

Women Entrepreneurship

Q) Women Entrepreneurship Definition.

If a business organisation is started by a woman or group of women it comes in the category of women entrepreneurs. The Government of India has given a different and broader definition to the concept wherein they have gone by majority level of equity participation and employment of women. A women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

Women entrepreneurs are those women who think of a business enterprise, initiate it, coordinate for production, sales and financial management and face risks and benefits of running a business organisation.

Due to growth of educational level, professional education, industrialisation, urbanisation and democratic values awareness the tradition bound Indian Society is now undergoing a change and women are coming out more freely to take challenges and face risks of entrepreneurship. However this does not mean women entrepreneurship is growing big. The situation only tells that there is change in thinking and some women feel that an enterprise and a home together can be managed by a woman. This seems more realistic for women in the age group of 35-50 years, as they have settled in married life and is comparatively free. Modern amenities and servant's usage help them to save time from kitchen and household work.

In the advanced countries of the world, there has been a phenomenal increase in the number of self-employed women after second world war. In the United States, women own 25% of all business, even though their sales on an average are less than 2/5th of those of others small business.

Importance of Women Entrepreneurship : The importance of a woman entrepreneur are as follows:

1. **Adequate Knowledge** : A women entrepreneur is considered more serious about her business. She must have thorough knowledge of market conditions, latest technological developments and other related economic conditions. Every entrepreneur must have adequate knowledge about the business.

2. **Decisiveness** : No study support the hypothesis that the male possess better decision making ability than the women have quick decision-making ability which is an inherent characteristic of a successful entrepreneur. The entrepreneur has to take numerous decisions is quick succession. Male entrepreneurs generally show a strong power of decisiveness while women lack in decisiveness.
3. **Innovative** : An important characteristic of a successful entrepreneur is innovativeness. A woman with innovative behaviour has better chance of success than those who lack it.
4. **Business Morality** : An entrepreneur in the real sense of the term is not concerned with profit alone. She also takes into consideration needs of the society and tries to improve the standard of living of the people. She does not adopt unethical trade practices.
5. **Self-Confidence** : Self-confidence is an essential characteristic of a successful entrepreneur. She should take every step with selfconfidence and firm conviction. She should believe in her own capacity to influence the environment. Successful entrepreneurs believe that they can shape their own destiny but women generally lack in self confidence.
6. **Patience** : Another important characteristic of a successful entrepreneur is her behaviour in meeting odd situations. A person, with patience can struggle hard and can revive even a closed business while a person without patience will feel frustrated and loose interest in his business.
7. **Other Personal Qualities** : A successful entrepreneur should be tactful. She should have charming personality. She should be frank and must possess persuasive power. She should sympathies with her workers and employees. All these personal qualities would lead her to success in business.

Q) Challenges in the path of Women Entrepreneurship

5 Challenges faced by women entrepreneurs

In French, the term 'entrepreneur' roughly translates into 'adventurer'. When a woman embarks on this adventure in the modern world of business, the challenges can be huge.

Here are a few challenges faced by women entrepreneurs:

1. Tough competition against male counterparts

For a long time, entrepreneurship has been a field dominated by men. And while the scenario is changing, there is still a long way to go.

For example, India has the third largest start-up base in the entire world. Over 1,000 new start-ups were added in the last year. Yet the percentage of female start-up founders in India is a measly 11%.

2. Limited funding

Funding is crucial in order to start a business. However, a large number of Indian women do not have property or assets to their name. Hence, they encounter a problem while applying for loans due to lack of collateral. This isn't just a problem in India but across the world. A report by Bloomberg showed that women who own and run businesses receive a lot less funding as compared to what men get.

3. Work-life balance

Women, across the world, are expected to play a larger part in handling a household and taking care of their family. Owning and running a business

means long hours and thus, for women work-life balance can become a problem.

In the case of working mothers, taking care of their children takes up a lot of time and energy, thereby often forcing them to give less priority to their business. Men, on the other hand, generally play a secondary role when it comes to household responsibilities. However, this situation seems to be changing now as more men are stepping forward to contribute to the household responsibilities.

