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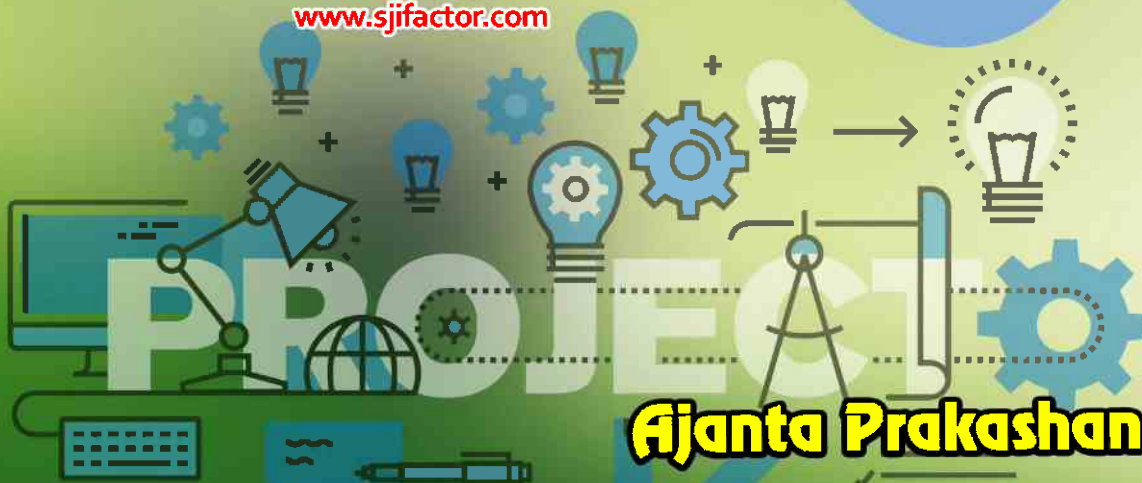
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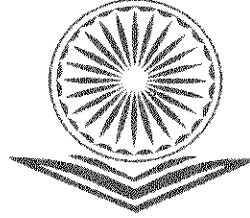
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1. A Study on Challenges Faced by Rural Women Entrepreneurs

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Abstract

According to Ahmad and et al (2011), a woman entrepreneur is a woman who has started a business and is actively involved in its management, owns at least 50% of the company, and has been in business for at least one year. In practically every sector of the economy, women-entrepreneurs have had a significant impact. In India, women's "entrepreneurship," particularly in the official sector, which accounts for fewer than 5% of all enterprises, is extremely limited. Entrepreneurship is a mindset that every woman possesses, but it has not received the attention it deserves in India. Previously, women were seen to be weaker members of society who were incapable of leading. However, as a result of recent changes in the socioeconomic and political environment, people have begun to recognize women's leadership roles in our society, and women empowerment has become the buzzword for assuring long-term economic growth. Self-Help Groups (SHGs) are regarded as an institutional innovation in India that promotes the empowerment of economically and socially disadvantaged women. Rural women participate in various micro-enterprises through various SHGs, allowing them to become economically self-sufficient. Despite this, these women confront numerous hurdles, and the study was conducted to investigate the issues that rural women entrepreneurs face. Women's data was gathered using the interview approach. An attempt was made to determine the most significant obstacles experienced by the participants based on the data obtained.

Keywords - Women Entrepreneurs, Challenges, Empowerment Business Strategies

Objective

1. To identify the issues that women face when starting a business.
2. To research the growth of female entrepreneurs.

Introduction

The act of starting a new firm or revitalising an existing one in order to take advantage of fresh prospects is referred to as entrepreneurship. Entrepreneurs are the people who turn ideas into action, and they are widely regarded as important contributors to the country's economic progress. From Tata to Biocom, India's economic development is owed to a significant number of entrepreneurs. The economic, social, religious, cultural, and psychological aspects that influence the formation of female entrepreneurs in a culture are all important. An entrepreneur is defined as a person who can scan and recognize opportunities in his or her environment, assemble the resources needed to take advantage of those opportunities, then put those resources into action successfully. As a result, entrepreneurs shape the economy through creating new money and jobs, as well as developing new products and services.

Literature Review

A review of many articles and papers collected from various journals has been done on the aforesaid elements of the rural women entrepreneur, i.e. obstacles and benefits.

Davis (2011) investigated information based on the needs of women entrepreneurs in terms of service areas and delivery techniques. They also looked at the differences between entrepreneurs in cities and those in rural areas. For the study, data was gathered from both primary and secondary sources. The study discovered that women entrepreneurs require training in order to advance in the service delivery and service areas. In addition, they discovered that rural women entrepreneurs were uneducated or had less education than urban women entrepreneurs.

The challenges and problems faced by rural women entrepreneurs were investigated by Jayakumar and Kannan (2014). The research was based on secondary information. The lack of technical skills and knowledge, family duties, illiteracy, and low risk carrying ability were determined to be the top challenges faced by rural women, according to the survey.

Main Content**Women entrepreneur**

According to Ahmad, Xarier, Perumal, and nor (2011), are women who started a business, are actively involved in its management, own at least 50% of the company, and have been in business for at least one year.

Women entrepreneurs, according to the Indian government, are people who own and run a business in which women have a minimum financial investment of 51 percent of the capital and provide at least 51 percent of the jobs (Ali Ashraf, 2012) 3. Women entrepreneurs were born as a result of increasing globalization, the impact of technology, media, global social, economic, and political crosscurrents, and unforeseen and unanticipated events around the world. Encouragement of women to become entrepreneurs is thought to be an effective method for women's economic empowerment. Women entrepreneurs are making an impact around the world, according to the Common Wealth Secretariat (2002). They bring a wealth of ideas, as well as a lot of energy and capital, to their communities, and they create jobs as well as additional work for suppliers and business partnerships. Women entrepreneurs, according to Siwadi and Mhangami (2011), contribute to economic development and are becoming more apparent in developing country local economies. Over the last three decades, promoting women's economic and political empowerment has gotten a lot more attention (Yeshiareg Defene, 2007).

Status of Women Entrepreneurs in India

Since mid-1991, the Indian economy has seen significant transformations as a result of new policies.

The Indian government initiated economic liberalisation, globalisation, and privatisation. Until the 1990s, most women entrepreneurs worked in the unorganised sector, such as agriculture, agro-based businesses, handicrafts, handloom, and cottage industries. Women's standing in India has changed considerably since 1991 as a result of increasing industrialisation and urbanisation, as well as social regulations. Despite all of the social obstacles, India is brimming with female entrepreneur success stories. They are acknowledged for their achievements in their particular fields and stand out from the crowd. The alteration of Indian society's social fabric, in terms of women's greater educational status and diverse desires for a better life, ushered in a new era. Indian women's lifestyles have changed as a result of their higher educational level and different ambitions for a better existence in Indian culture. Women's economic standing is now widely regarded as a barometer of India's economic development.

Factors Motivating Rural Women Entrepreneurs

Various internal and external factors, according to R. A. Sharma (1980), motivate a person to become an entrepreneur. Ambition factors, compelling factors, and facilitating factors are the three types of factors. In addition to them, economic independence, economic interest, and political independence are also important considerations. Other significant drivers driving female entrepreneurship include possibilities and necessities, use of idle cash, market potential, familial background⁴ (Jesurajan and Gnanadhas 2011), self-determination, expectation for recognition, self-esteem, and career ambition.

Women sometimes pursue such a job route in order to realise their inner potential and caliber, and therefore to obtain self-satisfaction.

India is a rapidly developing country with a severe and persistent unemployment problem. As a result, women's exceptional entrepreneurial skills must be fully exploited, resulting in rewarding employment and contributions to the kingdom's social and economic development. Many of those packages have failed to reach their intended recipients, specifically, capable women marketers, on time, and have thus failed to empower them. The high cost of illiteracy among women is one of the key causes of any such predicament. Marketers who are female inadequate economic resources and working capital are a persistent problem. The majority of female entrepreneurs fail owing to a lack of appropriate financing options, as finance is the lifeblood of every business. Activities of a business without the assistance and support of others, a female entrepreneur cannot be successful. Participation of family member's approval

Research Methodology

The study focuses on a broad examination of secondary data gathered from a variety of sources, including books, national and international journals, and articles from a variety of websites, all of which are devoted to various elements of women's entrepreneurship.

India's Women Entrepreneurship Challenges and Problems

Despite the fact that women's entrepreneurship and the establishment of women-owned company networks are on the rise, there are still hurdles and barriers that female entrepreneurs must overcome. One of the most important challenges that many female marketers confront is the impact that traditional gender roles may still have on women. Female entrepreneurs face a variety of challenges in running their businesses.

1. Financial Issues

For women, raising funds is a significant undertaking. Women do not own or own any property or securities in their own names, and they rely on others. Probably, women rely on males in some way, whether physically, monetarily, or morally. They must rely on their own money as well as little loans from friends, spouses, and children.

2. Dominance by Men

Women's lives are dominated by men in both their families and their businesses. Women still need permission from men before participating in any sport; if this is not taken into account, women may not have the same rights as men.

Modes

3. Technology Governance

Technology governance is important position to growth and improvement within the evolving Procedures and politics of presidency (centre and kingdom), private institutions, media, non-Governmental institutions and society in India. In India women training is still no longer given to Ladies's that will't able utilize generation nicely.

4. Lack of Infrastructure Development

India calls for more and more infrastructure facilities like raw materials, finance and many Others... ladies may not having enough infrastructure centers to begin and expand an business Enterprise. The New Development Bank, Asian Infrastructure Investment Bank and Asian Development Bank provide extra sources in the direction of infrastructure and sustainable Improvement in the united states of America.

5. Technology Management

Technology governance plays an essential role in the evolving procedures and politics of the government (national and local), business institutions, the media, and non-governmental organisations (NGOs). Governmental institutions and society in India. Women in India are still not offered training women who aren't able to make good use of technology.

6. Low Possibility for Hazard Bearing

Women are obviously to keep away from the threat from their youth, their mother and father make decisions for them and after marriage, her spouse takes over the decisions she needs to make be carried out As a result, they are unable to take any kind of threat in her life the majority of the time as well as her company.

7. Recognition by Others

Because women marketers are undervalued in society, society does not place a high value on them. Society considers women to be the ones who do the most basic housework, such as cooking, washing, as well as caring for her family and group of relatives.

8. Religion

Due to religious conventions, several religions do not provide precedence to women.

9. Marketing

Women are unable to fully advertise their products and services to men. A girl does not travel every day or as frequently as a man, thus she does not cover the entire market.

The Government's Role in the Development of Women Entrepreneurs

Because women's engagement in entrepreneurship isn't always possible, the growth and development of women entrepreneurs have to be encouraged. As a result, a nice environment must be developed in order for women to participate actively in entrepreneurial sports. Government, non-government, promotional, and regulatory entities all need to step up and play a supportive role in promoting women entrepreneurs in India. The Indian government has also created a number of education and development as well as job generation programmes for women who want to start their own businesses.

1. The Seventh Five-Year Plan's Actions

The government introduced a specific chapter on "Women's Integration in Development" to the 7th five-year plan, with the following concept:

I the institution to which you want to send your proposal

- i. In all of the United States' major development programmes, the 7th five-year plan recommended women as a specific target group.
- ii. Establishing education centres: This five-year plan is designed to offer women with training facilities that are tailored to their evolving requirements and abilities.
- iii. Developing new equipment: The government makes efforts to improve efficiency and productivity by using appropriate technology, equipment, and procedures.
- iv. Promoting assistance: It was suggested that specific assistance be provided for marketing the commodities produced by female entrepreneurs.

2. Government actions over the course of the Eighth Five-Year Plan

The Indian government designed specific packages to boost employment and profit-generating activities.

Women's sports in remote places. During the Eighty-Five Year, the following plans are introduced.

Plan The Prime Minister Rojgar Yojana and EDPs were given out to help people develop entrepreneurial skills. Among women in rural areas The 'Women In Agriculture' programme was created to provide training to women farmers with small and medium-sized farms Agricultural and related sports assets on the fringes Increasing the number of job opportunities for women KVIC took extra precautions in Far-flung locales Women's co-operatives have been established to assist women in agro-based businesses. Dairy farming, poultry, animal husbandry, horticulture, and other related sectors are examples. With The government's total financial backing Several additional systems exist, such as

Training Programmes

The following training schemes mainly for the self employment of women are added by authorities

- i. Support for Training and Employment Programme of Women (STEP).
- ii. Development of Women and Children in Rural Areas (DWCRA).
- iii. Small Industry Service Institutes (SISIs)
- iv. State Financial Corporations
- v. National Small Industries Corporations
- vi. District Industrial Center (DICs)

Suggestion

1. To fight poverty and social discrimination in india the critical place of women in society needs to be accepted and supported by the society, family and women itself.
2. Social sensitization programmes should be initiated by government and NGO's through SHGs to change the mindset of the family members and spouses towards these entrepreneurs.
3. Family members should be sensitized and motivated to accept the changing role of women entrepreneurs at home and to extend their support in handling multiple responsibilities

4. Women entrepreneurs need to be provided with capacity building programmes for Enhancing their self confidence and life skills. Technical training programmes in Functional areas like finance, literacy, book keeping, logistics, and marketing, production and Managerial skills.
5. Production and marketing being one of the key issues, women entrepreneurs should be provided with adequate training programmes so that they will be able to withstand the Challenges posed by big and organized sectors.
6. 6)government should Support and guide women entrepreneurs with respect to Research And Development and should provide them with adequate and up to date information About technological changes and about the changing government policies, programmes, Schemes and concessions so that they can avail these facilities and to keep themselves Abreast with technological and environmental changes

Conclusion

It clearly demonstrates that we are now in the twenty-first century, and women's participation in all sectors, particularly in the field of entrepreneurship, is increasing at a rapid rate. The same opportunity is being developed by Indian charter in all locations, the same opportunity is being developed by Indian charter in all locations, and the same opportunity is being.

Political involvement rights, as well as rights to education and work. Women are in charge. Women make up 48 percent of the Indian population, but just a handful are executed in our country, therefore the authorities are concerned. Entrepreneurial attention, orientation, and skill-improvement programmes are required. Women. This study clearly demonstrates that women are excellent marketers who prefer to work alone. Choose a family that allows you to maintain a healthy balance between family and business. Even Notwithstanding the fact that

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2. A Study on Role of it Sector in Entrepreneurship Management

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Abstract

Information technology drives invention and invention is the path to business success. Business innovation has the same impact that brume had on the artificial revolution. Currently, the formula for business success is simple to drive invention with information technology. So, the first thing startups in any assiduity try to figure out is how to make smart IT retaining choices. Without a backbone of information technology, a business isn't going to go far. In today's world of data technology, Computers, IT systems, and also the net has become essential for several of our everyday tasks. Therefore, having an online presence has become necessary to remain competitive within the business. the utilization of business code has conjointly become necessary to confirm that you simply square measure competitive with the globe.

Keywords - Business sector, Information technology, Business relationships.

Introduction

The research presented in this paper aims to clarify the part played by entrepreneurs' social networks in knowledge-ferocious diligence through the creation and early growth of companies in the IT sector. In this paper, we will concentrate on the software sector, and more specifically on the companies that produce software for telecommunications. Since large software houses are diversified, we've extended our study to the entire sector, banning transnational companies.

IT companies are much less dependent on new scientific improvements than, in the case, biotechnology companies. To succeed they depend on technological expertise, the capability to discover openings and produce innovative products, bias, and results, and professional chops. Entrepreneurs' social networks are pivotal to business founding and first stages performance, and

their main part is to pierce and rally technological knowledge, operation knowledge, and information on request openings and backing sources as well as professed workers. Then, the - mobility of professed workers between companies is most applicable and spin-offs generally appear from peremptory companies, although many successful cases are academic spin-offs.

Objectives

- To understand the importance of the IT sector in the business world.
- The study of the relationship between information technology and entrepreneurship management.

Research Methodology

A research methodology is a set of specific procedures or methods for identifying, selecting, processing, and analyzing information about a topic. This section of the research paper provides the reader with an opportunity to evaluate the study's validity and reliability in general. This research is a systematic review of “ Role Of IT Sector In Entrepreneurship Management”. Data can be categorized into two categories: Primary and Secondary. primary as well as secondary data was used to collect the information for this study.

The tool we have used for primary data collection is a questionnaire with 25 respondents. Secondary information was collected through websites and URLs.

The Importance of Information Technology in Business Relationships

The social interaction of a commercial partnership can be measured by how frequently employees from both firms meet or how well the parties are acquainted. It is proposed that the impact on social interaction patterns carried out without the use of information technology may be modified based on the extent to which information technology is used for various exchanges. One argument that could be made in theorizing about the impact of information technology on business relationships is that the number of meetings, or the need for meetings, will decrease as technology handles a large portion of information exchanges, i.e. it replaces some of the personal information exchange.

The question is whether the demand for face-to-face meetings lessens as information technology usage rises. This would imply enhanced meeting efficiency, as information technology replaces other forms of communication for various types of exchanges. On the other hand, if the technology is difficult to use or the objective of its usage is not to make information exchange more effective by reducing the need for meetings, the use of information technology

may necessitate additional meetings. Only speculation can be made as to why the use of information technology in business connections would reduce or increase the requirement for personal meetings.

Our economy is being swept by the information revolution. It has an impact on every company. The cost of obtaining, processing, and delivering information is dramatically decreasing, which is transforming the way we do business. This article explains and differentiates the impact of IT on internal and corporate strategies in small and medium businesses. The information revolution is sweeping the world, and it's transforming the way we do business. Many businesses in our economy are affected; no business is immune. The industry has no choice but to use some type of information technology to remain both inventive and on the leading edge of competitive advantage due to dramatic reductions in the cost of achieving, processing, and sending.

View of Information Technology's Relationship to Business. When it comes to Information Technology, there are two key concepts or principles that may be efficiently implemented and utilized within an organization to assist the organization to prosper.

- Keep IT simple
- Link information technology solutions to overall business strategy

Maintaining a focus on an organization's entire goals and mission while considering information technology allows management to make proper investments, cut costs, and create value.

Reengineering Business Processes

Business process reengineering (BPR), sometimes known as reengineering, is one of the most prevalent competitive tactics today. Reengineering is the process of fundamentally rethinking and radical redesigning corporate processes to achieve drastic cost, quality, speed, and service improvements. BPR combines a strategy of encouraging business innovation with a strategy of making significant improvements to business processes for a company to become a far more powerful and successful competitor in the marketplace.

Information System and Technology Capabilities

Design, build and test the new prototype: A prototype is tested before any new product is released. A failure at the testing stage should never be repeated on a wider scale.

BPR projects fail for a variety of reasons, but one of the most common is an unwillingness to identify and accept any constraints during the testing stage. The management's attitude toward the new style of working, as well as the employees' outlook on the change, should be thoroughly evaluated, among other things.

Business process reengineering is a major change initiative that cannot be undone if it fails the first time. It is frequently a high-risk activity that requires financial investment and the risk of demotivated individuals. It is critical to have buy-in from top management down, as well as a broad functional scope.

Suggestions

Competitive strategies can be developed to help firms address these competitive forces. Depending on how IT impacts a company's products, services, and operations, it may change its relationships with its suppliers. These strategies can be applied for the smooth run of the company

1. Dramatically cut costs
2. Improve the quality and customer service
3. Develop innovative products for new markets

Conclusion

Information technology will modify the manner businesses view. For this reason, you ought to read info systems strategically, that is, as important competitive networks, as a method of structure renewal, Associate in Nursing as a necessary investment in technologies that facilitate an enterprise bringing home the bacon its strategic objectives. The proof conjointly suggests that turning investment in ICT into higher productivity isn't easy. It usually needs complementary investments and changes, e.g. in human capital, structure modification, and innovation. Moreover, ICT-related changes are a part of a method of search and experimentation, wherever some companies succeed and grow et al. fail and disappear. Countries with a business setting that allows this method of inventive destruction could also be higher ready to seize advantages from ICT than countries wherever such changes are tougher and slow to occur. As a result, tiny businesses are financing info and communication technologies to expand info systems applications to support their business strategy and thereby establish a competitive advantage supported by the distinctive capability created in their markets. Consequently,

alignment between the Associate in Nursing organization's business strategy and its info systems strategy completely affects business performance.

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3. A Study on Women Entrepreneurship Development in India

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Abstract

Entrepreneurs are vital to every economy. These are the individuals that possess the abilities and initiative required to bring new ideas to market or deliver a service, as well as make the essential decisions to make their ideas lucrative. Because traditions are strongly established in Indian culture, where the sociological and psychological aspects set up have been a male dominated one, educated Indian women must go a long way to gain equal rights and status. Despite all of the societal obstacles, Indian women have stood out from the throng and have been praised for their achievements in various disciplines. These female leaders are confident, persuasive, and risk-takers. With their hard work, determination, and tenacity, they have managed to survive and prosper in this cutthroat battle. The current study was an attempt to raise awareness and comprehend the significance of what women entrepreneurship is and how critical it is to the rational, economic, and social growth of the planet. Women entrepreneurs are the subject of a thorough literature assessment. The important issues confronting Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship, and the perspectives of various parts of society on women entrepreneurship .

Keywords : Women entrepreneurship, success stories, challenges ,economy.

Introduction

Women-owned businesses are still in the minority, and the challenges that women who have chosen to pursue entrepreneurship confront are numerous and frequently distinct from those encountered by their male counterparts. To shed light on some of these inequities, we devised a poll to examine the gender gap as well as provide a statistical summary of the obstacles and issues women experience in achieving prestigious positions. Women's latent entrepreneurial potential has been expanding in tandem with society's growing awareness of their role and

economic standing. Women enter commercial enterprises for a variety of reasons, including business expertise, skill, and compliance. The motivational element behind this emphasises on 'Women Entrepreneur' as a person who chooses a hard task to satisfy her own requirements and turn out to be economically independent. Women are more aware of their own attributes, rights, and job conditions with the emergence of the media. Glass barriers have been breached, and women can now be seen working in every industry from pickles to telecommunications. India is obviously witnessing a shift in terms of women entrepreneurs in this golden age of globalization, digitization, and start-up booms. According to the sixth economic census produced by the Ministry of Statistics and Programme Implementation (MoSPI), women account for around 14% of overall entrepreneurship in India. Women are dabbling in industries that have historically been dominated by men, such as sports media organizations, construction enterprises, and security and detective services.

Objective

- Using an online poll, research the problems encountered by women entrepreneurs.
- Research the roles of women entrepreneurs in the economy; and learn about the various government programmes supporting women entrepreneurs.
- To conduct personal interviews to learn about people's mindsets and to compile a collection of successful tales.

Research Methodology

An online questionnaire was used to collect data in the first step. We devised a set of research-relevant questions and distributed them to the participants so that they could record their responses.

Secondary data was gathered from national and international journals, RBI and NABARD reports, census surveys, newspapers, and publications from numerous websites that focused on various parts of government, with a particular focus on the topic of women entrepreneurship.

Literature Review

- S. Vossenbergh discusses the gender divide and how to bridge it. It primarily emphasises the disparities in promotions. The following two questions are addressed in this paper: Why is there still a gender gap in entrepreneurship? What does the literature say about the best approaches to encourage women to start businesses? This paper argues, from a

feminist perspective, that existing women entrepreneurship promotion initiatives help individual women, but only while the gender bias in the context in which entrepreneurship is rooted is preserved.

- Brush, De Bruin, and Welter created a framework for gender awareness in women's entrepreneurship. Their work builds on a paradigm that articulates the "3Ms" (markets, money, and management) that entrepreneurs need to start and grow businesses. They have also contemplated constructing a "5M" framework to facilitate the study of women's entrepreneurship in its own right through their paper.
- Akehurst, Simarro, and MasTur conducted a study on women entrepreneurs in small service enterprises and produced a report on motives, impediments, and performance. Their study focused on a small number of businesses in a single region of Spain. The report helps to a better knowledge of women's entrepreneurial endeavors and the elements that contribute to their success.

Women Entrepreneurship

Women's entrepreneurship is a multidisciplinary notion that encompasses economic, psychological, social, cultural, and political aspects. In India, women entrepreneurs are becoming more prominent, as is their contribution to the national economy. Women's entrepreneurship has been acknowledged as a key untapped source of economic growth during the previous decade. According to figures from 2010, women in India make up 16.65 percent of the workforce in rural regions and 9.42 percent in urban areas, indicating a lower overall contribution of women to the workforce but a higher percentage of women employees in rural areas, particularly in entrepreneurship.

Women's financial freedom and social standing can both benefit from entrepreneurship. The advancement of women's entrepreneurship allows society to recognise and value their strengths. It strengthens their standing and promotes women's participation in nation-building and economic growth. In practically every country, women-owned businesses are fast-growing economies. The increased understanding of the function and position of economic society has gradually altered women's latent entrepreneurial potential.

The Issues that Women Entrepreneurs Encounter

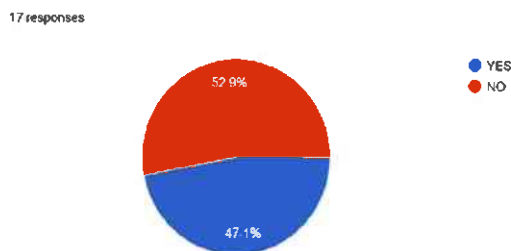
The most difficult challenge faced by women entrepreneurs is obtaining financing to establish a firm, and most family members do not offer either moral or financial support to their

female relatives who want to start their own business despite the fact that they have the necessary qualities. Women entrepreneurs have a tough time managing their working capital since they are unable to provide collateral to get loans from financial institutions. As we all know, working capital is essential to maintain completed products on hand to fulfill market demand, as well as for manufacturing, marketing, and other administrative expenditures.

Women entrepreneurs face difficulties in obtaining raw materials and other key inputs at a low cost and with little discount. The majority of women entrepreneurs are up against stiff competition from organized sectors. They also have to compete with male entrepreneurs who may readily become involved in the promotion and marketing of their products in the organized sector. Problems such as society's attitude toward female entrepreneurs, insufficient opportunities between women and women, and, most importantly, a lack of trust in women are all haunting the entrepreneurs.

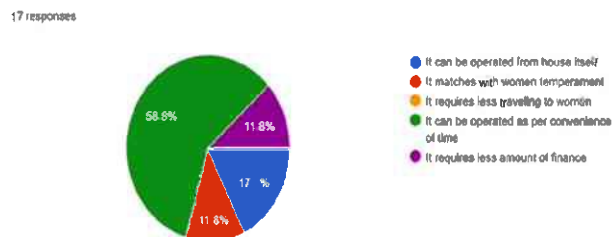
Findings

Q .1 Do You Believe that Women have A Hard Time Advancing to Management and Decision-Making Positions?



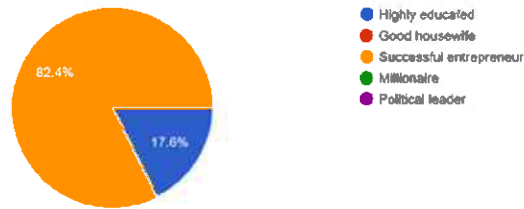
RESULT - Women face challenges in achieving managerial and decision-making positions, according to 52.9 % of people. This is a source of concern in our developing country, where women are working hard to achieve greater heights, yet their efforts are still insufficient due to various circumstances outlined in the following questions

Q. 2 What are the Causes, in Your Opinion, for Increasing Chances for Women Entrepreneurs in the Service Sector?



Q .3 What are the Goals of Women Entrepreneurs in General?

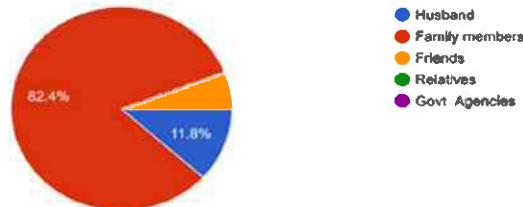
17 responses



RESULT-The majority of women aspire to be successful entrepreneur.

Q .4 What are the driving forces behind launching a business?

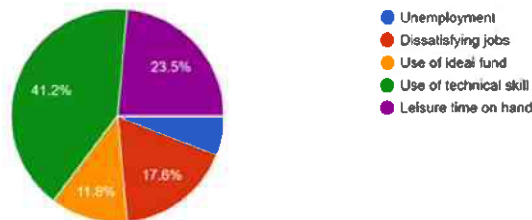
17 responses



RESULT: Family members motivate women to follow the same path the most.

