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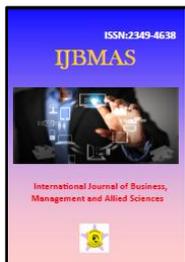
A STUDY ON WOMEN'S ENTREPRENEURIAL PERFORMANCE

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ABSTRACT

All over the globe the business world has recognised that entrepreneurship is the ultimate remedy to overcome all types of business and market confront. Developing countries are definitely in need of the hands of women entrepreneurs who are willing to take up business and contribute to nation's growth and also to exploit the unexplored dimensions of business endeavours which in turn can lead to a tremendous social change. It can be argued that every woman naturally possess the entrepreneurial qualities as she manages, organises and taking responsibility of her dwelling and work. This study helps us to explore the major factors which contribute for women entrepreneurial behaviour.

Keywords: Women Entrepreneurs, business endeavours

Introduction

In our custom at some point in early times women's had been focussed to concentrate only in household works whereas now they get involved in generating income for themselves and for the family which contribute in community growth and women independency. Women's of at this time are not only involved in income generating as an employee but they extremely show interest and participation in entrepreneurial activities not barely for their economic survival but also as a approach to create positive social impact for themselves and also for the social environmental upbringing (UNIDO, 2001).Women entrepreneurship as taken a lead by exhibiting the entrepreneurial behaviour in the society.

Women entrepreneur status

Women's status in India has changed as a result of increased industrialisation and urbanization, convulsive mobility and business regulation. The Government has stressed the need for special and unique entrepreneurial training courses to enable women to start their own start-ups. Financial institutions and banks have also set up separate cells to help and support women entrepreneurs, but in recent years women entrepreneurs have boomerang on the economic scene, although many women entrepreneurship companies have remained relatively a much deprived field.

Regardless of the shared characteristics, gender-based discrepancy have been found to influence equally business start-up and performance (e.g. Greene et al., 2003; Loscocco and Leicht1993; Lerner and Almor 2002). Merely about one fifth of women were drawn to entrepreneurship by pull" factors, for instance, the call for for a challenge, the push to try rather on their own and to be autonomous and to be evidence for others that they are competent of doing well in business (Das DJ, 2000).

Education and woman entrepreneurship

Educated female entrepreneurs will have better job prospects in their lives, which are being highly paid, reducing their involvement in entrepreneurship (Tambunan, 2009). Highly skilled women should not only focus on earning money by working for better jobs, but should also reflect on independence and economic growth by moving towards entrepreneurship.

One of the challenges in research on women entrepreneurs in developing countries is that they benefit from a remarkably low level of education and skills training. This, combined with a lack of career counselling, generally still seems to restrict their access to different personally and professionally offered support services, including business construction services and business growth information. Kitching and Woldie, (2004); Davis, (2010). Entrepreneurship training and education enables women to recognise and seize entrepreneurial opportunities and to be enhanced by knowledge.

Network Access

According to Williams (1997), women are more likely to have smaller networks made up of strongholds and to actually spend short amount of time on networking. As a result of domestic obligations, women eventually end up restricted to their homes and have little time to establish network connections in direct comparison to their male counterparts.

Family commitments

Marriage or familial obligations may affect the decision of women to become an entrepreneur. Perhaps they just have less time to spare in their business. In general, woman entrepreneurs encounter more work- family conflicts than those of male entrepreneurs (Chotkan 2009).

Demand for women entrepreneurship

As per the quotes of Pundit Jawaharlal Nehru "When women move forward, family moves and the village moves and the nation moves." Despite the fact that there are quite a lot of factors contributing to the coming out of women as entrepreneurs, the persistent and coordinated effort from all extent would pave the way for the women moving into entrepreneurial action thus contributing to the social and economic development of the associates of the family and thus getting hold of equality and equivalent importance for themselves.

Motivations of women entrepreneurship

The entrepreneurial objectives of women are comparatively more precise. Women are directed largely by female motives, such as the aspiration to balance work and family, and to contain more flexible work schedules . Hughes (2006). Women may moreover be involved to business because of job discontent or difficulty in attaining employment (Stoner and Fry 1982). Women experience more involved in entrepreneurship once they witness their business grow, autonomy and meeting better challenges; Hountondji and Beaudoin (2003).

Measures to improve women entrepreneurship

Women of the current time must be brought to the attention of their unique identity and their participation to the country's economic growth and development. The course curriculum should be

constructed in such a way that imparts the relatively simple theoretical knowledge together with its practical implications and helps to instill the skills that are needed to be an entrepreneur. Government should also play a significant role through establishing policies and plans that promote opportunities for entrepreneurship.

Implications of the study

Government schemes have not been properly conveyed to the intended audience, so the reforms used to ensure that all relevant information is communicated out through the right networks and to the right people need to be reworked. Women can easily become entrepreneurs in unprecedented areas with the help of networks. Almost all the correspondents pointed out that the support of family and friends is very important, especially the roles of spouses, that many have recognized.

Conclusion

The progress of women entrepreneurship is an integral precondition for the development of the country and society as a whole. Growth of an economy is possible only through entrepreneurship. This growth should be collective by both male and female entrepreneurs, irrespective of the dissimilarity. Women require, a great extent of assistance and encouragement in the sphere of doings, at all levels from home and in society and from governmental organisations for effectual enterprise executive

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