4. Minimal support

When you start an entrepreneurial venture and are finding your place in the business world, you need as much support as you can get. Unfortunately, in many cases, women find themselves on their own with no one to guide them. In this day and age, it is almost necessary to have experienced mentors and role models. For women, managing their business becomes even more difficult if their family and friends don't step up to take some household and family responsibilities. As a result, it can be tough to make a mark in an arena that is already dominated by men.

5. Lack of education

Women form 68% of the country's illiterate population, says UNESCO's education report. Female entrepreneurs without formal education can face numerous problems when it comes to issues such as business development, maintaining accounts, understanding money matters or even day-to-day running of the company. Lack of skills, information and the necessary resources to run a business can reduce their chances of turning their business into a success.

Q) Strategies for the Development of Women Entrepreneurship.

Three essential strategies for women entrepreneurs now

1. Lean in to your purpose

The concept of “purpose”—that is, the high-level mandate guiding entrepreneurs and their ventures—is often maligned or misunderstood. Yet several DWEN speakers provided compelling evidence that, when done right, embracing purpose can be a key business differentiator. And that’s good news for female entrepreneurs, according to Elizabeth Gore, a former UN Foundation executive and United States Peace Corps volunteer who now serves as Dell’s entrepreneur-in-residence. “Women innately run purpose-driven businesses, because it’s what we do,” she said. “We are used to being strong for our communities, for our families, for our parents.”

A panel of three entrepreneurs discussed the relationship between purpose and profitability in greater depth: Pocket Sun, who, as founding partner of female-focused VC firm SoGal Ventures, has a purpose of “building an empire for millennial women to invest in startups”; Eileen Gittins, a serial entrepreneur who founded book self-publishing firm Blurb and now runs Bossygrl, a mobile app meant to introduce Gen Z girls to entrepreneurship by helping them launch micro-businesses; and Cathie Reid, co-founder and current digital advisor to Icon Group, an Australian cancer-care company with annual revenue of more than \$1.5 billion. Each has built successful ventures premised on a clear mandate to improve the world, and each had clear advice on what works, and what doesn’t, when it comes to building a purpose-based endeavour that is a business—not a charity.

Specificity helps, according to Reid. In the earlier days of Icon Group, the company had a broad mandate to treat cancer care. As it grew, and as new opportunities arose, that became “too broad” of a purpose, so she and her team decide to refine it: the company now exists to provide technology that helps

keep people home while giving them cancer care. Refining the goal proved extremely helpful in focusing the company's attention on what it really does best. "It's very easy to get distracted by shiny objects," Reid said. "We had to realize what was actually helping us deliver on our goal."

Gittins agreed. "Be really, really clear about who your core customer is, and what they need," she said. "It makes it much easier to make decisions. If what you're thinking of doing doesn't support them, it goes in the 'no' column." She went on to caution delegates not to simply pick a purpose just because it's something they care deeply about: "Passion is good, but it's not enough. You can be very passionate about something, but not deeply connected with what you can do about it. You need that fit."

For Sun—who evaluates businesses by whether they fit SoGal's mandates of, among others, changing the perception of women in media and revolutionizing women's sexual wellness—a business's purpose is only as successful as its practical execution. "It really is about doing business with integrity," she said. "Sometimes that's behind the scenes. But if you hire diverse people, treat them fairly and use the best materials, that all plays in."

Of course, it's easier to embrace purpose when the business trades in products or services that enact social good. But even women whose businesses aren't explicitly focused on altruistic goals can profit from embracing a purpose, according to Trisa Thompson, Dell's chief responsibility officer, who led the development of, and oversees the progress of, the corporation's 22 core social responsibility goals. "The philanthropic or world-changing work you do has to tie to your product or service," she explained in an interview. Dell employees don't go out and, for instance, build houses as part of the company's charitable mandate, she says, "because that's not what our technology does." Instead, the company donates its technology and expertise to such pursuits as children's education advancements and pediatric cancer treatment. "Those are things we're really good at," she says. "Any company can do that. When you think of how you can tie what you're really good at doing to doing some good in your community, it usually becomes really obvious." This results in philanthropic initiatives that enhance a company's brand in an authentic way while providing actual benefit to recipients—not just photo ops.