Q .5 What are the Compelling Reasons for Beginning the Business, in Your Opinion?

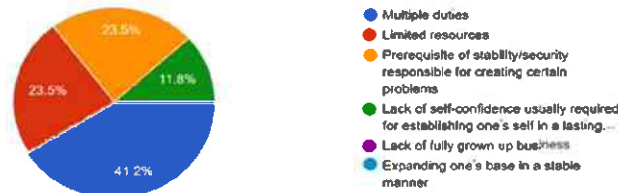
17 responses



RESULT: Women are more likely to become entrepreneurs as a result of dissatisfying jobs.

Q .6 What Obstacles Do Women Entrepreneurs Face in Terms of Professional, Social, And Occupational Mobility?

17 responses



Conclusion

Despite certain constraints, this research was able to communicate to women from many walks of life. Existing entrepreneurs have been inspired by these strategies to push their business talents to new heights. Discussions will undoubtedly boost the number of women in the workforce, as they will be capable of handling tasks as well as men. Personal experiences might inspire women to pursue business as a source of income. Case studies will pique their interest and propel them to previously unimagined heights. The entire goal was to demonstrate that women can contribute to the economy. These creative brains are capable of propelling the economy to heights that even men cannot envisage. Women in India must get up and contribute to the economy.

Suggestions

Ease of access to human rights for both men and women helps to alleviate the challenge that women encounter. Women must have faith in their own judgments and plans of action. The government should boost women's education. The government should simplify paperwork and cumbersome bank. Provide small-scale funding to women who want to establish new businesses. Females in rural regions should be addressed for a survey and made aware of the importance of entrepreneurship, which is a pressing need in rural communities.

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4. A Study on Problems Faced by Womens Entrepreneurs in India

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Abstract

Business venture among ladies, presumably works on the abundance of the country overall and of the family specifically. Ladies today are more able to take up exercises that were once viewed as the protect of men, and have demonstrated that they are underdog to nobody regarding commitment to the development of the economy. Business visionaries are assuming a significant part in the financial improvement of immature country. Ladies' abilities and information, their gifts and capacities in business and a convincing craving of needing to accomplish something positive are a portion of the explanations behind the ladies business visionaries to arrange enterprises. As per World Bank, putting more in business of ladies rather in men prompts more noteworthy advancement of a country. Engaging ladies in business venture prompts break the disparities and lessens the neediness. Business venture assumes a significant part in creating society of a quick agricultural nation like India. These days it has been understood that ambitious ladies have projected innovative gifts which could be bridled in order to change them from the situation of Jobseekers over to Job providers. The public authority has understood the significance of ladies business. Accordingly, it offers an assortment of projects for ladies business visionaries. Despite the fact that the public authority arranges ladies by different affiliations, they are not prepared to embrace the business. When contrasted with men, ladies are less persuaded to begin specialty units because of some undesirable dread, absence of inspiration and sort of exercises.

Keywords - Women Entrepreneurship, Gender and Entrepreneurship, Female Entrepreneurship, New Venture Creation.

Introduction

Women entrepreneurs are those Women who think about a business endeavour, start it, arrange and consolidate elements of creation, work the venture and attempt dangers and handle monetary vulnerability implied in running it. Women entrepreneurship should be shaped appropriately with enterprising characteristics and abilities to meet the progressions in patterns, challenges worldwide business sectors and furthermore be sufficiently equipped to maintain and take a stab at greatness in the pioneering field. Ladies establish 50% of the all out populace of India. Disregarding it, women are as yet lingering behind men in a few perspectives. Throughout the long term, the proficiency pace of ladies and work openings are being expanded huge amounts at a time. Also, of late, they are effectively captivating in a few exercises separated from work. Ladies are including and going into business and setting up various kinds of ventures. The Government of Indian and Andhra Pradesh have been empowering ladies to take up modern foundations. A few monetary organisations are subsidising for foundation of enterprises. Thus, ladies began building up enterprises and working together self and monetary turn of events and coming out with no trouble at all. In India, however ladies have assumed a critical part in the general public, their enterprising capacity has no been appropriately tapped because of the lower status of ladies in the general public. The advancement of Women entrepreneurship venture has turned into a significant part of our arrangement needs. A few approaches and projects are being executed for the improvement of ladies business venture in India. There is a requirement for altering the attitude towards ladies in order to give equivalent freedoms as cherished in the constitution. Today, these undertakings keep on experiencing incalculable issues which block their exhibition and development. A considerable lot of the issues of money, showcasing, creation, appropriation framework actually keep on distressing the MSME area. While some of them are pretty much normal to a wide scope of little endeavours all around the country, others have specific significance to gatherings of little ventures arranged in provincial and in reverse regions

I. Literature Review

Rani (1996) observed that the accessibility of recreation time inspired ladies business people from higher pay classes. In spite of the above mentioned, ladies business visionaries are compelled to take business without a trace of different method for adding to family pay.

Lall and Sahai, (2008), direct a relative appraisal of multi-dimensional issues and difficulties of ladies business venture, and privately-run company. The review recognised Psychographic factors like, level of responsibility, pioneering difficulties and tentative arrangement for development, in view of segment factors. Through separated arbitrary inspecting and comfort testing the information have been gathered from ladies business people working in metropolitan space of Lucknow. The review recognised entrepreneur's attributes as self insight confidence, Entrepreneurial force and functional issue for tentative arrangements for development and extension. The review proposed that however, there has been significant development in number of ladies picking to work in family possessed business however they actually have lower status and face more functional difficulties in running business.

Greene et.al., (2003), assess the exploration and distribution commitment in the space of ladies business venture. The review classified different diary and assets of examination based on specific boundaries worried about ladies business like sexual orientation separation, individual credits, financing difficulties, specialty unit, setting and women's activist points of view

Objectives of the Study

- To comprehend the women entrepreneurship in India.
- To know the issues of women entrepreneurs people in India.

Research Methodology

The current review dependent on broad investigation of optional information gathered from different books, National and International Journals and public and private distributions accessible on different sites and in libraries zeroing in on different parts of Women Entrepreneurship. This examination is likewise a work area concentrate on dependent on secondary information and sites.

- **Reasons for Starting an Enterprise in India**

“When woman moves forward, the family moves, the village moves and the nation moves.” is rightly said by Pandit JawaharLal Nehru. Employment gives status and monetary autonomy to ladies prompting an enabled lady.

Women set up an endeavour because of financial and non-monetary reasons also.

Financial Necessity

In excess of 50% of Indians live underneath destitution line who can scarcely satisfy their essential necessities. The firing up of a pioneering adventure, May it be minuscule unit or

bungalow industry or handiwork, can give an answer and haul them out of neediness. Ladies establish nearly of half of Indian populace and her financial need goes about as a pushing element to dispatch a venture.

Financial need is consistently the primary goal for a person to fulfil her lower level requirements. It is out of this need that ladies gets spurred to dispatch her venture followed by satisfaction of different necessities like wellbeing and security need, social need and a feeling of autonomy.

Autonomy

Indian family and social moulding decreases the certainty, autonomy and portability of ladies. Our general public denies freedom to ladies from the beginning. Advancing business venture won't just give them financial autonomy yet the ideal opportunity to settle on their own choices. Assuming ladies need the general public to invert its conventional mentalities, it is just through their financial freedom that they can accomplish that status.

Self-Actualisation

Self-actualisation suggests longing for communicating and substantiating oneself. These are the solid propelling powers for a lady business person. The building up and fruitful working of an endeavour gives her chances to self-articulation, accomplishment and development. Maslow's hypothesis of inspiration depends on the standards of insufficiency and calling. Guideline of inadequacy expresses that it is denied need that inspires conduct and fulfilled necessities don't persuade conduct. When the denied need is fulfilled, higher necessities get actuated.

Consequently, a lady puts forth attempts to satisfy her self-actualisation solely after her fundamental need of financial need, wellbeing, and security, social need and so on have been fulfilled. Satisfaction of requirements is an unending cycle and lady continues to push ahead. Each unfulfilled need turns into her spurring power to make progress in her endeavour. There are a great many ladies world over who began their endeavour out of either need and never thought back.

Education and Qualification

A progressive change in the general public's standpoint has been occurring over most recent few decades and training of young ladies is leaned toward by the guardians, society and the public authority too. Right to Education Bill is a stage towards this. When a ladies gets

capability, she becomes mindful of her privileges and needs to be treated at standard with men. However our general public is as yet a male-overwhelmed society in any case a certified ladies needs to foster her character by getting out of four dividers and accomplishing an enterprising work

Emotional Intelligence

Women are more genuinely shrewd than man and have great relational abilities which are imperative for outlining techniques and building support.

Multitasking

Women have the capacity of dealing with many assignments simultaneously like chatting on the telephone, perusing their sends, booking what else should be done for the remainder of the day and giving incredible outcomes. They balance their families and profession at the same time adequately. Men are known to have been more irksome with performing multiple tasks having a tendency to zero in on a couple of things, consequently squandering openings

Pain Tolerance

OK, at first I would have said this is immaterial. In any case, in the wake of watching my kids be conceived, there is no doubt that my significant other can deal with much more agony than I can. What's more I am not simply talking actual torment, I mean enthusiastic, as well (have you perceived how extreme youngsters can be on their moms?). In business, there are a ton of agonising minutes. A ton. Ladies certainly enjoy a benefit around here.

Disadvantages of Women Entrepreneurs

Family Considerations: In many societies, ladies are bound to bear a more noteworthy portion of kid raising obligations. Youngsters might request their moms' full focus, which can be really difficult for female business people to manage. Building and maintaining another business requires a lot of time, which might struggle with one's family commitments. Ladies in the present circumstance should offset their day to day existence with their obligations as business visionaries. For instance, guardians can convey about the need to dedicate some time during the day exclusively on business, while different occasions can be given to family matters.

Certainty: Although all kinds of people can confront issues of self-uncertainty, or need certainty to contend in the business market, men don't experience the ill effects of a similar level of "prejudgment" as do ladies business visionaries. For instance, male business pioneers may not really accept that that their female partners can contend or develop to the extent that men can.

The premise of these perspectives are generalisations about ladies. Having female guides and partners can assist with imparting self-assurance in your capacities as a female business visionary.

Monetary Barrier: The principal hindrance of female business is the capital financing obstruction. When beginning a business, business people need to arrange cash-flow to get the business "off of the ground." Female business people frequently get their underlying financing from family advances, investment funds and charge cards. Notwithstanding, ladies can get capital from government startup programs, self-financing and investors. At the point when ladies have promising business thoughts, it is less hard for them to get startup capital. Thusly, having strong marketable strategy helps in diminishing the money obstruction for ladies.

Policy for Development of Women Entrepreneurs

Nagendra Kumar Jha from Patna University stated the following strategy for development of women entrepreneurs in his research article presented in 9th AIMS International Conference on Management held on January 1-4, 2012;

- A. Vocational training to be extended to women community that enables them to understand the production process and production management
- B. State Finance Corporations and Financing Institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
- C. The financial institutions should provide more working capital assistance both for small scale ventures and large scale ventures.
- D. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level
- E. Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- F. A Women Entrepreneurs" Guidance Cell may be set up to handle the various problems of women entrepreneurs all over the state.
- G. Training in entrepreneurial attitudes should start at the high school through well designed courses, which build confidence through behavioural games.

SUCCESSFUL LEADING BUSINESS WOMEN IN INDIA The 21st Leading Business Women In India

- Akhila Srinivasan, Managing Director ,

- Shriram Investments Ltd.Ø Chanda Kochhar,
- Executive Director, ICICI BankØ
- Ekta Kapoor, Creative Director, Balaji Telefilms Ltd.Ø
- Jyoti Naik, President, Lijjat Papad
- Kiran Mazumdar Shaw, Chairman & Managing director, Biocon Ltd. Lalita D. Gupte, JMD, ICICI Bank
- Rajshree Pathy, Chairman, Rajashree Sugars & Chemicals Ltd. Ranjana Kumar, Chairman, NABARD.

Conclusion

Women entrepreneurship is instrumental for accomplishing financial and cultural development. Regardless of comprising around half of the all out populace of India, the financial cooperation of ladies is exceptionally restricted. Ladies business people of India are currently arising in non customary areas. Ladies business people are a heterogeneous portion having different segment, financial and instructive foundation. It is basic that the arrangements and plans take into account the remarkable requirements of each section. It is obvious that there are various difficulties looked by ladies over the span of their pioneering profession. There is a need of far reaching activity intend to counter these difficulties. Ladies business venture is gathered in five states in particular Tamil Nadu, Kerala, Andhra Pradesh, West Bengal and Maharashtra. The arrangement and mediations of these states should be investigated so the accepted procedures can be copied in different states Despite the way that administration has outlined and executed different strong measures, ladies business venture in India remains alarmingly low. Larger part of the ladies possessed foundations are moved in unregistered area and consequently can't receive the rewards of government support. Sway appraisal of existing approaches and plans might uncover novel manners by which ladies business venture can be sustained. Ladies business is an assorted and complex space which requires broad and serious exploration attempts for unraveling its elements

Suggestion or Recommendations

Job to carry out, taking everything into account. India is a male ruled society and ladies are thought to be monetarily just as socially subject to male individuals. Ladies business visionaries confronted loads of issues like absence of schooling, social boundaries, legitimate conventions, significant expense of creation, male overwhelmed society, restricted administrative

capacity, absence of self-assurance and so forth Different variables like Pull and Push factors affecting ladies business people. Effective driving money managers in India. Government makes various strides for the upliftment of ladies business visionaries in seventh long term plan, 8th long term plan and in ninth long term plan. Ladies have the expected the potential and assurance to arrangement, maintain and oversee their own undertaking in an extremely deliberate way, proper help and support from the general public, family, government can make these ladies business person a piece of standard of public economy and they can add to the economy progress of India. The Government has expanded the significance of ladies by embracing different plans and projects for their investment in financial exercises. As innovation speeds up lives, ladies are an arising monetary power, which can't be ignored by the strategy creators. The world's advanced vote based economy relies upon the investment of the two genders. The review arranged different diary and assets of exploration based on specific boundaries worried about ladies business like sex segregation, individual ascribes, financing difficulties, specialty unit, setting and women's activist viewpoints.

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5. A Study on Logistics Supply Chain & Distribution Management in India

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Abstract

Integrated business planning (IBP) is a process for translating desired business outcomes into financial and operational resource requirements, with the overarching objective of maximizing profit and cash flow while minimizing risk. The business outcomes on which IBP processes focus can be expressed in terms of the achievement of the following types of targets:

1. Revenue & demand
2. Service levels
3. Inventory levels
4. Profits & margins
5. Cash flow

The study reveals the role of Integrated business planning Supply Chain Management, IBP drives companies in acting as a whole, rapidly and consciously (Integrated Business Planning) goes companies in working as a whole, rapidly and deliberately. Give visibility to C-level executives in making choices with precise data and reliable scenarios, which can easily simulate business outcomes. Introduce dynamic and quick response to external conditions, enabling resiliency and flexibility in case of disruption. Gain cross-functional commitment on major value areas (e.g., forecast accurMap cause-and-effect relationships and value levers across the value chain to identify implications in reaching the strategic goal

Decisions are always linked to specific customer outcomes, and choices always reflect company-wide visions on differentiating. There is a rigorous framework to manage the most critical questions for the business. Performance and plans are monitored in real-time and drive immediate actions. Last-minute changes in plans are performed to deliver value to most essential customers and plan variations are fed back in future planning rounds

Keywords: Customer engagement Deliver, product planning, Demand Planning, forecasting, supply planning, production scheduling, inventory planning, Transport, local stock, Delivery.

Introduction

Why IBP is Required

- To overcome the challenges supply chain professionals face in today's complex business scenario. More steps in the supply chain
- More partners in the supply chain
- Less visibility upstream to n-tier suppliers
- International, cross-border transportation
- Supply sources in less politically stable climates
- More technology interfaces and data flow between partners
- Sustainable sources of supply, packaging and fulfillment
- Numerous decision making nodes and options

Rely on solid statistical forecasting and targeted business judgments by planners for statistical 'black holes' – and measure planner value adds and develop multiple dynamic scenarios (considering evolution of demand at PoS level). Progressively expand the KPI stack to gauge root causes for variations and improve accuracy overtime to ensure that the market can be planned in generic buckets but always cascaded to granular enough data to enable reliable supply and inventory planning.

Objectives

Define a strategic plan for product portfolio evolution, evaluating product additions and removals. Define roadmaps for product introductions, supersessions, and deductions – Estimate preliminary volume targets and volume ramp-up / ramp-down expectations – Identify implications on asset utilization and supply chain network

Research Methodology

Discuss and conduct the survey with Industry top supply chain professional top management consulting companies as to why the IBP process is mandatory to succeed and unlock the potential business opportunities. Also, receive help from various publications published in supply chain journals.

The IBP : Integrated Business Planning is evolving to an autonomous dynamic planning. Integrated Business Planning is developing to independent, active planning. Balanced demand and supply through a structured calendar of meetings and defined decision rights involving several actors. Proportional demand and supply, integrated with product planning and financial reconciliation. Seamless and autonomous planning of demand, supply, product, and financials

IBP Process and Findings: Portfolio evolution grounded in market insights and customer requirements/collaboration. Flexible portfolios: some products are sold only to high-priority customers. Carefully evaluated complexity and balance between portfolio breadth and cost implications (i.e., SKUs rationalization and essence on demand). Strong collaboration with Operations to ensure successful prototyping and scaling.

Conclusion

When done right, an effective IBP process can deliver significant value. Increased customer satisfaction and retention (service levels & fulfillment) paired with appropriate prioritization and inventory localization for different markets, customers, and products. Topline growth due to strategic alignment / more remarkable ability to meet demand leading to increased order fill rate and increased market share and lower the operating costs through greater predictability and consistency, reduced interplant freight, fewer rush orders, and less over-production . Lower working capital through optimized inventory levels and improved asset utilization. Capital deferment or avoidance from capacity gained through better planning and enhanced utilization of existing assets also Improved operational efficiency through reduced machine changeovers and churn. They have improved strategic business alignment and culture via better cross Functional coordination, reduced rework, and increased employee productivity.

Suggestion

The structured process that comes from a well-built IBP approach enables companies to make better-informed decisions and take the best action based on those decisions. Increased visibility. IBP enables companies to incorporate insights from supply chain projections, financial projects, and strategic plans.

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6. A Study on Strategies for Promoting Retailers Brands in India

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Abstract

The focus of this research is to study the strategies and the role of manufacturer brand in retail channels. This topic is important because of the influence of a brand on buyers. Most of the branding research has emphasized a customer's brand knowledge and their perspective. Brand has several source of value to a seller including manufacturer support, brand preference, and customer demand which influence the seller's satisfaction with brand. Seller's satisfaction influences other outcome such as trust and performance. This research will also help us to device and understand various strategies which can help us to promote retailers brand reputation in market which will ultimately lead to increase in sales. In this research we will also study various big retailers brand.

Key Words – Strategies Retailer's brand Customer Satisfaction.

Introduction

The Indian retail industry has brought a vast range of items of daily needs under one roof. One can now buy good quality consumer goods like clothes, watches, fashion accessories; books etc. there are a large number of outlets of national as well as international retail brands. The Indian retail market is said to be bit unorganized so much more stress on selling brand is required from retailers. Indian retail market size is estimated to be worth of \$822 billion by 2022.

Objective of the Study

- To know the importance of brand for a company
- To study the strategies for promoting and improving retailers brand
- To study about some big retail brands

Importance of Brand

A business's branding is more important than you might think. On the outside, your brand may seem like it consists only of elements such as logos and colors, but your brand is actually the entire identity of your business. Your brand gives you personality. Branding has always been a vital part of business, but it may be more important now than ever before. With social media, consumers get exposed to new brands every day. This can be great for consumers who have plenty of options and are able to do research to find the best one, but it makes it harder for businesses. There's a huge amount of competition today, so businesses need to go the extra mile of ensuring they stand out in a crowd. To do this, you should invest in creating a strong brand that will get and keep people's attention. With the right branding, you have the chance to get some control over how people perceive your business, so you don't want to overlook this.

How a Good Brand Name Benefits a Company

1. More People Will Recognize Your Business

One of the most obvious reasons that businesses need branding is to help them get recognized more often. If you have strong branding for your business, people will naturally take note of it much more than they would a business without it. A business that doesn't really have any cohesive branding isn't going to stay in someone's mind for very long.

2. Branding Can Help Build Trust

Trust from your audience is one of the most important things you can have as a business, but this isn't always easy to gain. A business that's missing key elements of branding will have an even harder time getting people to trust them.

3. You Can Improve Your Advertising

Your business won't be able to get very far without advertising. Branding and advertising go hand in hand. If you want to have better advertising for your business, you're going to need to work on creating a brand first.

4. It's Great for Your Employees

Branding provides value inside of your company as well. Of course, you want your employees to love working for your company and feel like they're a part of a team. A company with great branding will have an easier time getting employees to feel like they're involved with something more than just a job.

5. Branding Creates Loyal Customers

You don't just want customers who recognize your brand and use your business once — you want to create customers who continue to come back. With good branding, you can give your brand a more human side, which your customers can relate to more than a company that's strictly all business

Methods to Improve Retail Brands Reputation

1. Know Yourself

Having your own business is more than just creating a job for yourself. Your basic roles are in marketing, finance, administration, and the responsibility of personnel. To get the best results, it is rare for one person to play all these roles equally well. You must know which parts you can handle yourself and which parts you're going to need help with.

2. Plan Ahead

Many stores are run by well-intended people but who don't have all the information they need to do their job. This includes a clear idea of market segment, target markets, customer service, product selection, marketing mix, promotional activities and pricing tactics. If you want to succeed you need a well thought out business plan that helps you make the right decisions.

3. Know the Industry

You can gain the greatest competitive edge if you have an intimate knowledge of your business. To thrive and prosper, you must be committed to learn and have the desire and energy to accomplish your goals. These are five main reasons why most businesses fail.

4. Understand Your Customer

Make it your business to give your customers what they want, and they will do business and buy from you. The products and services you provide should reflect your customers' needs and wants. Think in your customers' terms; buy, show, sell, and say things that interest them, not just what interests you. Remember, it is the customer that determines whether or not you succeed.

5. Keep Good Financial Records

If you don't know where your money is going, it will soon be gone. The "game of business" is played with computers — and the score is evaluated in dollars and cents. Good financial records are like the instruments on an airplane, they keep you posted of your height,

direction, and speed. Without them you're flying blind with no controls to guide you to your destination.

6. Manage Your Cash

It doesn't matter how unique and wonderful your store is, your business can't survive without cash flow. Money coming into your store is the vital component that keeps your business financially healthy. If you budget wisely and know the interval of your monthly income and expenses, you won't have to worry about running out of money.

7. Use Sound Management Practices

As a store owner, you are also a manager. You have to make decisions, offer customer service, manage time and resources, and know-how to merchandise and run the business better than anyone working for you. Give your employees the opportunity for growth, treat them fairly, pay them what they're worth, and they will help make your business successful.

8. Develop a Distinctive Image

Your image is important and is a function of your marketing efforts and materials. Customers create their perceptions of your business from your name, web site appearance, store location, products, prices, visual merchandising, signs, displays, business cards, newsletters, advertising material, customer service, and anything else that relates to your business.

Let's look at some big retail brands in India

Future Retail



Future Retail is an Indian retail giant with a prodigious presence in the Indian market. The company was founded under the name 'Manz Wear Private Ltd.' in 1987 and came to be known as 'Pantaloons Fashion (India) Ltd.' in 1991. Future Retail is the flagship unit of the Future Group headquartered in Mumbai, Maharashtra. Popular retail supermarket chains like Food Bazaar, Big Bazaar, Food Hall and eZone belong to the Future Group. It has over 2000 stores in over 400 different cities. The company's estimated revenue is RS. 22,225 crores. It is the second-largest retail company in India as of 2020. The most popular brands under the Future group are big bazaar clothing lines and home goods sections.

Trent



Trent is the retail wing of the Tata Group that handles some of the most popular retail outlets in India such as Westside, Landmark and Star Bazaar to name a few. Trent was founded in 1998 and is headquartered in Mumbai, Maharashtra. The Westside retail chain has become so familiar and popular amongst Indian people that Trent is often referred to as Westside. The estimated revenue of Trent is around RS. 2,708 Crores. Westside is one of the most sought after stores for everyday clothing, footwear, accessories and home décor as well. The supermarket contains everything from Indian snacks, popular beverages to healthy diet foods and daily groceries. Some retail stores even carry fresh groceries.

Shoppers Stop



The name 'Shoppers Stop' is famous for both domestic and international brands like Tommy Hilfiger, FCUK, Mustang, United Colors Of Benetton, GAS, US Polo, Celio, Levis, Jack and Jones, Haute Curry, Bibai, Kraus, Vero Moda, Global Desii, W, Maybelline, Casio, Titan, Collectabillia, Reebok, Nike and Guess. The market capitalisation of Shoppers Stop was estimated at around Rs. 3,522 Crores as of 2020. It has around 220 stores in over 39 cities in India. Shoppers Stop's estimated revenue is RS. 3,487 crores.

Aditya Birla Fashion & Retail Ltd

Aditya Birla fashion represents India's popular and iconic brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England, all leading brands in the Indian retail market. Aditya Birla Fashion promises a unique style with high-quality materials and customer satisfaction. In 2013 they started the 'ReEarth – For Our Tomorrow' mission for a sustainable clothing future that is high fashion as well as eco friendly. They have over 3000 stores in India. The revenue for 2020 was RS. 5,249 crores.

Reliance Retail

Reliance Retail is the largest retailer in India across all categories such as scale, revenue, profitability. It holds prestigious positions across food, electronics and fashion retailing. Reliance retailers have over 10,415 stores making it one of the most extensive store networks in India. It is the first Indian retailer to cross the Rs 1,00,000 crore turnover mark. It had estimated revenue of Rs 1,30,566 crore in 2020. It is one of the most popular outlets for home furnishings, clothing, cosmetics and groceries.

Conclusion

So we conclude the topic and we learned various facts related to retailers brand and how it is one of the most important aspect for growth and development of a company. We also discussed about different types of retailer's brand in India and also learned different method to improve a brand's name and reputation in market and also studied its effects on consumers.

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7. A Study on Factors Affecting Quality of Services in Event Management

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Abstract

Event management involves overseeing all logistics leading up to and during an event, whether a conference, wedding, or any organized gathering. Event managers execute the event plans by managing staff, finances, vendor relationships, and more.

In the event planning profession, the job titles are as diverse and numerous as the services offered, and it can often be difficult to differentiate one from another. It can be challenging when preparing an event planning portfolio, looking for work, or working with a client who does not have the correct understanding of your job function and responsibilities. Learn more about what event management involves and whether it's right for you.

Event management includes a variety of functions for executing large-scale events, which might include conferences, conventions, concerts, trade shows, festivals, and ceremonies. It involves handling the overall logistics of the event, working with staff, and conducting project management of the event as a whole.

Additional duties might include managing the budget and the teams of people responsible for each function, as well as overseeing the execution of the event. Event managers also supervise the services of all outside vendors and professionals, including event planners.

Keywords: Services, Planning, Function, Responsibilities, Teams, Managers.

1. Introduction

Event management includes a variety of functions for executing large-scale events, which might include conferences, conventions, concerts, trade shows, festivals, and ceremonies. It involves handling the overall logistics of the event, working with staff, and conducting project management of the event as a whole.

Additional duties might include managing the budget and the teams of people responsible

for each function, as well as overseeing the execution of the event. Event managers also supervise the services of all outside vendors and professionals, including event planners.

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement.

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so process of planning and execution of each event differs on basis of the type of event.

2. Research Methodology

The market currently boasts of various event management companies and websites and the customer has a lot of options to choose from, however there are various problems which are faced by them during such activity. Some of the problems faced by customers in online event management are as follows:

- A. Which event management company to choose?
- B. Should I choose individual talent over event managers?
- C. What are the options for payment, Is it flexible or hard
- D. bound?
- E. What should be the advance period of notice, should it be
- F. small like a week or big like month or years?
- G. How to trust any event management company?

