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National Conference on

EMERGING 3C'S OF ENTREPRENEURSHIP IN INDIA

(Conjuncture, Creativity and Challenges)

E3CEI-2019

15th February, 2019



Organized by

DEPARTMENT OF COMMERCE (CA)

COMMERCE AND BUSINESS ADMINISTRATION



ANNAI WOMEN'S COLLEGE (Arts and Science)

(Affiliated to Bharathidasan University-Tiruchirapalli)

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CHAIRMAN MESSAGE



Dr.S.Ramamoorthy

Chairman

“Education is the most powerful weapon which you can use to change the world”

-Nelson Mandela.

I am delighted to note the department of Commerce (CA), Commerce and Business Administration is organizing a national conference on “Emerging 3c’s of Entrepreneurship In Indian” (Conjuncture, Creativity And Challenges) on Friday, 15th February 2019 in our Annai Women’s College (Arts and Science).

Entrepreneurship is vibrant assertion of the facts that individual can be developed, then outlook can be changed and their ideas can be converted into action though on organized and systematic program for entrepreneurs. A multidimensional approach towards development of entrepreneurship skills is essential in today’s volatile economy worldwide.

I would like to congratulate the Department of Commerce (CA), Commerce and Business Administration and the organizers for having chosen the right topic on right time.

FOUNDER MESSAGE



Thiru. A.R.Malaiyappasamy., B.Sc., (Agri), Ex.M.L.A.,
Founder

I am very much Excited to know that the department of Commerce (CA), Commerce and Business Administration has organized a national conference on “Emerging 3c’s of Entrepreneurship In Indian” (Conjuncture, Creativity And Challenges) on, 15th February 2019.

I am sure that this conference will create awareness and challenges among the young entrepreneurs, academics and students to know various information’s about the Entrepreneurs.

I congratulate those departments for organizing this conference and convey my best wishes to the success of the meet.

SECRETARY MESSAGE



Dr.K.Muthukumar., M.S.,M.Ch.,

Secretary

I am undeniably very happy that the national seminar on “Emerging 3c’s of Entrepreneurship In Indian” (Conjuncture, Creativity And Challenges) is going to be organized by Department of Commerce (CA), Commerce and Business Administration, Annai Women’s college on, 15th February 2019.

The purpose of the conference is in fact to inspire the attendees to become best entrepreneur and to implement the skills that they gain through the conference. I wish the resource persons Delegates and the participants of the conference who are going to utilize this platform to register their ideas and have an intellectual interaction.

I convey my greatest wishes for the success of the national conference

CORRESPONDENT MESSAGE



Thiru.N.Kandasamy

Correspondent

The world is rapidly becoming competitive. The Human mind are money motive. The world in general is starting to recognize the importance of trade and it is essential that marketing departments adapt promptly to the new circumstances and actively hire professionals. Conference on 3c's of Entrepreneurship in Indian offers series of event that help professionals to update with the latest techniques in a wide range of Entrepreneurs.

I hope the efforts of the Organizing Committee would serve as a stepping stone towards marking many milestones in the pursuit of excellence.

I wish the entire team for their whole hearted support in Organizing this conference.

TRUSTEE MESSAGE



Thiru.P.Thangaraju

Executive Trustee

I am excited to note that the Department of Commerce (CA), Commerce and Business Administration, is organizing an national conference on “Emerging 3c’s of Entrepreneurship In Indian” on Friday, 15th February 2019 in Our college.

The sustainable business is an enterprise that has minimal negative impact on environment or the society and so on. Entrepreneurship, as we know that incorporates the principles of sustainability into each of its business decisions. It is mainly based on Women and Rural Entrepreneurs.

I appreciate those Departments and the organizers for such a appropriate topic for the conference.

PRINCIPAL MESSAGE



Dr.I.Sarumathi, M.Com., M.Phil., MBM., MBA., Ph.D., NET.,

Principal
Annai Women's College

**“When truth and honesty are successfully intertwined in the business world of a nation,
the result is a boost in commerce”**

Warm, Heartly and happy greetings to all. I am greatly that our college Department of Commerce (CA), Commerce and Business Administration is organizing National Conference On Emerging 3C'S of Entrepreneurship in India (Conjuncture, Creativity and Challenges) On 15th February , 2019.

With the increasing the growth of women entrepreneurs in the modern era equivalent to male entrepreneur, the conduct of such conference focusing exclusively on the development of entrepreneurial skills and familiarity. Organizing such programs would definitely support our society there by enhancing the financial status of individuals as well as our nation.

I am sure that the conference will be very apt and beneficial. I congratulate the Department of Commerce (CA), Commerce and Business Administration and wise organizers to make the conference a success.

CONVENOR MESSAGE



Mrs.R.Subhashree, M.Com.,M.Phil.,B.Ed.,

Head, Department of Commerce (CA)

CONVENOR

As the convener of the National Conference Firstly I would like to thank my parent Institution Department of Commerce (CA), Commerce and Business Administration of Annai Women's College for providing excellent infrastructural facilities which is the utmost requirement for organizing the conference entitled a "Emerging 3C'S of Entrepreneurship in India.

Organizing national level seminar will help the participant to know about Entrepreneurship. The research article paper read out both in person and in absentia in national level conference were scrutinized and a few have selected for the publication and they are presented in this volume. We hope that the National level conference and the publication will help in enhance the knowledge in the area of business and management

I owe my gratitude to **Dr.S.Ramamoorthy**, Chairman of Annai Women's College for providing excellent infrastructural facilities which is the utmost requirement for organizing the conference.

I am indebted **Thiru.A.R.Malaiyappasamy**, B.Sc.,(Agri), Ex.M.L.A., Founder **Dr.K.Muthukumar**, M.S., OM.Ch., Secretary for their moral support for conducting wonder seminar.

I would like to express my heartfelt thanks to **Thiru.N.Kandathasamy**, Correspondent **Thiru.P.Thangaraju**, Trustee of Annai Women's College without whose approved and motivation I could not have successfully conducted the National Conference and publish the selected paper in the international journal which would be presented in the conference.

I am grateful to **Dr.I.Saraumathi, Principal**, Annai Women's College for her meticulous support and guidance for organizing this conference and also publishing in the journal.

I record special thanks to My Colleagues, Vice Principal, Teaching Faculties of Other Departments, Office Staff Members and My Lovable Students of Annai Women's College for their healthy support.

Our belated thank are also due to **Shanlax Publication, Madurai** for the sincere efforts taken in publishing this book.

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A Study on Role of Government and Financial Institutions in Entrepreneurial Development

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Dr.I.Sarumathi, Ph.D.,

Principal, Annai Women's College, Punnamchatram, Karur

Abstract

Finance plays a vital role in any kind of activities. Finance is the main source to start up a business whether it may be small or big. Finance has been an important resource to start and run an enterprise because it facilitates to procure the necessary requirements needed to commence the business such as land, labour, material, machines and so on. Therefore it may be considered to be the life blood for an enterprise. In practical sense Is it feasible to procure the required finance in time to start up the business? In recent years government has taken initiative to provide funds to needy borrowers to develop the entrepreneurship in India in terms of Micro, Small and Medium Enterprise. This article focuses to describe the essential concepts of finance, role of government in establishing the EDPs and how the Financial institutions render their service to develop the industrial growth, thereby enhance the economic development of nation.

Keywords: Finance, MSME, Government and Financial Institutions.

Introduction

Finance is one of the essential requirements of any kind of enterprise. When the entrepreneur wants to start up the business, they need to know about the type and extent of their financial requirements. Entrepreneurs start their business with the small quantum of their own capital, this may not be sufficient to establish their enterprise. Therefore it is the bounden duty that every enterprise has to chalk out its future financial requirements in its very beginning itself. The government of India as a part of its policy of promotion of small- scale sector in the country has set up of Institutions to meet the financial requirements of entrepreneur's especially small entrepreneurs.

Statement of the Problem

Financing an enterprise whether large or small is the critical element for the success of business. There are many instances to cite that many enterprises failed to explore because they were under-capitalised. Hence financial planning is much needed in order to take good decision well in advance regarding the future financial aspects of their business.

If the entrepreneur should clearly answer the following questions, he/she will be able to forecast the business plan successfully:

- What will be quantum of finance needed?
- Where to procure the needed Finance?
- When the needed finance be available?
- Proper disbursement of Finance to the entrepreneurs in time is must.

This is one of the reasons why industries have not been developing in backward areas in spite of financial assistance and concessions given by the government. Hence it necessitates studying how the entrepreneurs are able to raise their funds from government and other financial institutions to flourish their business.

Need for the Study

Entrepreneurship continues to be the important to every industrial sector. Its importance can be evaluated in terms of innovation, challenges of taking risks, creation of new starts-up and generation of employment opportunities. In India, tremendous latent entrepreneurial talent exists, if it is properly sharpens; it will help to accelerate the growth of socio-economic development and also balanced regional development can be made. Thus this paper aims to bring out the importance to study the various kinds of support and facilities provided by various institutions to the entrepreneurs to help them to establish industries.

Objectives of the Study

- To portray the Entrepreneurial Ecosystem.
- To Analyse the role of Government in promoting the EDPs
- To understand the Financial Institutions support to entrepreneurs
- To Study the role of MSME schemes.
- To Highlight the role of DIC and TCOs

I. Entrepreneurial Ecosystem

Ecosystem of the Entrepreneurial development is surrounded by various aspects such as government policy, regulatory Framework & infrastructure, Funding & Finance, Culture, Mentors, Advisors & support systems etc., which is depicted in the following diagram:



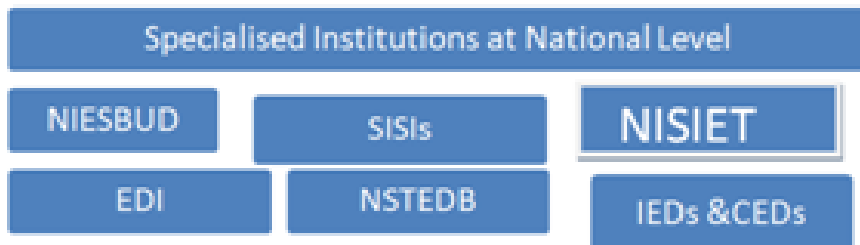
It has been observed from the above chart that the entrepreneurial development will be done in the economy when the entrepreneurs understand the concepts of ecosystem of entrepreneurs.

- i. The government has implemented numerous policy in order to help the small entrepreneurs to establish their enterprise. Thorough knowledge of the policy should be gathered by the budding entrepreneurs to start up their business.
- ii. Moreover the government has initiated proper regulatory framework through financial institutions as well as many national small scale industries.
- iii. Funding through these services institutes will be done by the government. Proper guidance can be had from the DIC and TCos in this regard.
- iv. The culture is the most important factor to determine the product to be produced in the particular district or region. Small Scale industrial Sector in a particular region should undergo the study of cultural habitual of the people who live in those regions.
- v. When we want to start up a small or large scale business, help can be sorted from the various agencies from the government side.
- vi. Now- a day's Universities acts as a catalyst to provide information to the students and encourage them to began an entrepreneur.
- vii. For this Almost in all higher education institutions and in Universities, it has been stimulated to start Entrepreneurial Cell to provide proper education and Training to the students during the period of study.
- viii. Human Capital is the important concept to produce the products and commodities. They have been given proper training to develop their skill to face the challenges to become an entrepreneur.
- ix. Finally, whatever the product produced by the new entrepreneurs, that should be marketed locally or globally. In this regard, guidance will be given the District Industrial Centres to the needy borrowers and manufactures to market their product.