2. Go where the money is

When it comes to financing business growth, the stats are grim: “Women raise 50% less capital than men do,” explained Geri Stengel, president and founder of digital media and market-research agency Ventureneer and a Forbes columnist whose writing focuses on successful female entrepreneurs, during a breakout session, “And, often, capital means success.” Venture capital firms, in particular, have long been overwhelmingly averse to funding female-run enterprises, “and I don’t see a trend line for any significant change,” added Trish Costello, CEO and founder of Portfolia, a platform designed to help women invest in entrepreneurial enterprises.

There are ways to increase the likelihood of success when approaching VCs. Panelist Kerrie MacPherson, a New York-based partner at Ernst & Young who helps oversee the firm’s Entrepreneurial Winning Women accelerator program, recommended mastering what she called “the language in which investors will expect you to speak,” which means both knowing numbers cold and employing the niche lingo used in the realm. To do that, fellow panelist Edith Yeung, a partner at Mountain View, Calif.-based early-stage venture fund and seed accelerator 500 Startups, advised venture-seekers to attend so-called “demo days” to watch fellow entrepreneurs pitch, because “it’s a good way to get a sense of the language.” And if you don’t have a lengthy track record of success with other ventures—a common problem women run into when pursuing VC—Yeung suggests weaving in personal achievements. “If you’ve had a launch, talk about some numbers,” she said. “If you have nothing, talk about you.”

The panelists admitted that even under the best circumstances, VC remains very difficult for women to secure, which is why several recommended pursuing alternative funding streams: angel investments, factoring and—specifically—crowdfunding. “The research shows that reward-based crowdfunding, such as campaigns run on Indiegogo or Kickstarter, are the one financing option in which women are outperforming men,” Stengel said. Why? Women, she said, are great marketers, and tend to be better able to engage potential backers with a powerful story—something that really resonates on crowdfunding platforms.

Stengel went on to tell the story of a woman she’d recently met who came to her after completing a very successful crowdfunding campaign for her business. The entrepreneur felt compelled to pursue different avenues for the next round. “She told me ‘I don’t want to go back again to the same people to raise

crowdfunding money,” Stengel reported. “I told her ‘Actually, you should.’” Crowdfunding did not require the entrepreneur to sacrifice any equity or pay any interest, and she’d already proven her ability to use it successfully. “The more you do it,” Stengel said, “the more successful you’ll be.”

Whatever approach you choose, the panelists agreed that you should probably be thinking bigger—as in, asking for more. “Women tend to ask for about half as much as they need,” explained Stengel, to which MacPherson elaborated: “Raising money is gut-wrenching and exhausting. Getting just enough to get your business through the next 12 to 24 months probably isn’t a good strategy.” Having to consistently re-approach backers for more is far more detrimental to an enterprise than simply requesting more at the outset, she said: “It’s death by 1,000 cuts.”

3. Don’t do it alone

The launch of Alice, a new AI-powered “virtual advisor” for female entrepreneurs, generated considerable buzz at DWEN. Created by women-focused business accelerator Circular Boards and incubated at Dell subsidiary Pivotal, Alice gives users customized information about events, content, mentors and tools that can assist with whichever entrepreneurial challenge they happen to be facing. (Ask Alice to help you with, say, developing an advisory board, and it’ll provide, among other things, links to articles on the subject and contacts with others who have done so.) Circular Boards founder Carolyn Rodz—a serial entrepreneur who, after starting her first company at 25, saw “the same stumbling blocks over and over again”—says the goal is to get four million women using the platform to “solve the big problems in the world.”

Early uptake suggests Alice is fulfilling a real need (on Twitter, entrepreneurs in attendance dubbed it “All kinds of awesome” and an “Amazing new resource”). That’s perhaps because, as several delegates shared, female entrepreneurs are really good at helping one another, but they’re not always great at seeking out help for themselves.