The proposed system uses android architecture and builds upon it an application which shall be able to answer some of these questions and provide user interface which is more

interactive and responsive for consumers and can seamlessly integrate popular web services like Facebook, PayPal to use their services for managing an event from scratch. The proposed system shall provide the following features:

- A. Categorization of services for Individuals as well as Event Management Companies
- B. Trusted reviews and rating system
- C. Interactive U.I for easy and quick operations
- D. Easy Vendor Management
- E. Flexible payment options
- F. Filters for sorting and customizing search

3. Main Content

Event Management involves management, creation and development of different events like corporate events, parties, formal events etc. Know in detail about scope of event management in India.

Event management as a career is a multifaceted activity. It involves management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc. It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.

The event industry manages different sizes of events including Olympics to many even small birthday parties etc. The process of planning small or large size events is called event planning.

Event Management Skill-Set

Candidates with high organisational skills, creative ability and excellent public relation (PR) skills are best fitted for the event management industry. Major constituents of event management profile are meticulous event planning skills.

Apart from creative skills, this profession also requires relationship management, planning, organisation skills, marketing and advertising and many more similar skills. It offers fantastic opportunities to travel, socialise and explore.

Aspirants willing to pursue event management as a profession need to possess good communication skills, should be a people person, have problem-solving attitude, creative approach and much more. Event management as a career requires ability to work under pressure and for odd hours to excel in this field.

4. Literature Review

The spectrum used for the review of literature focuses upon the definition of an event, quality and difficulty to manage an event. An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context. An event can be a social / lifecycle event like a birthday party, engagement, wedding, funeral etc. or an education and career event like an education fair, job fair, workshop, seminar, debate, contest, competition etc. Quality in terms of event management can be described as the degree of excellence of an event. The quality of service provided is dependent upon many parameters which should answer the question "Is this good enough?" According to Andersson and Wesslau (2000), when using events, companies get the possibility to have their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere. As with all services, this experiential "product" is produced and consumed simultaneously, is highly heterogeneous and very difficult to store or control. The arguments presented by the literature reviews do run parallel with its empirical counter-part most of the time. However, irrespective of its size and contents, events always have the knack of surprising people. Even though they are planned and every settings of an event are monitored, but the event itself will always provide the physical experience that is entirely new and different from the previous ones.

5. Objectives of the Study

- A. To understand the process of event management.
- B. To determine the factors affecting quality of service in event
- C. management.

6. Conclusions

Mobile applications are of utmost importance when companies market their products or services. The proposed system aims to bridge the gap between vendors and users and provide them a platform to interact and manage events. The proposed system can be said to be a successful when it delivers a proper channel to easily and effectively manage their event and

provide a good quality of service to the customers in real time.

7. Acknowledgement

First and foremost we would like to express our gratitude to The Lord, Almighty for bestowing upon us the knowledge to successfully complete our research. We would like to express my deep and sincere gratitude to our research supervisor for giving us the opportunity to do research and providing invaluable guidance throughout this research. Her dynamism, vision, sincerity and motivation have deeply inspired us.

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8. A Study on Women Entrepreneurship & Challenges Faced by Them in India

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Abstract

Women's entrepreneurship research has exploded in popularity in recent years, earning widespread acceptance among academics and, most importantly, leading to a better knowledge of all the elements that contribute to women's difficulty in starting their own business. This document aims to make a contribution to the field of research by conducting a systematic review of the literature on the subject. Using the Scopus database, researchers looked at 2,848 peer-reviewed articles published between 1950 and 2019. (SCImago Research Group). It was feasible to define the current state of research on the international scene through the application of a set of bibliometric indicators. According to the findings, it is a multidisciplinary field of study that has been expanding since 2006, culminating in 2019, making it a contemporary and relevant object of study. The cluster analysis enabled the identification of six distinct research paths.

Key words - Female entrepreneurs, opportunities to woman entrepreneurs, firms owned by women.

Introduction

The word "women entrepreneur" refers to women who operate in industries such as manufacturing, assembly, job work, repairs/service, and other enterprises.

Women entrepreneurs are defined as individuals or groups of individuals who start, organise, and run a business. To be considered a woman entrepreneur, women must invent, replicate, or adopt a business activity. Women entrepreneurs have been regarded differently by the Indian government, depending on their level of equity and employment position in the company.

Objectives

- To study about women entrepreneurship.
- To understand how women will manage both work.

Review of Literature

In terms of increasing educational status for women and fluctuating demands for a better life, the changing social texture of Indian culture necessitated a change in Indian women's way of life. In any economy, entrepreneurs play a vital role. These are the individuals who possess the knowledge and abilities required to bring innovative new ideas to market and make the appropriate decisions to make the concept profitable. The possible financial rewards that the entrepreneur could obtain are the reward for taking risks. Women's progress requires entrepreneurship. Women's entrepreneurial development in India, particularly in rural areas, is poor when compared to other countries. In India's current economic climate, women's entrepreneurship is gaining importance. It has been hailed as a significant step forward in the country's poverty reduction efforts. A list of successful business ventures is available.

Methodology

For the purpose of this study, the researcher has made use of the secondary data available from authenticated sources. The secondary data includes past research studies on the subject, government policies and programs aimed at women entrepreneurs and development schemes launched for women entrepreneurs.

The available literature and development programs have been analysed to support and explain as why research studies in the area of women entrepreneurs are needed in the Indian context and analysing the relevant components closely resembles current procedures. A theoretical model has been presented based on the explanation, which provides an indication to future researchers interested in the expansion of women's entrepreneurship.

The Indian context for women's entrepreneurship India, formally known as the Republic of India, is located in South Asia and is notable for being the world's most densely populated democracy. India ranks seventh in terms of geographical extent and 55th in terms of global competitiveness (The Global Competitiveness Report 2015-2016). On three sides, India is surrounded by water—the Indian Ocean on the south, the Arabian Sea on the west, and the Bay of Bengal on the east—and is bounded by land with Pakistan on the west, China, Nepal, and Bhutan on the east, Myanmar (Burma) on the north, and Bangladesh on the east. Following the reforms in the financial industry, gaining national and international recognition, financial independence, and so achieving top positions on both a national and international scale (Goyal, & Parkash, 2011). Jyoti Naik, President of Shri Mahila Griha Udyog Lijjat Papad, is cited as one of the strongest examples to substantiate the aforesaid notion. Over time, women entrepreneurs' primary concentration switched to the 3Es—engineering, electronics, and energy (Figure 1.2),

which all contribute significantly to our country's economic health (Agarwal and Lenka, 2014; Goyal and Prakash, 2011).

Women-owned businesses have grown rapidly in India, with examples including women manufacturing solar cookers in Gujarat, running small foundries in Maharashtra, and manufacturing mechanised capacitors in Orissa, among others; these types of activities have demonstrated that women's contributions are critical to our society's development (Kaur & Singh, 2013). Ritu Kumar (fashion designer) and Shahnaz Hussain (model) are two additional notable instances.

Main Content

The overriding theme of women's entrepreneurship and culture was the focus of this special edition of *Small Business Economics: An Entrepreneurship Journal*. We asked contributors to look into female entrepreneurship in a variety of cultural and societal contexts, with a particular focus on women's entrepreneurship and culture, interactions between and among cultures and societies, cross-cultural similarities and differences, and culture's impact on culture. Studies that analyse the opportunities, tactics, and business models, as well as the obstacles faced in today's increasingly digital and networked world, with a focus on how women establish and build their enterprises, were given special attention.

Despite the intricacies of a topic as large as women's entrepreneurship and culture, the eight papers in this special issue fall under three major themes that we organised into a study framework for women's entrepreneurship and culture: The entrepreneurial mindset, gender role expectations, and society cultural factors.

Women frequently face bias as a result of expectations of female leadership styles and views of how they lead in actuality, according to research (Oakley 2000; Prime et al. 2008).

Individuals frequently perceive inconsistencies between their views of leadership and their female gender role expectations, according to the theory of role incongruity. Because expected behaviours for their gender roles are contradictory with leadership attributions, women are perceived less favourably than males as potential leaders, resulting in discrimination (Eagly and Karau 2002). When a leader's mandated behaviours are carried out by a woman, prejudice arises. As a result, there are fewer positive perceptions toward female leaders, which raises challenges for women to succeed as leaders.

Findings

Why are female entrepreneurs happier than their male counterpart?

Only women are eligible to complete this questionnaire. Because creating, designing, and deploying surveys for women all over the world would be time-consuming and nearly impossible, sample countries were chosen from which women would reply to the designed questions. To make things even easier, this questionnaire is only being used in well-known rural and urban areas, and it will only be used in those places. The goal is to show that women entrepreneurs are happier than their male colleagues, based on several studies.

Do You Consider it A Risk that as a Strong Female Ceo, You will Intimidate Men?

No, please. We'd never get anything done if we spent all of our time thinking about males. Rather, we focus our efforts on improving our leadership performance. Do guys become frightened when they are confronted with a difficult situation? Probably! That isn't our issue, though.

Conclusion

In light of the aforementioned issues, women's entrepreneurship is unquestionably a difficult path for women to navigate where they must demonstrate their worth. With so many obstacles in her path, today's woman is brave enough to stand out and lead by example. Her old vision of a woman as a holy domestic cow is resurrected. It is up to us, the residents of the country, to respect and admire her for balancing her personal and professional lives. If our country is to be recognised as a fast-growing economy on the global stage, we must first nurture the blossoming buds of female entrepreneurs.

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9. A Study on Factors Affecting Women Entrepreneurship

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Abstract

Entrepreneurs are critical to the success of any economy. These are the people that have the skills and initiative to bring fresh ideas to market or provide a service, as well as make the critical decisions that will make their ideas profitable. Because Indian society is steeped in tradition, with a sociological and psychological structure that favours men, educated Indian women will have to go a long way to achieve equal rights and status. Despite all of the social barriers, Indian women have made a name for themselves and have been acknowledged for their achievements in various fields. The changing social fabric of Indian society, particularly in terms of women's higher educational position and different demands for a better life, has necessitated a change in the lifestyle of every Indian woman. She has competed against males and has come out on top. The goal of this study is to increase awareness and understanding of what women entrepreneurship is and how important it is for the world's rational, economic, and social development. A comprehensive review of the literature on women entrepreneurs has been conducted. Finally, the key difficulties affecting Indian women entrepreneurs, as well as success stories, factors influencing women entrepreneurship, and the attitudes of various parts of society on women entrepreneurship, were examined. The terms "women's entrepreneurship," "success stories," and "women's concerns" are all index words.

Keywords - Discrimination, Entrepreneurship, Family, Finance, Gender, Motherhood, Female Entrepreneurship, Leadership, Motivations, and Social Entrepreneurship

Introduction

Female entrepreneurs are the fastest growing type of entrepreneur in the world, and they have attracted the attention of many academics in recent years. Women may make a major contribution to entrepreneurial activity and economic growth in terms of creating new employment and raising GDP, according to rising literature, with favorable effects on poverty reduction and social isolation. However, the percentage of women who choose to pursue an

entrepreneurial career is lower than that of males, and this disparity grows as the country's level of development rises.

High levels and growing marginal tax rates might diminish the potential for opportunity-oriented entrepreneurs, but higher levels of social assistance give other sources of income and, as a result, can lower entrepreneurial incentives by boosting alternative salaries. This appears to be especially essential in the case of women, as a considerable portion of the state budget is devoted to them.

Objectives

- To study about the concept of Women Entrepreneurship.
- To study about the factors affecting women entrepreneurship.

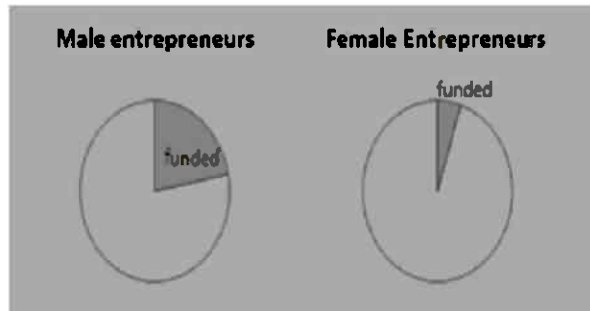
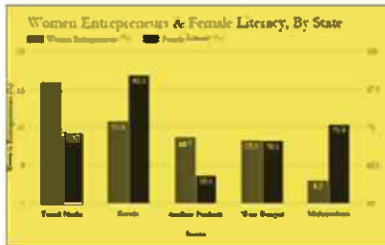
Research Methodology

I have been use secondary methodology for the following research paper. it is mainly on descriptive basis.

Multiple facets of women entrepreneurship have been examined by different scholars endeavoring to comprehend the various aspects of entrepreneurial conduct in women. Prior to that, only men were the subjects of research into entrepreneurship. One of the early studies into women entrepreneurship that this examination found was that of Schwartz (1976). This study tends to issues alluding to inspiration, personal qualities and challenges that women entrepreneurs are exposed to. It held that, at the time, the reasons that drove women to become business owners were like those of men. In addition, both had comparative characteristics. Their contrasts were negligible. Studies during this period worked on building a profile of women entrepreneurs.

Decal & Lyons (1979) portrayed the profile of the women entrepreneurs and contrasted it with a profile of non-entrepreneurial ladies. Quantitative in nature, the study found that women entrepreneurs varied from other ladies substantially. It was presumed that there was a requirement for extra research in order to achieve progressively helpful outcomes. 1980s saw an increased research on women entrepreneurship.

Hisrich & O'Brien (1981) concluded that women had difficulties in accessing the credit facilities for their business. Watkins & Watkins (1983) suggested that contrasts among male and female entrepreneurs were not biological but social. This suggests that the studies are predominantly quantitative in nature. Studies were carried around the possibility that women had diverse administrative practices on account of a distinctive "female nature". Thus, 1990s introduced a new prism to look at women entrepreneurship.



Main Content

The word "women entrepreneur" refers to the female population who engage in industrial operations such as manufacturing, assembling, job labor, repairs/servicing, and other ventures. They desire the change so that they may better manage the balance between their personal and professional life. "Women company owners recruit an average of two or three people, but males are more likely to have nine employees or more," says Dina Lavoie, a Professor of Entrepreneurship at McGill University in Montreal. A microbusiness often suits a woman's lifestyle. Expansion might lead to a loss of control or a reduction in the amount of time she spends on other activities. She may also desire to be in charge of all aspects of her life. She may also want to manage and control every element of her business and believe that if she gets too large, she will lose that opportunity. On the basis of the foregoing criteria, we can state that women entrepreneurs are individuals who have taken the initiative in marketing and operating a business by owning a controlling interest in it. The economic, social, religious, cultural, and psychological aspects that exist in a society influence the formation of entrepreneurs to a large extent. Following World War II, the number of self-employed women increased dramatically in sophisticated countries across the world. Women control 25% of all enterprises in the United States, despite their revenues being less than two-fifths of those of other small firms. Women own one-third of small enterprises in Canada and one-fifth of small firms in France. Since 1980, the number of self-employed women in the United Kingdom has risen three times faster than the number of self-employed males.

Conclusion

Women's entrepreneurship has come a long way from its start in the late 1970s. In underdeveloped nations, such as India, women's entrepreneurship research is still in its infancy. The findings of 35 writing surveys on women's entrepreneurship done between the 1970s and 2017 are presented in this paper. It indicates that there is a vacuum in academic study that needs to be addressed. Early investigations gathered theoretical concepts for women's business from locations where women's entrepreneurship was not common. It is necessary to use constructivist methodologies to investigate both conventional and non-conventional inquiries. Only a few tests expressly put up a hypothetical exam on the topic of "gendered scholarship." The gendered structure of companies and its consequences for economic activity were clearly a recurring theme in numerous writings. As a result, it appears reasonable to begin a debate about the need to evaluate women by introducing new focus points to the topic.

Suggestions

Adjust the conversation around entrepreneurship to reflect reality. Access to finance is commonly emphasized in entrepreneurial ecosystems; however lack of access may be a symptom rather than the cause of the problem. Only a little more than 16% of the women in the research said their firm failed due to a lack of funding. Both men and women indicated a lack of profitability as the primary cause for company failure. Other causes for discontinuation included the sale of the company or retirement "There is a lot of work to be done to encourage and assist women entrepreneurs and their capacity to achieve economic stability for themselves, their families, their communities, and their nations," CWEL is Babson's resource for female entrepreneurs.

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10. A Study on - Roles and Responsibilities of Franchisee Business in India

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Abstract

The Indian franchising story has just started and it has a long way to go. India would be able to do so with its huge population, the growing aspirations and prosperity of the middle class, changing lifestyles, growing entrepreneurial culture, and the shifting of gears to small cities and towns. All these factors will lead to the growth of a WIN-WIN partnership between the brand and franchisee. Franchising in India is still in its nascent stage. Only 10% of the businesses in India are franchised as compared to 70% in the United States. Education sector which accounts for the maximum portion of the total franchised business in India is only 38% franchised as a sector as a whole. Other sectors like retail, food, healthcare etc. go on similar lines.

Keywords - Entrepreneurial, Partnership, Nascent.

Research Methodology

The franchising of foreign goods and services to India is in its infancy. The first International Exhibition was only held in 2009. India is, however, one of the biggest franchising markets because of its large middle-class of 300 million who are not reticent about spending and because the population is entrepreneurial in character. In a highly diversified society, McDonald's is a success story despite its menu differing from that of the rest of the world. So far, franchise agreements are covered under two standard commercial laws: the Contract Act 1872 and the Specific Relief Act 1963, which provide for both specific enforcement of Covenants in a contract and remedies in the form of damages for breach of contract.

Main Content

A content franchise is a recurring series built around a theme, topic, story or produced by a particular author or content creator. Content franchises sit in the upper-middle section of the brand hierarchy and they often have a unique branding and messaging style. A content marketing

franchise is an ongoing resource that focuses on building a loyal audience over time. Recurring content franchises form strong bonds, giving your audience valuable resources over a long period of time. With a content franchise, there is no one and done, a 3-part blog series, or instant gratification. It's not unusual to see a content marketing franchise run for years, because the brand hit the nail on the head to carefully construct a bonding experience with their audience. Franchisor is the glue that holds the entire franchise network together. As the custodian of the brand's image, credibility, and goodwill, the franchisor is often tasked with taking care of the big picture for the whole franchise family. In order for the franchise business to operate smoothly, the franchisee has to communicate all the concerns, issues and needs with the franchisor. Of more importance to the success of the entire franchise network is that the franchisee has to maintain the ethics and quality standards mandated by the franchisor. In fact, if a franchisee fails to honor and maintain the national set standards and professionalism, he or she can be disenfranchised.

Literature Review

The Franchise Company Franchise Review is a service that allows you to understand exactly where any current or potential issues are occurring in your franchise model, and gives you the understanding How to rectify them to improve your franchise recruitment and strengthen your network performance.

Conclusion

In conclusion, therefore, though demerits of franchising are there, it remains to be an effective way of getting into business. The various merits make this form of starting business be popular, unlike other forms like start up. It therefore turns out that franchising is a major growth area for business. As seen in this paper its disadvantages compared to its demerits. In comparison with other types of businesses there are many. As such, we can conclusively say that franchising is a revolutionary approach to business. Effective strategies in this line of business can prove to be a benefit for new entrants in the business world and to established business persons wishing to venture into new areas or diversity in their current work. We can then conclusively say that in the corporate world today franchising is an effective and innovative form of business yet devised to distribute products and services and as such a major growth area for business.

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11. A Study on Major Challenges Faced by Rural Entrepreneurship in India

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Abstract

The word entrepreneur originates from the French word, entrepreneur, which means “to undertake”. In a business context, it means to start a business. The Merriam-Webster Dictionary presents the definition of an entrepreneur as one who organizes, manages, and assumes the risk of a business or enterprise. Rural entrepreneurship is now a days a major opportunity for the people who migrate from rural areas or semi - urban areas to Urban areas. It is also a fact on the contrary that the majority of rural entrepreneurs are facing many problems due to non-availability of primary amenities in rural areas like India. Financial problems, Lack of education, insufficient technical and conceptual ability at present it is too difficult for the rural entrepreneurs to establish industries in rural areas. Certainly the economic development of our country largely depends on the development of rural areas and also the standard of living in its rural mass. The paper also makes an attempt to find out the challenges and problems for the potentiality of rural entrepreneurship. It also tries to focus on the major problems faced by entrepreneurs especially in the field of marketing of products, other primary amenities like water supply, availability of electricity, transport facilities, required energy and financial amenities. In the light of this research paper focuses on the major challenges and problems available in the Indian market by en-cashing the possibilities and prospects of the same to be an able and successful entrepreneur. Rural entrepreneurship is now a days a major opportunity for there opportunity for the people who migrate from rural areas or semi urban areas to urban areas on the contrary it is also a fact that the majority of rural entrepreneurs is brutal entrepreneurs is facing many problems due to not availability of primary amenities in rural areas of developing country like India lack of education financial problems insufficient technical and conceptual ability is Too difficult for the rural entrepreneurs to establish India to establish industries in the

rural areas this paper makes an attempt to find out the problems and challenges for the potential Of the rural entrepreneurship it is also focuses on the major problems faced by rural entrepreneurs especially in the fields of marketing of products financial amenities and till amenities and other primary amenities example availability of electricity water supply transport facilities and required energy executor providing on effective solutions to since to these problems through rural cluster development with a facilitating institution.

Key Words - Rural entrepreneurs Innovator Economic Development Conceptual ability.

Introduction

India is a country of villages. About three-fourth of India's population are living in rural areas out of which 75% of the labour force is still earning its livelihood from agriculture and its allied activities. Land being limited is unable to absorb the labour force in agriculture. Therefore, there is a need to develop rural industries to solve rural unemployment and rural migration to cities. Growth and development of rural economy is an essential pre-condition to development of the nation as a whole. The gap between rural urban disparities should be lessened. The standard of living of the rural people should be increased. Entrepreneurship in rural sector provides an answer to the above problems. Indian rural sector is no longer primitive and isolated. Therefore, entrepreneurship in the rural and tribal areas looms large to solve the problems of poverty, unemployment and backwardness of Indian economy. Rural industrialization is viewed as an effective means of accelerating the process of rural development. Government of India has been continuously assigning increasing importance and support for the promotion and growth of rural entrepreneurship. Today rural entrepreneurship has emerged as a dynamic concept. In general parlance rural entrepreneurship is defined as “entrepreneurship emerging at village level which can take place in a variety of fields of Endeavour such as industry, business, agriculture and act as a potent factor for overall economic development. Compared to earlier days development of rural areas have been linked to entrepreneurship. Defining entrepreneurship is not an easy task. Entrepreneurship means primarily innovation to some, to others it means risk taking? To others a market stabilizing force and to some others it means starting, managing a owning a small business. An entrepreneur is a person who either creates new combination of production factors such as new products, new methods of production, new markets, finds new sources of supply and new products and new organizational forms or as a person who is necessarily willing to take

risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate demand and aggregate supply or as one who owns and operates a business.

What is Rural Entrepreneurship?

In simple terms “entrepreneurship” is the act of being an entrepreneur, which can be defined as “one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods”. The problem is essentially lopsided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen underemployment or unemployment in the villages that has led to major influx of rural population to the cities. At present what is needed is to create a situation wherein the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be minimum as far as employment is concerned. Indeed the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better amenities and opportunities there.

Major Objectives of Study

1. To analyze the roles of rural entrepreneurs in economic development
2. To know the major benefits from rural entrepreneurship
3. To study the problems in rural entrepreneurship
4. To suggest some remedial measures to solve the problems faced by rural entrepreneurs
5. To study the major challenges faced by rural entrepreneurship in India.

Research Methodology

The study used both primary and secondary data sources. The primary data include data collected from various entrepreneurs. Secondary data was collected from internet and online database.

Main Content

Rural Entrepreneurship in India

Who should necessarily be capable of making use of the government schemes and policies for the betterment of rural people? Some individuals who happen to be NGO's and local leaders and also who are committed to the cause of the rural people have certainly been the catalytic agents for development. Though their efforts need to be recognized and lauded, yet much more needs to be done to reverse the direction of movement of people i.e., to attract people

to rural areas which means not only stopping the outflow of rural people but also attracting them back from towns and cities where they had migrated. This can be made possible only when young people consider rural areas as places of opportunities. Despite all the inadequacies and in competencies in rural areas one should assess their strengths and also build upon them to make rural areas places of opportunities. But due to various complications they change their minds and join the bandwagon of job seekers. Enabling the public to think positively, creatively and engaging them purposefully in entrepreneurship activities is most important for the development of rural areas. Young people with such perspective and also with the help of rightly channelized efforts would certainly usher in an era of rural entrepreneurship.

Some of the basic principles of entrepreneur which can be applied to rural development are

- Optimum and full utilization of local resources in an entrepreneurial venture by rural population
- Better distributions of the farm produce results in rural prosperity
- Entrepreneurial occupation opportunities for rural population to reduce discrimination and also providing alternative occupations as against the rural migration
- To activate such system as to provide basic Manpower, money, materials, management, machinery and market to rural population.

Rural Entrepreneurship and Development of Villages

Rural entrepreneurship certainly implies entrepreneurship emerging in rural areas. In other words establishing the industry in rural areas is referred to as rural entrepreneurship. This means that rural entrepreneurship is synonymous with rural industrialization. Many such examples of successful rural entrepreneurship can already be found in literature. Diversification into nonagricultural uses of available resources such as blacksmithing, catering for tourists, carpentry, spinning etc as well as diversification into activities other than those solely related to agricultural usage like use of resources other than land such as water, woodlands, buildings, local features and available skills all fit into rural entrepreneurship. The entrepreneurial combinations of these resources are for example tourism, sport and recreation facilities, professional and technical training, retailing and wholesaling, industrial applications (engineering, crafts), servicing (consultancy), value added (products from meat, milk, wood etc) and the possibility of off-farm work. Equally entrepreneurial are new uses of land resources that which enable a

reduction in the intensity of agricultural production, for example, organic production. Some of the major opportunities in rural entrepreneurship are:

- A. Better distribution of farm produce which results in rural prosperity
- B. Entrepreneurial occupation for rural youth resulting in reduction of disguised employment opportunities and alternative occupations for rural youth
- C. For optimum and maximum utilization of farm produce formation of big cooperatives like Amul
- D. Optimum utilization of local resource in entrepreneurial venture by rural youth
- E. On the contrary, Indian agriculture is characterized by low productivity, flood, and exposure for vagaries of nature like drought, other natural disasters and weaknesses like mismatch between agricultural and cash crops, inadequate infrastructure to provide for value addition, wide disparity which exists between private partnership in agricultural development. Land being limited is unable to absorb the entire labour force throughout the year leading to large scale underemployment and unemployment.

Rural people, in search of jobs and better livelihood opportunities often migrate to urban centers creating unwanted slums and also live in unhygienic conditions of living. In the above mentioned trend if employment opportunities are made available in rural areas along with basic amenities of life. Peter Drucker had proposed that, “entrepreneurship” as such is a practice. He says entrepreneurship is not a state of being not is it characterized by making plans that are not acted upon. Entrepreneurship certainly begins with action and creation of new organization. This organization in the long run may or may not become self-sustaining and in fact, may never earn significant revenues. But, when individuals create a new organization they have truly entered the entrepreneurship paradigm. Balanced and sustainable development is certainly the need of the hour and it can be made possible only when rural areas flourish. Growth of rural entrepreneurship may lead to reduction in poverty, pollution in cities, growth of slums and ignorance of inhabitants. It also helps in improving the literacy rate and improving standard of rural people. Rural industries include traditional sector and modern sector. Former consists of khadi and village industries, sericulture, handloom and coir industries while the latter includes power loom and small scale industries.

Problems in Rural Entrepreneurship

Entrepreneurs certainly play very important role in the development of economy thus contributing to overall Gross Domestic Product of the nation. They face various problems in day to day life and work. As thorns are part of roses, in the same way flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are as under:

1. Financial Problems: Some of the Major Financial Problems faced by Rural Entrepreneurs as Follows

- a. **Paucity of funds:** Due to absence of tangible security and credit in the market most of the rural entrepreneurs fail to get external funds. Also the procedure to avail the loan facility from the banks is too time consuming that its delay often disappoints the rural entrepreneurs. Lack of finance available to rural entrepreneurs is by far one of the biggest problems faced by rural entrepreneurs nowadays especially due to global recession.
 - b. **Lack of Infrastructural facilities:** In spite of efforts made by government the growth of rural entrepreneurs is not very healthy due to lack of proper and adequate infrastructural facilities.
 - c. **Rise Element:** Rural Entrepreneurs have very less risk bearing capacity due to lack of financial resources and external support.
- 2. Marketing Problems:** Some of the major marketing problems faced by rural entrepreneurs are as follows:
- a. **Competition:** Rural entrepreneurs face stiff and severe competition from large sized organizations and urban entrepreneurs. They incur high cost of production due to high input cost. Problem of standardization and competition from large scale units are some of the major problems faced by marketers. New ventures have limited financial resources and hence cannot afford to spend more on sales promotion and advertising.
 - b. **Middlemen:** Middlemen exploit rural entrepreneurs. Rural entrepreneurs are heavily dependent on middlemen for marketing of their products who necessarily pocket large amount of profit. Poor means of transportation facilities and storage facilities are also other marketing problems in rural areas.