II. Role of Government in Organsing EDPs

The role of Government in organising EDPs is considered significant in a country like ours. The major problem is the conversion of the surplus manpower into productive purpose ie., useful labour force to turn them into real entrepreneurs to fight with the problem of unemployment and poverty is done through the mechanism of EDPs.

The State Government and Union have undertaken to organise EDP in a sustained manner which is shown in the following diagram:



The above said institutions helps the entrepreneurs to develop their business financially and technically to foster the growth of our economy.

- National Institute for Entrepreneurship and Small Business Development
- Small Industries Service Institutes

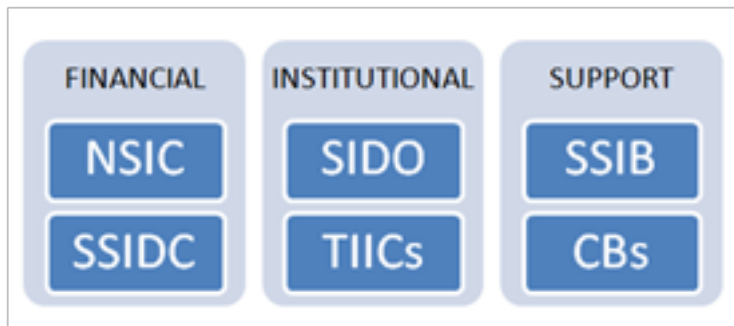
- National Institute for Small Industry Extension and Training
- Entrepreneurship Development Institute of India
- National Science and Technology Entrepreneurship Development Board

IEDs & CEDs Specialised Institutions, Schemes which include:

- Prime Minister's Rojgar Yojana (PMRY) Scheme
- Swarnajayanti Gram Yojana (SGSY) Scheme
- Rural Employment Generation Scheme (REGP) Scheme.

III. Financial Institutions Support

Institutional Support helps to make the economic environment more conducive to business or industry. There are various kinds of support and facilities provided by the institutions to the entrepreneurs to help them to establish industries. This can be predicted in the following figure:

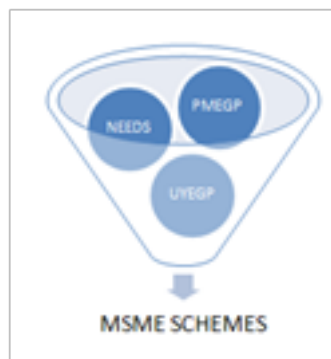


The above diagram depicts the financial support rendered by various institutions to develop their business. The following are the general functions performed by these institutions.

- To provide machinery on hire-purchase scheme to small scale industries.
- To procure equipment leasing facility.
- To participate in bulk purchase programme of the Government.
- To impart training in various industries trades.
- To distribute basic raw material among small scale industries through raw material depots.

IV. Role of Micro, Small, Medium Enterprise (MSME)

This is the main initiative taken by the government to develop micro, small and medium enterprise. This Scheme given lot of opportunities for new entrepreneurs for those who possess required qualification of the unemployed educated youth. The various loans schemes provided by the government can be known through the following links:



NEEDS Subsidy in Tamil Nadu

- The New Entrepreneur cum Enterprise Development Scheme (NEEDS) is a scheme promoted by the Directorate of Industries and Commerce, Government of Tamil Nadu. The objective of the scheme is to provide educated youth with opportunities for entrepreneurship by providing capital and interest subsidy. In this article, we take a brief look at the features of the NEEDS Scheme in Tamil Nadu:

NEEDS scheme eligibility criteria

- Age Criteria: All entrepreneurs within the age of 21 to 35 are eligible under the General Category. Entrepreneurs within the age of 21 to 45 who are also Women / SC / ST / BC / MBC / Minorities / Ex-Servicemen / Transgenders / Differently abled persons are eligible under the Special Category.
- Academic Qualification: The entrepreneur must hold a Degree, Diploma, ITI / Vocational Training from a recognized Institution.
- Place of Residence: The entrepreneur should be a resident of Tamil Nadu for not less than 3 years.
- Business Entity: Entrepreneurs starting their business as a proprietorship or partnership are eligible for the subsidy under the NEEDS Scheme. Also, the business should be a new business.
- Collateral Security: Collateral security will be decided as per Bank / Tamil Nadu Industrial Investment Corporation Limited (TIIC) guidelines. Loans may also be covered under Credit Guarantee Fund Trust Scheme for Micro and Small Enterprises (CGTMSE) Scheme.

Few Activities Eligible for Assistance under NEEDS Scheme were given below

- Any activity directly connected with agriculture.
- Sericulture (Cocoon rearing), Animal Husbandry like Piggery, Poultry etc.,
- Manufacturing of containers made of recycled plastic for storing, carrying, dispensing or packaging of food stuff.
- Sugar.
- Distilleries Water
- Aluminum, Iron and Steel Smelting [Excluding foundries].
- Manufacturing of intoxicant items like Beedi / Pan / Cigar / Cigarette etc.,

V. Role of Dic and TCOs

District Industrial Centres-(DICs)

- Started on May 8, 1978
- To administer the work at the district level
- To promote SSI in rural areas
- Single window interacting agency
- Registration of Small Scale is done.
- To conduct Industrial Potential surveys.
- To Guide entrepreneurs in procuring needs materials for business.

Technical Consultancy Organisations (TCOs)

- Network of TCOs was established in 70s and 80s
- In Collaboration with state-level financial institutions
- To cater the consultancy needs of small industries and new entrepreneurs
- At present 17 Tcos are functioning throughout the country.

Conclusion

It has been concluded that the government has taken various steps to promote small scale industries by providing various schemes to the new entrepreneur as well as for existing entrepreneurs to develop their business. The educated unemployed youth should approach the nearest banks/ District Industrial Centres for any kind of help needed to start up their new ventures. This is the new initiative taken by our Prime Minister in the name of PMEGP (Prime Minister Employment Generation Programme) by providing employment opportunities to all young educated to enhance their skills and to foster faster economic development of a nation.

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For More Details Refer these web Links
<http://www.editn.in/Pages/view/Loan-Schemes>
<http://www.indcom.tn.gov.in/needs.html>
<http://www.indcom.tn.gov.in/pmegp.html>
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<http://www.indcom.tn.gov.in/peace.html>
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Women's Entrepreneurship

R.Subhashree, M.Com.,M.Phil., B.Ed.,

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Abstract

In today's world women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social programs. In India though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society the main purpose of these paper is to find out the status of women entrepreneur in India. Main reason for women to become an entrepreneur, the institution that are serving the women to put their views into action are also include in the study on the basis of the study some suggestions are given to encourage spirit of entrepreneurship to become a successful entrepreneur. India has also been land entrepreneurs and also occupied a strategic position in the Indian economy women are generally perused as home makers with little to with economic or commerce. The topic of women in entrepreneurship has been largely neglected both in society in general and social science not only have women over participation rates in entrepreneurship the men tend to do. The transition from home maker to sophisticated business women is not that easy. But this picture is changing. In modern India more and more women are taking a entrepreneurial activity especially in micro, small and medium scale enterprises. Women across India are showing interest to be economically independent.

Introduction

Entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship culture and quantitative business development services are the major requirement for industrial growth. Entrepreneurship emerges from an individuals' creative spirit into long-term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialization and for alleviation of mass unemployment and poverty's. As technology speeds up lives, women are n emerging economic force, which cannot be neglected by the policy makers.

The world's modern democratic economy depends on the participation of both sexes. Irene antiviral has observed that "global markets and women are not often used in the same sentence, but increasingly, statistics show that women economic clout most visibly as entrepreneurs and most powerfully as consumers". In some regions of the world, transformation to market economy, women entrepreneurs is a growing trend. In India, the actual participating of women in income generating activities is quit unsatisfactory, only 8%of the small scale-manufacturing units are owned and operated by women's.

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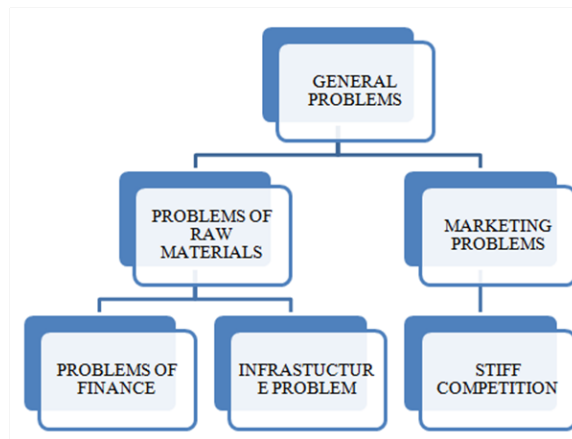
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Problems Faced By Women Entrepreneurs

One of the main problem facing women entrepreneur is obtained financing. In the early 1990's, study are after confirmed that women business owners did not receive equal treatments at financial institutions. Over one half of women business owners believed that they faced gender discrimination when dealing with a loan officer. And for women, venture capital firms appear to show the same favoritism towards men that banks do. According to sona Wang, quoted in a "Crain's Chicago business article and general partner of inroads capital partners", an Evanston venture capital business "clearly relies heavily on the old-boy network" only 5 percent of the companies that receive venture capital funding in 2004 had female CEO, according to the carina's Chicago business article, a trend that has not changed since researchers started tracking these number in 1997.

In an effort bring more equity into the capital acquisition area, the small business administration's women's prequalification pilot loan program was developed. Introduced in 1994 and expanded nationwide in 1997, the program helps women seeking loans of under \$2,50,000 to complete their loan application, and also provides an SBA guarantee for their loan. Women are prequalified based on their character, creating and ability to repay the loan from future business earnings, rather than on collateral.