That's a lesson even keynote speaker Nely Galán—whose wrote a book called *Self Made*—has come to appreciate. The daughter of Cuban immigrants whose relentless career trajectory has included, among other things, running the network Telemundo, building her own television empire and appearing as a contender on *The Celebrity Apprentice*, she is a devout advocate for women taking control of their own destinies (“I built my career on being loud and brave,” she said). But that doesn't mean doing things in isolation.

The smartest entrepreneurs, Galán said, are not only open to the support and input of others—they seek it out. And women, especially women in positions of power, too often neglect their own professional development. “Mentors need mentors,” she said, pointing to a giant photo of NBA star Kobe Bryant. “Kobe has 10 coaches. You're all superstar entrepreneurs. You're telling me you don't deserve a coach?”

Galán then delivered a mantra that could serve as a mantra for the entire conference: “To grow your business,” she said, “You need to grow first.”

Q) Empowerment of Woman by Entrepreneurship

10 Great Tips to Empower Female Entrepreneurs

1. Do not be afraid to fail.

You have to move outside of your comfort zone. Resumes that include failures are great proof that you have taken the necessary risks in your journey. Often, women are more affected by failure and let it affect their confidence. Don't let it. Failure is an inevitable part of success, from which we learn.

Remember the great advice of George Burns, "I honestly think it is better to be a failure at something you love than to be a success at something you hate."

2. Get feedback.

Feedback is critical to validate your business. Competitive research can also help you understand what customers want. You will need to go beyond researching on your competitor's websites. Read reviews, find articles about them, and interview their customers. Pay particular mind to negative reviews and ask people specifically what they wish they were getting out of the product or service they're using from your competition.

Doing this in-depth analysis will help you determine where your competition's strengths and weaknesses. Once you find their weaknesses, you should exploit them by making sure your product or service fills that gap for customers.

If you are in a business that produces a product, then crowdfunding can be a great way to quickly validate your idea. Even though there are several crowdfunding sites, iFundWomen is a new platform for women-led startups and small business and offers free crowdfunding coaching.

3. Keep learning.

The key to growth, innovation and success is knowledge. Every successful entrepreneur I have met is an avid learner. In fact, the average CEO reads up to 60 books a year. If you don't like reading, try audio books, online classes, masterminds and/or continuing education classes at a local university.

Mentorbox is a great resource that helps busy entrepreneurs by picking out the best business and leadership books and providing summaries and webinars on each book so you can absorb the information in the way that suits your learning style.

4. Become an expert.

The marketplace has shifted, but people still value authenticity and expertise. You can showcase your knowledge through speaking, public relations and/or even blogging. You want to be as visible as possible so make a wish list of places you want to be seen that range from TV to YouTube and podcasts. Guest blogging is another great way to gain exposure.

5. Ask for what you need.

As you navigate through your business, you will come across resources that you need ranging from capital to knowledge. Figure out what you need at each stage and ask everyone. It is often the most unlikely people that will give you the insight you are looking for. Ask people you meet in person, ask in Facebook and LinkedIn groups and ask your personal network.

6. Minimize negative people.

You will meet a lot of doubters and people who do not get or understand your vision. Try to avoid these people or at least any work conversation with people that do not inspire you to move forward.

7. Network. Network. Network.

If you want to build a large and successful business, you cannot do it alone. You need to get over your fear of rejection and network like it's your job. The amount of collaboration and connections that can be gained by a large but close network is invaluable.

8. Have BIG plans.

Women often underestimate their own potential and fail to dream big enough. It is important to tap into the inner reason behind your business and really think about the legacy you want to leave behind.

I always think about Ellen Johnson Sirleaf, President of Liberia, who said, "The size of your dreams must always exceed your current capacity to achieve them. If your dreams do not scare you, they are not big enough."

9. Support #DontDoItAlone.

Female entrepreneurs can shorten the path to success by learning from the success and failures of others. It is important to have both mentorship and accountability to make sure you do not get stuck in your own head or the overwhelming amount of information on the web.

At HaveBIGplans.com, we strive to empower women and millennials to becoming business owners and guiding established entrepreneurs toward prosperity with coaches and mentors who have actually had real world success as business owners.