3. Management Problems: Some of the Major Management Problems are as Follows

- a. Lack of Knowledge of I.T: Information technology as such is not very common in rural areas. Entrepreneurs rely on internal linkages that which encourage the flow of services, goods, ideas and information.
- b. Legal formalities: In complying with various legal formalities and in obtaining licenses rural entrepreneurs find it extremely difficult due to ignorance and illiteracy. Also procurement of raw materials is really a tough task for many rural entrepreneurs. They may also end up with poor quality raw materials, which may also face the problem of storage and warehousing.
- c. Lack of technical knowledge: Rural entrepreneurs to a major extent suffer a severe problem of lack of technical knowledge. Lack of training facilities and other extensive services create a hurdle for the development of rural entrepreneurship.
- d. Poor quality products: Another important problem is growth of rural entrepreneurship is the inferior quality of products produced due to lack of availability of standard tools and other equipments as well as poor quality of raw materials.

4. Human Resource Problems: Some of the Major Human Resource Problems Found in Organization are as Follows

- a. Low skill level of workers: Most of the entrepreneurs working in rural areas are unable to find workers with high skills. They have to be provided with on the job training and their training too generally is a serious problem for entrepreneur as they are mostly uneducated and the training should be imparted in local language which they can understand easily.
- b. Negative attitude: Sometimes environment in the family, society and support system is not much conducive enough to encourage rural people to take up entrepreneurship as a career. It may be certainly due to lack of awareness and knowledge of entrepreneurial opportunities. Young and mostly well educated youths mostly tend to leave.

Remedial measures to solve the problems faced by rural entrepreneurs Different organizations like IFCI, SIDBI, ICICI, NABARD etc are trying to sort the major problems faced

by rural entrepreneurs. Marketing problems are mainly related with pricing, distribution channels, product promotion etc. In order to make the rural entrepreneurs to state the business venture, following measures may be adopted:

- a. Creation of finance cells: Banks and financial institutions which provide finances to entrepreneurs must create special cells for providing easy finance to rural entrepreneurs
- b. Concessional rates of Interest: On easy repayment basis and at concessional rates of interest the rural entrepreneurs should be provided finances. The cumbersome formalities should necessarily be avoided in sanctioning the loans to rural entrepreneurs.
- c. Offering training facilities: Training is essential for the overall development of entrepreneurships. It also enables the rural entrepreneurs to undertake the venture successfully as it certainly imparts required skills to run the enterprise. At present the economically weaker entrepreneurs of the society are necessarily offered such training facility by government of India regarding skill development of the existing entrepreneurs so that rural entrepreneurs can indeed generate income as well as employment opportunities in rural area.
- d. Power supply of raw materials: Rural entrepreneurs should be surely ensured of proper supply of scarce raw materials on a priority basis. Subsidy may also be offered at times to make the products manufactured by rural entrepreneurs reasonable and cost competitive.
- e. Setting up marketing co-operatives: Proper assistance and encouragement should be provided to rural entrepreneurs for setting up marketing co-operatives. These co-operatives shall help in getting various inputs at reasonable rate and they are helpful in selling their products at remuneration prices. Thus comprehensive training, proper education, setting up of separate financial Institutions, development of marketing co-operatives to a large extent help to flourish the rural entrepreneurs in India.

Findings

Meaning of Rural Entrepreneurship

- Entrepreneurship emerging in rural areas is called rural entrepreneurship.
- Establishing industries in rural areas refers to rural entrepreneurship.
- Rural entrepreneurship is synonymous of rural industrialization.

Definition

According to the KVIC

“ Rural industry means any industry located in rural areas, population of which does not exceed 10,000 or such other figures which produces any goods or renders any services with or without use of power and in which the fixed capital investment per head of an artisan or a worker does not exceed a ₹1000”.

According to Government of India

“ Any industry located in a rural area village or town with a population of 20,000 and below and an investment of ₹3 crores in plant and machinery”.

Classification of Rural Industries

All rural industries have been classified into the following 6 categories

1. Mineral based industries.
2. Forest based industries.
3. Agro based industries.
4. Engineering and non conventional industries.
5. Textile industry (including khadi).
6. Service industry.

Need for Rural Entrepreneurship

The need for developing rural entrepreneurship is to promote rural development in the country. This is justified as follows:

- Rural industries being labor intensive serve as an antidote to the widespread problems of rural unemployment.
- It helps in reducing disparities in income between rural and urban areas.
- These industries promote balanced regional development by dispersing industries to rural areas.

Need for Rural Entrepreneurship Contd

- Development of rural industries serves as an effective means to develop village republics.
- Rural industries also help preserve the odd rich heritage of the country by protecting and promoting art and creativity.
- Rural industrialization fosters economic development in rural areas.

- Rural industries also lead to development without destruction.

Problems of Rural Entrepreneurship

Developing rural entrepreneurship is important but not so easy. The general bottlenecks in the development of village industries are

- Financial constraints.
- Lack of technical know-how.
- Lack of training and extension services.
- Management problems.

Problems of Rural Entrepreneurship Contd

- Lack of quality control.
- High cost of production due to high input cost.
- Lack of communication and market information.
- Poor quality of raw materials.
- Lack of storage and warehouses.
- Obsolete and primitive technology.
- Lack of promotional strategy.

How to Develop Rural Entrepreneurship

The following measures may prove effective instruments for developing entrepreneurship in rural areas of country

- A policy formulation for strengthening the raw material base in rural areas in the country.
- Finance for running an industry, needs to be made available at soft and easy terms and conditions to the public and conditions do the prospective entrepreneurs.
- Measures like common production come marketing centers sentence be taken to solve the marketing problem faced rural industries.
- Inculcate and develop entrepreneurial aptitude among the entrepreneurs to make them successful in their ventures.

How to Develop Rural Entrepreneurship Contd

- Imparting entrepreneurial education at the school, college and University maybe one of the effective ways to inculcate the entrepreneurial attitude among the prospective entrepreneurs in rural areas of the country.
- Disseminating information about various facilities available for prospective entrepreneurs to set up industries into real areas.

- The NGOs should be encouraged to contribute to development of rural industries in the country.

Advantages of Rural Entrepreneurship

- Tax holidays and other tax advantages given to rural projects.
- Abundance of cheap labor.
- Advantage of local and regional resources in case the unit uses them as a raw material.
- Prestige and respect among the local community.
- Live example for local youth for taking up entrepreneurial project.
- Support and motivation from local people.
- Employment generation for local people.

Conclusion

Rural entrepreneurs are certainly act as a key figure in economic progress of India. They play a vital role in converting developing country into developed nation. In today's global market a country's economic policy environment must always be favourable for an organization to achieve efficiency. Economic policy of a country should also enable entrepreneurs to provide magical touch to an organization irrespective of public, private or joint sector in achieving innovativeness, speed, flexibility and also strong sense of self determination. Rural entrepreneurship however is the best answer for removal of rural poverty in India. Hence government should stress and emphasize more on integrated rural development programs. Also majority of the rural youths do not think of entrepreneurship as a career option.

Hence organizations and government should come with training and sustaining support systems providing all necessary assistance so that rural youth can be motivated to take up entrepreneurship as a career. Besides there should also be efficient regulated markets and governments should also lend its helping hand in this context. Standardization and grading should be promoted and also promotional activities should be enhanced to encourage rural entrepreneurs. NGO's should also be provided full support by the government. In the present context study of entrepreneurship helps entrepreneurs not only to fulfill their personal needs but also help in economic contribution of new ventures. More than increasing the national income by creating new jobs, rural entrepreneurship also acts a force in economic growth by serving as a major bridge between innovation and marketplace. To conclude to bring change institutions need to focus on synergies between education, innovation and entrepreneurship.

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12. A Study on Roles and Responsibilities of Franchise Business towards Management and Technical Experience

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Abstract

Indian franchising story has just started and it has a long way to go, India would be able to do so with its huge population, the growing aspirations and prosperity of the middle class, changing lifestyles, growing entrepreneurial culture, and the shifting of gears to small cities and towns. All these factors will lead to the growth of a WIN WIN partnership between the brand and franchisee.

Franchising in India is still in its nascent stage. Only 10% of the businesses in India are franchised as compared to 70% in the United States. Education sector which accounts for the maximum portion of the total franchised business in India is only 38% franchised as a sector as a whole. Other sectors like retail, food, healthcare etc. go on similar lines.

This report has tried to answer these questions by analysis including depth interviews, data analysis tools and behavioral study of franchisors in Bangalore across the major franchising sectors Education, Retail, Food and Professional Services. A franchisor has to be observant while selecting an appropriate partner for his business.

This study is conducted through structured questionnaire with a sample size of 100.

Keywords: Professional, Healthcare.

Objectives

To Get the Brand Recognition

Whether a company is planning to create a franchise right from the ground or is looking forward to buy an already established and well-reputed franchise in a certain area; the main idea, its owner has in his mind, is taking the business out of the new market in order to spread the word about the brand to the new customers

To take Advantage of Growth Opportunities

Whenever a franchise is bought, it is done for creating a whole new customer base along with a whole new range of business opportunities. These are what most of the business owners are interested in. Studies reveal that there are more than 900,000 franchises in the United States that are still in the functioning mode and these portraits the importance of franchising a business very well.

To Achieve Management and Technical Experience

The “franchisee” gets nearly everything well established from the franchise seller, since before the sale was made, the seller strives hard for getting the business in working condition. And that’s what buyer puts off to his advantage. Obtaining the idea about the behavioral aspects of the locality while putting the technical support, provided by the franchise team, is one of the primary objectives of franchising that the business owner pursues.

Introduction

Franchising is the running of a business using some or all aspects of another successful business in partnership. In the past, businesses would provide the right to sell a product in a particular market known as distribution deals or distributorship. More recently, however, the concept of franchising has evolved wherein a business allows grants another business the license to operate under the same name and use the expertise of the parent company for establishing a successful business. Some of the most well-known franchise business in the world is Domino’s Pizza and McDonald’s restaurants. In this article, we look at how to franchise business works in India.

A franchise is an arrangement where the owner of the brand and business model gives you the right to use said brand and business model (with all attending trademarks, products, systems, etc.) in exchange for money. In the franchise system, the owner is the franchisor and you are the franchisee.

This is how a franchise comes to be: an entrepreneur starts an independent small business, and over time refines it into a successful and stable business model.

Literature Review

The Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) statement has been used for the flow and guidance in terms of systematic literature review

Several articles are using PRISMA that have been published in high index journals in Scopus for instance by Al Humdan et al.

This study is aimed to review the previous studies on the trend of franchising strategy based on a systematic literature review. Franchising is a well-known business model to grow a firm's business. The brand should be recognised, valued and suitable for use in different regions territories that need a good strategy. Thus, to achieve a good business model, a success franchising strategy is a must.

Systematic reviews aim to classify all work that discusses a specific problem to provide a comprehensive and impartial overview of the literature.

Main Content

A franchise is a type of license that grants a franchisee access to a franchisor's proprietary business knowledge, processes, and trademarks, thus allowing the franchisee to sell a product or service under the franchisor's business name. In exchange for acquiring a franchise, the franchisee usually pays the franchisor an initial start-up fee and annual licensing fees.

When a business wants to increase its market share or geographical reach at a low cost, it may franchise its product and brand name. A franchise is a joint venture between a franchisor and a franchisee. The franchisor is the original business. It sells the right to use its name and idea. The franchisee buys this right to sell the franchisor's goods or services under an existing business model and trademark.

Franchises are a popular way for entrepreneurs to start a business, especially when entering a highly competitive industry such as fast food. One big advantage to purchasing a franchise is you have access to an established company's brand name. You won't need to spend resources getting your name and product out to customers.

The earliest food and hospitality franchises were developed in the 1920s and 1930s. A&W Root Beer launched franchise operations in 1925.

Some of the widely recognized advantages of franchises include a ready-made business formula to follow, market-tested products and services, and, in many cases, established brand recognition. For example, if you're a McDonald's franchisee, decisions about what products to sell, how to layout your store, or even how to design your employee uniforms have already been made. Some franchisors offer training and financial planning, or lists of approved suppliers. However, despite these benefits, success is never guaranteed.

A franchise is a common business arrangement where you pay for the rights to use a company's trade name and business format as opposed to starting a company from scratch. Franchising is a common way for an established business owner to expand his company's name without supplying the capital investment needed for expansion. Franchises have pros and cons for both franchisor and franchisee.

Research Methodology

One of the first and most important things you need to do when considering franchising is to research the process. Franchises are part of a unique market and in order to find success, you must have a detailed understanding of how it works. In addition to just deciding if it is right for you, you also need to develop an expansion strategy. Knowing your competition and having a clear strategy can mean the difference between success and failure when it comes to building a franchise.

Organized research is your best option. Some franchisors conduct a series of studies to research their industry. As a business owner, you likely understand a great deal about your industry, but do you have a clear understanding of everything from a franchisor's point of view? A legitimate study on the financial dynamics of your competitors can make things clearer. It is also a good idea to look at the marketing strategies, fee structure, and other strategies when making decisions for your franchise.

Once you have gathered information, you can incorporate it into your plan however you see fit. This does not mean copy what other franchises or competitors are doing, but think about what they are doing might work for your business. Every franchise is different, no matter how many similarities they might share. What might be right for you might not work for others and vice versa. However, their techniques and strategies might be amendable to fit your business.

In most cases our surveys are performed as a computer-driven internet-based survey. Respondents are contacted as described below, given a unique password, and directed to a FRI website containing the survey. Respondents enter their passwords, complete the survey, and the results are electronically entered into a data file for analysis.

A qualitative study was employed and data collected using semi- structured interviews with a sample of service industry franchisees

Findings

The study identifies that social networks play a key role in opportunity identification and that franchisees' goals influence the criteria used and information search activities undertaken while evaluating franchise opportunities.

Conclusion

Franchising enables a franchisor to expand the existing business to wider geographical regions within the country and abroad. Franchisees, especially those who are new entrants to business, do not have to "start from the scratch", but work with an established business model getting the necessary operational support and guidance. In international business, franchising is the best option to enter other countries' markets.

Although the franchisees own their businesses, they have to operate them in accordance with binding guidelines provided by the franchisor. True entrepreneurs may see this as interference and resent it. Franchising is not for them.

Individuals who want to start a business with a safety net and are content to operate within the framework of proven systems and procedures will do well as franchisees.

There are many types of franchising. They have come with their unique characteristics and this depends on their suitability to the franchising party. Their different types could be the reasons it has been argued that franchising is the most efficient and innovative form of business yet devised to distribute products and services.

In franchising, there are some important concepts that one has to understand. These are the franchisee and the franchisor. we ask ourselves, who are these? In clear terms, a franchisee is the individual who embarks on purchasing and consequently running a franchise.

Most of the franchisees are new entrants into the corporate world. Most of the time, they have little or no experience in running the business they are starting. In other cases, they are merely equipped with only the theory from the school. In such a case, franchising becomes a useful tool in gaining some knowledge about the business.

Suggestions

1. Follow the proven system. For those franchisees that came before you, it's very likely to work for you too, if you follow the systems already set up.

2. Hire the best people and treat them right. Your most important resource is the staff. Create an environment in which great staff members can thrive and are invited to become problem solvers. Avoid micromanaging your staff.
3. Delegate to your employees. Franchisees can't do everything there is to do within their businesses by themselves. That is why we hire employees. Delegation relieves some of the load from the franchisee and provides the employee a sense of importance and ownership in the operations of the business. This will help to develop loyalty from your staff and create a winning team environment.
4. Use what your franchisor gives you. Employ the programs and product offerings from the franchisor that are designed to market and build your business

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13. A Study on Challenges Faced by Start-Ups in India

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Abstract

India is the second biggest crowded country on the planet with 1.2 billion populace strength. To conceal this enormous populace there exist huge possibility of occupation market in India. Yet, according to the most recent Asia Pacific Human Development Report, India is confronting serious shortage of occupation market; development in joblessness among youthful alumni and it will keep going for next 35 years. As per Labour Ministry information, around 1 million individuals enter the labour force in India consistently. To annihilate this shortage of occupation market, our own Honourable Prime Minister Rd. Narendra Modi, reported on fifteenth August 2015, "Startup India, Stand Up India" to advance Bank Financing for new businesses and deal motivations to flaunt business venture and occupation creation. This exploration paper has made a Literature Survey examination in regards to its Challenges, Prospects and its financing assets. Auxiliary information gathered from different sites, diaries, paper articles and so on

Introduction

Start-ups in India as in numerous different areas of the planet, have gotten expanded consideration lately. Their numbers are on the ascent and they are currently being generally perceived as significant motors for development and occupation age. Through advancement and adaptable innovation, new companies can create effective arrangements, and in this way go about as vehicles for financial turn of events and change. The Indian beginning up environment has developed powerfully in the course of the most recent twenty years. Some new businesses were established during the 2000s, however the environment was as yet juvenile as a couple of financial backers were dynamic and the quantity of help associations, for example, hatcheries and gas pedals was restricted. Some effective exits happened in the last part of the 2000s and over the most recent ten years, the quantity of new businesses expanded quick and more help has opened up in all aspects. Bangalore has arisen as India's essential beginning up centre, yet huge

establishing movement is additionally occurring in Mumbai and the National Capital Region (NCR), just as some more modest cities. The point of this review is to give a complete comprehension of both the development drivers just as the difficulties looked by Indian new companies. Further, the review researches how the beginning up environment has created throughout the long term and portrays where and which sort of help is accessible. While the essential spotlight is on innovation driven new businesses, the review perceives that non-tech, social and miniature business people have likewise concocted creative thoughts and arrangements.

Key Words - Start up, Procedure, Innovation, Business

Objectives

- To study about the startups in India.
- To study about the challenges faced by startups in India.

Research Methodology

Research procedure just alludes to the pragmatic "how" of some random piece of examination. All the more explicitly, it's with regards to how an analyst methodically plans a review to guarantee substantial and dependable outcomes that address the examination points and goals. This examination is finished utilizing auxiliary exploration information strategy by making use articles and destinations.

START-UP IN INDIA

Extension and Characteristics of the Indian Market

India is regularly portrayed as "the posterchild of developing business sectors" for its tremendous business potential for new companies. In a country with a populace of almost 1.3 billion individuals, even specialty items can have huge market potential. During the 1990s, financial changes moved India towards a more market-based monetary framework. As the Indian economy keeps on developing, livelihoods and buying power are expanding consistently. Rising utilization is driven by the development of upper-centre pay and top-level salary fragments of the populace, which will develop from being one out of four families today, to one out of two families by 2030.

Innovative Change

There is an immense requirement for imaginative arrangements, especially those that lighten neediness and advantage countless individuals. Given the size of India and its asset

imperatives, minimal expense, high-sway arrangements are required. Innovation new companies assume an urgent part in achieving this, in view of their potential for versatility and dramatic development. In the course of the most recent couple of many years, mechanical change has diminished the expense of building advanced items and has given admittance to buyer markets. Previously, organizations needed to set up actual framework to interface with clients, which inferred high client obtaining costs that demonstrated restrictive for little organizations in similar field as set up companies.

Expanded Political Will and Government Support

The public authority under Prime Minister Narendra Modi, who expected power in 2014, put advanced change at the focal point of its arrangements. The administrative just as some state legislatures progressively perceive new businesses as significant motors for monetary development. Additionally, new businesses are relied upon to make occupations that will limit the high joblessness rate in the country. The Modi government has put forth different attempts to help new businesses. The leader drive, "Start-up India", was started by the head of the state in 2016 "to fabricate a solid biological system that is helpful for the development of new companies, to drive maintainable monetary development and produce enormous scope work openings.

Organizations Increasingly Seek to Engage in Open Innovation

In an undeniably dubious and quick business climate, huge organizations face tensions to develop perpetually quickly. Their test is twofold: to advance steadily to develop their current business, while understanding continuous changes in their industry and making arrangements for more extreme developments. The last option is ending up troublesome, and all the more enormous organizations understand that they can't just depend on inside created information and on building everything themselves. As this 'shut development' worldview loses its significance, more organizations turn towards open advancement approaches. Accordingly, organizations in India are progressively contacting new businesses to expand their own imaginativeness. They go into trade and key organizations with new businesses, while supporting them with different corporate-explicit assets.

Changing Perceptions towards Entrepreneurship

The people who will face challenges are the ones who can try thoughts and take advantage of lucky breaks. Most beginning up originators in India have solid inborn inspirations

and report being driven by their energy, interest, fulfilment that comes from critical thinking, and want to have an effect in the public eye. Numerous Indian authors have recently worked at a professional workplace, yet regardless of the strength in those positions and the advantages of significant compensations and different advantages, they saw those positions as obliging to their inventiveness. An absence of ID with a corporate culture regularly drives them to make something all alone, which empowers them to characterize their own qualities and control their own heading. In addition, an adjustment of discernments among the more extensive society is perceptible. The examples of overcoming adversity of noteworthy ways out and India's first unicorns [4] have gotten a lot of media consideration.

Challenges Faced by A Startup

Group

A significant component of any beginning up is a group of committed individuals who plan to dominate at their work and are sufficiently genuine to follow up with practically no updates. Exploring for a decent group is the main significant test of any beginning up particularly at the incipient stage, wherein a group can represent the deciding moment the undertaking. As per a review, group disappointment was ascribed to the closure of 23% of bombed new companies. A top justification for bombed new companies is the shortfall of prime supporters. A group of committed people with reciprocal ranges of abilities are required. A group with an ideal equilibrium of abilities however various methods of imparting can likewise create some issues from the get-go.

Financing

Almost 242 million dollars of investment subsidizing has gone into an aggregate of 64 new businesses in India as per research firm Venture Intelligence. Nonetheless, industry specialists guarantee that this number is immaterial and there is a solid reason to build it considerably more to support beginning phase hazard capital. Because of the cycles in question and the exorbitant loan fees, obligation as a wellspring of subsidizing is likewise not a feasible choice. Individual subsidizing turns into an issue as monetary dependability calls for sure fire wellsprings of income which may not be imaginable in the underlying phases of beginning an organization.

Market Need

The following most significant test for a beginning up is the area from which it is being dispatched and checking the market need for the item. Development is the key here, as in the beginning up would have to change items existing in the market to suit the requests of the client base.

Income and Capital Burn

As there is monstrous contest, new companies need to increase quick and this is the place where outer financing comes in. Ventures and new companies go inseparably. When raising money stops, inconvenience mixes. A few new companies are compelled to zero in a bigger number of on raising venture rather than creating income. Ideal administration of consume rate is a major concern. Regularly, when a beginning up gets subsidized, it forgets about the consume rate and its own exhausting income accordingly at last failing. Thus, a cognizant way to deal with income age is required.

Decelerators

One of the significant difficulties is the impact of outer associations which attempt to control, make due, exploit their occasions, numbers or brands for the sake of coaching. Generally creative, quickly developing organizations what began creating gains from the beginning have been self-subordinate and have never been hatched or coached. The underlying development may have been slower; nonetheless, it offers more as far as steadiness and benefits in the more extended term. Impact of outside associations/elements should abridge all together for the beginning up to speed up.

Steady Reinvention

The need to continually re-examine and concoct a support of have the option to match client assumptions are probably the greatest test. Because of the coming of innovation and rivalry, the test to give well beyond a prior advancement is gigantic.

Conclusion

Start-ups are booming opportunities for the Youngsters to reach more heights. Start-ups can give more Opportunities for the Aspiring Entrepreneurs and also they can give Employment opportunities. They can help in the Economic Development of the Country. It can be difficult to make ends meet when developing new products as a start-up. According to a recent poll, the founders of failed start-ups have admitted to poor marketing as their top reason for failure in a

surprising 42 percent. Draw the line and choose the adequate marketing solution for your situation and budget. Prove yourself that you are worth the customer's trust. The clients are found to be tentative in trusting start-ups as compared to the companies already in the market because these young companies have yet to prove their standard, quality and efficiency in yielding what the world demands. Setting up a company is not much work; but driving it towards success is where the real task lies. Being a new born in the business world, start-ups will have external as well as internal pressure to do well. This drives all the energy of the team to the company such that they end up being drained of spontaneity and lose their lustre. This must not happen. Don't work hard, work smart. With minimal exertion, gain maximum output. Find your own ways of doing this. After all, the health of the start-up is directly proportional to the health of the team.

Suggestion and Recommendations

From my analysis, there exists no single best approach or model that best describes and explains the new venture creation process, and which encompasses all its aspects and characteristics that have been mentioned in individual approaches. Integrated frameworks have been suggested as an attempt to solve this problem. Other key developments have emerged in recent times these include the human capital, network approach and the role of cognitive factors in the entrepreneurial process of new venture creation. These approaches have highlighted important aspects for explaining business start-ups however more empirical research is required.

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14. A Study on Different Issues and Difficulties of Startup in India

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Abstract

Advancements are crucial for the improvement of a country thus the significance of new companies can't be turned down. To urge advancement and to advance business venture, the Start-up India program was sent off by the good Prime Minister of India, Shri Narendra Modi.

Keywords

Eco-system, innovation, economic growth, entrepreneurship

Introduction

What is 'StartUp India'? 'Startup India' is a Top Tier initiative of the Government of India, expected to catalyse startup culture and fabricate a solid and comprehensive environment for development and business venture in India. Startup India was introduced to boost the ecosystem of startup's in our country in order to eliminate the high unemployment rates and to in hopes of generating revenue for the country and its people.

Objective

1. To analyse the different issues and difficulties of new businesses
2. To distinguish different government drives for the advancement of new businesses.
3. To investigate the development and chances of new businesses.

Research Methodology

The review depends on the auxiliary information which has been gathered from different presumed distributions. It incorporates different activity plans and schemes which the Indian government has started through the plan of Start-up India. The review illuminates a portion of the issues and difficulties that new businesses have to go through and conqueror in order to survive if not thrive.

Main Content

Startup India is a leader drive of the Government of India, expected to catalyse startup culture and assemble a solid and comprehensive environment for advancement and business venture in India. Since the send off of the drive on sixteenth January, 2016, Startup India has carried out a few projects with the target of supporting business visionaries, and changing India into a nation of abundant work provider rather than a nation without jobs.

The wide extent of Startup India's projects is illustrated in the Action Plan beneath, and is overseen by a devoted Startup India Team. The 19-Point Action Plan imagines the accompanying types of help for Startups, and that's just the beginning:

- Improved foundation including brooding focuses
- More straightforward IPR help, including simpler patent documenting
- A superior administrative climate including tax reductions, more straightforward consistence, improved of setting up an organisation, quicker leave systems and then some
- A monetary boost in the structure an INR 10,000 crore Fund of Funds oversaw by SIDBI, determined to expand subsidising open doors
- This site, otherwise called the Startup India Portal, which offers a scope of helpful assets and a tremendous systems administration information base for business visionaries and different partners in the Startup ecosystem
- A complementary helpline and fast email question goal for new companies

Issues and Challenges

A portion of the significant issues and difficulties are examined beneath:

Monetary assets

Accessibility of money is basic for the new businesses and is consistently an issue to get adequate sums. Various money choices going from relatives, companions, advances, awards, holy messenger financing, investors, swarm subsidising and so on are accessible. The necessity begins expanding as the business advances. Scaling of business requires opportune implantation of capital. Appropriate money the board is basic for the accomplishment of the new companies. A new report arranges a bleak picture with 85% of new organisation's supposedly underfunded demonstrating likely disappointment.

Revenue Generation

Some companies that have been newly founded sunk because of poor revenue generation as the business develops. As the activities increment, costs develop with diminished incomes driving new companies to focus on the financing angle, subsequently, weakening the emphasis on the essentials of business. Subsequently, revenue generation is basic, justifying effective administration of consume rate which in like manner speech is the rate at which new companies burn through cash in the underlying stages. The test isn't to create sufficient capital yet in addition to extend and support the development.