Objective of Women Entrepreneurs

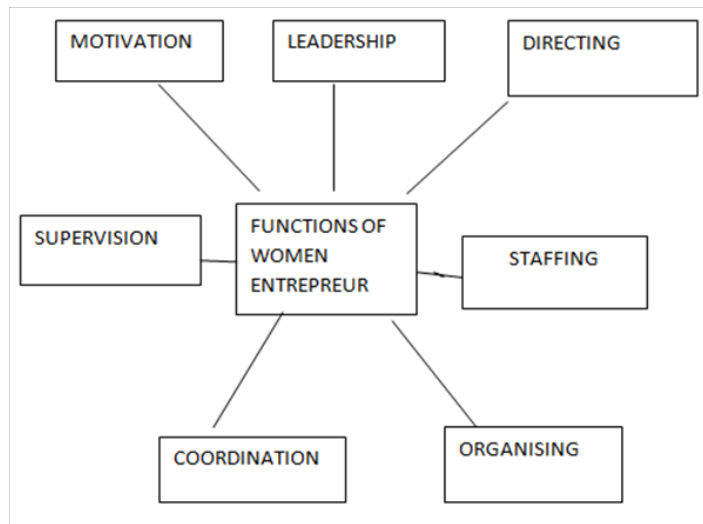
- To find out the factors which encourage women to become entrepreneur.
- To study the support given by the government to women entrepreneur.
- To examine the obstacles faced by women entrepreneur.
- To draw conclusion and offer suggestions.

Functions of Women Entrepreneurs

As an entrepreneur, a woman entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation and screening determination of objectives, project preparation, product analysis and determination of forms of business organization completion of promotional formalities, raising funds, procuring men, machine and material and operation of business.

Entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship culture and qualitative business development services are the major requirement for industrial growth. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, employment creation, capital formation and economic security.

Entrepreneurial skills are essential for alleviation of mass unemployment and poverty.



Famous Women Entrepreneur

Nanina Lal Kidwali (Investment Banker)

Fortune magazine listed her as one of the worlds most powerful business women in 2003 . In India recognizes her as one of its most powerful investment bankers. But Naina lal kidwali, HSBC'S deputy CEO, can't be reduced to simple women-banker equation; her professional vision transcends gender.

Shana Husain, Herbal Beauty Queen

She's the "Estee Lauder of India", with even famous department stores like galleries Lafayette in Paris, Harrods and self ridges in London and Bloomingdales in New York stocking her cosmetic creams and location.

Director, Academic Success Program

She practiced law as a business litigator for three years, and then as a transactional attorney for the Silicon Valley law group for several years. Her main responsibilities as a transactional attorney were in the following areas: mergers and acquisitions, investor financing and corporate funding, business formation and corporate governance securities compliance for privately held and public companies.

Lalita Gupta, banker institution. Account-holders can now bank at ICIC branches in UK the Far East, West Asia and Canada.

Kamala Singh who is a women entrepreneur from Rajasthan, has defined women entrepreneur as "a confident innovative and creative women capable of achieving self-economic independence individually or in collaboration, generates employment of opportunities for other through hr personal, family and social life"

Review of Literature

Suresh Reddy(2004) "Entrepreneurship concept and development"(2004) clearly pointed out that the concept of entrepreneur is that a person through his composite skill can exploit possibilities in a given situation to the extent, with the available resources.

Krishnaveni Motha (2004) “women Entrepreneurship in rural areas of India “makes an attempt to learn about the rural women entrepreneurs who take initiative to start their own enterprises. This paper also dwells upon factors that motivate women’s to initiate’s the launching of enterprises and the tries to understand those factors which or support their effective association of managing the enterprises. The study brings out that majority of the women entrepreneurs were in the middle age group, illiterate and married.

DR.M.S.Sumathi & and Mr.k.nagendran (2007) women of today certain play vital role in the development of society. By sharing time, appreciation, knowledge and ideas, friendship, kindness and experience women manages the busy world today. This success is mainly because of their ability to listen deeply, feel empathetically, respond carefully synchronize co-operatively, act authentically acknowledge generate after all that is the essential of women entrepreneur.

MRS.S.Ranjani (2007) The sound policy decisions about the strategy of improving quality of life require detail survey and analyses of different variable contained in them to be meaningful and immediately relevant such survey should be contented at the micro level by all the concerned socio economic research institutions. The objective is to study the economic status of urban female domestic helpers in a town.

Conclusion

There are many types of motivation for women to going to business. They would have started they own business because of wanting greater freedom and flexibility in managing family matters besides having some income. Having their own business means they can control amount of time spent working and also time for family at home (CLARK, 2000). This means that they achieve a better quality of living without neglecting their family. Earning more means thy can have a better life not only for herself but also for her family (Motokuri, 2010). Self satisfaction also an important element for women entrepreneur to kick-start their own business which are mainly dominated by men (Ewers 2015) women have their own thoughts or innovation ideas, therefore, they are willing to take risk in their business.

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Women Entrepreneurship and Regional Development: An Overview

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Abstract

Women are goal oriented, independent, flexible, tolerant, creative, realistic, enthusiastic and energetic because of which the management style differs from their male counterpart. Women are by and large born managers as they manage their house. They can simultaneously do more than one task at a time and have good coordination skills. They invariably think of entering a business once their children are grown up and household responsibilities get reduced. Women rely on their own finance and avoid availing of loans. Any woman who generates business idea, sets up an organisation, combines the factors of production, operates the unit, undertakes risks and handles the problem involved in managing a business enterprise that is called as women entrepreneur.

Introduction

Entrepreneur the word entrepreneur finds its origin in a French word "entreprendre", which means "to undertake." During early 16th century, the term was used for the persons engaged in military expeditions. The word entrepreneur is given as a person 'who starts a business'. It also adds that an entrepreneur is a person 'who starts an enterprise, business or a firm'.

According to Cole "entrepreneurship is the purposeful activity of an individual or a group of associated individuals undertaken to initiate, maintain and increase profits by production or distribution of economic goods and services". Entrepreneurship involves the combination of capital, technology and talent. It is a dynamic process which involves risks.

The Government of India has defined women entrepreneurs based on women's participation in equity and employment of a business enterprise. A women entrepreneurship is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to a woman.

Regional Development is a broad term but can be seen as a general effort to reduce regional disparities by supporting (employment and wealth-generating) economic activity in regions. In the past, regional development policy tended to try to achieve these objectives by means of large-scale infrastructure development and by attracting

investment. Past policies have failed to reduce regional disparities significantly and have not been able to help individual lagging regions to catch up, despite the allocation of significant public funding. The result is under-used economic potential and weakened social cohesion.

Functions Of Women Entrepreneur

A Women entrepreneur has to perform all the functions. These include idea generation, screening, determination of objectives, project preparation, product analysis, determination of forms of business organization, completion of formal activities, raising funds, procuring men machine materials and operations of business.

Five Functions of a Women Entrepreneur's:

1. The prospects of starting a new business enterprise.
2. Undertaking a risk and handling of economic uncertainties.
3. Introduction of innovations, imitations of innovations.
4. Coordination, administration and control.
5. Supervision and leadership.

Challenges and Problems Faced By Women Entrepreneurs

Problem of Finance: To raise finance, they do not have properties in their names to use them as collateral securities. Thus, their access to external sources of funds is restricted.

Limited Mobility: Due to primary household responsibilities towards her family, her time gets divided between the two worlds. Thus, her mobility is restricted. This also has an implication on business.

Lack of Education: Women have lower rate of literacy. Nearly 60% of the women are illiterate in India, because of which they are not aware of the latest developments that have taken place in technology.

Male dominated society: A women is dominated by men in her family as well as business. Her freedom is restricted. She always has to consult and get the approval of men.

Low risk-bearing ability: From the childhood, her parents take decisions for her and after marriage her husband takes over.

Social recognition: Society does not give due recognition to women entrepreneurs. They are looked down as small and weak.

Family restriction: Women are expected to spend more time with their family members. They do not encourage women to travel business opportunities.

Role Conflict: Marriage and family life are given more importance than career and social life in Indian society.

Lack of persistent Nature: Women generally have sympathy for others. They are very emotional.

Lack of Information: Women entrepreneurs are not generally aware of the subsidies and incentives available for them. Lack of knowledge may prevent them from availing the special schemes.

Women in Business

Women entrepreneurs have introduced new ideas, methods and objects for the welfare of the society. The following are some of the leading women entrepreneurs in India.

- Mrs.Santhiduraisamy of Sakthi Masala is the backbone for the success of SAKTHI MASALA. Today if Sakthi Masala is No.1, it is because of maintaining product superiority, through sophisticated machinery and the expertise of the trained personnel. Sakthi Masala employs

over 800 dynamic, hardworking skilled and unskilled workers, professionals, scientists and consultants.

- Among the most enterprising women putting India on the world map is Vandana Shiva, Ph.D. The globally known scientist and environmentalist started Navdanya. The purpose of the organisation is to support local farmers, rescue and conserve crops and plants that are being pushed to extinction and make those crops available through direct marketing.

Business Opportunities for Women Entrepreneurs

Today most of the women entrepreneurs are found in carrying out business like beauty parlours, tailoring shops, boutiques, preparation of food items etc. some of them are as follows:

- | | |
|-----------------------------|--|
| 1. Food Processing | 19. Desk Top Publishing |
| 2. Bakery | 20. Textile Design Printing and Dying |
| 3. Tailoring and Embroidery | 21. Nylon Fishnet |
| 4. Mineral Based Products | 22. Electrical Home Appliance Repairing |
| 5. Simple Chemicals | 23. Fruit Packing |
| 6. Pharmaceuticals | 24. Umbrella Assembling |
| 7. Handicraft | 25. Fish Pickles |
| 8. Fashion Design | 26. Hosiery Garments |
| 9. Cosmetology | 27. Electrical and Electronic Equipment repair |
| 10. Readymade Garments | 28. Coir Products |
| 11. Envelope Making | 29. Woven Fabrics |
| 12. Printing and Binding | 30. Elastic Tape and Nylon Tape |
| 13. Screen Printing | 31. Lamination |
| 14. Data Processing | 32. Manufacture of Toys |
| 15. Circuit Board Making | 33. Small Transformer |
| 16. Plastic Reprocessing | 34. Mushroom Cultivation |
| 17. Power Laundry | 35. TV and Radio Repairing |
| 18. Soft wear Development | 36. Beauty Parlour |

Institutional Support For Women Entrepreneurial Development

In India, both Government and Non-Government Organizations (NGO) render their services in promoting women entrepreneurs. Some of the institutions that render support to women entrepreneurs are as follows:

I - Commerical Bank

Many of the scheduled commercial banks provide counselling to women entrepreneurs mostly in the small scale and a few of them provide merchant banking services to the corporate sector.

- Bank of Baroda provides Entrepreneurial Banking
- Bank of India scheme offers in selection of industry, project preparation, market survey etc.,
- Canara Bank provides Industrial information and guidance services to provide information and advice to its clients.
- Indian Bank provides Entrepreneur Advisory Services – Marketing is provided through the personnel of the bank and panels of experts.
- Indian Overseas Bank provides small business opportunities. Who wish to start a business.