10. Be confident.

Believe you can do it and you are most of the way there. Entrepreneurship does not follow any "hockey stick-like" projection and looks more like a staircase at best. It is important to maintain confidence and believe that the rocky journey is worth it, because the world needs your impact.

The businesses women who start businesses are usually ones that help make the world a better place. Once we equip women with the right tools and knowledge, we will see an innovative business landscape that is diverse, tolerant and looking to better the world.

Q) Institutions supporting Women Entrepreneurship in India

Eight organizations that are helping Women Entrepreneurs in India

The growth and development of women entrepreneurs have accelerated because entrepreneurial development is not possible without active participation of women.

So a suitable environment has been created for growth of women entrepreneurs. Because of the importance of women entrepreneurs, a number of institutions have emerged for growth of women entrepreneurs.

The followings are some of associations or institutions which have played pivotal role for growth and development of women entrepreneurs:

1. SIDBI.

SIDBI stands for Small Industries Development Bank of India. It is a national level institution which extends facilities for growth of small scale industries. This organization has introduced two special schemes for small scale industries by women. These are:

MAHILA UDYAM NIDHI

MAHILA VIKASH NIDHI

These two special schemes for women entrepreneurs provide equity and developmental assistance to women entrepreneurs.

These organizations provide financial assistance to women to start entrepreneurial work in the field of spinning, weaving, knitting, embroidery and block printing. Besides the above schemes, SIDBI has launched the following schemes to provide assistance to women entrepreneurs:

Micro Credit Scheme

Women Entrepreneurial Development Programme

Marketing Development Fund for Women.

2. SIDO.

SIDO STANDS FOR Small Industries Development Organization. The primary objective of this organization is to conduct various programmes including Entrepreneurship Development programme for women.

This organization has introduced various development programmes in the areas of TV repairing, leather goods, screen printing and preparation of circuit boards.

3. CWEL.

Stands for consortium of women entrepreneurs of India. It is a voluntary organization consisting of NGOs, SHGs various voluntary organizations and individual business enterprises.

It was formed in the year 2001 with the basis objective of providing technological up gradation facilities to women entrepreneurs. Besides extending technological up gradation facilities, it facilitates in the sphere of marketing and export support.

4. WIT.

WIT denotes Women India Trust. The promoter called **Kamila Tyabji** has taken initiative for establishment of this trust in 1968. The sold objective of this trust is to help women entrepreneurs.

With the establishment of Kamila Trust in U.K., it has facilitated its members to market their product in London. It has also extended export support to the countries like Australia, Europe and Germany.

5. SEWA.

SEWA stands for Self Employed Women Association. It is a trade union of women which was registered under Trade Union Act, in 1972. The primary objective of this organization is to empower women entrepreneurs in rural sector.

Most of members of this organization are originated from unorganized sector. At present SEWA has shifted its operations from rural areas or level to global level and receive substantial grant from international organizations like Ford Foundation and UNICEF.

6. SHGs.

SHGs denotes Self Help Groups. It is regarded as an association consisting of small group of self employed women entrepreneurs. The women entrepreneurs may be either from rural or urban areas.

The primary objective of SHG is to take care as welfare of its associated members. It provides financial assistance as welfare of its members through financial institutions and non-government organizations.

7. FIWE.

FIWE STANDS FOR Federation of India Women Entrepreneurs. It came into existence in the year 1993 on the outcome of resolution in 7th International conference of women entrepreneurs. It has helped women entrepreneurs in diversified activities through interaction with various women organizations and associations.

8. NABARD.

NABARD stands for National Bank for Agriculture and Rural Development. It is an autonomous organization. The primary objective of this autonomous organisation is to provide liberal credit facilities to women entrepreneurs. The followings are some of essential characteristics of NABARD on liberal credit to women entrepreneurs.

1. It launched the project in 12992 to provide finance to SHG.
2. It provides facilities on resources and training in NGO Formation.
3. It arranges training to bank official on formation of SHG.
4. It provides refinance to bank against lending to SHG.

