



# CONFERENCE PROCEEDINGS



TWO DAY NATIONAL CONFERENCE

on

## WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP

10<sup>th</sup> & 11<sup>th</sup> APRIL, 2023

Organised by

**Department of Commerce and  
Management Studies**

**GOVERNMENT COLLEGE(A)  
RAJAHMUNDRY**

NAAC  
3.38 / 4.00  
RAF-2017 **A+**

(Affiliated to Adikavi Nannaya University)

RAJAMAHENDRAVARAM – 533105, East Godavari Dist., Andhar Pradesh., INDIA

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**&**

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Published by : GCRJY Publications

Government College (Autonomous) Rajahmundry

# WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP

**Published by:** Government College (Autonomous) Rajahmundry

gcrjy1853@gcrjy.ac.in

**Conference Proceedings**

National Conference 2023

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**ISBN: 978-93-340-0079-5**

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**TWO DAY NATIONAL SEMINAR ON - WOMEN EMPOWERMENT  
THROUGH ENTREPRENEURSHIP 10<sup>TH</sup> & 11<sup>TH</sup> APRIL, 2023**

**WOMAN ENTREPRENEURSHIP - PROSPECTS AND CHALLENGES**

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Krishna District.

Woman entrepreneur means "Woman who sets up a business or businesses, taking financial risks in the hope of profit."

Woman entrepreneur is defined as an individual who organizes or operates business According to Frank H. Knight & Peter Drucker "Entrepreneurship is about taking risk. The behavior of the entrepreneur reflects a kind of person willing to put his her career and financial security on line and take risks in the name of an idea, spending much time as well as capital on an uncertain venture.

Women entrepreneur is as individual who efficiently and effectively combines the four factors of production. ie, land (natural resources), labour (human input into production using available resources), capital any type of equipment used in production i.e., machinery and enterprise (intelligence, knowledge and creativity.

In the following way women entrepreneur different from men entrepreneurs.

What makes women entrepreneur different from men.



### **Strong four on values:**

It's not that men don't put values in the front lines of their company, but most women entrepreneur make at the number one priority over everything else.

### **Will ask for help-**

Many men (not all) have difficult asking for help when it comes to something like their very own business. But most woman don't have a problem admitting the they are not sure how to accomplit a certain take or what needs to be done in the building-a business game.

### **Focused on work environment:-**

Make entrepreneur see their business as machine which female entrepreneur see it as a living organisim women entrepreneur focus more on making sure the work environment is comfortable to blain the but performance from their employees

### **Strength of the business:-**

Women entrepreneur tend to focus on building a business strong that it could function completely and successfully without them. Men build strong business but often want to make sure they are always part of the central element keeps thing going.

Entrepreneurs are often contrasted with managers and administrators who are said to be more methodical and less prone to risk taking

1. The Entrepreneur has an enthusiastic vision.
2. The Entrepreneur's vision is an interlocked collection of specific ideas.

3. The overall blue print to realize the vision is clear.
4. The entrepreneur promotes the vision with enthusiastic passion.
5. The entrepreneur develops strategies to change the vision into reality.
6. The entrepreneur takes the initial responsibility to make a vision to become a success
7. Entrepreneurs take prudent risks.
8. An entrepreneur is usually a positive thinker and a decision maker.

### **HISTORY OF WOMEN ENTREPRENEUR IN INDIA:**

The male dominance in society has never let the females realise their true potentials. The existence of patriarchy and other societal norms barred them from entering into family business or to do something on their own. The women were accountable for doing daily house chores, looking after the children and elderly people in the family etc. When we speak a nation, women Entrepreneurship plays a dominant role in economic development and makes significant contributions to the economic growth of the country. The development of country would be very slow if women Entrepreneurship is ignored and stopped to join the main stream of productivity activities. It was not until 1960s that women brought in the transformation in their status and evolution of the female entrepreneurs in the Indian society.

- **In the 1960s**

The practice of female foeticide and malnutrition in girl children was quite prevalent. The United nations children's fund put fourth a figure of around 5 million girls missing in the country due to above practices. The violence on the grounds of dowry was quite prominent which lead to the implementation of dowry prohibition act to decrease this practice as well as crimes reported in the society. It was not quite late for a women to realize their true potential.

The women during this period were motivated to start their small size Enterprises at the ease of their homes. Many of them started some of the Enterprises single handedly. They got occupied in activities like making papads, pottery, bangle making etc. to earn a source of income. The period Also saw the need for Imparting education to children. Ritu Kumar, the famous international designer from the Indian origin, brought in profound changes with establishing her brand regarding female Entrepreneurship.



• **In the 1970s**

Compared to previous periods, where all women looked up for home, marriage and children, they now aspired to have an occupation. They were very much willing to take up the challenge of balancing their roles in social and Occupational sectors, balancing their personal and professional lives, balancing between taking care of family and their businesses/jobs. The beginning of 70s also brought in a wave of feminist activism and voices were raised against issues like gender inequality, rape, spousal violence faced by women, Sati, divorce laws, potential representation and land rights. The term 'Women Entrepreneurship' came into existence.

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Other notable recognition came for the country with the establishment of biocon, an Indian bio-pharmaceutical company under the leadership of Kiran Mazumdar shaw. The company has now spread its wings all over the global markets including the developed countries like the US And Europe. The company caters to the needs of hundreds and 21 countries world wide M.S shaw has faced her hardships but she always had the courage and determination to set-up her enterprise.