Schemes available with commercial banks

1. Cash credit scheme provides funding arrangement of a major percentage on the value of raw material, work in process, finished goods and receivable.
2. Working capital finance schemes helps the women entrepreneurs to meet their working capital requirements through
 - Venture Capital funding
 - Factoring
 - Discounting of Sales Bills
 - Letter of Credit facility
 - Fixed Capital Finance Schemes
 1. Term Loan
 2. Lease finance
 3. Hire purchase finance
 4. Suppliers bill discounting scheme
 5. Deferred payment credit scheme

II – Tamil Nadu Corporation for Development of Women

Special schemes available for women entrepreneurs

1. Women Self Help Group Special Schemes
2. National Equity Fund Scheme
3. Small Industry Development Bank of India Scheme
4. Bank of India's Priyadarshini Yojana

III – Government Schemes

1. Prime Minister's Rozgar Yojana (PMRY)
2. Self Employment Programme for Urban Poor (SEPUP)
3. Integrated Rural Development Programme (IRDP)

Rural Entrepreneurship

About 80% of India's population lives in rural areas. If India has to develop well, villages have to develop well. Gandhiji had realised and recognised this fact and encouraged Khadi and Village industries.

Village industries have been grouped into seven categories:

1. Mineral based
2. Forest based
3. Agro based
4. Polymer and chemical
5. Engineering and non-conventional
6. Textiles including Khadi
7. Service industry

Top Priority to Develop Rural Industries in India

- The reduction in migration of rural population to urban areas.
- Balanced regional growth
- Reducing rural-urban gap
- Increasing rural income
- Reducing the heritage of the country
- Reduction the urban pollution
- Higher economic growth

Problems of Rural Entrepreneurship

Development rural entrepreneurship is not an easy task. There are lot of difficulties

- Domination by agricultural mindset
- Lack of education with low literacy
- Poor infrastructure because of which access is difficult and costly
- Lack of information
- Lack of quality control
- Language barriers
- High input cost due to transportation
- Inadequate finance and credit
- Lack of awareness and knowledge about the opportunities
- Preference for salaried jobs than self-employment

Conclusion

Entrepreneurship provides employment and source of earning to people. It helps in reducing the monopoly of rich businessman and achieving a balanced regional development and growth in economy. Government of India is conducting development programmes to identify entrepreneurial potential and assistance from financial and non-financial institutions are being provided to entrepreneur. Entrepreneurship training institutes have been established and financial and operational support is being provided to young entrepreneurs in India.

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Problems and Prospects of Agri-Preneurship in India

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Abstract

An incline from agriculture to agribusiness is a crucial pathway to bring change or draw revolution in Indian cultivation and to draw more lavish and well-off venture. Agri-preneurship has the strength to fund to a chain of free to all and monetary knowledge such as work generation, poverty slump and improvements in nutrition, toughness and completely food stake in the national economy. Agri-preneurship has art to prompt growth, diversifying salary, providing widespread field and entrepreneurial opportunities in suburban areas. This freebie mainly focuses on fundamental concepts of Agri-preneurship, entrepreneurship skills, and needs of Agri-preneurship development along by all of the opportunities in this area. As Farmers are the backbone of our country there comes a need to materialize some agri-preneurs in ahead of its time scenario.

Keywords: Agri-preneurship, Opportunities, Agricultural, allied sectors.

Introduction

Entrepreneurship has been unified to amplified riches, multiplied aggressiveness of countries, increased point of departure of high on the hog and increased position of life. After wholesale liberalization, an entrepreneurial reaction is playing the biggest role in socioeconomic. In developing countries get a charge out of India for raising the income standard of the vast voting majority of the rearward regions, grand design and implementation for the society of entrepreneurial programmes are essential seeing of their over-dependence on production for work. Thus, entrepreneurship development in suburban industries looks the outstanding potential up to the person to find work avenues for the suburban population. The authority of an entrepreneurship life-style in the agricultural region and business planning for agricultural companies from input traders to producers and to processors and the steps compelled upon to explain a thorough commercial enterprises. Entrepreneurship involves seeking and exploiting opportunities at hand for the wealth of society. In this style, relish other kinds of developments, entrepreneurship development is further contextual. Entrepreneurship frame of reference modification from region to region and subsequently from time to time in the cognate region. Viewed from the above angle, the changeable agro-economic warning for far some time in our country have offered a later context for developing entrepreneurship in agri-business, called Agri-preneurship in the country.

Agri-Preneurship

Agri-preneurship is the entrepreneurial style taken up in agriculture or the allied sectors. It is the practice of adopting new methods, processes, techniques in agricultural or the allied sectors of agriculture, for transcending output and monetary earnings. Agri-preneurship converts agricultural activity into entrepreneurial activity. By adopting creative ideas in agriculture and allied sectors an agri-preneur who is an innovator drives the changes in the suburban economy. An agri-preneur service is never easy as he takes shot in the dark, adopts an innovation, creates new ways of doing materials and taps beautiful markets opportunities. Dollinger (2003) defines entrepreneurship in agriculture as “the creation of an innovative economic organization for growth or gain under conditions of risk and uncertainty in agriculture”.

Objectives of the Study

1. To study the need for developing Agri-preneurship in India.
2. To know the opportunities available in Agri-preneurship.
3. To study the major challenges faced by the Agri-preneurship.
4. To suggest some measures to develop the Agri-preneurship in India.

Need for Developing Agri-Preneurship in India

Agriculture is the spine of the Indian economy. Hence, India is also referred to as an “agriculture-dominated country”. That agriculture performs an essential role in the Indian economic system is identified through the statistics that it contributes 22 % to the whole gross home products, gives employment to round 65% of the total work force, and contributes 14.7% of entire exports of the country. The agriculture has developed over the decade is mirrored through a variety of forms such as growing productivity, cropping intensity, high-yielding range seeds, diversification, mechanization, and modernization of agriculture.

The need for and importance of Agricultural Development in the country can be imbued with a multiplicity of justifications as follows:

1. Availability of design for agriculture purpose.
2. The low need of funds for agricultural activity.
3. Illiterate and or less skilled population.
4. Lack of employment chance in the regional sector.
5. Prevalence of large-scale unemployment.
6. Both backward and forward inducements and linkages of Agricultural Development for industrial development.

An economic broadly consists of two sectors, namely, agriculture and industry. Agriculture helps to develop the rural economy because of the industry to that of the urban economy. Still, 72 percent of India’s population resides in the non-urban area and the rural areas are characteristics by widespread unemployment and abject poverty. Thus, the economic development of the rural area helps to improve the Indian economy. As regards how to develop rural economy, it depends on the development of all the sectors what opportunities and possibilities exist there. Of late, the new agro-economic conditions have contributed a good scope for the development of agribusiness especially in non-urban areas of the country. Globally agribusiness is considered to be a sunrise industry as it gives good promises by attracting huge investment including foreign investment.

Benefits of monetary improvement in agribusiness are quite a number of verities and traditions. It generates on the spot giant employment, make use of the best human or natural resources, promotes capital formation by mobilizing the ideal financial savings of the community, decreases joblessness, promotes balanced regional development, reduce attention of financial power, promotes fair distribution of wealth, profits and even political power, induces backward and ahead linkage for Industrial and monetary improvement and promotes nations exports.

Opportunities for Developing Agri-Preneurship

Now that we have justify the need for developing entrepreneurship in agribusiness to unfold the opportunities available for developing entrepreneurship in agribusiness in India. In general, and in rural areas in particular. The recent WTO have opened new visit for agriculture growth and changes and turn, agribusiness in the member countries including India. As such, growing opportunities are arisen for developing entrepreneurship in agribusiness sector especially agriculture, sericulture, floriculture, horticulture, animal husbandry and veterinary, fishery, etc.

The following table reveals the opportunities in Agribusiness,

Sector	Opportunities
Agriculture	Organic Farming
	Agro-based industry
	Farm Mechanization
	Pulse and Oilseeds, Post-Harvest and Processing
	Quality Input Production and Supply Chain
Horticulture	Organic Farming
Fruits	Commercial Production
Vegetables	Marketing
Flowers	Processing
Aromatic and Herbal	Packaging
Plantation	Off-season Vegetables and Quality Flower Production
	Commercial Flower Production
	Aromatic and Herbal Plantation
Animal Husbandry and Veterinary	Dairy Processing and Chilling
	Meat Processing
	Broiler and Egg Production and Marketing
	Livestock Feed
	Livestock Vaccine/ Drug Production
Fishery	Scientific and Commercial Production
	Integrated and Intensive Farming
	Carp Hatchery
	Ornamental Fish
	Fish Feed

Sericulture	Silkworm Rearing Technology
	Silk Yarn Production
	Handloom and Textile/ Garment Design
	Exports
Others	Mass Production of Biopesticides
	Bio-Fertilizers Production and Marketing
	Mushroom Marketing
	Vermi Compost
	Beekeeping and Honey Marketing

Challenges Involved in Developing Agri - Preneurship

Emerging entrepreneurship in agribusiness is an abundant useful is not so simple and easy. In fact, there are several challenges, but not confined to the following only, involved in developing entrepreneurship in agribusiness.

Lack of Skilled and Managerial Manpower

Non - urban areas also suffer from rural-urban migration mainly male migration. This results in the denudation of educated and skilled workers in non-urban areas. Insufficient skilled and managerial manpower in non-urban areas is primarily due to the absence of proper educational institutions in non-urban areas. Moreover, people even otherwise belonging to non-urban areas do not want to go back to rural areas to work due to various problems the rural areas undergo from.

Lack of Infrastructural Facilities

Infrastructure facilitates performing any activity. There is a need for the availability of the least level of prior-built up infrastructural facilities to undertake any economic activity including starting an enterprise. On the other hand, especially rural areas suffer from the lack of or weak infrastructural facilities in terms of road, rail, telecommunication, electricity, market information network, etc. This, in return, adversely affects the effective use of agri-resources available, on the one hand, and efficiency and mobility of labour, on the other side of the coin.

The problem of Marketing

If proof of the pudding is placed in eating, the evidence of production centered on consumption. Production has no value unless it is sold/consumed. The major marketing problems faced by agri-entrepreneurship are lack of marketing programmes and networks, promotional facilities, support system, poor quality of products, and competition with medium and large-scale enterprises.

The enterprises run by agripreneurs often do not own any marketing organization. In consequence, their products compare unfavorably with the quality of the products made by medium and large-scale organizations.

Lack of Awareness about Career in Agri-preneurship

Assuming entrepreneurial career has not been considered respectable in the society for one reason or other. Entrepreneurship as a career has been associated with specific sections of the societies like Gujratis, Marwari's and Rajasthanis.

Although the impression about owner/business as poor has gradually been declining, yet it is still prevalent in contemporary society. Most of the people are still not aware of entrepreneurial opportunities, advantages, and its significance for the entrepreneur and society as a whole.

Inefficient or Lack of Equipments and Technologies

Today is the era of information technology and information is considered as power. Technology gives competitive advantages in various forms to compete with competitors. For example, exemplifies how technology empowers the non-urban farmers in advertising their products. But either inefficient or insufficient equipment's and technology has been one of the major problems faced by agripreneurs especially in rural areas.

Technology like satellite-based geographic information system (GIS) promises more efficient use of accessible resources and more practical management efforts, however, these technologies are lacking in most of the agri-business industries mostly in rural areas. Whereas this affects the standard of products, it conjointly makes the products costlier.

