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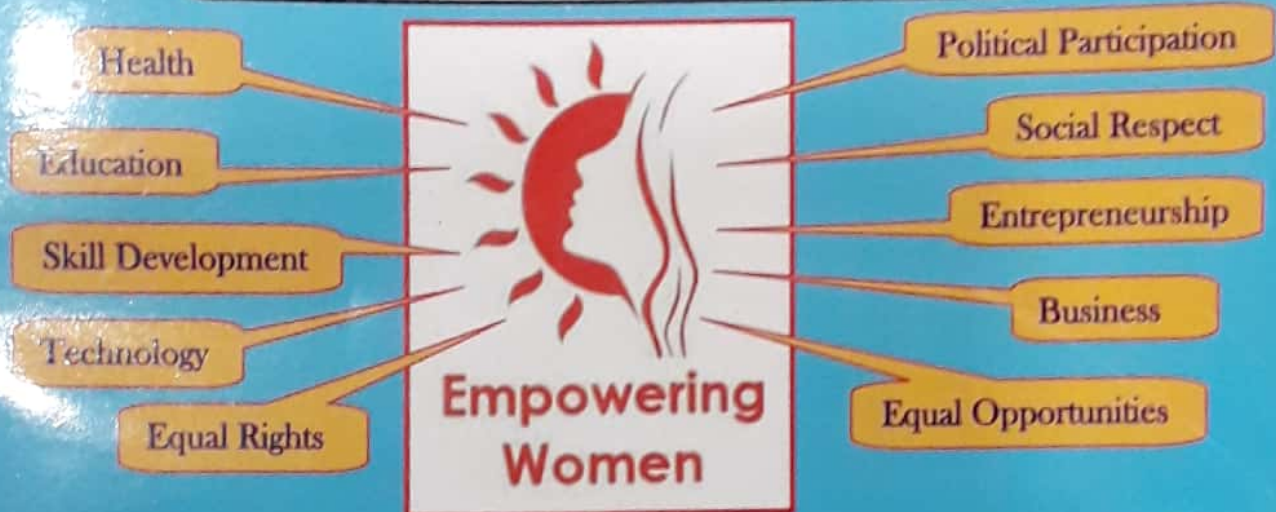
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Women Empowerment

Through Entrepreneurship & Skill Development



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Women Entrepreneurship in Small Scale Industry

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Introduction:

The Entrepreneur is one who undertakes to organize, manage & assume the risks of a business.

Entrepreneurship is the dynamic process of creating incremental wealth. This wealth is created by individuals who assume the major risks in terms of equity, time & career commitment of providing value for some product or service.

A good entrepreneur realizes that every situation can be a good opportunity in business. An entrepreneur needs to be confident about her skills & ideas. This confidence also inspires the confidence of the people working for her as well as other stakeholders involved in her business. An entrepreneur having knowledge is help to make the right decision within time. In Ancient India, women had equal status with men & were trained in the art of warfare by choice. In the country the story of Rani Abbakka Chowta is the example of women empowerment.

Objectives:

- To study government schemes for women entrepreneurs in India.
- To study fields of women entrepreneurs in Georai City.

Methodology: Primary & Secondary data were used for this study.

Result And Discussion:

Women are the pillars of the society. When women are empowered the whole world is empowered Ministry of Micro, Small & Medium Enterprises (MSME) is empowering women entrepreneurs through its different schemes. 1.38 lakh Projects set up under Prime Minister Employment Generation Programme (PMEGP) Scheme upto 23 January 2019.

A small scale industry related business enterprise, managed by one or more women entrepreneurs in proprietary concerns in which she individually have a share capital of not less than 51% has be treated by the government as women's enterprise. Women entrepreneurship enjoys special benefits from the government.

According to National Sample Survey Organization only 14% of business establishment in India are being run by women entrepreneurs. Women run small scale companies for self finance. According to Bates (2000) highly educated entrepreneurs were likely to create firms that remain in operation.

Government schemes for women entrepreneurs in India:

The Government of India has taken various steps towards women empowerment and safety. Various government schemes for women entrepreneurs in India. These are Annapurna Scheme, Stree Shakti Package for women entrepreneurs, Bharatiya Mahila Bank Bussiness Loan, Dena Shakti Scheme, Udyogini Scheme, Mahila Udyam Nidhi Scheme, Mudra Yojna Scheme for women, Orient Mahila Vikas Yojana Scheme and many more have added to the welfare of the women in India.

Women Entrepreneurship In Different Fields of Georai City

Sr.No	Fields of Women Entrepreneurs	Number of Women Entrepreneurs(60)	Percentage (%)
01	Ladies Tailor	34	56.67
02	Preparation of Hand Crafts	06	10



03	Garment Shop	03	05
04	Saree Shop	08	13.33
05	Food Production Prepared in Home.	09	15
	Total	60	100

Women entrepreneurs were ladies tailor 56.67%, Preparing & marketing Hand crafts material 10%, Garment shop 05%, Saree shop 13.33%, and Food production prepared in Home found in Georai City. Women were discouraged due to culture, religion, tradition and education also.

Now a day traditional female skill are converted into a modern skills that is catering, textiles, boutiques, crafts, which is the best out of waste materials. Women were prepared food production & handicrafts material etc in home and then marketing.

Characteristics of Entrepreneurship:

- **Ability to Take Risks:** Any business starting risks of failure has to be considered. Therefore courage & capacity are essential for to take risk.
- **Innovation:** Innovation means generating new ideas with which you can start a business & achieve a substantial amount of profits. Innovation should be in the form of products.
- **Visionary:** Every entrepreneur needs to be a visionary without a vision for the future of her venture. She would just be working aimlessly without reaching any point of success.
- **Leadership:** Every entrepreneur has a vision. However it takes a lot of resources for the production that means vision is in reality. Leadership quality is very important for entrepreneurship development of the women.

Risks in Women Entrepreneurship Development:

There are a number of different types of risk faced by entrepreneurs. These are financial risks, - Career risks, Family risks, Social risks and Psychological risks in women entrepreneurship development. Entrepreneurs had stress of loneliness, immersion in business, people problems and the need to achieve.

Women face so many problems in small scale business due to lack of knowledge of the market and potential profitability, inadequate book keeping. So women make difficulty in choice of business. Women need to attend seminars, workshops and events for to get new ideas and solutions of business. They are sure to confident, small and successful women. Women have need of motivation, support and positive energy for the entrepreneurship development.

Conclusion:

Women entrepreneurs contributed significantly to improved family economic condition that means it helps to over all development of the family. It is necessary for to reduce poverty of the society and nation.

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