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A STUDY ON THE PARALLEL CAREER PROSPECTS AND THE BUSINESS VENTURES OF PROGRESSIVE WOMEN ENTREPRENEURS IN BANGALORE

Prof. ANITHADSILVA, Senior Assistant Professor,
RV Institute of Management, Bangalore, Karnataka

Dr. E. V. REJIN, Assistant Professor, Department of Youth Welfare Studies,
School of Youth Empowerment, Madurai Kamaraj University, Madurai, Tamilnadu



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ABSTRACT

The business industry in India is growing steadily with an accelerated growth giving rise to more opportunities for the overall development of sectors. More friendly government policies, fastest growing and emerging economies India has been one of them in the world today. A steady growth of 6% - 7% annually is perceived over the years. Entrepreneurship activities are also enhancing steadily and the contribution by the women entrepreneurs is remarkable. Being an entrepreneur, utilizing skills, showing knowledge in a particular field, building organization, providing employment facilities are at the optimal level. This paper deals with women entrepreneurs who have set up small scale business ventures in Bangalore. Various studies are done by researchers to appreciate the reasons for setting up the business endeavors. However, there are fewer studies emphasizing alternative job assignments engaged by women in India besides their current business enterprises. The primary objective of the study is to find out whether women entrepreneurs are engaged in alternative careers. Secondary objective is to evaluate the motives for the women opting for parallel career opportunities and the impact on their business. Most of contemporary businesses, services industries and business ventures are beheld not just by the founders of the business but are steadily managed by the subordinates in the firm. Accordingly women entrepreneurs have sufficient time to engage themselves in alternative work or career opportunities. Preference for alternative vocation perhaps brings in additional income, new challenges, exertion and promising life which are to be accessible. The data is collected using primary as well as from secondary sources. The questionnaire was developed where in the data from 32 promising and successful women have been taken for the study out of the 40 questionnaire dispersed. The Collected data is tabulated using excel, analysed, conclusions are drawn with reference to the reasons for setting up business in Bangalore and also opting for parallel careers prospectus. Through the discussion we were able to find the growth, challenges and problems faced by women who opted for parallel career. The paper also includes concrete suggestions of growth and sustainability for women entrepreneurs in their business ventures.

Keywords: *Alternate career, independent, Innovative, Self-employment, progressive women*

Introduction

Enterprises which are controlled by Women entrepreneur where in the idea being generated, set up and executed efficiently for sustainable growth. It is noted in the year 2017 that roughly 48.4 % are women in the India. According to the data collected by NSSO, the National Sample Survey organization conducted Sixth Economic Census says that only 14 percent of business establishments in the country are being run by female entrepreneurs. This means, out of the 58.5 million functional businesses, only 8.05 million of them have a female as a boss. Entrepreneurial action can be viewed as an engine that moves the nation towards economic progress and sustainability. It generates employment opportunities and contributes towards the Gross domestic product of the country.

Meaning of Entrepreneurship

According to the Government of India a women entrepreneur is defined as an enterprise owned and

controlled by woman having a minimum financial interest of 51% of capital and giving at least 51% of the employment generated to women. Accordingly, if an individual having creative mind set or idea that will flourish and progress, able to bring in funding to the extent of more than half of the total capital through personal means and generating employment opportunities for other women in general can be the success mantra for women entrepreneurship.

Women entrepreneurs in India

Women have emerged as a changing icon in the society. They have come a long way from the traditional platform of looking after and maintaining their household to managing business enterprises. Today women have contributed immensely in directions of information technology, education, wellness, personal care services, educational services and hospitality services. We have also noted that services industry is growing contributing to around 56% of the total GDP and the same service sector is providing employment opportunities to women. In India,