

## WOMEN ENTREPRENEURSHIP AND RURAL DEVELOPEMENT

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### **Abstract:**

Women entrepreneurship is the process in which women initiate a business gather all resources undertake risks, face challenges provides employment to others and manage the business. Women entrepreneurship refers to business for organization started by a women or group of women there has been a change in role of women due to growth in education, urbanization, industrialization and awareness of democratic values as a developing country. India must want to educate and empower, its 50% population, and especially in rural area where the condition of women is appalling.

### **Introduction:**

“You can tell the condition of a nation by looking at the status of its women “

- By (Pt. Jawaharlal Nehru)

The emergence of women entrepreneurship and their contribution to the nation's economy is quite visible in India, the number of women entrepreneurs has grown over a period of time, especially in the 1990's, women entrepreneurs need to be loud ,for their increased utilization of modern technology, increased investment, finding a niche in the export market, creating a sizable employment for others, and setting the trend for other women entrepreneurs in the organize sectors, women entrepreneurs create new jobs for themselves and others and also by being different, they provide the society with different solution like management organization and solution to business problems as well as the exploitation of entrepreneurial opportunities. The second reason is that the topic of women in entrepreneurship has been largely neglected both, in society general and in the social sciences; entrepreneurship amongst women has been a recent concern. Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise.

In the terms of economic development women entrepreneurship are key players in any developing country but in India entrepreneurship has been traditionally seen a male preserve and idea of women

taking up entrepreneurial activities considered as a distant dream, especially in rural area, where women are not so much educated and are not aware about their rights. In a diverse country like India, where we can say a house wife also has a managerial skill, but they can't convert that managerial skill on to entrepreneurial aptitude, it's a major problem in India; we have to give education to 50% population of this country. Literacy rate in India have been risen sharply from 18.3% in 1951 to 64.8% in 2001, in which enrollment of women in education also risen sharply from 7% to 54.16%, despite importance of women education, unfortunately only 39 % of women are literate among 64% of the man, so how we can thought about the entrepreneurship

### Data Analysis and Interpretation:

Women entrepreneurship is growing at a rapid in the world, the factors influencing these women across sector globally are opportunities created for globalization, integrated market and jobs, support from the government. Women entrepreneurs in developing countries like India: like access of finance, lack of relevant education & experience, domestic responsibility access to vocational and skill training, all these factors are limiting the women in their respective fields. Below table shows the benefits of women entrepreneurship and empowerment:-

S. No.	Benefits of Entrepreneurship	Empowerment
A.	Rise in economic status	Increased income Increased consumption Confidence in sustaining trend
B.	Self worth	Find greater ability to lead To work in groups Gets recognition in work Freedom to make decision in business life
C.	Self protective	To be protective To face critics To take risks To influence others
D.	Social status	Positive image More gender equality Sociability net working Involvements in community works Involvement in political activities

Here we can notice that education and social-economic condition of women in rural areas are basic problems to women, so if we want to empower our women and want to employ them, first we have to educate them, and create the aptitude for entrepreneurship in their minds. Without creating entrepreneurship aptitude, we will not be able to fight from these kinds of crises.

### **Discussion and Suggestion:**

The real challenge in empowering women in rural development is how to transform into global competition. The concern organization has to empower, engage and energize the empowerment of women in rural activities and practice to create effectiveness and efficiency of rural people in this country. Some suggestion for increasing women entrepreneurship in rural areas are:-

- a) The government as well as some well established organization should arrange entrepreneurship development programmer for rural women's. Further the training program should be design in such a way that it should fulfill all the requirement of utilizing and encouraging traditional and local industries.
- b) Women entrepreneurs should be given the more & more training regarding marketing skill.
- c) Women entrepreneurs should be well educated. More loans should be given to educated women; so that their confidence level will increases and even they get encouragement from family level.

### **Conclusion:**

Rural women can do wonders by their effectual and competent involvement in entrepreneurial activities. The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Women entrepreneurship is both about women position in society and about the role of entrepreneurship in same society. The first priority should be given to the education of women, Swami Vivekananda had said "The nation which doesn't respect women will never become great now and nor will never in future"

