

WOMEN EMPOWERMENT AND RURAL DEVELOPMENT IN INDIA




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Role of Women Entrepreneurship in India

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Women entrepreneurship has been a neglected domain in the past, but with the spread of education and awareness among the women the picture has been changed and the women have emerged as today's most memorable and inspirational entrepreneurs. It is said that family is a chariot whose wheels are driven by both the male and female members of the family. If one of the wheels is lagging behind, the chariot i.e. the family will not be able to grow and develop and cannot move forward. In the same way, when we speak about a nation, the Women entrepreneurship plays a dominant role in the economic development and makes significant contributions to the economic growth of the country. The development of the country would be very slow if the women entrepreneurship is ignored and stopped to join the main stream of productive activities.

Women are generally perceived as home makers with little to do with economy or commerce. Though women have lower work participation rates in entrepreneurship than men, they generally choose to start and manage firms in different industries than men tend to do. The transition from homemaker to sophisticated business woman is not that easy. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises. Women across India are showing an interest to be economically independent. They are willing to be inspired by role models- such as Indra Nooyi, Chief Executive, Pepsi Co. or Ekta Kapoor, Creative Director-Balaji Telefilms.

The Indian women are no more treated as beautiful showpieces. They have carved a niche for themselves in the male dominated world. Indian women well manage both burden of work in household front and meet the deadlines at the work place. Gender equality and economic development go hand in hand. Though the entrepreneurial process is the same for men and women, there are, however, many problems faced by women in practice, which are of different dimensions and magnitudes and which prevent them from realizing their full potential as entrepreneurs.

This paper unfolds the significance of women entrepreneurship, entrepreneurial activities and also focuses on the role of women entrepreneurs in the Indian economy and also women entrepreneurship with the entrepreneurial traits and skills. This will enable the women to adapt with the changing trends in both the domestic and global markets and build up competencies enough to sustain and strive for excellence.