Q) Women Entrepreneurship in India

Women entrepreneurs may be defined as a “Woman or a group of women who initiate, organize and run a business enterprise”. Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman run a enterprise is defined as “an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”. Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. This has been a significant growth in self-employment of women with women now starting new ventures at three times the rate of men. They constitute 50% of the population of our country with a lower literacy rate than men. This statistical fact indicates that for the economic growth of the nation, women should not be encouraged to make their share of economic contribution towards the country. one way of achieving is by making women come out and become entrepreneurs. In the traditional society, they were confined to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts od activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3“P”s namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc.

Women enter entrepreneurship due to economic factors which pushed them to be on their own and urge them to do something independently. Women prefer to work from their own work residence, difficulty in getting suitable jobs and desire for social recognition motivate them towards self-employment. We see a lot of women professionals in engineering, medicine, law etc. They are also setting up hospitals, training centers, etc. “An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women.”

— Government of India

“A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

PROBLEMS FACED BY INDIAN WOMEN ENTREPRENEURS

Besides the above basic problems the other problems faced by women entrepreneurs are as follows:

1. Family ties:

Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other members of the family. They are over burden with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

2. Male dominated society:

Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these puts a break in the growth of women entrepreneurs.

3. Lack of education:

Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

4. Social barriers:

The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinders women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

5. Shortage of raw materials:

The scarcity of raw materials, sometimes nor, availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

6. Problem of finance:

Women entrepreneurs stiffer a lot in raising and meeting the financial needs of the business, Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers on the ground of their less credit worthiness and more chances of business failure. They also face financial problem due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

7. Tough competitions:

Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organised sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises

Q) Case Studies of Successful Women Entrepreneurs.

Case studies: Success stories of women entrepreneurs from various states of India.

Success story of Rupa rani fuelled the dreams of many women-Confederation of Women Entrepreneurs.

Confederation of Women Entrepreneurs, as the name suggests is an NGO/social organization engaged in the social and economic upliftment of women through entrepreneurship. COWE slogan "Gearing women power" stands for the democratic structure of COWE and stands for "Of the women, for the women and by the women".

She has organized many workshops for women in Pulakeshinagar, Sumangali Seva Ashram, Hebbal and surrounding areas of RT Nagar. She has also helmed workshops in IT sectors for companies like GE, Wipro, ANZ Bank, Accenture, etc.

She has also participated in international events and trade fairs in countries like Singapore, Malaysia, Sri Lanka, Poland, Bangkok and Egypt.

COWE has also opened chapters in Andhra Pradesh, Delhi, Jharkhand, Tamil Nadu, Uttar Pradesh, Uttarakhand, and West Bengal and is hoping to open more chapters across India.

And now the Karnataka chapter is taking a delegation of women entrepreneurs to Hong Kong to explore international trends and markets during the Fashion Week. The idea is to look for ideas to sustain businesses in India and to look for innovative products.

Suggestions from Rupa Rani

Lots of opportunities are available for women today, which they are not aware of. In government and private sectors, there are certain schemes for women. COWE play the role of a nodal agency between women entrepreneurs and the government so that the schemes can reach the women they are meant for.

The struggles faced...

In her quest to empower women, she has realised that she may try her best to show the way forward but only a few women try to take the knowledge about the schemes forward. Now, she is taking these women entrepreneurs to Hong Kong in a delegation to show them the world of opportunities that exists out there. I try to show them that this is a golden opportunity for them to find new business avenues.

Skills are required to in the field of entrepreneurship One should have passion, knowledge about what they are doing and the ability to invest. COWE conduct counseling sessions for women to know their interests and make them ready for the future

Conclusion:

By reading success stories of few women and their life style, we can conclude that women's if determined can achieve any goal , whatever may be the situation of difficulty arises. Successful women entrepreneurs viewed life as challenging, Thier stimulated positiveness in the thinking process and solution to a problem after a persistent effort made them successful in their business ventures.

These stories are really inspiring and provides zeal to start something new with small investment instead of sitting idle and looking for a job. It would be ideal for graduation holders to start up with their own businesses in association with NGO's and SHG's.

Environment,
?

Grassroots Entrepreneurship through Self Help Groups (SHGs)
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