Absence of Mentorship

Absence of legitimate direction and mentorship is probably the most serious issue that exist in the Indian startup environment. A large portion of new companies have splendid thoughts and additionally items, however have almost no industry, business and market insight to get the items to the market. It is a demonstrated model that a splendid thought works provided that executed expeditiously (Mittal, 2014). Absence of sufficient coaching/direction is the greatest test which could finish a possibly smart thought.

Absence of a Decent Branding Strategy

Nonattendance of a powerful branding methodology is another issue that keeps new businesses from prospering at a quicker pace. Hemant Arora, Business Head-Branded Content, Times Network thinks that branding requests principal consideration as it gives a personality and consumes a space in the customer minds.

Government Initiatives

There are various government and semi-administrative drives to help new businesses.

Start Up India

This drive gives three-year tax and compliance breaks intended for cutting government regulations and red tapism.

Mudra Yojana

Through this plan, new companies get advances from the banks to set up, develop and settle their organisations.

SETU (Self-Employment and Talent Utilisation) Fund Government has designated Rs 1,000 Cr to set out open doors for independent work and new positions essentially in innovation driven areas.

E-Biz Portal

Government sent off e-business entry that incorporates 14 administrative authorisations and licenses at one source to empower quicker clearances and work on the simplicity of carrying on with work in India.

Royalty Tax

Indian government has diminished the sway charge paid by associations and startup firms from 25% to 10 percent. Startup Ecosystem worked with through different government divisions and projects. -4100+ Startups have benefitted somewhat recently through different projects of the Central Govt

- 960 crore of subsidising has been empowered to Startups through different plans
- 828 Cr sanctioned assets for framework.

With the goal to fabricate a solid eco-framework for sustaining advancement and Startups in the country the Government sent off a Startup India Action Plan that offers the accompanying help to perceived backings through:

Tax Exemptions

- IT exceptions for a very long time
- Capital additions exception to individuals putting such capital increases in the Govt. perceived Fund of Funds
- Charge exclusion on speculations above Fair Market Value
- Legal Support in Patent Filing
- Quick track of Startup Patent applications
- Board of facilitators to help with documenting applications, govt. bears help costs: 423 facilitators for patent and design, 596 for brand name applications
- 80% discount in documenting of patents: 377 new businesses benefitted
- Simple Compliance
- Self-certificate and consistence of 9 conditions and work laws through Startup India online interface/portable application. Online self-certificate for Labor
- Relaxed up Norms for Public Procurement
- By facilitating the prerequisite of related knowledge and earlier turnover in tenders for application by new businesses

Asset of Funds

- 10,000 Cr. Asset of Funds to be given by Mar 2025: Avg. □ 1,100 Cr. Each year
- Working rules has changed to consolidate the accompanying:
- 2x of FFS to DIPP Startups
- Permit subsidising of substance in the wake of stopping to be startup (under DIPP)
- 600 Cr (+25Cr Interest) given by DIPP to SIDBI which further dedicated Rs 623 Cr to 17 VC. 56Cr has been dispensed to 72 new businesses catalysing ventures of Rs 245 Cr
- Credit Guarantee Scheme for Start-Ups
- Corpus of □ 2,000 Cr across 3 years
- Insurance Free, Fund and Non-Fund Based Credit Support
- Loans of up to 5 Cr. per Startup to be covered
- Status: EFC Memo flowed on 22 March 2017 to 6 Dept's

Impact: Credit guarantee to help 7,500+ Startups in 3 years Industry/Academia Support:

Providing and building foundation the nation over by setting/increasing: 31 Innovation Centers, 15 Startup habitats, 15 Technology Business Incubators, 7 Research Parks, 500 Atal Tinkering Labs.

Startup Recognition

6398 Applications got; 4127 new businesses perceived; 1900 new companies qualified for charge exception (900 handled, 1000 forthcoming); 69 new businesses given tax exemption

Growth of Startups in India

India is a developing economy and an enormous market of underserved/unserved clients. India has the sixth greatest economy and the third largest start up ecosystem on the planet. Upheld by ideal socioeconomics and expanding portable infiltration, India has a functioning and flourishing startup ecosystem. With numerous administration drives set up and an expanding number of accelerators, incubators, Venture Capital firms, The Indian startup environment is relied upon to observe YoY development of 10-12%.The development of the biological system is huge as not withstanding the pandemic hit 2020, Indian startup's figured out how to get 10 Billion \$ in Venture Capital Investment in 2020.

Literature

Startups have played and keep on playing huge parts in the development, improvement and industrialisation of numerous economies everywhere. Startup is flagship initiative of the

government of India, planned to fabricate a solid eco-system for sustaining development. Startup will drive reasonable financial development and produce huge scope business, open doors and limit joblessness. Narendra Modi expressed that, the Startup India is a progressive plan that has been begun to help individuals who wish to go into business. These individuals have thoughts and ability, so the government of India will give them backing to ensure they can carry out their thoughts and develop. Accomplishment of this plan will ultimately make India, a superior economy and a solid country. Grant Thornton characterised the new company as an association which is an innovative endeavour/organisation or a transitory business association that participates being developed, creation or dispersion of new items/administrations or cycles. Institute for Business Value (IBV) India, is booming with youthful business people and new companies however more than 90% of new businesses in the nation have fizzled in view of absence of development, non-accessibility of gifted labor force and deficient financing.

Conclusion

The current financial situation in India is in development mode. The Indian government is progressively showing more prominent excitement to build the GDP rate of growth from grass root levels with presentation of liberal arrangements and drives for business people like 'Make in India', 'Startup India', MUDRA and so forth 'Make in India' is an incredible chance for the Indian new businesses. With government going full hoard on creating business visionaries, it could capture cerebrum channel and give a climate to further develop accessibility of nearby ability for recruiting by startup firms. The startup field has a parcel of challenges going from finance to Human resource and from launch to supporting the development with persistence. Being a country with huge populace, the plenty of chances accessible are numerous for new businesses offering items and administrations going from food, retail, and cleanliness to sun powered and IT applications for everyday issues which could be conveyed at reasonable costs. It isn't awkward to make reference to the fact that a portion of these new companies would become unicorns and may become incredibly famous organizations by venturing into other developing and underdeveloped nations.

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15. A Study on Challenges Encountered by Indian Women Entrepreneurs

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Abstract

Women's entrepreneurship is inextricably linked to societal and economic benefits. Despite the fact that women make up over half of India's population, their participation in entrepreneurial activity is still severely restricted. The study intends to analyze the prevalence of women entrepreneurship in India by deciphering the concept, profile, and dynamics of women entrepreneurship in India. The findings of a literature research revealed the diverse profile of women entrepreneurs in India. Women entrepreneurs are a diverse population with a variety of age groups and demographic backgrounds. During the course of starting and maintaining their businesses, they face a variety of gender-specific and gender-neutral problems. In India, entrepreneurial activity is relatively low, with the majority of it concentrated in Tamil Nadu, Kerala, Andhra Pradesh, West Bengal, and Maharashtra. There is a pressing need to decipher policy imperatives and actions that can help India create a more conducive climate for female entrepreneurs.

Introduction

Entrepreneurship is a field of study that has piqued the interest of academics, policymakers, and researchers alike. Entrepreneurship has a strong link to a country's economic development since it accelerates growth and wealth. Baumol et al. (2006) and Schramm (2006) (2007). In the last few decades, both industrialized and developing economies have seen an increase in female entrepreneurs. Women entrepreneurs clearly contribute significantly to reduced poverty, greater per capita income, and job creation. D. Aguirre et al. (2012), S. M. Kumar et al. 2013, Ogidi, A. E. (2014). The gender gap in entrepreneurship is a problem that exists in many countries. In practically every country, there is a significant disparity between male and female entrepreneurship activity (GEM 2015-16 Global Report). In India, there is also

a significant disparity between male and female entrepreneurship engagement. The current study aims to comprehend the dynamics of female entrepreneurship in the Indian economy. ADMAA 48 Amity Journal of Entrepreneurship AJE Volume 2 Issue 1 2017 ADMAA 48 Amity Journal of Entrepreneurship AJE Volume 2 Issue 1 2017 ADMAA 48 Amity Journal

Objectives of the Study

- To comprehend the women entrepreneurship in India.
- To know the issues of women entrepreneurs people in India.

Understanding Entrepreneurship

Entrepreneurship has piqued the curiosity of academics. Throughout history, experts from numerous fields of study have attempted to decipher the dynamics of entrepreneurship. During the 18th century, Cantillon was the first economist to coin the term "entrepreneur" (Cantillon, R. 1755). Say opined that profits accrued to an entrepreneur are separate from profits accrued to the person who provided capital (Say, J. B. 1803). In his theory of entrepreneurship, Schumpeter developed the concept of innovation (Schumpeter, J.A. 1934). An entrepreneur is someone who seeks out and seizes opportunities (Drucker, P. F. 1964). According to Mc Clelland, entrepreneurial activity is ultimately determined by the enabling environment and one's ability (McClelland, D.C., 1961). An entrepreneur's job is to fill market gaps caused by increasing market flaws (Leibenstein, H., 1968). Risk bearing, according to Knight, is a basic job of an entrepreneur, and risk bearing is what leads to profit development (Knight, F. H., 1921). The spirit of capitalism, according to Weber, promotes entrepreneurial activity in any society (Weber, M. 1947). According to Hagen, society's excluded groups turn to entrepreneurship in order to achieve equality and respect (Hagen, E, 1960). Cochran views cultural values, societal role expectations, and the entrepreneur's ability to be important elements in understanding entrepreneurial activity in various circumstances (Cochran, T.C. 1968). Macroeconomic conditions, according to Casson, either encourage or inhibit entrepreneurship (Casson, M. 1982). As a result, an entrepreneur might be defined as an economic agent who takes risks in the hopes of profit. As a result of this process, the entrepreneur develops as an innovative and deliberate decision maker, resulting in the closure of market gaps caused by market defects. Entrepreneurship is widely acknowledged to be extremely important in developed, developing, and transition economies. 49 ADMAA Volume 2 Issue 1 2017 Amity Journal of Entrepreneurship Understanding Women Entrepreneurship at the AJE

Concept of Women Entrepreneur

Women entrepreneurs are those who take on the responsibility of organising and managing their businesses' resources while also taking all of the risks in the hopes of making a profit. Women entrepreneurs are shown as conscious decision-makers and managers in this description (Coughlin, J. H., & Thomas, A. R., 2002). Women who have chosen to take on the difficult role of entrepreneur because they want to fulfil their urge for independence and achievement. This concept only applies to opportunity-driven women entrepreneurs, i.e. women who pursue business on their own initiative. This definition excludes necessity-driven entrepreneurs who are compelled to start a business due to a pressing need (Dhameja S. K. 2002). The word "women entrepreneur" refers to a woman or a group of women who start, organize, and manage their own business (Suganthi, 2009).

Some academics have described women entrepreneurs as individuals with distinct psychological features, while others have focused on the roles they play as business owners. In order to operate their business, women entrepreneurs make deliberate judgments. Women's entrepreneurship also contributes to their social and economic empowerment.

Features of Indian Women Entrepreneurs

Women entrepreneurs are more prevalent in younger age groups than in older age groups (Dhameja et al 2000). Women who become entrepreneurs have a wide range of educational backgrounds (Patole, M., & Ruthven, O., 2002). The majority of women entrepreneurs are from lower and middle income families and run service-oriented businesses (Vinze, M. D., 1987). (Gupta, 2013). Women's entrepreneurship has progressed from pickles, papads, and powders to professions such as engineering (Munshi, S et al, 2011). "Techpreneurs" are developing as a new type of female entrepreneur (Charantimath, 2005). The traditional and informal sectors of the Indian economy were dominated by women entrepreneurs. Women entrepreneurs, on the other hand, have been diversifying their businesses in recent and developing sectors during the last decade. ADMAA 50 Amity Journal of Entrepreneurship AJE Volume 2 Issue 1 2017 ADMAA 50 Amity Journal of Entrepreneurship AJE Volume 2 Issue 1 2017 ADMAA 50 Amity Journal

Challenges Encountered by Indian Women Entrepreneurs

Women entrepreneurs in India face a variety of difficulties. The majority of women entrepreneurs identify access to quick and affordable finance and marketing as a major problem (Panandikar, 1985). Women entrepreneurs face challenges such as high raw material prices,

lengthy licencing and registration procedures, and lack of access to banking and financial services (Vinze, M. D., 1987). Women entrepreneurs are frequently beset by a lack of financial resources, putting them at a disadvantage. Women's entrepreneurial development is hampered by a lack of social and family collaboration, illiteracy, and ignorance of numerous government plans and initiatives (Rao, C. H. 1991). Financial, labour, and marketing issues are common complaints among female entrepreneurs (Chandra, 1991). Women entrepreneurs in India face major challenges due to a lack of cash flow and working capital, as well as a lack of manufacturing knowledge and the pressure of household responsibilities (Das, M. 1999). Women are socially conditioned to be quiet, introverted, and preoccupied with family commitments. Some of the challenges include shyness in business interactions, low achievement motivation, risk averse attitude, lower level of education, burden of family obligations, gender bias at the family and societal levels, lack of managerial skills and experience, lack of business related information, and non-availability of finance (Singh S. & Saxena, S. C. 2000). Women's entrepreneurship is challenged by a lack of quick and affordable working capital and equity financing, as well as poor marketing support and infrastructure barriers (Ganesan, et al 2002). Women entrepreneurs encounter a variety of social, personal, marketing, mobility, government assistance, financial, production, and labor-related issues, as well as stress from work-life balance and a lack of technical skills (Dhameja, S. K. 2002). Work-life balance issues, low self-confidence, a lack of business-related expertise, shyness and reluctance in business interactions, a lack of formal finance due to insufficient collateral, marketing issues, and a lack of a business location are all typical issues (Sinha, P. 2003). Some of the obstacles faced by women are unique to them (gender specific), while others are shared by all entrepreneurs (gender neutral) (Munshi S et al 2011). Women entrepreneurs in India face a variety of hurdles during their careers. Women entrepreneurs face a number of hurdles, including access to venture and working finance. Another issue is market access that is both safe and economical. Women's entrepreneurship development in India is hampered by infrastructural obstacles, a lack of advising and business development support services, a lack of information of current government support, and a lack of societal conditioning suitable to women's entrepreneurial personalities.

Conclusion

Women's entrepreneurship is critical for economic and societal development. Despite accounting for over half of India's population, women's economic engagement is extremely

limited. India's female entrepreneurs are now making a name for themselves in non-traditional fields. Women entrepreneurs are a broad group with a range of demographic, economic, and educational characteristics. It is critical that policies and programmes address the specific needs of each group. It is undeniable that women encounter several hurdles during their entrepreneurial careers. To address these issues, a detailed action plan is required. Tamil Nadu, Kerala, Andhra Pradesh, West Bengal, and Maharashtra have the highest concentration of female entrepreneurs. These states' policies and interventions should be investigated so that excellent practises can be replicated in other states. Despite the government's efforts to encourage women to start businesses, the number of women entrepreneurs in India remains dangerously low. Because the majority of women-owned businesses are in the unregistered sector, they are unable to benefit from government help. ADMAA 58 Amity Journal of Entrepreneurship AJE Volume 2 Issue 1 2017 Analyzing the impact of existing policies and programmes may suggest new approaches to promote women's entrepreneurship. Women's entrepreneurship is a broad and complicated field that necessitates substantial and thorough research to unravel its complexities.

The increasing presence of women as entrepreneurs has led to the change in the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a prominent role in society inspiring others and generating more employment opportunities in the country.

There is a need for sustainable growth of women entrepreneurs, to promote a balanced growth in the country.

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16. Opportunities and Challenges Faced by Women Entrepreneurs in India

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Abstract

Pandit Jawaharlal Lal Nehru has remarked "When women move forward, the family moves, the village moves and then ultimately the Nation moves forward." Women are one of the most relevant untapped resources if you talk about entrepreneurship. Female entrepreneurship is gaining attention and importance in light of the evidence of the importance of new business creation for economic growth and development. Entrepreneurship refers to the act of setting up a new business so as to take advantage of new opportunities. Entrepreneurs are responsible for shaping the economy and they help in creation of new wealth and new jobs by inventing new products, processes and services. We all understand that economic development of the today's woman is crucial for economic development of any country specially a country like India. The dependency on service sector has created many entrepreneurial opportunities for women that they can utilize to enhance their social standing and reputation. In this paper, an attempt has been made to study the opportunities and challenges related with entrepreneurship that the woman of our country faces in the present times. Much knowledge is not found about the economic relevance of women in entrepreneurship programs and the effect of these programs on society and economy.

Keywords: *Entrepreneurship, woman, economy, economic development, challenges, economic growth, opportunities of women entrepreneurship.*

I. Introduction

Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to

management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized.

The purpose of the paper is to examine the constraints and opportunities facing female entrepreneurship in developing countries at micro- and macro-level perspectives and seeks to provide a detailed account of opportunities and constraints brought by entrepreneurship.

According to **Kamala Singh**," A women entrepreneur is a confident, innovative and creative woman capable of achieving economic independence individually or in collaboration generates employment opportunities for others through initiating, establishing and running an enterprise by keeping pace with her personal, family and social life.

According to **APJ Abdul Kalam**"Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation." According to the recent reports and studies female entrepreneurship has attracted a lot of attention in recent years in light of concrete evidence that it supports economic growth and development.

Objectives of the Study

1. To discuss the problems faced by women entrepreneurs in India.
2. To discuss the major factors affecting the development of women entrepreneurship among various countries.
3. To discuss the measures needed to improve the state of women entrepreneurship in India.

II. Review of Literature

Bowen & Hisrich, (1986), evaluated many research studies done on women entrepreneurship. It concluded that female entrepreneurs are relatively well educated in general but are not having proper management skills, higher in internal locus of control than other women in their values & are likely to have had entrepreneurial fathers. Cohoon, Wadhwa & Mitchell, (2010), present a detail about men & women entrepreneur's background and experiences. The study is based on the data collected from primary data where surveys were

conducted to collect data from established & successful women entrepreneurs. The study identified top factors motivating women to enter into the field of entrepreneurship. The factors found were desire to build wealth, the wish to capitalize on business ideas and to move ahead in life. The challenges are more related to entrepreneurship rather than gender.

Studies have found that most of the women establish enterprises before the age of 35 after gaining some job experience somewhere. The Women network report on Women in Business & in Decision Making focuses on women entrepreneurs, about their problems in starting & running the business, family background, education, size of business unit. Darrene, Harpel and Mayer, (2008) performed a study & established a relationship between human capital and self-employment. The study showed that self-employed women differ on most human capital variables as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self employed women than that for other working women.

Singh, 2008, conducted a study to identify the reasons & factors that influence entry of women in entrepreneurship and also explained the obstacles in the growth of women entrepreneurship. The factors identified were lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, lack of social networking, low family and financial support.

Problems faced by Women Entrepreneurs in India

There are some umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. Their various problems are as follows

1. Lack focus on Career Obligations

Indian women do not focus on their career obligations in the same manner as they do on their family and personal life. Despite having excellent entrepreneurial abilities, they do not focus on their career obligations. Their lack of focus towards their career creates a problem in promoting women entrepreneurship.

2. Economic Instability of Women

The economic stability of Indian women is in a very poor state as they lack proper education that is crucial for becoming self-dependent. Women in rural areas can't take any entrepreneurship.

3. Lack of Risk Taking Ability

Our educational system is very primitive and creates awareness about women's capacities and their hidden powers to handle economic activities. Most of the women are not performing entrepreneurial activities because they are not having the proper capacities and risk making ability.

4. Arrangement of Finance & Raw Material

Arrangement of finance is a major problem that is faced by women entrepreneurs. Their access to external sources of finance is very limited because of their poor economic condition in the society .As such; they find it difficult to be an entrepreneur as they lack the risk taking ability because of poor financial assistance. Another problem faced by them is shortage of raw-material and difficulty faced by the women entrepreneur in arranging good quality raw material at competitive prices.

5. Cut-throat Competition

Women entrepreneurs have to face tough competition not only from industry but also from their male counterparts . Surviving this cut-throat competition and achieving the aim of producing quality products at competitive prices is not an easy task for the women entrepreneurs.

6. Low Levels of Literacy amongst Women

Illiteracy is the root cause of socioeconomic bias that prevails in society and that doesn't let women achieve economic independence. Due to lack of Knowledge of the latest technology and proper education, it becomes difficult for women to set up their own enterprises.

7. Problems in Getting Financial Assistance by Banks & Financial Institutions

Banks and financial institutions help finance small and medium size firm operators to get financial assistance.

But these banks and financial institutions don't readily provide credit to women entrepreneurs because they doubt the credit worthiness of women entrepreneurs. The irony is that according to a report by the United Nations Industrial Development Organization (UNIDO), women's loan repayment rates are higher than men's but still financial institutes doubt their loan repayment abilities.

8. Marketing Problems

Women entrepreneurs face problems in marketing their products as this area is mainly dominated by males and women fail to make a mark in this area. Women entrepreneurs also find

it difficult to capture the market and make their products popular and they often take the help of middlemen in marketing their products who often charge high commission from them.

9. Less Support towards Family

In business women have to devote long hours and as a result, they find it difficult to meet the demands of their family members and society as well. As such they become incapable in attending to domestic work, attending to the needs of their children which lead to conflict in their personal lives and they find it difficult to work as an women entrepreneur.

10. High Cost of Production

High cost of production adversely affects the development of women entrepreneurs. The high cost of factors of production & the raw material makes it difficult for the women entrepreneur to operate in the industry. Government assistance in the form of grants and subsidies to some extent enables them to tide over the difficult situations. Other than the high cost of production, women entrepreneurs also face the problems of labor, human resources, infrastructure, legal formalities, overload of work, mistrust etc that are associated with every business enterprise.

11. Lack of Self-Confidence And Self-Esteem amongst Women

A strong mental outlook and an optimistic attitude amongst women are required amongst women to be an entrepreneur. But it has been noticed that women lack these qualities required in setting up their own enterprises. Thus, not having the required confidence that is needed by today's women to move ahead creates resistance in their being a good entrepreneur.

Insights about Women's Entrepreneurship Development

The following are the facts and insights about Women's Entrepreneurship Development:-

- a. Entrepreneurship can be an effective means to create employment and empower women and promoting women's entrepreneurship and gender equality helps to empower women in the society.
- b. Women lack confidence in their entrepreneurial abilities as such along with training women entrepreneurs should be provided with strategic partnerships, networking and programs that help in overall entrepreneurship development.
- c. Infrastructure that supports entrepreneurship opportunities should be provided for women's success.

- d. In all countries women still represent a minority in the area of entrepreneurship, are self-employed, or are small business owner-managers and their full potential has yet not been utilized properly.
- e. Women's entrepreneurship is not very successful because they face lots of challenges because of lack of education, lack of role models in entrepreneurship, gender issues, weak social and economic status etc.

Measures to Improve Women Entrepreneurship

Women entrepreneurship in India faces many challenges and requires a radical change in attitudes and mindsets of society. Therefore, programs should be designed to address changes in attitude and mindset of the people. Women of the present times should be made aware regarding her unique identity and her contribution towards the economic growth and development of the country. Course Curriculum should be designed in a manner that will impart the basic theoretical knowledge along with its practical implication and help impart skills required to be an entrepreneur.

At the same time, there are various schemes like the World Bank sponsored programmes that can be undertaken for such purposes. Programmes can be conducted in which established and successful women entrepreneurs can advise and warn the coming women entrepreneurs against the challenges they will face against being an entrepreneur to boost the morale and confidence level of the upcoming entrepreneurs. Government should also play an important role by setting up policies and plans that support entrepreneurship opportunities. Setting up good infrastructure is also required to build entrepreneurship opportunities.

Some Successful Leading Business Women in India

- **Akhila Srinivasan**, Managing Director, Shriram Investments Ltd
- **Chanda Kocchar**, Executive Director, ICICI Bank
- **Ekta Kapoor**, Creative Director, Balaji Telefilms
- **Kiran Mazumdar-Shaw**, Chairman and Managing Director, Biocon
- **Ranjana Kumar**, Chairman, NABARD
- **Renuka Ramnath**, CEO, ICICI Ventures
- **Ritu Kumar**, Fashion Designer
- **Shahnaz Hussain**, CEO, Shahnaz Herbals

Facts & Figures about Women Entrepreneurship

The results of the survey conducted by IIT, Delhi are:

1. Women own one-third of small businesses in the USA and Canada and the number is likely to be 50% in the coming century.
2. Women account for 40% of the total workforce in Asian countries.
3. Women outnumber men by at least two lines in China.
4. The percentage of women entrepreneurs has increased from 7.69% in 1992-93 to 10% in 2000-01, but the number still is significantly low as compared to overall work participation rate i.e. 25.7%.
5. The number of women in technical courses, professional courses and in engineering streams has shown a tremendous rise. Polytechnics and IITs have only 15% girls out of total enrolled students and very less join and set their own enterprises.
6. Around 8% of women have an interest in starting an enterprise or are giving it serious thought, compared with 13% of men.
7. Around one in five women come into self-employment from unemployment compared with around one in fifteen for men.
8. Only 2% of men cite family commitments as a reason for becoming self-employed, compared with 21% of women.

III. Conclusion

Women entrepreneurship in India faces many challenges and requires a radical change in attitudes and mindsets of society. Therefore, programs should be designed to address changes in attitude and mindset of the people. It is important to promote entrepreneurship among women to improve the economic situation of the women. This can be made possible with the help of education as education is a powerful tool in bringing out the entrepreneurship qualities in a human being.

Moreover, attempts to motivate, inspire and assist women entrepreneurs should be made at all possible levels. Proper training should be given to the women by establishing training institutes that can enhance their level of work-knowledge, risk-taking abilities, and enhance their capabilities. After setting up training institutes, there should be continuous monitoring, improvement of training programs so that they can improve upon the quality of the entrepreneurs being produced in the country. Undoubtedly the women participation rate in the field of

entrepreneurship is increasing rapidly. However, efforts need to be taken at a larger scale to give the position in the field of entrepreneurship that they deserve. The actions & steps that have been taken by the government sponsored development activities have benefited only a small strata of society and more needs to be done in this area. Effective steps need to be taken to have entrepreneurial awareness and skill development for women.

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17. A Study on Opportunities and Growth Drivers of Start-Ups in India

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Abstract

The objectives of start-up are to be one's own boss and generate enormous employment which warrant lot of endurance and sacrifice. India with a large population and high percentage of middle income groups, effective I.T background and mobile penetration are some of the drivers that have thrown up opportunities for spreading startup revolution in India. The 'Make-in-India' initiatives and other government schemes have also given a boost to startups with many individuals entering the fray. Starting a venture is a well planned and disciplined exercise with due consideration of both internal and external factors that may impact the sustainability of the venture. The idea behind the venture, profit margins market site etc are some of the important factors that needs to be clearly defined. Time, team work, marketing, financial services are some of the elements that defines entrepreneurial success in the near future. Infrastructure and government regulations are some of the challenges that a start-up gradually faces. In fact, history is replete with examples of startups which began with big fanfare but ended as damp squibs within a short span of time due to various reasons. The research paper discusses some of the challenges that an Indian start-up has to face and the opportunities Indian government provides in the current ecosystem.

Introduction

Startup venture could be defined as a new business that is in the initial stages of operation, beginning to grow and is typically financed by an individual or small group of individuals. It is a young entrepreneurial, scalable business model built on technology and innovation wherein the founders develop a product or service for which they foresee demand through disruption of existing or by creating entirely new markets. Startups are nothing but an

idea that manifests into a commercial undertaking. Grant Thornton (2016) define startup business as an organization which is

- a. Incorporated for three years or less .
- b. At a funding stage of Series B
- c. A entrepreneurial venture or temporary business organization
- d. Revenue up to INR 25cr
- e. Employing 50 people or less.

Department of Industrial Policy and Promotion (DIPP) define a startup as an entity incorporated or registered in India with following parameters:

- a. Established not prior to seven year
- b. Annual turnover not exceeding INR 25cr
- c. Working towards development , promotion and innovation of products/service.
- d. Scalable business model with high potential of wealth creation and employment generation.