High Infrastructural and Distribution Costs

Transportation facilities are pre-requiring to create the inputs accessible at enterprise place and outputs at the placement of consumers scattered over a large territory. As most of the agri-enterprises are settled far away from urban areas, these suffer from transport problems for both inputs and outputs. As such, either there is non-availability of needed inputs and outputs at the right time at the right place or whatsoever is available is possible at a higher cost making the product ultimately costlier as compared to the products offered by enterprises at non-rural areas.

Unresponsive Government Policies

That policy enables doing matters in a very preferred and more positive way is verified by way of many industrial policies declared in our country over the period. There are pieces of proof accessible to believe that the assorted industrial policies have expedited to set the correct tone and tempo of commercial development in our country.

Realizing this, industrial policies both at small and macro levels are declared from time to time within the country. The small-scale sector has seasoned spectacular growth once the declaration of a separate industrial policy for this sector titled "Promoting and Strengthening Small, Tiny and Village enterprises, 1991."

Very recently, the Government of India has once more declared a separate industrial policy titled "Micro Small and Medium Enterprises Development (MSMED) Act, 2006. However, there has so far not been any separate policy for agribusiness in the country and in the absence of specific policy; the required development of agribusiness sector has been hampered.

Suggestion for Developing Agri-Preneurship

The proof accessible recommend that the sample scope for entrepreneurship development in agribusiness sector in India, which, however, has so far been exploited. The later suggestions facilitate to develop entrepreneurship in agribusiness in a more effective way:

- Creating awareness about Agri-preneurship
- Development of needed skilled workforce

- Development of infrastructural facilities
- Promotion and protection by the government
- Announcement of separate industrial policy
- Development of agribusiness special export zones
- Preparation of agribusiness potential reports for regions across the country.

Conclusion

In order to develop Agri-preneurship in the country, there is a need to develop required infrastructural facilities, skilled workforce, awareness about the benefits of Agri-preneurship, proper Information Network, favourable government attitude towards Agri-preneurship, separate industrial policy for agribusiness, in different parts / regions of the country. The agriculture sector encompasses a gaint potential to give to the national income while at the same time providing direct employment and income to the numerically larger and vulnerable section of the society. Agri-preneurship is not solely an opportunity but also an essential requirement for improving the production and profitability in agriculture sector.

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Entrepreneurship

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Abstract

Like others economic concept, entrepreneurship has been a subject of much debate and discussion. It is an elusive concept. Hence, it is define differently by different people. Some call entrepreneurship as 'risk-bearing', others view it 'innovating and yet others consider it 'thrill-seeking'. Let as consider some important definitions of entrepreneurship that will as understand whatentrepreneurship actually is all about.

Keywords: Entrepreneurship, Economic Development, Empowerment, India's Growth

Introduction

In every single above definition, business enterprise alludes to the capacities performed by a business visionary in setting up an undertaking. Similarly as the board is viewed as what chiefs do, business might be viewed as what business people do. As such, business enterprise is the demonstration of being a business visionary. Business enterprise is a procedure including different activities to be attempted to build up an endeavor. It is, in this way, procedure of living birth to another endeavor. In this article, the diary articles on innovation business enterprise distributed since 1970 are characterized into eight subjects, the diaries where these articles were distributed are inspected, and the different meanings of innovation enterprise found in the writing are distinguished. An updated meaning of innovation business is proposed and its distinctive viewpoints talked about. The last segment gives the ends.

Advancement

The business visionaries are always vigilant to accomplish something other than what's expected and interesting to meet the changing prerequisite of clients they could conceivably be creators of new items or new strategies for preparations, however they process the capacity to anticipate the likelihood of making utilization of the development for the endeavors. Give a few realities a chance to talk.

Hazard Bearing

Beginning another endeavor dependably includes chance and striving for exploring new territory and diverse is likewise hazardous. The reason isn't hard to look for. The undertaking may acquire benefits or bring about misfortunes as a result of different elements like expanding rivalry, changes in client inclination deficiency of

crude material, etc. A business person, accordingly, should be striking enough to accept the hazard associated with the undertaking. Truth be told, the person in question should be a daring individual, not chance avoider. His hazard bearing capacity empowers him regardless of whether he bombs in a single time or one dare to hold on endlessly which eventually causes him succeed. The Japanese adage applies to him: “fall multiple times, stand up eight”.

Connection among Business Visionary and Enterprise

Entrepreneurs	Business Enterprise
Individual	Process
Organizer	Organization
Innovator	Innovation
Hazard bearer	Risk-bearing
Motivator	Motivation
Creator	Creating
Leader	Leadership
Imitator	Imitation

Development of Business Enterprise in India

That a legitimate comprehension of the development of enterprise of any nation would advance inside the setting of the financial history of the specific nation turns into the topic of his area. The development of business enterprise in India is, in this way, introduced into two segments, viz. Business enterprise amid pre-Independents and post-Independent.

Entrepreneurship During Pre-Independents

- Disappearance of the Indian illustrious courts, who belittled the specialties before;
- The tepid frame of mind of the British frontier Government towards the Indian specialties;
- Imposition of substantial obligations on the imports of the Indian products in England ;
- Low– evaluated British-made merchandise delivered on vast scale which reduced the contending limit of the results of the Indian handiworks;
- Development of transport in India encouraging the simple access of British items even to distant parts of the nation;
- Changes in the preferences and propensities for the Indian clients, creating insanity of outside items; and
- Unwillingness of the Indian experts to adjust to the changing tastes and needs of the general population.
- Entrepreneurship amid post-autonomy

Subsequent to taking a long murmur of alleviation in 1947, the administration of India attempted to explain the needs to devise a plan for accomplishing adjusted growth. It likewise expressly perceived the essential job of the private segment in quickening modern improvement and for this; enough field was saved for private area. the administration took three vital measure in her modern goals:

1. keep up a legitimate appropriation of monetary power between the private and open part
2. To energize the rhythm of industrialization by spreading enterprise from the current focuses to others urban areas, towns and towns.
3. To disperse the business enterprise insight packed in a couple of predominant networks to an expansive number of modern potential individuals of shifted social strata.

To Achieves these adumbrated destinations the administration accentuation on improvement of little scale businesses in the nation. Especially since the third multi year plan, the administration began to gives different motivations and concessions as the capital, specialized know – how, markets and land to the potential business visionaries to set up enterprises in the modernly potential territories to evacuate the provincial awkward nature advancement.

- Job of business enterprise in financial improvement
- Entrepreneurship advances capital arrangement by assembling the inactive sparing of the general population
- It gives quick substantial scale work. in this way, it decreases the joblessness issue in the nation.
- It advances adjusted territorial improvement.
- It diminishes the grouping of financial matters control.
- It animates the evenhanded redistribution of riches, salary and even political influence in light of a legitimate concern for the nation.
- It supports powerful asset assembly of capital and ability which may somehow or another remain unutilized and inert.

Innovation business is a vehicle that encourages success in people, firms, locales, and countries. The investigation of innovation business enterprise in this way, serves an essential capacity past fulfilling scholarly curiosity. Previous definitions from the writing don't investigate and recognize: a definitive result of innovation business enterprise; the objective of a definitive results; the system used to convey a definitive results; or the idea of the reliance between innovation business and logical and mechanical advances. Besides, another definition ought to unequivocally connect innovation business enterprise to the hypothesis of the firm, enterprise hypothesis, and the executives hypothesis.

Conclusion

To be fruitful in feasible business rehearses regularly requires enterprise and advancement. This part gives an outline regularly enterprise and advancement as it identifies with supportable business. the discourse is most pertinent to economical business concentrated on offering new items and administrations because of societal concerns. The critical of business enterprise and development likewise applies to organizations that change how they produce items and administrations.

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Avenues of Women Entrepreneurship

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Abstract

In the era of Liberalization, Privatization and Globalization along with ongoing IT revolution, today's world is changing at a surprising pace. Political and Economic transformations appear to be taking place everywhere—as countries convert from command to demand economies, dictatorships move toward democratic system, and monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses. Today, women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents, abilities and creativity in business and a compelling desire of wanting to do something positive. It is high time that countries should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women. At the same time, it is up to women to break away from stereotyped mindsets.

Introduction

In this powerful world, ladies business visionaries are a noteworthy piece of the worldwide campaign for continued monetary advancement and social advancement. Because of the developing industrialization, urbanization, social enactment and alongside the spread of advanced education and mindfulness, the rise of Women possessed organizations are profoundly expanding in the economies of practically all nations.

In previous days, for Women there were 3 Ks-Kitchen, Kids, Knitting, at that point came 3 Ps-Powder, Pap cushion, Pickles and now at present there are 4 Es-Electricity, Electronics, Energy, Engineering . Indian ladies had experienced far and are winding up progressively noticeable and effective in all circles and have moved from kitchen to more elevated amount of expert exercises.

Ladies business people are quick turning into a power to figure with in the business world and are engaged with business for survival as well as to fulfill their inward inclination of inventiveness and to demonstrate their capacities. Taught Women is adding, all things considered, to the social change and later on, will be seen that more ladies wandering into regions customarily ruled by men.

The present ladies are taking increasingly expert and specialized degrees to adapt up to market need and are thriving as de endorsers, inside decorators, exporters, distributors, piece of clothing producers

and as yet investigating new roads of monetary interest. It is maybe consequently that Government Bodies, NGO's, Social Scientists, Researchers 'and International Agencies have begun appearing in the issues identified with enterprise among ladies in India.

Ladies business person's investigate the possibilities of beginning another venture; embrace dangers, presentation of new developments, arrange organization and control of business and giving viable administration in all parts of business and have demonstrated their recording in the male ruled business territory.

Qualities of Women Entrepreneurs in India

The best ladies business visionaries have the accompanying qualities Ladies are eager: A fruitful ladies business visionary is awfully solid disapproved of one, has an inward desire or drives to change consideration into authenticity. Information from her past inhabitation as a worker, depending on instructive capabilities or exercises gained from natural business, she is prepared to get openings, defines objective, have clear vision, steps unhesitatingly forward and is yearning to be effective. Each fruitful ladies business person is genuinely resolved to accomplish objectives and make her business appropriate. Through information of the field is crucial to progress. She accompanies new inventive answers for old issues to hold over issues.

Ladies are sure

An effective ladies business person is sure about her capacity. She is prepared to gain from others, look for assistance from specialists in the event that it implies increasing the value of her objectives. She is certain in nature and is quicker to go for broke. A triumphant ladies business visionary uses regular insight to make sound decisions while experiencing ordinary circumstances. This is gathered from past understanding and data obtained throughout the years. It is fundamental not to get amassed and surrender when you face impediments and preliminaries. The bent to investigate strange regions and take strong choices is the sign of an effective ladies business visionary. A fruitful ladies more often than not adores what she does. She is incredibly intense about her undertakings and exercises. Her high vitality levels rouse her to contribute tremendously towards building, setting up and keeping up a prosperous business.