• **In the 1980s**

The decade brought in a great spurt of technological advancements along with professional education. The priority was shifted to education with the coming of the 4th five-year plan. The change in nature of dealing with crimes against women was quite visible. Several non-profit organizations and political parties raised their voices which caught up media's attention. The notable change is brought in by Mary Roy, a female activist who won a law suit which made a girl child hold equal rights for inheritance of property/land as the male child.

The decade saw several raise in women who became aware of the rights available to them. There was an increase in the number of females going to school and taking up professional education.

• **In the 1990s**

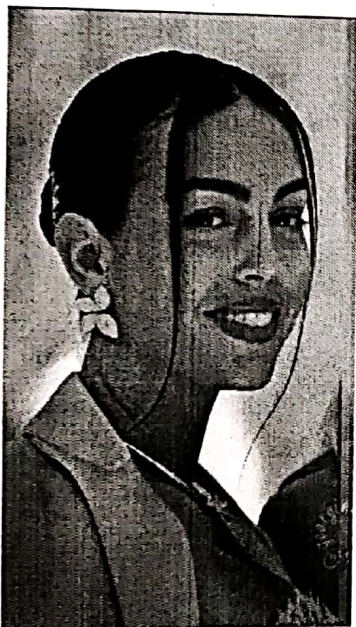
The era of independence began for women in the country. They were confident in what they did and goal-oriented. This century saw that about 1, 96,000 women entrepreneurs emerging, over shawdoing men in society. Industrial policy of 1991 created a pool of opportunities for both males and females in the country. This policy promoted liberalization, globalization,

privatization. The 8th five-year plan formulated at the beginning of this decade saw the need to formulate certain special programmes which can help rural women engaging income generating activities and take up new employment opportunities

- **In the 21st century**

With struggles faced over time by the entrepreneurs, they are now being recognized as the innovators and innovating new things to compare with others, which is recognized as the most difficult task an entrepreneur undergoes. Male entrepreneurs are more likely to be driven by the motive to earn lots of money whereas, for females it is way to seek greater control over their professional as well as personal life's. Earlier for women they were only 3 Ks kitchen, kids, knitting, then came three Ps powder, papad, pickles and now at present they were 4 E's electricity, electronics, energy, engineering. Indian women have undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from the kitchen to a higher level of professional activities.

### **CASE STUDY OF ONE EXAMPLE OF WORLD ENTREPRENEUR:**



**Georgina Rodriguez hernandez**, aged 29 from Buenos Aires, Argentina is a Spanish model social media influencer and model. Her partner Cristiano Ronaldo a famous football player giving salary 155 thousand dollars. Georgina was the subject of an eponymous 2022 Netflix documentary, I am Georgina, in which she also credited as a director. The second season was released in 2023.

### **A CASE STUDY OF ONE EXAMPLE OF INDIA ENTREPRENEUR:**





SARANGA is the one stop for ethnic women wear collection that keeps you ahead of the trend without breaking your bank. Saranga name is noted among the best ladies suit manufacturers in Delhi and they have ethnic women wear range available to suit your preferences they provide high-end fashion, superior quality within your stipulated budget.

From unstitched churidars materials, anakali suits, chanderi salwar suit, ektha salwar suit, kurti plazo suit, ankle length pants, stretchable pants to plazo, they have plenty of options available for one to choose. Being one of the paramount ektha salwar retailers and wholesalers, saranga ensures you to deliver only the best.

## SOCIAL PROTECTION IN INDIA:

The sources of risks and vulnerability for the poor have increased with globalization, exposing the poor to new forms of risk, both the to systemic factors and shocks. This has brought the term "Social Protection into increased current usage as a broad range of public measures deemed necessary to protect populations against sources of risk.

Social protection, as defined by the United Nations Research Institute for Social Development (UNIRISD) is concerned with preventing, managing, and overcoming situation that adversely affect people's well being.

**Within the ILO framework, social protection is differentiated between.**

- Protective measures - This equates most closely to mainstream "social welfare"
- Preventive measures - seek to avert deprivation. They include social insurance for "economically vulnerable groups"

- Promotional measures - aim to enhance real incomes and capabilities, which is achieved through a range of livelihood-enhancing programmes targeted at households and individuals, such as microfinance and school feeding.

- Transformative measures- seek to address concerns of social equity and exclusion, which include changes to the regulatory framework to protect "Socially vulnerable group" (e.g. people with disabilities, or victims of domestic violence) against discrimination and abuse, as well as sensitization campaigns.

**Large numbers of promotional measures initiated since 1970s and a few significant ones include.**

- Food and nutrition programmes
  - Targeted public distribution system (TDPS)
  - Mid-day Meals
  - Integrated Child Development Schemes (ICDS).
  
- Housing Programme (India Awas Yojana) for rural areas and (Rajiv Awas Yojana) for urban areas
  
- Self-employment programmes
  - Swarna Jayanti Grameen Swarojgar Yojana (SGSY)
  - Self Help Groups (SHGs)
  - Prime Minister Employment Generation Programme (PMEGP)
  - Swarna Jayanti Shahari Rojgar Yojana (SJSRY)
  
- Wage employment programmes like the National Rural Employment Guarantee Scheme (NREGS)



The growing importance of social protection is reflected in the current 12th five year plan (2012-17), which is committed to achieve faster, sustainable and more inclusive growth.

## **CONCLUSION**

Thus I can come to the conclusion that sickness is inevitable in the process of industrialization. Suggesting that the government of India locate industrial sick units in India and arrange its rehabilitation programmes to them mainly in union territories like Andaman and Nicobar islands and also newly formed state of Andhra Pradesh provide more entrepreneurialship development programmes especially for womens there is a need to deepen the ongoing policy of the Indian social protection system to meet the changing and increasing diverse needs of it's population.