Keywords – Development, Innovation, Business, Marketing, Growth.

Objectives

- To study about the growth drivers and various opportunities for startups in India
- To spread awareness among people about it.

Research Methodology

The main source of data used for the study is secondary data . The present study is conceptual which is exploratory and descriptive in nature . This research follows the analytical research methodology which is based on the quantitative data. The information related with study has been collected from websites, journals, magazines, newspapers and books . Research procedure just alludes to the pragmatic "how" of some random piece of examination. All the more explicitly, it's with regards to how an analyst methodically plans a review to guarantee substantial and dependable outcomes that address the examination points and goals. This examination is finished utilizing auxiliary exploration information strategy by making use articles and destinations.

Start-Up India

Opportunities and Growth Drivers.

Startups do not exist in a vacuum but are part of a broader business environment. Thus, the growth drivers of the Indian startup ecosystem need to be understood in the context of various factors: earlier economic reforms and current market trends, as well as the impact of technological change and changing attitudes on the part of government, large companies, and society overall. This section describes the five key opportunities and growth drivers which were identified in the interviews.

Scope and Characteristics of the Indian Market.

India is often described as “the posterchild of emerging markets” for its vast commercial potential for startups. In a country with a population of nearly 1.3 billion people, even niche products can have significant market potential. India is one of the fastest growing economies in the world . Profit ratio , income , purchasing power are increasing very steadily .India’s huge diversity in culture, language, ethnicity and religion has proved to be both a curse and a blessing for startups. On the one hand, a startup’s understanding of customers is often limited to certain regions, where they know the local language and local people. This makes it hard for startups to scale their products to customers across the country. On the other hand, if solutions are successful in addressing the needs of diverse customers pan-India, they can likely find market uptake in other geographies and even the developed world .

Technological Change.

There is a huge need for innovative solutions, particularly those that alleviate poverty and benefit a large number of people. Given the scale of India and its resource constraints, low-cost, high-impact solutions are required. Technology startups play a crucial role in accomplishing this, because of their potential for scalability and exponential growth. Over the last few decades, technological change has reduced the cost of building digital products and has provided access to consumer markets. In the past, companies had to set up physical infrastructure to interact with customers, which implied high customer acquisition costs that proved prohibitive for small companies in the same field as established corporations. As India improved its digital connectivity, market access barriers have been brought down. “ Digital Saksharta Abhiyaan” was started to promote digital literacy and help people become more knowledgeable about the digital world.

Increased Political Will and Government Support.

The government under Prime Minister Narendra Modi, who assumed power in 2014, put digital transformation at the centre of its plans. The federal as well as some state governments increasingly recognise startups as important engines for economic growth. Moreover, startups are expected to create jobs that will narrow the high unemployment rate in the country. In 2018, startups accounted for 2.64 percent of the total jobs created in India that year. The Modi government has made various efforts to support startups. The flagship initiative, “Startup India”, was initiated by the prime minister in 2016 “to build a strong ecosystem that is conducive for the growth of startup businesses, to drive sustainable economic growth and generate large scale employment opportunities.

Challenges Faced by A Start-Up

Building and Scaling an Indian Start-up.

The challenges faced by an Indian start-up start with the essentials such as managing a team , recruiting/hiring , dealing with customers and developing a marketing strategy . Many Indian founders and a great technological background and less buisness knowledge .

For starting a start-up a huge and significant amount of working capital is required . Many start-ups at early-stages are bootstrapped i.e. self funded by founders own saving or loan from family and friends . Some startups have enough paying customers, so that they are or become self-sustaining through the revenue and profits they generate and are able to grow organically. Thus, while not every startup needs external investment, many of them start looking for investors as they plan to scale their business. However, finding the right investor and raising funds is difficult, even if they have received positive responses on their product and have some proven market validation.

Diversity and Digital Divide.

A generation gap usually exists between the solution providers and the people who are supposed to use them . Start-ups needs to bridge this gap and create an in depth understanding between the potential customers and their needs .This is particularly difficult in the Indian context: India is a highly diverse country with a plethora of cultures, languages, ethnicities and religions. Because Indian customers are equally diverse, the startups’ understanding of them is often limited to certain regions, which they know well and where they know local people to work with.

In addition , there is an disconnect between the startup founders and the potential customers . Most of the startup founders are well educated well read and come from a well-organized and well off family in the urban metro cities .However, as nearly 65 percent of the Indian population live in rural areas, the customers of the mass market tend to come from low-income backgrounds in villages. Due to different living environments, startups often have an insufficient understanding of the customers and their needs.

Complex Regulatory Environment.

The government of India have issued several policies to ease the buisness environment in India. However , the present regulatory framework in which the startup operate is widely seen as difficult , inefficient and unpredictable at times . Startups in India often feel encumbered by bureaucratic processes, which appear to lack underlying standards. They have insufficient possibilities to find information, and there is little planning security about how long processes can take. In addition, regulations can suddenly change or startups receive random notices. As a result the startup has to waste valuable time , have to find frustrating workaround or pivot their buisness models .

Other challenges concern the legal regulations and registrations . Despite government's declared intention to hasten the setting up of a business, the process is generally described as lengthy and costly. It requires many approvals, constituting a high entry barrier. After the legal setup is accomplished, formal registration as a startup is a necessary requirement to qualify for tax exemptions and further benefits.

Conclusion

The Indian market offers many opportunities for startups and in turn , startups carry great hope to promote growth and generate employment in the nation . In the last two decades more startups have emerged in India and the associated ecosystem has developed dynamically. Consequently, support has increased in many dimensions: office space and infrastructure, business support in regards to mentoring and networking, as well as the availability of financial capital. Nevertheless , Indian startups face significant challenges . Overcoming such hurdles will require effort of all the stakeholders such as government authorities, regulations and legal ecosystem.

Startups do not exist in silos but are a part of a broader economy .The willingness to take risks should be more appreciated and failure seen with less negative judgment. In addition,

overcoming stereotypes is a necessary step to increase diversity, which would help the big ideas of our day get the ecosystem of support they need in order for them to have a chance.

Suggestions and Recommendations

From my analysis, there exists no single approach or model that best describes and explains the new venture, creation process and which encompasses all its aspects and characteristics that have been mentioned in individual approaches.

Some of the suggestions are:

- a. Understand Legal Regulations and Tax issues.
- b. Have a dynamic business model.
- c. Start marketing ASAP.
- d. Adopt a Guerilla Marketing strategy.

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18. A Study on the Growing Leadership Skills in an Entrepreneurship

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Abstract

Purpose the aim of this paper is to look at entrepreneurial leadership and to work out the entrepreneurial leadership skills that square measure vital for achievement in a very developing economy setting. Specifically, the main focus of this analysis was on entrepreneurial leadership among the retail pharmacy sector in Federal Republic of Nigeria. Design/methodology/approach This study was target-hunting by Associate in Nursing interpretivist-constructionist perspective. By adopting a qualitative approach, the lived experiences of the retail pharmacy entrepreneurs may be understood. In total, fifty one semi-structured interviews were the mode of information assortment, and knowledge were triangulated via 3 sources: entrepreneurs, employees, and literature. Findings From the study results, a vivid image of entrepreneurial leadership was shaped, that successively provides the premise for Associate in Nursing empirical skill-based model of this development in a very developing economy. This study identifies four distinct entrepreneurial leadership talent classes. These embrace technical/business skills, social skills, abstract skills, and entrepreneurial skills. The findings of this study additionally show the factors and conditions necessary for entrepreneurial leadership in a very developing economy. Originality/value The findings of this study have implications in theory and follow. Its results offer Associate in Nursing empirical, skill-based framework on entrepreneurial leadership in a very developing economy, a topic space that there exists a scarcity of background literature. In follow, the findings of this study function a helpful reference for practitioners and policy manufacturers of the abilities and alternative factors needed for folks to succeed as entrepreneurial leaders.

Keywords - Entrepreneur, Business Success, Administrative skills, Entrepreneurship development, Programmes, Skills, entrepreneurial leadership

Objectives of the Study

1. To study about the growing leadership skills of entrepreneurs.
2. To create awareness among the people.

Introduction

Entrepreneurial leadership is Associate in Nursing rising paradigm from the domains of leadership and entrepreneurship. Whereas the fields of leadership and entrepreneurship have developed wide bodies of analysis spanning many decades, severally the ideas have achieved very little definitional accord (Bygrave and Hofer, 1991). After, a variety of definitions and typologies has emerged (Alvesson and Sveningsson, 2003). Entrepreneurial leadership has developed as a convergence of those fields and reflects the necessity to adapt to opportunities and challenges among entrepreneurial settings (Fernald et al., 2005). whereas entrepreneurial leadership has received very little attention, it's been acknowledged as Associate in Nursing evolving approach to leadership towards achieving strategic price creation (Gupta et al., 2004). many students (Hejazi et al., 2012; Renko et al., 2015) have extended this read and stressed the importance of recognising and exploiting entrepreneurial opportunities. However, despite the growing interest and developing views associated with entrepreneurial leadership, empirical development of the construct has been hindered by the shortage of centered analysis and the absence of adequate tools towards assessing a leader's entrepreneurial characteristics and behaviours (Renko et al., 2015). to handle this, this study aims to supply a crucial examination of the construct of entrepreneurial leadership and outline the associated skills among the context of a developing economy.

Among the evolving narrative of entrepreneurial leadership, studies have mostly followed a theoretical and abstract approach (Greenberg et al., 2013; Kuratko, 2007; Vecchio, 2003). though these approaches have provided vital insight into the event of entrepreneurial leadership, more empirical primarily based analysis is needed. specifically, there are terribly few vital qualitative studies among the context of entrepreneurial leadership in sub-Saharan continent (Harrison et al., 2016a). Exploring entrepreneurial leadership from the attitude of a developing country can add a valuable discourse perspective among the evolving literature. As such, the focus of this analysis illustrates the role of entrepreneurial leadership skills among the setting of the retail pharmacy sector in African country. African country provides a dynamic context in that to conduct analysis into entrepreneurial leadership since it's one in every of the most important

developing economies in continent and findings from such analysis could also be applicable in similar African countries.

In this study, a narrative literature review was conducted towards developing a abstract understanding of entrepreneurial leadership. Following the proof of this review, the construct was then investigated through a qualitative approach comprising of semi-structured interviews with fifty one repliers. A twin perspective from each entrepreneurs and their staff was adopted. Collected knowledge was then analysed through a three-stage cryptography method ensuing in a abstract model of outlined entrepreneurial leadership skills. among the analysis, four distinct entrepreneurial leadership ability classes were known. These classes embrace Technical/Business skills, abstract skills, social skills, and Entrepreneurial skills.

Research Methodology

This research is basically done from primary as well as secondary data. It is collected from books, own data, websites and suggestions etc.

Main Content

An entrepreneurship development programme has been defined as a programme that helps an individual in rising his entrepreneurial motivation and learning the talents and capacities required to effectively perform his entrepreneurial role. folks with inactive entrepreneurial qualities ar recognized, motivated to begin a replacement industrial venture, trained in managing the unit, and semiconductor diode altogether components of starting an organization through entrepreneurship development programmes. In the field of entrepreneurial skills, wholly totally different categories are studied in various researches. Casimiro categorizes entrepreneurial skills in four groups along side technical skills, social skills, tool skills, and management skills. throughout this category, management skills embody organizing skills, human resources management skills, and cash and business activities (Casimiro, 2003). In another category, Lichtenstein and Lyons place entrepreneurial skills in four categories along side technical skills group action skills, entrepreneurial skills, and private maturity skill. the weather of group action skills during this category embody management, marketing, financial, legal, body and better order ability.

But one in every of the foremost important categories that's that the bottom of gift study is that the category bestowed by Henry M. Henry M. Robert Hisrich and archangel Peters. during this classification, entrepreneurial skills is classified in three groups moreover as technical,

personal and group action skills (Hisrich and Peters, 2002). parts of entrepreneurial management skills beneath this category embrace planning and goal setting, decision - making, human relations, marketing, venture launch, cash and accounting skills, management, control and negotiation and growth management.

Gujarat's Entrepreneurship Development Program (EDP) was launched in 1970 with the support of the Gujarat Industrial Investment Corporation. automatic data processing covers the subsequent steps: infrastructure arrangements, potential bourgeois choice, enterprise identification, actual coaching programme, coaching employees choice, coaching technique choice, and observation, among others.

The program's goals are to

- a. Foster entrepreneurial growth within the country.
- b. Build the most effective use of existing resources.
- c. Economic development of underdeveloped regions and socially deprived teams.
- d. The creation of job opportunities.
- e. Increasing the quantity of little and medium-sized businesses.

Findings

From the study results, a vivid image of entrepreneurial leadership was fashioned, that successively provides the premise for AN empirical skill-based model of this development during a developing economy. This study identifies four distinct entrepreneurial leadership talent classes. These embody technical/business skills, social skills, abstract skills and entrepreneurial skills. The findings of this study additionally show the factors and conditions necessary for entrepreneurial leadership during a developing economy.

Start Up India

A start-up is printed as an organization with its headquarters in country that has been in operation for fewer than ten years associated has an annual turnover of however Rs. 100 crores. the govt has already started the I:MADE programme to assist Indian entrepreneurs in creating 10 integer mobile app start-ups as a section of this goal. The gesture Banks theme (Pradhan Mantri gesture Yojana) is associate Indian government effort that intends to grant low-interest microfinance loans to entrepreneurs from low-income backgrounds.

One of the Asian nation government's goals is to make country a nation of job producers instead of jobseekers. As a result, the governmentt should foster and develop innovation-based entrepreneurship.

Start-up Asian nation is associate initiative of the govt. of India. It totally was launched in 2016. It aims at building and setting can nurture start-ups among the country. So that, property method and enormous scale employment opportunities is generated. the govt of Asian nation proclaimed begin India action organize that focuses on the subsequent area

1. Simplification and handholding:- Compliance procedures for start-ups square measure about to be created straightforward. If necessary, completing are allowed on means that basis.
2. Funding and incentives support:- Government will participate in funding technique indirectly within the approach of tax exemptions allowed in capital gains and tax etc.
3. Trade partnership and growth:- Government is proposing to introduce start fests, to provide pre-evolution employment, to line up evolutors with the help of private sectors.

Objectives of Startups

- Encourage entrepreneurship at intervals the country.
- Promote India as a begin hub across the globe.
- Rs. 10,000 large integer startup funding pool.
- Self-glorification compliance.
- Liberty from tax for 1st three years of operation.
- Liberty from capital gains tax for 1st three years of operation.

Stand-up India theme for funding SC and ST and/or ladies entrepreneurs.

Objectives of the Stand-up India Scheme

The objective of the stand-up India theme is to facilitate bank loans between Rs.10 large integer and Rs. one large integer to a minimum of 1 scheduled caste (SC) or scheduled tribe (ST) recipient and a minimum of 1 girl recipient per bank branch for setting up place a Greenfield company. This company might in manufacturing, commerce or service sector. simply just in case of non-individual company a minimum of fifty one of the property associated dominant stake need to be management by either associate SC/ST or girl bourgeois.

Eligibility

- SC/ST and/or ladies entrepreneurs, on prime of eighteen years older.

- Loans at a lower place the theme square measure offered for fewer than inexperienced field project. It signifies, the first time company of the beneficiary at intervals the manufacturing or services or commerce sector.
- In case of non-individual company, fifty one of the shareholdings and dominant stake need to be command by either SC/ST and/or women entrepreneurs.

Nature of Loan

Composite loan (inclusive of term loan and dealing capital) between Rs. ten large integer and up to Rs. one large integer large integer.

Purpose of Loan

For fixing a replacement company in manufacturing, commerce and repair sector by SC/ST/Women capitalist.

Size of Loan

Composite loan of seventy fifth of the project value comprehensive of term loan and dealing capital. However, it will not be applicable if the borrower's contribution at the side of convergence support from the opposite theme exceeds twenty fifth of the project value.

Interest Rate

The rate of interest would be the lowest appropriate rate of the bank for that category (rating category) to not exceed [base rate (MCLR) + third-dimensional + Tenor premium].

Security

Besides a primary security, the loan might even be secured by collateral security or guarantee of credit guarantee fund theme for stand-up Asian nation loans (CGFSIL) as determined by the banks.

The loan is owed in seven years with the foremost prohibition quantity of eighteen months.

Conclusion

Startup firms operate during a world of their own. A bunch of similar, inventive people move to possess fun whereas conjointly operating. computer code startups that grow out of a business plan students had over beers ar a rare exception within the company world, a little area among the economy and therefore the society.

Can their innovation model be applied outside of this space? will existing firms embrace a number of the open and boss-free spirit of computer code startups to drive innovation and

increase productivity? A mill will merely not be designed while not coming up with and its style can't be changed hebdomadally. however spectacular investment failures – that ar additional typically than not coming up with failures instead of because of unpredictable, fulminant changes within the project atmosphere – can be avoided if massive firms developed their culture off from hierarchies that see a couple of lonely decision-makers at the highest and instead concerned additional of their own workers in praise hierarchies.

But there are 2 necessary components that create the innovation model of little startups work which can't simply be replicated elsewhere. Technology and on-line communication cut back the price of replication to zero and permit developers to figure and collaborate from anyplace at any time within the atmosphere that they solely produce, greatly boosting their motivation and productivity.

The other component is trust, a vital necessity to form flat hierarchies or structure freed from bosses work. And here would possibly lie the largest constraint to scaling the innovation and structure model of startups, each to their own growth and to applying it to firms outside the computer code development business. Trust is most simply created between members of a similar community. like young, male technical school geeks United Nations agency pay most of their day before of screens and United Nations agency relish when work beers with young, male technical school geeks. Women, as an example, ar still a little minority in computer code development. it'd be troublesome to form this atmosphere of trust at larger and by default additional numerous firms. as an example, obtaining developers to figure with designers will produce friction already.

Speaking additional generally, the largest barrier to adapting a number of the innovation models utilized by startup firms at larger firms is that the problem of making a company culture that fosters this innovation. ever-changing company culture is probably the foremost troublesome amendment of all. It needs that workers United Nations agency ar accustomed implementing what they being told to require initiative and responsibility themselves.

British medium managed to implement aspects of the agile computer code development model. The changes that took hold at the merchandise development of Procter & Gamble ar another example. Realizing that almost all innovation is driven by smaller firms, people and university labs, the corporate created AN open innovation platform it known as “Connect & Develop” to succeed in bent developers and innovators outside its own analysis and development

division. The corporation claims that over 1/2 its new product initiatives receive input from folks not operating for the corporate.

The Norwegian company Statoil is another example. the corporate has launched AN open innovation web log, on that it shares areas of innovation on that it presently will analysis on. It frames a number of the areas as challenges, to that the general public will respond with concepts. for instance, the corporate is trying to find new evacuation ways for its personnel operating beneath the acute atmospheric condition of the Arctic.

It is not clear whether or not massive firms would share their most sensitive areas of analysis. the very fact that some firms disclose what they're operating could be a tremendous departure from the thought company culture. on the far side the company world, the open approach of the computer code start-ups mentioned higher than would possibly in addition drive social amendment by fostering AN open culture in society and government through the unfold of their on-line collaboration tools. In one example, German computer user Stefan Wehrmeyer has tailored the repository system of Github to document laws elapsed German parliament, in a trial to extend transparency in politics. The repository tracks all changes that were created to laws throughout the legislating method, similar to a region of computer code code would be modified unitedly of an internet community. this might offer insights into however lobby teams influence legislating.

Suggestions

Promoting culture and indoctrination the need of teaching entrepreneurial skills to entrepreneurs square measure 2 of the foremost vital acts that policymakers ought to priorities within the realm of entrepreneurship. future step is to make a program for coaching programmes, taking under consideration the proportion of topics associated with the things of entrepreneurs and their academic desires. it is also a decent plan to use sensible coaching strategies like field visits to prospering entrepreneurs' businesses. Also, as a result of the talent of venture lunch is that the most significant talent for entrepreneurs, it's counseled that or not it's instructed to entrepreneurs WHO square measure running their businesses moreover as those who wish to start out one as coaching workshops, courses, and lectures by eminent professors and prospering entrepreneurs, moreover as during a classified program at numerous levels. Furthermore, it's urged that teachers conduct studies to look at the impact of alternative aspects of entrepreneurial abilities, like technical and private skills, on business performance. As a supplementary choice,

additional analysis into the requirement analysis and accomplishments of entrepreneurial social control skills is planned.

Moreover, it's urged to the researchers to try to to studies to suppose the influence of different components of entrepreneurial skills, moreover as technical and private skills on business success. Also, the additional study is typically counseled on the wish assessment and achievements of group action skills of entrepreneurship as an additional selection.

Literature Review

Startup Republic of India has been secure AN initial capital of 10K large integer over a amount of 4 years from the govt.

This seed capital is capable of attracting multiple investment by 2022. Credit guarantee for startup loaning is another booster. Startup arrange unfolded on January sixteen, 2016 ahead of domestic and international entrepreneurs.

Internet-based businesses from food to fashion, health to education, and visit payment platforms- all have taken Centre stage recently.

Industry expectation from the govt is reciprocal. Few trade leaders United Nations agency square measure championing Startup India need high information measure, tax breaks on budget smartphones supporting vernacular languages, easier KYC norms, and improved access to electricity and credits.

They are interacting with policy manufacturers to comb out rules that act as a brake to investments. Crisp documentation may be a pipedream for the young, technology savvy, good enterpriser. The developed countries have worked laborious to form startup operations easy. it's this scenery that makes affairs of state difficult and fascinating enough for the govt of the day.

The Prime Minister disclosed a 19-point agenda to require forward the startup culture. The action arrange enclosed tax sops, ease-of-doing business, innovation to assist entrepreneurs to startup and grow their business(Forbes Republic of India, Startup Republic of India, January 18, 2016).

Some studies have confirmed the impact of class skills on bourgeois performance, in step with a review of the literature. a chunk of writing by Smith, WL, et al (2007), as associate degree example, ar typically quoted here. Management skills unit printed throughout this study as a result of the abilities required to coordinate work on a commonplace. It jointly includes the findings of Associate in nursing looking study on the importance and use of these skills for folks that want to start out out a business. These skills, in step with the findings, unit essential for

entrepreneurs' firm starting and growth. Msoka Elizabeth M, (2013) did tons of study throughout this area, examining the impact of entrepreneurial skills on the success of small and medium firms in hand by women in African country. The findings incontestable a link between entrepreneurial expertise and so the performance of small enterprises. this could be as a result of the particular undeniable fact that educational instruction ends up in triple-crown business operations. in step with the findings of this study, women would like work in business planning, merchandising skills, information, and consumer service skills to run triple-crown enterprises. The results of constant study conducted by Ezeani, N. S (2012) at intervals the sector of entrepreneurial skills required by business connected graduates for triple-crown operation of a billboard enterprise in Enugu business Center and geographical region discovered that management skills, merchandising skills, and accounting skills unit required for triple-crown operation of a billboard enterprise. In general, these studies counsel that achieving entrepreneurial success and progress at intervals the point necessitates the event of specific skills and competencies.

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19. A Study on the Development Taken Place in “Women Entrepreneurship”

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Abstract

The emergence of female entrepreneurs has given rise to a new perspective in the field of entrepreneurship. Women's entrepreneurship is inextricably linked to societal and economic benefits. Despite the fact that women make up over half of India's population, their participation in entrepreneurial activity is still severely restricted. The study intends to analyse the prevalence of women entrepreneurship in India by deciphering the concept, profile, and dynamics of women entrepreneurship in India. Highly referenced research studies on women entrepreneurship specifically in the Indian setting were among the criteria used to select current research on the topic. For this review, the most recent research studies available on Google Scholar, EBSCO, and Proquest were chosen. Women's entrepreneurship databases that are gender-disaggregated have been published. For tracing the emergence of women entrepreneurs in India, the government of India and global publications are analysed.

Keywords - Entrepreneur, Business Success, Managerial skills, Entrepreneurship development, Programmes, Skills.

Objectives of the study

1. To study the development taking place in women entrepreneurship.
2. To create awareness among the people.

Introduction

Entrepreneurship is a field of study that has piqued the interest of academics, policymakers, and researchers alike. Entrepreneurship has a strong link to a country's economic development since it accelerates growth and wealth. Baumol et al. (2006) and Schramm (2006) (2007). In the last few decades, both industrialised and developing economies have seen an increase in female entrepreneurs. Women entrepreneurs clearly contribute significantly to

reduced poverty, greater per capita income, and job creation. D. Aguirre et al. (2012), S. M. Kumar et al. 2013, Ogidi, A. E. (2014). The gender gap in entrepreneurship is a problem that exists in many countries. In practically every country, there is a significant disparity between male and female entrepreneurship activity (GEM 2015-16 Global Report). In India, there is also a significant disparity between male and female entrepreneurship engagement. The current study aims to comprehend the dynamics of female entrepreneurship in the Indian economy.

Researchers have resorted to come up with a complete definition of women entrepreneur as a result of the rise of women in the field of entrepreneurship. Women entrepreneurs are those who take on the responsibility of organising and managing their businesses' resources while also taking all of the risks in the hopes of making a profit. Women entrepreneurs are shown as conscious decision-makers and managers in this description (Coughlin, J. H., & Thomas, A. R., 2002). Women who have chosen to take on the difficult role of entrepreneur because they want to fulfil their urge for independence and achievement. This concept only applies to opportunity-driven women entrepreneurs, i.e. women who pursue business on their own initiative. This definition excludes necessity-driven entrepreneurs who are compelled to start a business due to a pressing need (Dhameja S. K. 2002). The word "women entrepreneur" refers to a woman or a group of women who start, organise, and manage their own business (Suganthi, 2009). Women entrepreneurship is the creative activity of starting and operating a business venture that leads to economic empowerment and social advancement for women in society. Women's entrepreneurship makes a beneficial, social, and economic contribution to society, according to this definition (Munshi, S et al, 2011). According to the Indian government, a woman entrepreneur is someone who has a majority financial stake in a company (minimum financial involvement of 51% of the capital) (Government of India, 2012).

Research Methodology

This research is basically done from primary as well as secondary data. It is collected from books, own data, websites and suggestions etc.

Main Content

- Promotion of women entrepreneurship in the country by empowering them through financial aid and mentoring. Through these measures, the scheme is expected to bring more women into the business fold, which would provide them with more job opportunities and a safe environment.

- Creation of a vibrant entrepreneurial ecosystem with network industry collaborations, partnerships and mentors.
- Scaling-up the initiatives of women entrepreneurs by chalking-out sustainable, long-term strategies for their businesses.
- Curbing the bottlenecks faced by both aspiring and established women entrepreneurs by streamlining information across various government and private-sector schemes.

In the present time, a woman is breaking through the traditional perspective of binding to the four walls of the home and move forward from the limited business regions such as papad making, handcrafts, pickle preparation, paintings, and so on.

Over the last decade, they have shown a tremendous increase in the remarkable shift from the conventional style of business to the modern style of business based on technology. Here are some of the ventures under which Women Entrepreneurs can grow more and create some innovations with their potential. Let us visit.

1. Dissemination of information and computer services.
3. Trade of computer stationery.
4. Computer maintenance.
5. Travel and Tourism.
6. Nutrition and health clubs for schools and offices.
7. Indoor plant library.
8. Amusement centers for elderly people.
9. Culture Centers.
10. Kitchens for communities.
11. Stuffed soft as well as wooden toys.
12. Contracts for the packaging of goods.
13. Beauty firms.
14. Photocopying Centers.
15. Communication centers like STD booths, cyber cafes, and so on.

Methodology

The study is exploratory in nature and attempts to decipher the phenomena of women entrepreneurship in Indian context. The objectives of the study are:

- To review and explore the engendered definition and concept of women entrepreneurs

in Indian context.

- To review the existing research and explore the profile, features and challenges encountered by Indian women entrepreneurs.
- To trace the emergence and prevalence of Indian women entrepreneurs through secondary government databases.

Representation of Women Entrepreneurs

Data from significant government publications is used to examine the representation of women entrepreneurs in India. According to the Global Reports, India's position on the parameter of women's entrepreneurship is also quite low. According to ADMAA 52 Amity Journal of Entrepreneurship AJE Volume 2 Issue 1 2017's "Female Entrepreneurship Index Report," India was ranked 70th out of 77 countries assessed by the Global Entrepreneurship Development Institute, with a low score of 25.3. India lags behind even African countries in terms of economic development (Terjesen & Lloyd, 2015). According to the Global Entrepreneurship Monitor Report on Women's Entrepreneurship 2016-17, India has a long way to go in terms of female entrepreneurship. Table 2 summarises women's entrepreneurial activity. Only 7.6% of Indian women are involved in early stage entrepreneurship 7.6% of men have started a business, whereas just 3.4 percent of women have done so.