Ladies are open and willing to learn

An effective ladies business person keeps next to each other of changes, as she is completely aware of the significance of advancing changes. She is in front of her rivals and flourishes with changes. She embraces her business to changes in innovation or administration prospect of her benefactors. She is curious, worried to learn and accommodative to advancements.

Ladies are cost cognizant

An effective ladies business person gets ready sober minded spending gauges. She gives practical quality administrations to her customers. With limited expense of activities, she can compel her group to gain by benefits and assemble its advantages.

Ladies esteems participation and loyalty

A ladies can work with all dimensions of masses. She is excited about keeping up affiliations and imparts clearly and effectively. This causes her to arrange even responsive issues without trouble. She is thoughtful to individuals around her and have great systems administration abilities that assistance her to show signs of improvement contacts and use openings.

Ladies can adjust home and work

An effective ladies business visionary is great at adjusting fluctuated parts of life. Her performing various tasks bent joined with help from companion and relatives empowers her to unite business needs with household duties capability and effectively.

Ladies know about her legitimate obligation to the social request

An effective ladies business visionary is anxious to impart her accomplishment to the general public. She is devoted to help others and makes the most of her obligation.

Ladies center around their Plans

Ladies Entrepreneur's arrangement their work and work with plan. She Set long haul and momentary objectives and make predictable move in pushing toward them.

Ladies are Resourceful

Ladies business visionaries exploit successfully organizing the accessible elements and assets, for example, tutoring, preparing and instructing and fabricate a solid base of training, preparing and experience which can push lead to progress.

An adequate Women Entrepreneur requires certain extra basic characteristics, which can be recorded as pursues.

- Innovative reasoning and farsightedness.
- Often generally OK with vagueness, vulnerability and hazard
- Quick and powerful decision making aptitude.
Strongly impact occasions
- Strong assurance
- Have large amounts of work inspiration
- Preparedness to go out on a limb.
- Characterized by large amounts of social capability and social insight
- Accepting changes in opportune time.
- Has a capacity to manufacture connections and to interface with others on a social and relational dimension
- Access and readiness to most recent logical and mechanical data.
- Single-disapproved and dedicated to their one of a kind interests
- Efficient execution of choices forced on them
- May judge uncertain business conditions in progressively positive, excited, and hopeful terms
- Clear vision and aspiration on the enhancement of family and kids.
- Takes preferred standpoint of assets, for example, tutoring, guiding and other independent venture advancement help
- Patience and bearing the sufferings for the benefit of others
- Has some mix of basic logical reasoning, inventiveness, and handy usage of thoughts
- Ability to work physically more at any age.

Numerous ladies have these attributes however they never got a stage to exhibit their gifts and therefore they don't have the foggiest idea about their genuine capacities. Coordinating the fundamental characteristics required for business people and the essential characters of Indian ladies uncover that, much potential is accessible among the Indian ladies on their pioneering capacity. This potential is to be reported, brought out and uncovered for usage in beneficial and administration divisions for the advancement of the country.

Credit offices accessible for Women Entrepreneurs

- Small Business: For ladies business visionaries who expect to give administration (not an expert administration, for example, setting up a little lunch/container, versatile eatery, flowing library and so forth.
- Professional and Self Employed: Women Entrepreneurs who are uniquely qualified/gifted and experienced like Doctors, Chartered Accountants, and Engineers or prepared in Art or Craft and so forth - Journal of Arts Science and Commerce ISSN 2229-4686 International Refereed Research Journal www.researchersworld.com Vol.– II, Issue – 1, January 2011 239
- Retail Trade: For ladies business people who expect to participate in retail exchanging of different wares.
- Village and Cottage/Tiny Industries: For ladies business people who are occupied with assembling, preparing, protection and administrations, for example, Handloom, Weaving Handicraft, Food-Processing, Garment making and so on in town and residential communities with a populace not surpassing 50,000 using locally accessible assets/abilities.
- Small Scale Industries: To begin a unit occupied with assembling, handling or safeguarding of merchandise.
- Agriculture and Allied Activities: For ladies business people who are locked in/mean to take part in rural and associated exercises, for example, raising of harvests, horticulture, fisheries, beekeeping, nursery, sericulture and so forth and furthermore exchanging rural information sources.
- Government Sponsored Programs: Apart from the above plans, ladies business visionaries are likewise financed under the different Government Sponsored Programs where Capital appropriations are accessible.

Ladies Entrepreneurs and Their Problems

Ladies business people face numerous obstacles. Societal help is a key determinant in innovative foundation. The most well-known issue, which a lady faces, is the noncooperation from her better half or close relatives. Greater part of the time the relatives don't rouse them.

Other than they face different issues like portability imperatives, double duty, low overseeing capacity, chance bearing capacity and so on. They don't need administrative aptitudes yet they have less limited time capacity, which they have to enhance.

Shortage of crude material and money are another issue looked by the ladies business visionaries. The standard of innovation utilized by the ladies business visionaries is subjectively low; they are poor in specialized skill. Transportation challenges, ill-advised power supply and media transmission are a portion of the other issue looked by them. Promoting issue is the most serious issue looked by ladies

Conclusion

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. The absolute dependence seems to be diluted among the high and middle class women as they are becoming more aware of personal needs and demanding greater equality. Women entrepreneurs faced lots of problems at start-up as well as operating stage like, non availability of finance, restricted mobility freedom and having to perform dual role one at home and other at work. Technological advancement and information technology explosion have reduced the problem of women entrepreneurs. Along with technological revolution, mental revolution of society is needed to change the attitude of the society and provide women with democratic and

entrepreneurial platform More-over with increasing Government and Non-Government and other financial institutions assistance for various women entrepreneurs within the economy there can be significant increase brought about in the growth of women entrepreneurship process.

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Managing Motivation in Work Place

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Introduction

Due to demographical changes in society, which present various challenges in the management of human resource. The important task before every manager is to secure optimum performance from each of his subordinates. The performance of the subordinate, in turn, is determined by his ability to work and the extent to which he is motivated. Motivation is the process of inducing and instigating the subordinate to put in their best. Motivation is influenced significantly by the needs of a person and the extent to which these have been fulfilled. To motivate the subordinate, the manager must, therefore, understand their needs.

The term motivation has been derived from the word motive. Motive is the urge, need, want or desire that induces a person to work. Motivation means a process of stimulating people to action to accomplish desired goals

It is clear from the above definition that motivation is the process of generating enthusiasm among the subordinates so that they work to their maximum potentials in order to achieve the goals of the enterprise.

Objectives of Motivation

- In work place, motivation is important induce an employee to contribute to his maximum capabilities.
- Well-motivated employees put in maximum efforts in discharging their duties.
- Motivated employees do not shirk their duties.
- Properly motivated employees are always careful in their work so avoidance of loss due to mishandling of machines and equipment.
- Well-motivated employees do not make unnecessary complaints about anyone or anything. They like their job and the organization.
- Avoidance of strikes and lock-outs
- Reduction in labour turnover. It is the ratio of workers leaving the organization to the average number of workers working during a given period of time. Workers leave their organization in view of any of the following reasons:

1. If their pay benefits are not adequate.
2. If they find their job monotonous.
3. If their work is not recognized.
4. If the inter-personal relationship is poor and so on.

But if the management is always ready to fulfil all the genuine needs of the employees and the latter are always properly motivated, the rate of labour turnover is bound to be low.

Motivation in Wor Place

In order to compete effectively in the global marketplace, companies should design jobs so that stress can be reduced, and the motivation and satisfaction of employees and their performance can be increased .In order to motivate them. These may be two types:

1. Financial motivation and
2. Non-financial motivation

Financial motivation: Its means involve money payments by the employer-either directly or indirectly. Higher wages and salaries, bonus, profit-sharing, commission, increment, etc....

Non-financial motivation: Its means do not involve money payments. some examples for non financial motivation provision of high quality furniture, subsidized food, separate telephone, air-conditioner, water cooler etc..

Sound Motivation System

A sound motivation system should blend the needs of employees and the goals of the organization. It should be easy to understand and Implement, the motivation system should be flexible. It should adapt to changing employee needs and organizational requirements. The motivation system should take into account the individual differences in needs. It should link rewards to efforts. It should cover all the employees and their activities

The Role of Money in Motivation

Money has been considered to be an important motivator. It is required for satisfying the basic requirements of life such as food, clothing and shelter. It also denotes prestige and status. A person earning more enjoys higher status than a person who earns less. Trade unions have been fighting for better salary and financial benefits for employees. The following factors influence the role of money as a motivator:

Money is an important motivator to fulfill the basic needs. Money is not a motivator for officials in senior positions who have fulfilled their basic needs and have enough wealth. Money is a motivator only if pay and performance are linked. If better performance leads to higher pay, money would be a motivator. If pay and performance are not directly linked, money would not be a motivator. If a person feels that others, who have performed at same level like him, have received higher amount of money, money would not serve as a motivator. Money acts as a motivator only if the financial rewards are attractive. If the financial rewards are not attractive, a person may prefer to rest rather than work. If the financial rewards are given promptly, money would be a motivator. Delayed financial rewards reduce the extent of motivator. Motivation can be positive or negative. Positive motivation is through rewards and recognition. Negative motivation is through fear of punishment and threats. Motivation can be through or non-financial means.

Motivation Theory

Many experts have developed different theories on the concept of motivation. Popular one are given below:

Theory –x and Theory-y

According to McGregor, a traditional organization, which has a centralized decision making process and a hierarchical pyramid, is based on several assumptions about human nature and motivation. Douglas McGregor developed these assumptions are called Theory x and theory y. Theory x assumed that employees dislike work and have to be forced to work. It is a negative or pessimistic approach Its assumptions are: most people are generally lazy and dislike work, avoid responsibility, people lack ambition. Theory y stated that work is natural to human beings like playing .It is positive or optimistic approach. Employees do not dislike work, more responsible person and also self-motivated.

Motivation in the Modern Concept

The motivational practices today have undergone a great change when compared to the past. This is basically because of the changing needs of the workforce. Organization realize that ideas and knowledge of their employees are important for their success. Therefore to retain talent they are considering various models of motivation.

Motivation is a moving target, changing significantly with each new generation. Traditional incentives (raises, promotions, benefits) are less effective for motivating employees. Money is important to employees, but money alone will not create a highly motivated worker. As Peter F Drucker had observed many years ago, economic incentives are becoming rights rather than rewards merit raises are always introduced as rewards for exceptional performance. In no time at all they become a right.

Today's employees have a greater expectation of being recognized. When they do good work, they expect immediate recognition. Employees are looking for more intangible motivators.

Those things that matter the most today to employees have little or no cost. They are: recognition, information, involvement, support, learning, flexibility, visibility, etc. praise and thanks for doing a good job, information to do their job better, involvement in decisions, especially those that affect them, learning opportunities and visibility in the organization , support even when they make a mistake, flexibility of working hours, are important factors of motivation today. To get the current day employees motivated, organizations need to involve them in their work, get their inputs before making decisions, and listen to ideas for improvements.

Different generations in the workplace have differences in their motivation preferences. A good manager matches rewards and recognition with the desires of employees when they perform well.

