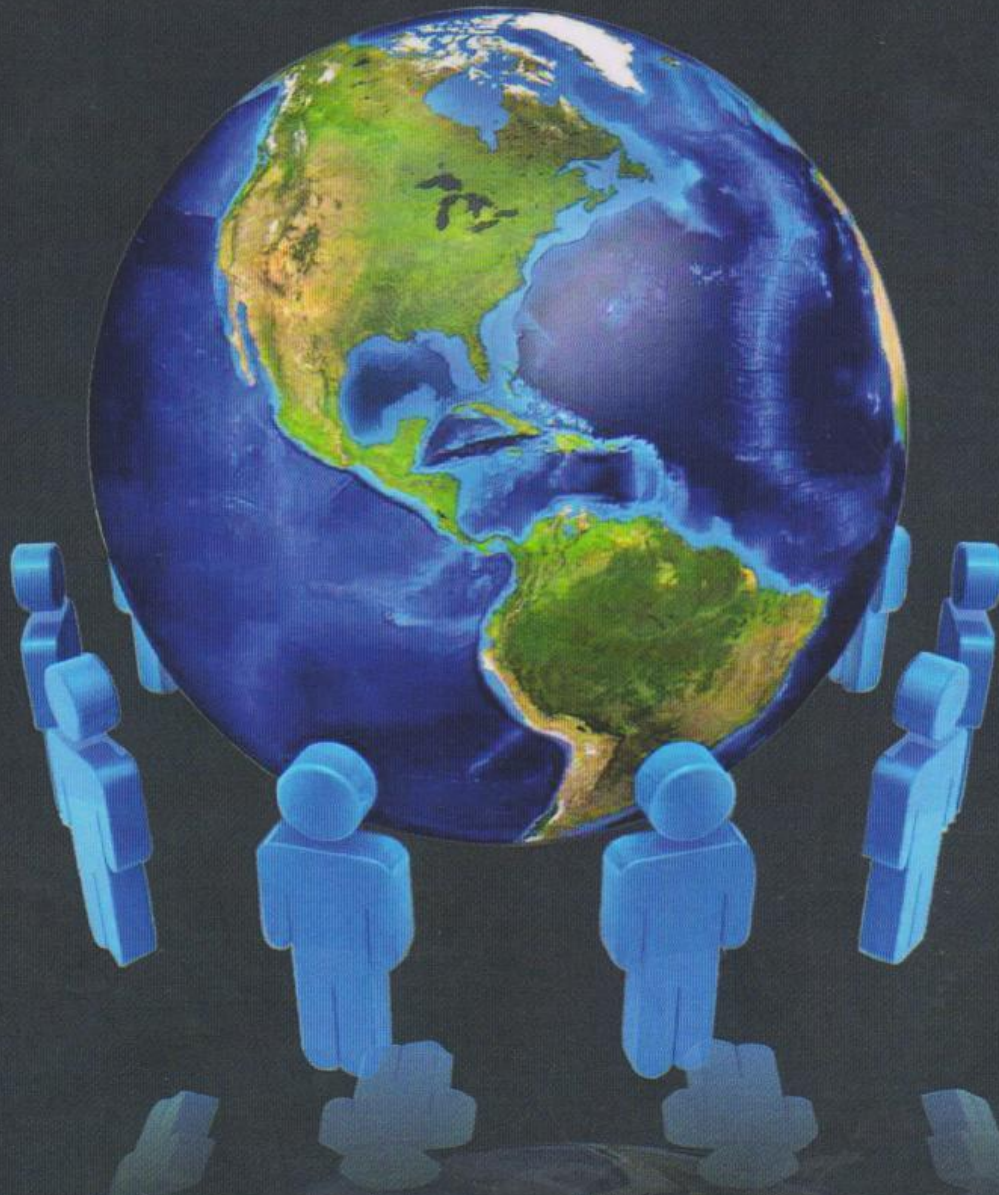


NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA - 2017



Editors

Dr. V. Chinniah

Dr. J. Vijayadurai

Dr. M. Palanivel Rajan

EMERGENCE OF WOMEN ENTREPRENEURSHIP IN INDIA - - AN OVERVIEW

Anitha BM D'Silva
Dr.E.V.Rigin

Introduction

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.

Objectives of the Research Study

The present study aimed with following objectives:

1. To know about the Women Entrepreneurs in India
2. To identify the reasons for women becoming entrepreneurs.
3. To analyse the various factors of the study by using simple analysis.
4. To give valuable suggestions for becoming a successful women entrepreneurs.

Women Entrepreneurs in India

In the 70s and 90s, the women in India were hardly engaged in any type of self employment. During this period the women were attracted towards various opportunities of employment in different banks, LIC, teaching jobs, etc. They were also found in the low

* Research Scholar, Department of Management Studies, Madurai Kamaraj University

** Assistant Professor, Department of Youth Welfare, Madurai Kamaraj University.