Table 1: Women's Entrepreneurial Activity in India

Parameter	Value (%)
Female total early stage entrepreneurial activity (TEA)	7.6
Ratio of female/male	0.6
Percentage of necessity driven women entrepreneurs	33.1
Percentage of opportunity driven women entrepreneurs	61.6
Percentage of Indian women having entrepreneurial intentions	16.7
Percentage of women established business activity	3.4

Table 2: Overview of Women Entrepreneurs in India

Total number of establishments owned by women entrepreneurs	8,050,819
Rural establishments owned by women entrepreneurs	5,243,044(65.12Percent)
Urban establishments owned by women entrepreneurs	2,807,775(34.88Percent)
Women owned establishments without hired workers	6,697354 (83.19Percent)
Women owned establishments with hired workers	1,35,3465(16.31Percent)
Women owned agricultural establishments 2.76 Million	2.76 Million (34.3Percent)
Women owned non agricultural establishments	5.29 Million (65.7Percent)

According to the Sixth Economic Census, 8.0 million women owned establishments constitute around 13.76 per cent of the total number of 58.5 million establishments. Women owned and run establishments engage 13.48 million persons which is 10.24 percent of the total workers engaged in variety of economic activities in India. State wise profile of women entrepreneurs is exhibited in Table 3

Table 3. State wise Women Entrepreneurship in India

State	Total Women Establishments	Percentage of total Establishments
Andhra Pradesh	84912	10.56
Arunachal Pradesh	6413	0.08
Assam	154158	1.91
Bihar	153610	1.91
Chhattisgarh	77976	0.97
Goa	16656	0.21
Gujarat	528623	6.57
Haryana	124524	1.55
Himachal Pradesh	49173	0.61
Jammu and Kashmir	31292	0.39
Jharkhand	54732	0.68
Karnataka	545806	6.78
Kerala	913917	11.35
Madhya Pradesh	223405	2.77
Maharashtra	664300	8.25
Manipur	88286	1.1
Meghalaya	29530	0.37
Mizoram	15828	0.2
Nagaland	13657	0.17
Orissa	249600	3.1

Punjab	110921	1.38
Rajasthan	247992	3.08
Sikkim	5304	0.07
Tamil Nadu	1087609	13.51
Tripura	14506	0.18
Uttarakhand	31419	0.39
Uttar Pradesh	482379	5.99
West Bengal	831337	10.33
Andaman and Nicobar islands	2513	0.03
Chandigarh	5783	0.07
Dadar & Nagar Haveli	1304	0.02
Daman & Diu	805	0.01
Delhi	70434	0.87

Lakshadweep	460	0.01
Pondicherry	10169	0.13
Telengana	356486	4.43

Conclusion

Women's entrepreneurship is critical for economic and societal development. Despite accounting for over half of India's population, women's economic engagement is extremely limited. India's female entrepreneurs are now making a name for themselves in non-traditional fields. Women entrepreneurs are a broad group with a range of demographic, economic, and educational characteristics. It is critical that policies and programmes address the specific needs of each group. It is undeniable that women encounter several hurdles during their entrepreneurial careers. To address these issues, a detailed action plan is required. Tamil Nadu, Kerala, Andhra Pradesh, West Bengal, and Maharashtra have the highest concentration of female entrepreneurs. These states' policies and activities must be evaluated. Despite the fact that government has framed and implemented various supportive measures, women entrepreneurship in India remains alarmingly low. Majority of the women owned establishments are concentrated in unregistered sector and hence are unable to reap the benefits of government support. Impact assessment of existing policies and schemes may reveal novel ways in which women entrepreneurship can be nurtured. The finest practises will be investigated so that they can be replicated in other states. Women's entrepreneurship is a broad and complicated field that necessitates substantial and thorough research to unravel its complexities.

Suggestions

In developing programmes, the government must view women as a distinct target population.

Better educational facilities and programmes should be made available to women by the government. Women in the society should receive enough training in management skills.

Women's participation in decision-making should be encouraged.

- Special cells in banks and financial institutions might be set up to provide simple financing to women entrepreneurs. Women police and clerks should work in these cells. Additional funding may be available at low interest rates. In order to minimise intermediaries, women entrepreneurs should be encouraged and aided in forming co-operatives. These co-operatives will aggregate the inputs of women-owned businesses and sell them at a profit.

- Women entrepreneurs may be granted preferential treatment when it comes to funding and importing raw materials.
- Family members could be educated about women's potential and multiple roles in society. Simultaneously, negative social attitudes against women must change.
- The government and social organisations should make real and honest attempts to enhance female literacy.
- Self-employment options for women should be developed in rural areas.
- Marketing facilities for the purchase and sale of both raw and finished items should be readily available.

Literature Review

2.1 Academy of Management Review

Name of Author: Bowen and Hisrich

Date: (1986)

Summary

This is the first time I've done a literature review on female entrepreneurs. Examined the literature from the perspective of an entrepreneurial career and proposed a career model that included drivers of women's entrepreneurial activity.

2.2 Journal of Small Business Management

Name of Author: Birley

Date: (1989)

Summary

The main distinction between female and male entrepreneurs is their approach to market penetration. Subtle aspects such as cultural conditioning and experiences must be investigated.

2.3 Journal of Business Ethics

Name of Author: Moore

Date: (1990)

Summary

Current research is limited, disjointed, and unconnected. A statistical research base, typologies, and models are all needed. There is a need to develop theories in a field that is still in the early stages of paradigm development.

2.4 Entrepreneurship Theory and Practice

Name of Author: Brush

Date: (1992)

Summary

Over the last decade, research has revealed certain parallels and differences between male and female business entrepreneurs. Demographic characteristics, psychological attributes, and business skillsets have all been found to be similar. Educational backgrounds, occupations, desire to start a business, and approaches to business formation and growth have all been observed to differ..

2.5 Psychosociological Issues in Human Resource Management

Name of Author: Goyal and Yadav

Date: (2014)

Summary

Examine the difficulties that women entrepreneurs confront in developing countries. Institutional gaps and a lack of entrepreneurship education plague developing countries. Women confront socio-cultural biases, as well as low self-esteem, when it comes to obtaining financial resources. To aid research and policy on women entrepreneurs in developing countries, it is necessary to address these complex difficulties in a comprehensive manner.

2.6 Psychosociological Issues in Human Resource Management

Name of Author: Goyal and Yadav

Date: (2014)

Summary

Examine the problems that women entrepreneurs confront in developing countries. Institutional gaps and a lack of entrepreneurship education characterise developing countries. Women endure socio-cultural biases and low self-esteem, making it difficult for them to acquire money. In order to aid research and policy on women entrepreneurs in developing countries, these complex difficulties must be addressed in a comprehensive manner.

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20. A Study on the Growing Emergence of Start UP India

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Abstract

The importance of start-ups cannot be overstated because innovations are essential for a nation's progress. The Start-up India programme was created by India's honourable Prime Minister, Shri Narendra Modi, to inspire innovation and foster entrepreneurship. The numerous action plans and programmes that the government has launched through the Start-up India scheme are briefly discussed in this document. The report examines how successful the Start-up programme has been in stimulating entrepreneurship and contributing to the country's development. A few successful start-ups were provided as examples. Why do start-ups fail in India, or why is there a scarcity of them? It was also discussed how the Start-up India programme can deal with the lack of innovation among the population.

Key Words - Entrepreneur, Employment, Finance, Make-in-India, Start up

Objectives of the Study

1. To study the growing emergence of Startup India.
2. To create awareness among the people.

Introduction

Startups have gotten a lot of attention in India, as well as many other regions of the world, in recent years. Their numbers are growing, and they are increasingly being recognised as major engines of economic growth and employment creation. Startups can generate meaningful solutions and so operate as vehicles for socioeconomic development and transformation through innovation and scalable technology.

Over the previous two decades, the Indian startup ecosystem has changed dramatically. Although few firms were formed in the 2000s, the ecosystem was still in its infancy, with only a few active investors and a limited number of support organisations such as incubators and

accelerators. In the late 2000s, there were a few successful exits[2], and in the previous ten years, the number of startups has exploded, and more help has become accessible in all areas. Bangalore has emerged as India's principal startup hub, while Mumbai and the National Capital Region (NCR), as well as some smaller cities, are also seeing substantial startup activity.

The goal of this research is to have a thorough understanding of both the growth factors and the challenges that Indian startups confront. The report also looks at how the startup ecosystem has changed over time and details where and what sort of help is available. While the report focuses on technology-driven businesses, it also acknowledges that non-tech, social, and micro-entrepreneurs have created creative concepts and solutions.

A qualitative study was done to get insight into these challenges. Experts in the Indian startup ecosystem, including startup founders, investors, and representatives from support organisations, were interviewed in semi-structured interviews (see Annex for more details on the research methodology, including the list of interviewees). In order to give further background information, a literature review was conducted.

The remainder of the paper is organised in the following manner. The second section summarises the significant opportunities and growth drivers identified during the interviews in India's startup ecosystem. The third section discusses the challenges that Indian startups face. The final piece discusses how the ecosystem has changed through time, as well as where and how businesses can get aid to overcome obstacles and grasp opportunities. The article finishes by laying out the importance of taking additional steps to support India's entrepreneurs.

Research Methodology

Startups (especially younger teams) may lack the necessary skills or connections to develop a successful business. As a result, businesses can receive internal support from the on-site personnel of an incubator or accelerator, who operate as a first point of contact and can assist with practical challenges and provide some first-level support. They also host various workshops and seminars, usually in the form of a structured programme lasting a few months in the case of accelerators. Because entrepreneurs are co-located and attend classes together, they begin to communicate, share experiences, and provide vital feedback to one another. Incubators and accelerators deliberately cultivate an open and collaborative culture to facilitate peer-to-peer learning. When the internal team lacks the specialised knowledge or resources that startups demand, they can help by arranging introductions to seasoned entrepreneurs or industry experts

in their external network. For example, they connect companies with mentors who can provide one-on-one advice, or they connect startups with potential consumers and partners with whom they may perform pilots to test their product.

Main Content

1. Scope and Characteristics of the Indian Market

For its huge commercial potential, India is frequently referred to as "the posterchild of emerging markets." Even niche products can have enormous market potential in a country with a population of roughly 1.3 billion people. Economic changes in India in the 1990s shifted the country toward a more market-based economy. The total economic expansion has been dynamic since this liberalisation, and the Indian economy had a GDP of US\$2.726 trillion in 2017. India is one of the world's fastest-growing big economies, with a GDP growth rate of 7.0 percent in 2018. As a result, the Indian market is thought to be capable of providing a plethora of startup prospects. Incomes and purchasing power in India are gradually increasing as the economy grows. The growth of the upper-middle and high-income segments of the population, which will increase from one in four homes now to one in two households by 2030, is driving rising spending. Aside from that, the demographics of the people are a plus. Half of the country's population is under 25 years old, and the youth is ambitious. The approximately 700 million people born between the late 1980s and the early 2000s have material dreams and the financial means to realise them.

2. Technological Change

Innovative solutions, particularly those that reduce poverty and benefit a wide number of people, are desperately needed. Given India's size and limited resources, low-cost, high-impact solutions are necessary. Because of their scalability and exponential growth potential, technology companies play a critical role in achieving this. Technological advancements have decreased the cost of developing digital items and opened up consumer marketplaces in recent decades. Companies used to have to set up physical infrastructure to engage with customers, which resulted in high customer acquisition expenses that were prohibitive for small businesses in the same industry as large corporations. Market access hurdles have been reduced as India's digital connectivity has increased. Broadband penetration is rapidly expanding, with the number of wireline subscribers predicted to rise 44 percent in 2018 during the next four years. [vii] The number of internet users was estimated to be 483 million in 2018, with a forecast of 666.4

million by 2025. [viii] In addition, the government's "Digital Saksharta Abhiyaan" effort was launched to promote digital literacy and enable individuals have a better understanding of the digital world. Market access, as well as the ability to identify and charge clients, are critical for startups. The ability to establish someone's identification is grit in the wheels of commerce; as identity verification and digital payments have grown more widely available in recent years, companies can service legions of new clients.

3. Increased Political Will and Government Support

Prime Minister Narendra Modi, who took office in 2014, put digital transformation at the forefront of his agenda. Startups are increasingly being recognised by the federal government and several state governments as major engines of economic growth. Furthermore, startups are projected to produce jobs, which would help to reduce the country's high unemployment rate. Startups created 2.64 percent of all new jobs in India in 2018, and they are expected to create between 200,000 and 250,000 jobs in 2019. The Modi government has made a number of measures to assist entrepreneurs. "New India," the prime minister's signature programme, was launched in 2016 with the goal of "building a robust environment that is conducive to the creation of startup firms, to drive sustainable economic growth, and to generate large-scale job opportunities.

4. Companies Increasingly Seek to Engage in Open Innovation

Large firms are under increasing pressure to innovate at a faster pace in an increasingly uncertain and fast-paced commercial environment. Their task is twofold: to progressively innovate to increase their existing business while also recognising continuing industry developments and planning for more radical advances. The latter is proving tough, as more huge corporations are realising that they can't rely solely on internally generated expertise and self-build everything. As the 'closed innovation' model becomes less relevant, more businesses are turning to open innovation methods. As a result, Indian firms are increasingly turning to startups to boost their own inventiveness. They form strategic collaborations and exchanges with startups, as well as providing them with a variety of corporate-specific tools. [xix] These collaborations have the potential to be mutually beneficial. [xx] While corporate managers needed to be persuaded of the benefits of partnering with startups a few years ago, attitudes have shifted, and many established organisations now see the competitive advantages of startups, particularly in terms of speed and passion.

5. Changing Perceptions towards Entrepreneurship

Those who are willing to take chances are the ones who can put their ideas into action and take advantage of opportunities. The majority of Indian company founders claim being driven by their passion, curiosity, satisfaction from problem solving, and desire to make a positive influence in society. Many Indian founders have previously worked in a corporate setting, but despite the job security and rewards of high wages and other perks, they saw those employment as stifling their creativity. Because they don't identify with a corporate culture, they typically build something on their own, allowing them to establish their own ideals and steer their own course. Furthermore, there is a clear shift in societal perceptions. The success tales of incredible exits and India's first unicorns[4] have gotten a lot of press. As a result, several founders have become "startup heroes" in India, adding to the present perception of entrepreneurship as "cool" and "glamorous." Despite some hype, entrepreneurial jobs are becoming more socially acceptable.

6. Building and Scaling an Indian Startup

Indian entrepreneurs confront a variety of obstacles, including hiring and managing a team, interacting with consumers, and devising a marketing strategy. Many Indian entrepreneurs, in particular, come from a technical background and lack business experience. A considerable quantity of operating capital is necessary to run a startup. Many firms, especially those in their early phases, are bootstrapped, meaning they are self-funded or rely on financing from friends and family. Some startups have enough paying clients to be or become self-sustaining and able to grow organically as a result of the money and profits they create. While not every startup need outside funding, many of them begin looking for investors as they prepare to expand. Even if they have received positive feedback on their product and have some market validation, finding the proper investor and raising financing might be tough.

7. Diversity and the Digital Divide

There is a knowledge gap between people who give solutions and those who are intended to apply them in general. Startups must overcome this gap and establish a deep understanding of clients and their demands in order to design successful solutions. This is especially problematic in the Indian setting, because the country is extremely varied, with a wide range of cultures, languages, races, and faiths. Because Indian clients are so different, entrepreneurs' understanding of them is frequently limited to specific places that they are familiar with and where they have

local contacts. Comparative advantages are related to certain places in this way. As a result, establishing a pan-Indian business is more difficult due to their lack of understanding of clients in different parts of the country. Furthermore, there is a misalignment between company founders and the clients for whom they are developing goods. The majority of startup founders are well-educated and come from wealthy families in major cities. Customers of the mass market, on the other hand, tend to come from low-income families in villages, as approximately 70% of the Indian population lives in rural areas[xxi]. Because of their diverse living situations, companies frequently lack a thorough grasp of their consumers and their demands.

8. Taking Products to Market and Low Willingness to Pay

Another problem for businesses is getting their products to market in India, which appears to be difficult to break into. The competitive landscape is one of the reasons: Many enterprises are already existing, and many more, including copycats, enter the market. Another factor is that small businesses are at a disadvantage when compared to large corporations. On the one hand, this is because large market actors are better equipped to deal with bureaucratic restrictions. Public procurement, on the other hand, is regarded as ineffective, and the government prefers to sign contracts with well-established firms. Large firms, on the other hand, may find it easier to encourage startups (for example, by working with them in the context of their open innovation efforts). A third reason is that customer communication and retention take time and effort. It's challenging to persuade Indian buyers, especially if the firm develops unique items and targets new market sectors. Furthermore, it is difficult for entrepreneurs to develop demand for their goods and services. Despite rising wages, India's client base remains price sensitive and unwilling to pay for goods and services. Customers frequently demand discounts or purchase cheaper Chinese equivalents. As a result, companies confront the difficulty of developing cost-effective solutions, which might sometimes mean sacrificing quality.

9. Hiring Qualified Employees

Joining a company as an employee is not an appealing career option for many job searchers, owing to the inherent risk that the startup would fail. Instead, the vast majority prefer to work for huge firms, which offer more secure employment opportunities. Furthermore, startups are rarely able to compete with the brand recognition and remuneration structures that large corporations can provide. After a few years, many people who work for startups move on to established companies. Because many people become accustomed to the benefits of a

corporate employment, job transitions in the opposite direction are less common. A second problem is that many job seekers lack the necessary qualifications. Startups notice a disconnect between the knowledge imparted to students in institutions and the expertise required for jobs, particularly in industries where technology evolves rapidly. Fresh graduates are typically not immediately employable due to their lack of understanding of industry needs. As a result, when employing new personnel, companies must devote a large amount of time and money to training them. A third aspect is that a large number of highly qualified specialists relocate to other countries in search of work. At the same time, Indian companies have yet to attract international talent, in contrast to many other startup centres around the world.

10. Complex Regulatory Environment

The Indian government has implemented regulations aimed at making the business environment more conducive to startups. The current regulatory environment in which startups operate, on the other hand, is widely seen as arduous, inefficient, and unpredictable. India is ranked 77th out of 190 countries in the World Bank's Ease of Doing Business index, and 137th out of 190 countries in the World Bank's Starting a Business Ranking index. [xxii] In India, many startups are hampered by bureaucratic processes that appear to lack fundamental norms. They don't have enough ways to find information, and there's little certainty about how long processes will take. Furthermore, regulations might change at any time, and entrepreneurs may receive unexpected notices. As a result, startups are forced to come up with inconvenient workarounds, squander time, or pivot their businesses. Despite the government's stated desire to speed up the process of starting a business, most people regard it as time-consuming and expensive. It necessitates numerous permissions, posing a significant barrier to entrance. Formal registration as a startup is required when the legal setup is completed in order to qualify for tax breaks and other benefits. The government's startup definition has specific criteria, yet just a few firms have met them.

Findings

Finally, startups require funding to continue operating. While some firms are self-sustaining due to their produced revenue, others seek outside capital, particularly if they intend to scale. Typically, incubators and accelerators do not provide any funding or only supply a modest amount of funding. Instead, they concentrate on preparing entrepreneurs for financing by training them how to pitch and providing feedback on their decks. Furthermore, they usually work with a

group of investors and can make introductions to appropriate investors. Accelerator programmes, in particular, usually conclude with a demo day, which allows companies to pitch in front of a varied audience, including investors and corporate executives.

Conclusion

The Indian market provides many prospects for businesses, and startups, in turn, have high hopes of promoting growth and creating jobs. In India, more companies have arisen in the previous two decades, and the related ecosystem has grown rapidly. As a result, support has expanded in a variety of areas, including office space and infrastructure, business mentoring and networking, and the availability of financial capital. There is a strong sense of optimism about the ecosystem's future development. Despite this, Indian startups confront tremendous difficulties. Overcoming such obstacles will necessitate the efforts of all parties, including ecosystem actors, government agencies, and entrepreneurs themselves. Changes in the larger cultural environment might also be beneficial in encouraging people to take risks and maybe generate significant solutions. Startups are not isolated entities; they are a part of the larger economy. Startups are projected to gain from policy reforms that improve overall economic conditions as well as investments in digital and physical infrastructure (for example, internet access, roads and public transportation, power and electricity). In terms of the regulatory framework, it is thought that enhancing the implementation of existing startup regulations and eliminating inefficiencies within the bureaucracy are critical to making it easier for startups to do business. Reduced paperwork and documentation, improved information availability, and more standardised operating procedures and clear criteria (for example, how to compete for government contracts or obtain licences) would all benefit startups. Furthermore, investments in education must be channelled in order to generate a larger talent pool. Participants in this study, in particular, urged for the inclusion of entrepreneurship courses in college curricula, which would better prepare students for careers as entrepreneurs. While angel and venture capital investments in Indian businesses have expanded significantly in recent years, the ecosystem still lacks resources. Because investors prefer to fund more established firms, more money is needed to assist the younger ones in developing prototypes and MVPs. To bridge the gap between ideation and the next step, businesses and ecosystem actors expect that government officials would incentivize angel investments by eliminating the angel tax or providing additional tax perks.

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21. A Study on the Development of Women Entrepreneurship

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Abstract

Over the past few decades, ladies are operating steady, their talent, dedication, and enthusiasm forming the bedrock of economic process and prosperity in Asian country. They need ventured into the market, started their businesses, and worked indefatigably to prove that they're as adept and fortunate within the entrepreneurial area as their male counterparts. Within the past few years, ladies entrepreneurship as a way of girl's direction has seen increasing focus. There's a growing recognition of the role ladies entrepreneurship will play in being a propulsion for ever-changing the narrative of girls and recognizing their contribution as a lever towards driving economic process. Ministries like ladies and kid Development have through schemes like E-Haat, Rashtriya Mahila Kosh and Swayam Siddha Kosh project among others created a sincere effort to encourage ladies entrepreneurship. However, despite the positive conversations and concrete steps being taken round the issue, it's sadly not translated into a causative entrepreneurship system for girls. There square measure a mess of barriers that square measure a hindrance to the social progress of girls as entrepreneurs. These embody however don't seem to be restricted to the inherent bias against women's business skills, standard gender roles unmoving in patricentric mind-sets, lack of access to finance and networks, among others. Once it involves stereotypical gender roles, quite seventieth of girls Entrepreneurs acknowledge that change of state supper, laundry wear, laundry utensils, and general work square measure still their primary responsibilities. Most ladies additionally believe that permitting their husbands or alternative relations to participate goes against their culture and morals. In terms of house chores concerning 1/2 the ladies United Nations agency don't desire to expand their business say it's as a result of they do not shrewdness to Handel their inability to require on further work.

Keywords-Women – Girls - Entrepreneurship – Asian Country – Government - Business

Objectives of the Study

1. To study the development taking place in women entrepreneurs.
2. To create awareness among the people.

Intoduction

The recent stress on “Atmanirbhar Bharat” (self-reliant Asian country) by the govt. of India has brought back the main target on entrepreneurship in Asian country. Even within the past years, the govt. has been pushing self-employment through its different initiatives like talent India| India Republic of Asian country build in India. Asian country rapt towards globalisation, liberalization and privatisation since the last decade of 1990 and has since pushed the reforms to develop entrepreneurship potential within the country. The sixth All Asian country Economic Census printed in 2016 enclosed a complete chapter on girls Entrepreneurs, reflective the stress of the govt. on Women Entrepreneurship. In the last 2 to a few decades, the economic contribution of ladies has increased significantly and entrepreneurship has gained momentum among women. However, it's additionally true that the total potential of women as entrepreneurs isn't broached, primarily due to prevailing stereotypes that contemplate girls to be of inferiority than men and assume that ladies may not be able to undertake bound tasks essential for being a fortunate businessperson. The stereotyped gender roles that relegate girls to domesticity and care giving, hinder the realisation of their potential and participation in work outside the house or apart from household chores. With this pervasive mental attitude, women are usually unable to consider entrepreneurship as Associate in nursing alternative they will contemplate and take the initial steps towards beginning a business. Women area unit currently increasingly progressively more Associate in Nursing more being known as resource for economic development, all across the planet and significantly in developing nations as well as Asian country wherever they're virtually half the country's population. The Indian government, additionally to the market and development partners have act and designed and enforced policies and programmes that specifically promote economic contribution of ladies through entrepreneurship. Women Entrepreneurship suggests that associate act of business possession and business creation that empowers. Women economically, will increase their economic strength likewise as their position in society.

Research Methodology

Considering the varied nature of the planned study, a spread of strategies were adopted for gathering information therefore on draw purposeful conclusions for the analysis queries and objectives mentioned on previous page. The strategies enclosed interviews mistreatment semi-structured, closed-ended form in-depth discussions and developing case studies. This chapter elaborates the strategies planned for the study in conjunction with the discussion on sample and criteria for choosing the sample.

2.1 Secondary Analysis

Existing discourse literature was searched on open access platforms and reviewed within the context of the objectives of this study. A separate chapter (Chapter 3) has been developed on the necessary findings from all secondary literature reviewed, structured on the subsequent lines

- Growth of ladies Entrepreneurs
- Entrepreneurial Participation of ladies in Asian country
- Ladies Entrepreneurship Models in Asian country
- Summary of ancillary setting for girls Entrepreneurs
- Issues sweet-faced by ladies Entrepreneurs
- Challenges
- Way forward for ladies Entrepreneurs in Asian country

2.2 Primary Knowledge Assortment

- In addition to totally different classes of ladies Entrepreneurs, a spread of different stakeholders together with family members of those entrepreneurs, their workers, shoppers and NGOs providing support to ladies
- Entrepreneurs were contacted for info that was gathered and analysed to draw key conclusions
- on the aspects coupled to the objectives of this study. The tools were designed specified they captured

Information on Following Aspects

- i. angle and Perception of Young ladies on Entrepreneurship
- ii. Initiating and Managing Enterprise by ladies
- iii. Impact of Managing Enterprise by ladies on Self

- iv. Impact of Managing Enterprise by ladies on Family
- v. Impact of Covid-19 on Enterprise Managed by ladies

2.3 Sample Choice

The sample chosen for the study was such it represents the complete country and also the inferences drawn from the study may be generalised at the national level. So as to realize this, it absolutely was 1st necessary to select the states for gathering information.

Selection of States for information assortment. All thirty six states and UTs were 1st divided in six regions as North, East, North East, West, Central and South. Sixth Economic Survey (2016) provides the state-wise variety of girl's enterprises within the country.

This list is taken and victimisation ladies population within the state (Census 2011), variety of girls enterprises per large integer population. From every region, one state with the very best variety of girl's enterprises per lakh population and one with rock bottom variety were chosen. In some cases, alternate states thus as to maintain a balance of extra geographic characteristics of those states were taken. Many states had to be excluded as a result of it absolutely was unacceptable to collect on field information in these states thanks to Covid-19 situation. The chosen sample is bestowed within the table two.1 below:

Choice of thirteen States and sample size for the Study

Region State ladies Enterprise per large integer women population Additional Characteristics.

- North Jammu and geographic region 530.32 Conflict Zone/Hills
- Haryana 1050.24 terribly low sex magnitude relation
- Rajasthan 751.55 Desert
- North East province 6896.16 maternal Society
- Tripura 806.09 International border
- East state 1869.56 Coastal
- Jharkhand 340.84 Tribal
- Central Madhya Pradesh 638.04 Agriculture economy
- Uttar Pradesh 506.00 dry land
- West Gujarat 1826.09 Economic outlook
- Maharashtra 1227.2
- Daman 866.09 Island/Union Territory

- South Tamil Nadu 5258.85 High migration remittal Economy

Main Content

On a personal level, some ladies have robust entrepreneurial ambitions. Curiously, many of the interview partners mentioned that they got galvanized by male role models like entrepreneur or Steve Jobs, or that they were introduced to the “start-up world” by their male friends UN agency are entrepreneurs. On AN institutional level, the government has launched many schemes to enhance the entrepreneurial motivations of ladies and there's a lot of noticeable political can to eight empower them. However, trying on the far side high individual and political aspirations and work the statistics of what percentage ladies truly own businesses shows a rather serious balance. Literature on the topic usually cites knowledge from nine the Sixth Economic Census, that was conducted between January 2013 and Gregorian calendar month 2014. Out of 58.5 million businesses counted by that census, 8.05 million were closely-held by ladies that corresponds to a rate of thirteen.76 % of ladies among the overall range of entrepreneurs in Bharat. The planet Bank ten Enterprise Survey, meanwhile, found that in 2014, the share of corporations with feminine participation in possession was ten.7 percent. Whereas newer knowledge isn't offered, interview partners, yet as recent media eleven reports, highlighted a gradual rise within the range of start-ups based by ladies.

