

"WOMEN ENTREPRENEURS IN INDIA-WITH SPECIAL REFERENCE TO BANGALORE CITY-A SOCIOLOGICAL STUDY"

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SUGGESTION

Right efforts from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Entrepreneurship basically implies being in control of one's life and activities and women entrepreneurs need to be given confidence, independence, and mobility to come out of their paradoxes. The following measures are suggested to empower the women to seize various opportunities and face challenges in business.

- ▶ There should be a continuous attempt to inspire, encourage, motivate and co-operate for women entrepreneurs.
- ▶ An Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
- ▶ Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improve their over-all personality standards. Special in college and university to gain the knowledge about the business.
- ▶ Organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit

planning, maintaining books of accounts and other skills. This will encourage women to undertake business.

- ▶ Vocational training to be extended to women community that enables them to understand the production process and production management.
- ▶ Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
- ▶ Educational institutes should tie up with various government and non-government agencies to assist in entrepreneurship development mainly to plan business projects.
- ▶ International, National, Local trade fairs, Industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.
- ▶ Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- ▶ Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- ▶ The weaker section could raise funds through various schemes and incentives provided by the government to develop entrepreneurs in the

state. E.g. the Prime ministers Rozgar Yojana, The Khadi and Rural village industries scheme, etc.

- In the initial stages women entrepreneurs may face problems but they must persevere, believe in themselves and not give up mid way.
- Attempts by various NGO's and government organizations to spread information about policies, plans and strategies on the development of women in the field of industry, trade and commerce. Women entrepreneurs should utilize the various schemes provided by the Government.
- Women should try to upgrade themselves in the changing times by adapting the latest technology benefits. Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management. This can facilitate women to excel in decision making process and develop a good business network.
- Self help groups of women entrepreneurs to mobilize resources and pooling capital funds, in order to help the women in the field of industry, trade and commerce can also play a positive role to solve this problem.
- Women's entrepreneurship must be examined both at the individual level (i.e. the choice of becoming self-employed) and at the firm level

(the performance of women owned and managed firms) in order to fully understand the differences between men's and women's entrepreneurship.

- To establish all India forums to discuss the problems, grievances, issues, and filing complaints against constraints or shortcomings towards the economic progress path of women entrepreneurs and giving suitable decisions in the favor of women entrepreneurs and taking strict stand against the policies or strategies that obstruct the path of economic development of such group of women entrepreneurs.

Thus by adopting the following aforesaid measures in letter and spirit the problems associated with women can be solved. Entrepreneurship is not a bed of roses to women. Women participation in many kinds of economic activities to complement to their family income, their participation in no way reduces their family duties. The task of women has become more tedious and full of challenges. Let us all make efforts to help women rediscover her.

If we see the present business and entrepreneurship trend throughout the world, we can notice that the percentage or ratio of women entrepreneurs is growing tremendously. This is a good indicator as if the afore said condition prevails through a long period of time the number of women entrepreneurs will just double and even in certain sectors of economy it may triple in the coming 5-7 years. The emergence as well as development of women entrepreneurs is

quite visible in India and their over-all contribution to Indian economy is also very significant.

The occupational structure and the enterprises are undergoing a drastic change. IT and the Internet revolutionize the very method of doing business. New types of enterprises are created, and there are new requirements as regards the organization of work, qualifications and management. For example in Denmark, Entrepreneurial culture is undergoing a positive development. The Government wants this trend to continue. Therefore the Government's industrial policy strategy *.dk 21* contains a series of political initiatives to foster the entrepreneurial culture and to improve the framework of provisions for all entrepreneurs, especially the women group of entrepreneurs.

Several of the initiatives are especially useful for women entrepreneurs' improvement of the entrepreneurial culture, regional contact points and entrepreneur networks as well as more ready access to financing, especially to small loans. These initiatives are to be further adjusted to appeal to women entrepreneurs. All this is providing immense confidence in the women entrepreneurs and enabling them to exercise their skills, risk taking abilities, uncertainty bearing attitude while working in an enterprise. To inspire confidence and to sell one's idea is the policy.