For example, a new employee might want to go overseas, be assigned to a variety of projects, explore learning opportunities while a senior employee on the verge of retirement might prefer a posting in his home town, a women employees who has young kids might prefer flexi timing etc.

Motivation in Indian Companies - Caselet

Infosys' Murmuration

Infosys which was once the number one IT Company in India in terms of revenue (income) has been pushed downward to the third position now (as on June 2015). Tata consultancy services have raced to become number one while cognizant technology solutions is second. Infosys has not been performing as well as other top Indian IT companies during the period 2010-15. Vishalsikka was appointed as the CEO to help revive the company. To motivate employees, promotions and increments were given to most of them. The process of transfers has been easier. Employees have been permitted to access social networking sites such as face book during their working hours. They are treated to team lunches and they also get frequent mails from their CEO. The CEO has invited employee ideas to further improve efficiencies and get more business for the company.

The exercise termed as murmuration has been enthusiastic response from the employees and the company has received more than 2500 ideas. The objective is not only to generate ideas but also to create a sense of involvement and increase the motivation level of employees. Teams have been set up to study the ideas for possible implementation. All these measures have been taken to make employees feel motivated so that they can contribute to their fullest potential.

Conclusion

In conclusion, Employees are the tangible asset and essential resource for an organisation. Employee motivation is very important in the human resource management. Employees are motivated for the various reasons that are beneficial to the organization. The reasons include retention of the well-performing employees, increasing productivity or output of the organization; improve teamwork and the morale of employees. Other reasons are reducing the operation costs, decreasing employee's turnover and reducing absenteeism.

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Stress and the Entrepreneurship

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Abstract

This paper explores the stress of entrepreneur. Some of the most common entrepreneurial goals are independence, wealth and work satisfaction. Research studies of the entrepreneur shows that though who achieve this goals often pay a high price. A majority of entrepreneurs surveyed had back problems, indigestion, insomnia or headaches. To achieve their goals, however, these entrepreneurs were willing to tolerate these effects of stress. The rewards justified the costs.

Introduction

In general, stress can be viewed function of discrepancies between a person's exception and ability to demands, as well as discrepancies between individual expectations and personality. The person unable to fulfill role demands, then stress occurs to the extent entrepreneurs' work demands and exception exceed their ability to perform to venture initiators, they are likely to experience stress. One researcher has pointed out how entrepreneurial roles and operating environment can lead to stress. Initiating and managing the business require taking significant risk. As previously mentioned, this risk may be described as financial, career, social, family or psychic. Also, entrepreneur must engage in constant, communication activities, interacting with relevant external constituencies including customers, suppliers, lawyers, regulators and accountants, which is stress full.

Characteristics of Entrepreneurial Stress

Chronic and severe sense of time urgency. For instance, type A people become particularly in traffic jams.

Constant involvement multiple projects subject to deadlines. Some how type A people take delight in the feeling of the being swamped with work.

Neglect of all aspects of life except work. These workaholics live to work rather than work to live.

A tendency to take on excessive responsibility, combined with the feelings that "Only I am capable of taking care of this matter."

Sources of Stress

1. Loneliness
2. Immersion In Business
3. People Problem
4. Need To Achieve

1. Loneliness

Although entrepreneurs are usually surrounded by others—employees, customers, accountants and lawyers—they are also isolated from people in whom they can confide.

2. Immersion In Business

They work long hours leaving little time for civic organizations, recreation, or further education.

3. People Problem

Entrepreneurs must depend on and work with partners, employees, customers, bankers and professionals. Most experience frustration, disappointment and aggravation in their experience with this people. Successful entrepreneurs are to some extent perfectionists and know how they want this done.

4. Need To Achieve

Achievement brings satisfaction. During the Boyd and Gumpert study, however, it became clear that a fine line exists between attempting to achieve too much and failing to achieve enough.

Dealing With Stress

- Networking
- Getting Away From It All
- Communicating With Employees
- Finding Satisfaction Outside The Company
- Delegating

1. Networking

One way to relieve the loneliness of running a business is to share experience by networking with other business owners.

2. Getting Away From It All

The best antidote to immersion in business, report many entrepreneurs is a holiday.

3. Communicating With Employees

Entrepreneurs in close contact with employees and can readily access the concerns of their staffs.

4. Finding Satisfaction Outside The Company

Entrepreneurs need to get away from the business occasionally, and they care more passionately about life itself.

5. Delegating

Implementation of coping mechanisms requires implementation time. To gain this time the entrepreneur has to delegate tasks.

Various Problems Inhibiting Entrepreneur

In developing entrepreneurship we are confronted with several problems. These problems as perceived by the personnel engaged in entrepreneurial development are relevant. Because they are experienced by people who encounter these difficulties

- Devotion of organizational skills to areas other than business.
- Customs and tradition of the locality either restricting business or prohibiting it.

- Poor response to monetary incentives.
- Lack status given to business man in the society.
- Lack of adequate infrastructure facilities.
- High cost of production.
- High risk involved new enterprises.
- Market conditions.
- Frequent changes

Entrepreneur and Stress Management

Effective enterprise management means formulating an appropriate business strategy. Through the business strategy, entrepreneurs deliver a message to employees about what is expected of them. A shared business strategy actually means familiarizing yourself with the company's vision of developing. If employees agree with the vision of management and the enterprise they develop the responsibility to take hard, stressful work that is necessary for a creative, risky development of a strategy.⁷ Recognition and control of stress is the basis for the efficient operation of the enterprise because the efficient operation depends on the personal characteristics of the individual such as responsibility, ability to work, the ability to control themselves, and the ability to control the negative feelings that result from the impact of the source of stressful conditions. Predicting future events that can cause stressful situations among employees is an obligation for the entrepreneur. An entrepreneur should have the ability to perceive the real situation in terms of perceiving and controlling stress and affect the reduction of sources of stressful situations among employees.

Conclusion

The purpose of this conceptual analysis was to discuss how role stress can be used in entrepreneurship research. The conceptualization herein provides ample support for the study of role stress in entrepreneurial settings as well as the development of future research agendas. Based on these observations, a sufficient body of psychological and sociological literature exists on outcomes to test causal models and pursue deductive research on entrepreneur role stress. Role stress may help resolving unanswered questions in the field of entrepreneurship, and it has potential to further the research on entrepreneurial identity.

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Role of Entrepreneurship in Economic Development in India

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Abstract

This study tells that the entrepreneur acts as a trigger head to give flicker to economic activities by his entrepreneurial decisions. He/ she plays a focal role not only in the build out of industrial sector of a country but also in the expansion of farm and service sector. Entrepreneurs are like staker, and like any gambler, their chances of winning increase if they have the right cards. The role of entrepreneurship in economic development varies from economy to economy depending upon its material resources, industrial climate and the responsiveness of the political system to the entrepreneurial function. Path smash offerings by entrepreneurs, in the form of new goods & services, result in new employment, which can produce a stream effect or exemplary circle in the economy.

Keywords:- Entrepreneur, Economic development, balanced regional development.

Introduction

Entrepreneur meaning

The business visionary who is a business head searches for thoughts and places them into impact in encouraging monetary development and advancement. Business enterprise is a standout amongst the most noteworthy contribution to the monetary improvement of a nation. The business visionary goes about as an invigorate head to offer flash to monetary exercises by his pioneering choices. He assumes a vital job not just in the improvement of mechanical part of a nation yet in addition in the advancement of ranch and administration area. A business person can be examine as an individual who has the activity ability and inspiration to set up a business or endeavor of his own and who dependably search for taking off accomplishments. He is the impetus for social change and works for the benefit of everyone. They gaze for circumstances, distinguishes them and seizes them primarily for financial additions. A development arranged business person is an exceedingly calculative person who is continually eager to attempt chances so as to accomplish their objectives. A business person supplies hazard capital as a daring person, and screens and controls the business exercises. The business person is expectedly a sole owner, an accomplice, or the person who claims most of offers in a joined endeavor.

As indicated by business analyst Joseph Alois Schumpeter (1883-1950), "business visionaries are not plainly persuaded by benefit but rather figure it as a standard for evaluate accomplishment or achievement."

Instances of Entrepreneurs

- BILL GATES, FOUNDER OF MICROSOFT. THERE ARE PROBABLY NOT MANY PEOPLE THAT HAVE NOT BEEN TOUCHED BY ONE OF HIS PRODUCTS, SUCH AS MICROSOFT WINDOWS, MICROSOFT OFFICE AND INTERNET EXPLORER.
- STEVE JOBS, CO-FOUNDER OF APPLE COMPUTERS, WHICH PRODUCES MACS, IPODS AND IPHONES, AS WELL AS APPLE TV.
- MARK ZUCKERBERG, THE FOUNDER OF FACEBOOK.
- PIERRE OMIDYAR, FOUNDER OF EBAY.
- ARIANNA HUFFINGTON, FOUNDER OF THE HUFFINGTON POST, A WELL-KNOWN ONLINE NEWS SITE.
- CATERINA FAKE, CO-FOUNDER OF FLIKR, WHICH HOSTS IMAGES AND VIDEOS ON THE INTERNET.
- DHIRUBHAI AMBANI-RELIANCE.
- RATAN TATA-TATA GROUPS.
- NARAYANA MURTHY-INFOSYS.
- AZIM H. PREMJI-WIPRO.
- LAKSHMI MITTAL-ARCELOR.
- DR. VERGHESE KURIEN-AMUL.
- ANAND MAHINDRA-MAHINDRA GROUP.
- SHIVA NADAR-HCL.

Qualities and Skills

- A restraint for hazard taking is a vital characteristic for business visionaries. You can consider hazard taking as pursue an action regardless of whether there is an opportunity of a negative repercussion. Beginning a business is hazardous, and significantly more so when you're utilizing your very own cash. In some cases you can spread the hazard by powerful financial specialists to tag along on your new pursuit or by shaping an enterprising group. Be that as it may, toward the day's end, you can't maintain a strategic distance from hazard in the event that you are going to begin another business and improve.
- Spirit is likewise required. Business visionaries lead. On the off chance that you are not willing to begin without being instigate, your new business will never get off the ground. For instance, Eddie had a thought patio nursery crisp out of school and stepped up with regards to begin his business adventure. Nobody needed to inveigle him to act; he just acted.
- Sovereignty is additionally a prime outcome quality for business people. No one grip a business visionary's hand, and they don't need any hand-holding. Effective business people must be eager to go only it and succeed or flop all alone exertion without envision much on the other individuals.

Requirement for Entrepreneurship Development

Financial improvement implies a procedure of tough change whereby the genuine capita salary of a nation grow over some stretch of time .Entrepreneurship has a remarkable task to carry out in the advancement of a nation. It is a standout amongst the most striking contributions to monetary improvement. The number and fitness of business visionaries influence the monetary development of the nation. The monetary history of the by and by cutting edge nations like USA, Russia and Japan underpins the way that financial advancement is the result for which business enterprise is an unavoidable reason.