The low rates of ladies entrepreneurship are mirrored in an exceedingly dismal score within the Index of twelve girls Entrepreneurs, wherever Asian country is hierarchal fifty two out of the fifty seven surveyed countries. The actual fact that few girls own corporations is an element of a bigger development of weak engagement of ladies in business. This any relates to an occasional feminine labour force participation rate further as girls having fewer opportunities to become business leaders, professionals and thirteen technical employees. Indeed, despite high economic process rates further as a rise within the proportion of working-age girls within the population, the participation within the workforce has diminished from thirty five p.c in 2005 to merely 1426 p.c in 2018. in line with a IBRD Enterprise Survey, of ladies in leadership positions in 2014 was as fifteen low as 9 percent.

Regardless of gender, beginning a business may be a troublesome prospect. Key challenges for start-ups in Asian country embrace generating funding, restricted understanding of shoppers, penetrating the market, hiring qualified staff, and also the twenty two complicated regulative atmosphere.

Conclusion

Education nowadays is undergoing a huge metamorphosis and is moving towards a holistic development of temperament. Real entrepreneurs should be ready to try to to any job. They must eradicate the irrational beliefs like fate, destiny and luck. A sure-fire businessperson ought to have the qualities of sureness, courage, initiative and data. With the expansion of entrepreneurial aware within the country, the ladies entrepreneurs have emerged into existence to increase a hand and making a congenial surroundings for broadening the bottom for widespread entrepreneurship in rural and concrete areas.

Any entrepreneurs ought to have long terms vision for her commercial enterprise while not such vision she cannot play her important role within the competitive market of their product. In step with economist, businessperson could be a one that foresees the chance and tries to use it by introducing a brand new product, new methodology of production, a brand new market, a brand new supply of raw materials or during issue of production. During this study, there's little question that girls square measure willing to try to one thing severally.

Maybe for this, girls entrepreneurs need additional education, additional steerage, correct surroundings, need infrastructure and also the last however not the smallest amount is that the inner strength, spirit and sense of commitment towards the task .

Suggestions

1. Easy application forms ought to be ready by the promotional agencies likewise as banks for the ladies entrepreneurs.
2. Easy and speedy procedure ought to be applied within the case of girls by the promotional agencies and also the disposal establishments.
3. Girls entrepreneurs ought to realise that coaching will enhance the potency and effectiveness to develop the talents.
4. State and central government ought to treat girls as specific target teams altogether development programmes.
5. Lead banks ought to open branches solely for girls.
6. Girls Development Corporation ought to organise coaching programmes in order that girls will take up appropriate trade of their selection.

7. NGOS and district administration ought to organise additional variety of workshops and coaching programmes for girl's entrepreneurs to boost their body and management skills.

Suggested Areas/Business for Ladies Entrepreneurs

Women entrepreneurs ought to take into account her family background, education, perspective and skills that she has non heritable. Particularly for uneducated girls and educated one by one and areas of export promotion.

- Agarbathi producing
- Papad creating
- Embroidery - Handicrafts
- Catering service
- Pickle producing
- Milk distribution
- Small retail outlets
- Leather product
- Food process
- Gem and jewellery
- Software exports
- Cultivation of healthful plant
- Vermi culture
- Flori culture
- Packaging

The Following are a Number of the Entrepreneurs Programme for Ladies Graduates.

- Catering
- Confectionery
- ice cream parlours and bake house
- Fast foods/Salad bars
- Grooming centres
- providing hair/skin care
- to choose jewellery/ hairstyle/face structure

- Fashion coming up with - Readymade clothes
- Computer assisted coming up with
- Old age homes
- Hospital management
- Assembling of watches, radios, transistors, telephones, pc and alternative such fashionable gadgets

Quite a variety of entrepreneurship development programmes could also be organized with the collaboration of District Industries Centre at frequent intervals in every village. This can positively facilitate the possible ladies entrepreneurs to develop varied skills needed for a self-made business 301 operation. Having an in depth tie-up with the neighbouring higher academic establishments, technical centres, trade associations and industrialists association can facilitate loads to realize the specified results. Coaching within the business activities of the members is like of the hour. The male members of the families ought to be created to play an adjuvant role. The power of the ladies to influence or create selections that have an effect on their lives and their future is taken into account to be one amongst the principal parts of authorization by most students. It's abundant less clear, however, concerning what sorts of selections and what degree of influence will be classified as authorization in numerous contexts. Sureness is one amongst the foremost crucial parts of amendment for authorization however it's additionally one amongst the foremost tough tasks to live or assess. Sureness could be an advanced idea about each women's perception of their capabilities and their actual level of skills and capabilities. Access to credit and participation in financial gain generating activities is assumed to strengthen women's dialogue position among the unit, thereby influencing strategic deciding. Notably in poor 302 communities, men's domination over ladies is that the strongest among the unit. Contributory money resources to the family or community confers larger legitimacy and worth to women's views and provides them additional title than they'd otherwise have. Lack of data concerning banking procedures, charge per unit, Lack of Transparency are the common areas that are to be attended by ladies entrepreneurs.

Review of Literature

3.1 Defining Women Entrepreneurship

The unequal position of ladies in Republic of India reflects within the gender-based difference that is frozen in lack of access to and management over resources, participation in

decision-making processes or self-realization. Moreover, their economic, social and environmental contributions usually go unsuccessful. However, recent trends show girls availing of educational and talent development opportunities and joining the personnel at totally different levels, which has translated to enhancing their position and decision-making roles. During this dynamic situation, women are also absorbing entrepreneurship as a profession.

Research shows that the driving factors for a girl to be associate degree bourgeois are shallowness, recognition, self-determination and career goals⁵, but these might be discourse to the country, race and culture.

In bound cases, unfavourable economic conditions, state within the family or divorce could impel women to require on entrepreneurial activities. Attributed to tug and push factors, girls enter into the ambit of the market system and step by step gain economic independence.

In India, it's been ascertained that a girl bourgeois prefers to deal in business, that there exists a requirement within the market like that for trade goods. They deal in intermediate product that are used in the assembly of alternative product and largely are factory-made to the orders of huge firms i.e. ancillaries. There are generally 3 styles of enterprises that ladies deal in

- a. Producing a product for direct sale within the market
- b. Producing a product or its half to satisfy the necessity of an outsized industrial company; and
- c. Being a sub-contractor of raw materials equipped by the client.

3.2 Growth of Women Entrepreneurs

Entrepreneurship has historically been the domain of men since they need management over economic resources. However, with modified gender stereotyping, girls are often seen as entrepreneurs engaged in economic activities in varied avenues. a {number of} the vital facts concerning recent development of ladies Entrepreneurship in Asian Country square measure: • the highest 5 states in India with leading number of enterprises in hand by a lady are Madras, Kerala, Andhra Pradesh, state and geographical area. • Total variety of ladies enterprises has raised from ten.64 hundred thousand to twenty.21 hundred thousand units i.e., virtually doubled between 2001-02 and 2006-07. • per the Annual Report of the Ministry of MSME (2018), there square measure state specific variations in terms of contribution of ladies in entrepreneurship. supported the on the market information from the report, variety of ladies LED enterprise per a hundred, 000 girls population within the state were calculated and therefore the quantitative

relation ranged from vi, 896 per a hundred, 000 girls in Manipur; five, 258 per a hundred, 000 girls in Kerala to only 308 in province or 340 per a hundred, 000 girls in Jharkhand. • Overall, out of thirty six states and UTs (for that information were available), thirteen (37%) states and UTs had but one,000 girls Entrepreneurs per a hundred,000 population i.e., but I Chronicles and none of the seven states/UTs from South Republic of India square measure enclosed in these thirteen. • The Fourth All Republic of India Census on MSME (2006-07), states that around eighteen out of twenty hundred thousand units comprising of virtually ninety % of the full enterprises square measure unregistered. A comparison at the all Republic of India level shows that girls have management over thirteen % of the registered units and nine % of the unregistered units. However, Republic of India remains among the worst activity nations in girls Entrepreneurship per the world Entrepreneurship Survey, conducted by laptop maker hollow and GEDI (Global Entrepreneurship and Development Institute). Per Economic Times (2013), out of the seventeen countries surveyed Republic of India ranks sixteenth, simply higher than African country.

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22. A Study on the Importance of Information Technology in Entrepreneurship Development

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Abstract

In the world of information technology, cyber security is extremely crucial. In today's world, protecting data has become one of the most difficult tasks. The first thing that springs to mind when we think of cyber security is "cybercrimes," which are on the rise. Various governments and businesses are using a variety of steps to combat cybercrime. Despite many efforts, many people are still concerned about cyber security. The major focus of this study is on the issues that cyber security faces in the modern day. It also covers the most up-to-date information on cyber security.

Keywords - Cyber security, cybercrime, cyber ethics, social networking, cloud computing, and Android applications are some of the terms used in this article.

Objectives of the Study

1. To study the importance of information technology in entrepreneurship.
2. To create awareness among the people.

Introduction

Today's man may send and receive any type of data, whether it's an e-mail, an audio or video file, with the touch of a button, but has he ever considered how securely his data is being sent or sent to the other person without any information being leaked?? Cyber security is the answer. In today's world, the Internet is the fastest-growing infrastructure. Many new technologies are transforming the face of humans in today's technological world. However, because of these new technologies, we are unable to protect our personal information as well as we would want, and as a result, cybercrime is on the rise. More than 60% of all business transactions are now completed online.

Cyber-Crimes

The word "cybercrime" refers to any illicit conduct that is carried out primarily via the use of a computer. The United States Department of Justice has broadened the definition of cybercrime to encompass any criminal behavior that involves the storing of evidence on a computer. Cybercrime comprises crimes made possible by computers, such as network intrusions and the spread of computer viruses, as well as computer-based versions of existing crimes, such as identity theft, stalking, bullying, and terrorism, which have become a serious concern for individuals and countries. Typically, cybercrime is described as a crime performed with the use of a computer and the internet to steal a person's identity, sell contraband.

CYBER-SECURITY- Data privacy and security will always be top security concerns for every firm. We now live in a world where all information is stored in digital or cyber-form. Users can feel comfortable when interacting with friends and relatives on social networking sites. Cybercriminals will continue to attack social networking sites to obtain personal information from home users. Not only when it comes to social networking, but also when it comes to financial transactions, a person must take all necessary security precautions.

Incidents % Increase/Decrease from January to June 2012 to January to June 2013 (decrease) 2203 1726 (22) Spam 291 614 111 Malicious code 353 442 25 Harassment.

Main Content

4. Trends Changing Cyber Security

(4.1) Web servers: Attacks on online apps to harvest data or transmit harmful code are still a problem. Malicious code is distributed by cyber thieves using legal web servers that have been hacked. However, data-stealing attacks, many of which garner public attention, are also a significant concern. We must now place a higher focus on the security of web servers and web applications. The ideal venue for these cyber crooks to steal data is through web servers. To avoid being a victim of these frauds, one should always use a safer browser, especially during critical transactions.

(4.2) Cloud computing and its services- Cloud services are steadily being used by all small, medium, and large businesses these days. In other words, the planet is gradually approaching the clouds. Because communications may bypass established ports of inspection, this current development poses a significant problem for cyber security. In order to prevent the loss of vital information, policy controls for web apps and cloud services will need to change as

the number of applications accessible in the cloud rises. Despite the fact that cloud services are building their own models, security concerns continue to be raised. Although the cloud offers several advantages, it is important to remember that as the cloud grows, so do its security issues.

(4.3) APT's and targeted attacks- APT (Advanced Persistent Threat) is a completely new type of cybercrime. For years, network security features like web filtering and intrusion prevention systems (IPS) have been critical in detecting such targeted assaults (mostly after the initial compromise). In order to identify attacks, network security must interact with other security services as attackers become more daring and use more ambiguous approaches. As a result, we must upgrade our security measures in order to prevent future threats.

(4.4) Mobile Networks- We can now communicate with anyone in any area of the world. However, security is a major worry for these mobile networks. Firewalls and other security protections are getting more porous as people use more devices such as tablets, phones, PCs, and other devices, all of which require additional security precautions in addition to those provided by the programs. We must constantly keep the security of these mobile networks in mind. Furthermore, because mobile networks are so vulnerable to cybercrime, extra caution must be exercised in the event of a security breach.

(4.5) IPv6: New internet protocol- IPv6 is a new Internet protocol that will replace IPv4 (the previous version), which has served as the backbone of our networks and the Internet in general. It's not merely a matter of moving IPv4 features to IPv6. While IPv6 is a complete replacement for IPv4 in terms of increasing the number of accessible IP addresses, there are certain basic modifications to the protocol that must be addressed in security policy. As a result, it is always preferable to transition to IPv6 as soon as feasible in order to avoid cybercrime risks.

(4.6) Encryption of the code- Encryption is the technique of encrypting communications (or information) in such a way that it cannot be read by eavesdroppers or hackers. An encryption technique converts a message or information into unreadable cypher text by encrypting it with an encryption algorithm. This is normally accomplished through the use of an encryption key, which determines the message's encoding method. At its most basic level, encryption safeguards data privacy and integrity. However, increasing encryption means more cyber security risks. Encryption is also used to safeguard data in transit, such as data sent across networks (e.g., the Internet, ecommerce), mobile phones, wireless microphones, and wireless intercoms, among other things. As a result, by encrypting the code, one may determine if there is any data leakage.

5. Role of Social Media in Cyber Security

Companies must develop innovative ways to secure personal information as we become more social in an increasingly connected world. Social media has a significant impact on cyber security and will play a significant part in personal cyber dangers. The use of social media by employees is on the rise, as is the possibility of an assault. Because most of them use social media or social networking sites on a daily basis, it has become a major platform for cyber criminals to hack private information and steal important data. Companies must guarantee that they are equally as fast to recognize risks, respond in real time, and avoid any type of breach in a world where we are eager to give over our personal information. Because individuals are often enticed by attractiveness, - In an increasingly connected world, organizations must develop new methods to secure personal information as we become more social. Social media has a significant role in cyber security and will have a significant impact on personal cyber dangers. The use of social media by employees is on the rise, as is the potential of assault. Because most of them use social media or social networking sites on a daily basis, it has become a large platform for cyber criminals to hack private information and steal important data. Companies must guarantee that they are equally as fast to recognize risks, respond in real time, and avoid any type of breach in a world where we are eager to give over our personal information.

Findings:

6. Cyber Security Techniques

6.1 Access control and password security- The concept of user name and password has been fundamental way of protecting our information. This may be one of the first measures regarding cyber security.

6.2 Authentication of data- The papers we receive must always be validated before being downloaded, which means they must be reviewed to see whether they came from a reputable and credible source and if they have not been altered. Anti-virus software installed on the devices is frequently used to authenticate these papers. To protect devices from infections, strong anti-virus software is also required.

6.3 Malware scanners- This is a programmed that searches all of the files and documents on the computer for dangerous code or viruses. Viruses, worms, and Trojan horses are types of dangerous software that are sometimes lumped together as malware.

6.4 Firewalls- A firewall is a piece of software or hardware that helps block hackers, viruses, and worms from accessing your computer over the Internet. All messages entering or leaving the internet travel via the firewall, which checks each message and bans those that do not match the security requirements. As a result, firewalls are critical in identifying malware.

6.5 Anti-virus software- - Antivirus software is a type of computer application that detects, stops, and eliminates dangerous software programs like viruses and worms. Most antivirus products include an auto-update capability that allows them to download new virus profiles so that they may be checked for as soon as they are detected. Anti-virus software is a must-have for any computer system.

7. Cyber Ethics

The code of the internet is known as cyber ethics. There's a good probability that if we follow these cyber ethics, we'll be able to use the internet properly and safely? Here are a few examples: DO utilize the Internet to contact with others and interact with them. Staying in contact with friends and family, communicating with coworkers, and sharing ideas and information with folks across town or halfway around the globe is simple with email and instant messaging. On the internet, don't be bullies. Do not call individuals names, lie about them, give them humiliating photographs, or attempt to harm them in any way. The Internet is regarded as the world's largest library, offering information on virtually every subject. The internet's code of ethics is known as cyber ethics. Do we have a fair probability of using the internet properly and safely if we follow these cyber ethics? A handful of them are listed below: DO communicate and engage with others over the Internet. Staying in contact with friends and family, communicating with coworkers, and sharing ideas and information with folks across town or halfway around the globe has never been easier thanks to email and instant messaging. On the internet, avoid being a bully. Do not call individuals names, lie about them, give them humiliating photographs, or try to harm them in any way. The Internet is often regarded as the world's greatest library, containing information on virtually every subject.

Conclusion/Suggestions

Computer security is a vast topic that is becoming more important because the world is becoming highly interconnected, with networks being used to carry out critical transactions. Cybercrime continues to diverge down different paths with each New Year that passes and so does the security of the information. The latest and disruptive technologies, along with the new

cyber tools and threats that come to light each day, are challenging organizations with not only how they secure their infrastructure, but how they require new platforms and intelligence to do so. There is no perfect solution for cybercrimes but we should try our level best to minimize them in order to have a safe and secure future in cyber space.

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23. A Study on Problems and Prospective of Women Entrepreneurship in India

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Abstract

In terms of industrial development, women entrepreneurs play a critical role. In both society and the social sciences, the problem of women in entrepreneurship has received little attention. Women are often stereotyped as stay-at-home moms who are uninterested in business. It's not simple to go from being a stay-at-home mom to a successful businesswoman. However, things are beginning to change. Women are increasingly entering the business world in modern India, particularly in micro, small, and medium-sized businesses. The goal of this research is to identify numerous internal and external factors that motivate and demotivate women entrepreneurs. It will also recommend ways to remove and reduce barriers to women's entrepreneurial development in the Indian context. This is the situation. Women's entrepreneurship, without a doubt, increases the prosperity of the country in general and the wealth of the family in particular. Women nowadays are more eager to participate in activities that were traditionally considered the domain of men, and they have proven that they are second to none in terms of economic growth. Entrepreneurs play a critical role in the economic growth of developing nations. Women's skills and expertise, their entrepreneurial talents and abilities, and a driving desire to do something some of the motives for women entrepreneurs to organise industries are favourable. According to the World Bank, investing more in women's businesses rather than men's leads to larger returns. The growth of a country increases the number of women who start businesses.

Key Words - Women, Entrepreneurs, Business, Development.

Objectives of the Study

1. To study about the problems faced by women entrepreneurs.
2. To create awareness among the people.

Introduction

Women entrepreneurs must be properly formed with entrepreneurial traits and talents in order to keep up with changing trends and marketplace problems, as well as be competent enough to sustain and strive for greatness in the entrepreneurial sphere. India's female population accounts for half of the country's total population. Despite this, women continue to lag behind males in several areas. Women's literacy rates and career prospects have risen by leaps and bounds throughout the years. Women are more involved in business and establishing various industries. The Indian government and the state of Andhra Pradesh have been encouraging women to work in manufacturing. A number of financial institutions are providing money for the formation of new industries. As a result, women began to build industries and collaborate on self- and economic development, and they excelled. Despite the fact that women have played an important role in India's society, their entrepreneurial potential has been underused due to women's inferior social position. Their function has only been publicly acknowledged since the Fifth Five Year Plan (1974-78), with a notable shift in the approach from women welfare to women development and empowerment. Women's entrepreneurship development has become a key component of our plan's priorities. In India, a number of policies and programmes are being adopted to promote women's entrepreneurship. There is a need to change people's attitudes toward women in order to give them equal rights as provided by the constitution. Progress toward gender equality is gradual, in part due to a failure to link policy commitments to financial incentives. "Empowering women is a requirement for developing a good nation," says President APJ Abdul Kalam. "When women are empowered, society is assured of stability." The importance of Micro, Small, and Medium Enterprises in the Indian economy has long been recognised by policymakers and administrators, and as a result, the Central and State Governments have taken active initiatives to support and foster their growth over the years. These procedures, however, have not shown to be particularly helpful. These businesses are nonetheless beset by a slew of issues that impede their performance and expansion. The MSME sector is nonetheless plagued by a slew of financial, marketing, manufacturing, distribution, and infrastructure issues. While some of them apply to a wide spectrum of small businesses across the country, others are particularly relevant to groupings of small businesses in rural and underserved areas.

Research Methodology

The current study is based on a thorough examination of secondary data gathered from a variety of books, national and international journals, and public and commercial publications concentrating on various elements of women entrepreneurship that are available on various websites and in libraries. This study is likewise a desk study that relies on secondary data from publications, journals, and website.

Main Content

Women entrepreneurs have issues not only as entrepreneurs, but also as women, and as a result, their problems are numerous when compared to men's. The issues range from mobilising numerous resources, such as capital, marketing, raw materials, sales, labour, technical, competition, new technology, land/shed/ water/ power/ taxation, lack of family support, and government backing, to name a few. As a result, their issues develop both within and outside, and they differ from one company to the next. Some of these issues are widespread and common to everybody, while others are more specialised and tied to the company's line of business. Some people have issues with the outside world; whatever the issue, there is no set recipe for dealing with it. The problems must be resolved by the entrepreneurs themselves, otherwise the operation of the business will be jeopardised. The success of a problem is determined by how well and quickly it is handled.

Socio-Personal Issues - Society's negative attitude toward women as a result of a lack of sufficient education and information, economic backwardness, and a low risk-bearing capacity.

Managerial Issues: This is due to a lack of general management expertise and experience, a shortage of skilled labour, absenteeism and low labour turnover, a lack of clear defined objectives, and a mobility issue for women.

Production Issues include insufficient land, plots, and premises availability, irregular supply of sufficient inputs, insufficient technical support for production identification, and a lack of technological advancements in research and development and quality control, as well as poor inventory management.

Marketing Issues: Difficulty in marketing their products due to a lack of knowledge of how to market their products and relying on local markets; fierce competition from large corporations, exploitation by middlemen, difficulties in collecting dues, insufficient sales promotion avenues, and a lack of export market support.

Government Help is a Problem

Both the federal and state governments are adopting various programmes to encourage women to start businesses. In practise, however, respondents encounter numerous challenges difficulty in obtaining government aid owing to redtapism at many levels, exploitative consultants, issues caused by dishonest officials, confusing and time-consuming long procedures in obtaining assistance, and so on.

Workplace Issues - During the course of this research, it was discovered that the women entrepreneurs in the chosen group experience a variety of labour issues in their businesses.

Types of Workplace Issues - An organization's human resource is one of its most essential assets. The amount of work done, talent, skills, and desire, as well as competent and dedicated performance on the part of the labour force, all contribute to the effective achievement of the industrial units' objectives. Their ability to succeed is hampered by a variety of labour issues.

Raw-Materials Problem

For uninterrupted production, there is an urgent need for a regular and continuous supply of raw-materials, a sufficient backup of raw-material stock in times of anticipated price changes, a time-consuming procurement procedure, and variations in raw-material prices at different locations. Uncertainty in all of these areas, as well as a lack of marketing experience, competition from established and large units in the acquisition of raw materials, and a lack of raw material availability are all obstacles for entrepreneurs, particularly in the early stages. Women entrepreneurs are acutely aware of the difficulties of processing raw materials. Because the allied sector relies on agriculture during the off-seasons, raw materials are in short supply and difficult to come by at reasonable costs.

Less Confidence

Women entrepreneurs are unsure of their own power and abilities. Their family does not support their entrepreneurial endeavours. Despite the fact that the situation has improved in recent years, women have had to adapt to even more change in order to expand their entrepreneurial growth.

They don't have access to financing because they don't have any tangible assets or credit in the market. Only a small percentage of women own tangible property. As a result, they are hampered by a lack of financial resources and working capital. Competition from Male

Entrepreneurs: Women entrepreneurs face challenges in the business management process due to competition from male peers. Because women have fewer organisational abilities than males, they are subjected to competition from male entrepreneurs.

Movement Restriction

Because India is a traditional nation, women entrepreneurs' mobility is limited. Women have a lower level of mobility than men. Women, in comparison to men, lack the courage to travel at all hours of the day and night, as well as to other regions and states.

Women entrepreneurs' growth and development must be expedited because entrepreneurial development is impossible without their participation. As a result, a welcoming environment must be created in order for women to participate actively in entrepreneurial activities. Government, non-government, promotional, and regulatory bodies all need to step up and assist the development of women entrepreneurs in India. The Indian government has also created several training and development programmes as well as employment generation programmes to help women launch their own businesses.

- a. Specific target group: It was suggested that women be treated as a separate target group in all of the country's key development programmes.
- b. Organizing training facilities: The chapter also suggests that Women's vocational training facilities should be designed and diversified to meet their evolving requirements and skills.
- c. Developing new equipment: Through the use of appropriate technologies, equipment, and procedures, efforts should be made to boost their efficiency and production.
- d. Selling support: It was advised that women entrepreneurs be given the necessary aid in marketing their products.
- e. Process of decision-making: It was also advised that women be included in the decision-making process.
- f. To understand the women entrepreneurship in India.
- g. To know the problems of women entrepreneurs in India.
- h. To assess the Organizations Promoting Women Entrepreneurship in India.

Review of Literature

The availability of spare time motivated women entrepreneurs from higher income classes, according to Rani (1996). Women entrepreneurs, on the other hand, are obliged to pursue entrepreneurship because they have no other way of contributing to their family's income.

Lall and Sahai (2008) compare and contrast the multi-faceted concerns and obstacles of women entrepreneurship and family business. Based on demographic characteristics, the study established psychographic variables such as degree of commitment, entrepreneurial hurdles, and future expansion plans.

Data was acquired from women entrepreneurs working in Lucknow's urban region using stratified random sampling and convenience sampling. For future goals for growth and expansion, the study found business owner characteristics such as self perception, self esteem, entrepreneurial intensity, and operational difficulty. Despite this, the study found that there has been a significant increase in the number of women choosing to work from home. A family-owned business, yet they still have a lower position and confront greater operational obstacles.

Greene et al., (2003) assess the contribution of research and publications in the field of women's entrepreneurship.

Gender discrimination, personal traits, finance obstacles, business unit, context, and feminist perspectives were used to categorise various journals and research materials on the basis of key parameters related to women entrepreneurship.

Conclusion

Women, who account for about half of India's population, play a critical part in the country's economic development. India is a predominantly male-dominated country, and women are expected to be economically and socially reliant on men. Lack of education, societal hurdles, legal formalities, high production costs, male-dominated society, inadequate managerial competence, lack of self-confidence, and other issues confronted women entrepreneurs. Women entrepreneurs are influenced by a variety of factors, including Pull and Push influences. In India, there are many successful businesswomen. The government takes a variety of measures to protect the environment. In the seventh five-year plan, the eighth five-year plan, and the ninth five-year plan Women have the ability and determination to establish, maintain, and supervise their own business in a systematic manner. Appropriate support and encouragement from society, family, and government can help these women entrepreneurs become part of the

mainstream of the national economy and contribute to India's economic progress. Women's participation in economic activities has become more important as a result of the government's adoption of numerous schemes and initiatives. As technology advances, women are becoming a more powerful economic force that policymakers must consider. The participation of both sexes is essential in today's democratic economy. Women now own more than 25% of all firms in established market countries, and women-owned businesses in Africa, Asia, Eastern Europe, and Latin America are quickly expanding. Women entrepreneurs are becoming more common in several parts of the world as the economy shifts to a market economy.² In India, however, women's real participation in income-generating activities is woefully inadequate; only 8% of small-scale manufacturing enterprises are owned and controlled by women. Women entrepreneurs who receive support and encouragement from family, society, the government, and financial institutions can open new doors and boost the marketability and profitability of their businesses. If the challenges that women entrepreneurs face are adequately handled, they can become significantly more successful entrepreneurs than men.

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