 - ❑ STD booths , Cyber cafes
 - ❑ Quality testing, quality control laboratories
 - ❑ Travel and Tourism
 - ❑ Poster and indoor plant library
 - ❑ Nutrition clubs in schools and offices
 - ❑ Photography, video shooting
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- ▶ Toys
 - ▶ Mini laundry
 - ▶ Typing centres , Xerox
 - ▶ Community Catering centr
 - ▶ Sub assemblies of electronic products
 - ▶ Health clubs
 - ▶ Yoga centres
 - ▶ Computer training centres
 - ▶ Trading in computer stationary
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- ▶ Instant food products
 - ▶ Training and Coaching classes
 - ▶ Baby sitting centres
 - ▶ Nursery classes
 - ▶ Manufacturing of Leather goods
 - ▶ Basket making
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PROBLEMS FACED BY INDIAN WOMEN ENTREPRENEURS

- Family ties
 - Male dominated society
 - Lack of education
 - Social barriers
 - Shortage of raw materials
 - Problem of finance
 - Tough competitions
 - Limited mobility
 - Lack of entrepreneurial aptitude
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- Legal formalities
 - Exploitation by middle men
 - Lack of self confidence
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Conclusion

Women have the potential the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress.

Thank you

