

Promoting Women Entrepreneurship in India- Opportunities and Challenges

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Entrepreneur is a catalytic agent of change. Women Entrepreneur may be define as the women who commence and operate a business venture. It is an essential part of human resource and economic development of both developed and developing countries. The G.O.I. has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs are growing as designers, interior decorators, exporters, publishers and still exploring new avenues of economic participation. Significant schemes in India introduced for women for providing special are :Trade related entrepreneurship assistance and development scheme for women (TREAD) , Micro and Small Enterprises Cluster Development Programme (MSE-CDP) , Entrepreneurial Development programme (EDPs) , Indira Mahila Yojana , Mahila Samiti Yojana . For women, it is an opportunity to develop self identity in order to achieve independence and flexibility . By doing so they can balance work , family and can make optimum use of their technical education. But promoting women entrepreneurship inculcates many hurdles like male members think it a big risk financing the ventures run by women. They have to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products. Lack of self-confidence, will-power, strong mental outlook and optimistic attitude amongst women creates a fear from committing mistakes while doing their piece of work. The family members and the society are reluctant to stand beside their entrepreneurial growth. Some of the successful Indian women entrepreneurs are Indra Nooyi (CEO), Pepsico, Neelam Dhawan (M.D)Microsoft India, Ekta Kapoor ,Creative Director of Balaji Telefilms. Therefore ,promoting entrepreneurship among Indian women is certainly a short-cut to rapid economic growth and development—”When women moves forward, the family moves the village moves and the nation moves” - Pandit Jawaharlal Nehru.

This research paper has been carried out to find out opportunities and challenges for women empowerment in India as the job seekers are turning into job creators.