The pivotal and huge pretended by the business visionaries in the financial improvement of cutting edge nations has made the general population of creating and immature nations aware of the significance of enterprise for monetary advancement.

Job of Business People in Economic Development

The job of business people isn't indistinguishable in the different economies. Contingent upon the material assets, industry atmosphere and responsiveness of the political framework, it differs from economy to economy. The commitment of business people might be more in great open door conditions than in economies with moderately less ideal open door conditions.

Adam Smith, the chief established financial analyst, doled out no essentialness to innovative job in monetary improvement in his giant work *An Enquiry into the Nature and Causes of the Wealth of Nations*, distributed in 1776. Smith lauded the rate of capital arrangement as a remarkable determinant of financial advancement.

The inconvenience of financial advancement was thus generally the capacity of the general population to spare more and put more in any nation. As per him, capacity to spare is represented by refinement in profitability to the expansion in the ability of each specialist because of division of staff. Smith viewed each individual as the best judge of his own advantage who ought to be left to seek after his very own preference. As indicated by him, every individual is driven by a, invisible hand in seeking after his/her advantage. He generally supported the strategy of free enterprise in monetary issues.

In his hypothesis of monetary improvement, David Ricardo distinguished just three components of creation, to be specific, hardware, capital and work, among whom the whole produce is dispersed as lease, benefit and wages separately. Ricardo valued the ethics of benefit in capital amassing. As indicated by him, benefit prompts sparing of riches which in the long run goes to capital development.

Schumpeter (1934) imagine the business visionary as the key figure in financial advancement due to his job in presenting developments. Parson and Smelser (1956) depicted enterprise as one of the two vital conditions for monetary advancement, the other being the expanded yield of capital.

Harbison (1965) incorporates business visionaries among the incomparable movers of advancements, and Sayigh (1962) basically depicts enterprise as an important powerful power. It is likewise opined that improvement does not happen imprudently as a characteristic outcome when financial conditions are in some sense right an impetus or specialist is constantly required, and this requires an innovative inclination.

Akio Morita, the President of Sony who embrace the company's items to make Walkman Personal Stereo and India's Gulshan Kumar of T-Series who loosen the sound tape starved huge Indian market are the clearest instances of such capable business visionaries.

The striking position that enterprise plays in the financial advancement of an economy would now be able to be placed in a progressively rational and organized way as pursues:

- Encourage Capital Formation
- Creates far-achieving Employment Opportunities
- Diminish Concentration of Economic Power
- Wealth Creation and Distribution
- Increasing Gross National Product and Per Capita Income
- Entrepreneurs Also Create Social Change
- Personal Growth
- Entrepreneurship puts new business objectives into training
- Induces Backward and Forward Linkages

Conclusion

Incomprehensibly, a fundamentally monster number of business people may lead to horrible competing and loss of vocation decisions for people. With an excessive number of business people, dimensions of craving normally rise. Owing to the inconstancy of accomplishment in pioneering adventures, the situation of having such a large number of business people may likewise prompt salary imbalance, making subjects more – not less – despondent. On the off chance that we comprehend the simplicity and disadvantages, a reasonable way to deal with cultivate business enterprise will result in a positive thud on economy and society. Enterprise puts new business thoughts into training. In doing as such, it produces occupations that encourage self-improvement. With their inventive and consideration looking for thoughts, business people can handle social issues as well. It's a reputable interest to consider, yet in the event that it's not for you, perceive how to go down its standards to the people to come and enlist in How to Encourage and Teach Our Children Thus, unmistakably business fills in as an impetus of financial advancement. Overall, the job of enterprise in financial advancement of a nation can best be put as “an economy is the impact for which business enterprise is the wellspring”

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A Study on Women Entrepreneur towards Work Life Balance, Prospects and Problems in India

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Abstract

Entrepreneurship has played a vital role in India. Entrepreneurship has a traditionally considered as favour of male gender. Despite, in connection with changing socio-cultural environment and an enhance in educational opportunities, women have began knowing their integral talents and business skills. This study revealed objectives was to develop and formalize a suitable tool to illustrate the work-life balance issues faced by rural women entrepreneurs. In this study the researcher was attempted to realize the significant factors affect the work life balance of women entrepreneurs inspite of, increased number of women participated in entrepreneurial tasks. This study tookover about that rural women entrepreneurs in India. Women entrepreneur has normally achieved in the goal setting, information seeking, and systematic planning and monitoring competencies. In this researcher has revealed that they were generally able to maintained work life balance through proper time management and strived to spend more time with family members together with their spouses and children. The aim of this study had examine the issues and problems of respective women entrepreneurship in rural area. This paper was based on secondary data and collected some reveals for the identification of these issues from different research articles and reports. This study revealed that role of excess, dependent care issues, quality of health, problems with time management and lack of proper social support. Those factors caused the work life balance of women entrepreneurs in India.

Keywords: Entrepreneurship, Women, Business, Gender, Prospects and problems

Introduction

In recent years women entrepreneur has developing in many domains such as industrialization, urbanization, social legislation. Women entrepreneur has been traced traditionally than exclusive male. In 1950s, women had focused only their family after 1960s women began to start small business enterprises at home and has been created self occupation. In women Entrepreneurial roles has increasingly and achieved their goals. Women often contributed in their father's or husband's business and equally succeeded. In 1990s The women entrepreneur has increased and learnt to live alone, travel alone and if required to feed their children alone even more

opportunities arise for women in 21st century. Women entrepreneurship has gained momentum in the last three decades with the increase in the number of women enterprises and their substantive contribution to economic growth Sharma (2013). Current entrepreneurs had creative thinking and the development of new ideas. At this occasion, it is worth mentioning that entrepreneurs are different from small-business owners. Have made it very clear that small business owners are primarily concerned with securing an income to meet their immediate needs, rather than engaging in innovation. In spite of female entrepreneurship increased rapid growth, the actual number of men who were conceived new businesses (Minniti & Bygrave, 2003). Women-owned businesses were, on average, smaller than those owned by men (Fischer, Reuber, & Dyke, 1993) However, the situation prevailing in developing and under developed nations is not as conducive to female entrepreneurship (Nawaser, 2010). A comprehensive survey of the literature shows that specific studies pertaining to the work life balance issues of women entrepreneurs were very few. The only available reports on the bring out, which was mainly from developing nations, stipulate that women entrepreneurs of these nations enjoyed work life balance (Key et al., 2003). (Khanka, 2010; Mann & Phukan, 2010; Anitha & Lakshmi, 1999) either focused on female emancipation the contributed of the few successful women entrepreneurs.

Objective of the Study

The study is based on secondary data which is collected from newspapers, journals, websites, etc. The study was planned to discuss the following objectives:

- To study the work life balance of women entrepreneur in India.
- To study the role rural women entrepreneurs in India.
- To examine the prospects and problems faced by women entrepreneurship in rural area.

Women Empowerment in India

Hazarika, (2011) Women in India enjoy a unique status of equality with the men as per constitutional and legal provision. But the Indian women have come a long way to achieve the present positions. Gender inequality in India can be traced back to the historic days of Mahabharata when Draupadi was put on the dice by her husband as a commodity. History has witnessed that women were made to suffer both in private and public places.

In the Indian society, a female was always dependent on male members of the family even last few years ago. A female was not allowed to speak with loud voice in the presence of elder members of her family. In the family, every fault had gone to her and she was responsible. As a widow her dependence on a male member of the family still more increased. In many social activities she was not permitted to mix with other members of the family. On the phase in political, social and economic life of the society. The early twenty century, it was the rise of the National Movement under the leadership of Mahatma Gandhi who was in favor of removing all the disabilities of women. At the same time, Raja Ram Mohan Rai, Iswar Chandra Vidyasagar and various other social reformers laid stress on women's education, prevention of child marriage, withdrawal of evil practice of sati, removal of polygamy etc. Women Empowerment was basically the creation of an environment where women can make independent decisions about their personal development as well as shine as equals in society.

Dhruba, (2011) While the ancient India adhered great respect and importance to women, ironically, it was only in the modern India in spite of the technology revolution and higher literacy rate, the need for women empowerment is increasingly causing great concern. The recent times have seen an alarming rise in crimes against women. According to the National Crime Records Bureau, A total of 2,44,270 incidents of crime against women were reported in the country during the year

2012 as compared to 2,28,650 in the year 2011 recording an increase of 6.4% during the year 2012. These crimes have continuously increased during 2008 – 2012 to 1,95,856 cases in the year 2008, 2,03,804 cases in 2009 and 2,13,585 cases in 2010 and 2,28,650 cases in 2011 and 2,44,270 cases in the year 2012.

Problems and Prospects of Women Entrepreneur

Rocca et al., (2009) revealed that the women empower themselves through vocational training, employment opportunities and social groups need to consider the potential unintended consequences for these women, such as an increased risk of domestic violence. Researcher suggested that the effectiveness of anti-dowry laws may be limited without additional strategies that mobilize women, families and communities to challenge the widespread acceptance of dowry and to promote gender equity. Longitudinal studies are needed to elucidate the complex causal relationships between ‘love’ marriages and domestic violence. Donald, (2005) Entrepreneurship has emerged over the last two decades as arguably the most potent economic force the world had ever experienced. With that expansion has come a similar increased in the field of entrepreneurship education. The recent growth and development in the curricula and programs devoted to entrepreneurship and new venture creation have been remarkable. The number of colleges and universities that offer courses related to entrepreneurship has grown from a handful in the 1970s to over 1,600 in 2005. In the midst of this huge expansion remains the challenge of complete academic legitimacy for entrepreneurship. Goyal & Prakesh, (2011) The educated 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. Despite all the social hurdles, Indian women 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.

Women 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. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy.

Conclusion

This paper revealed that the women’s entrepreneurship has to determine underlying explanations for these gender-based differences and examines the long term implications for women entrepreneurs who want to start and grow their own businesses. This Study was suggested that the encouragement of rural women entrepreneurship was one of the ways for that But unfortunately that the traditional mind was set of the society and the negligenced of the state and respective authorities obstacles in the rural women entrepreneurship development in India. Apart from the responsibility of the state and society, absence of balance between family and career obligations of women, poor degree of financial freedom for rural women, absence of direct ownership of the property to rural women, inconsistency of entrepreneurial skill & finance in economically rich and poor women, no awareness about capacities, low ability to bear risks, problems of work with

male workers, negligence by financial institutions, lack of self confidence, lack of professional education, mobility constraints and lack of interaction with successful entrepreneurs are major problems of rural women entrepreneurship development in India.

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Opportunities and Challenges of Rural Entrepreneurship

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Abstract

In present day scenario rural entrepreneurship is a major opportunity for the people who necessarily move from rural areas or semi-urban areas to urban areas. It is also a fact on the contrary that the majority of rural entrepreneurs are facing many obstacles due to non availability of primary amenities in rural areas especially in developing countries like India. Financial problems, Lack of education, insufficient technical and conceptual ability at present it is too difficult for the rural entrepreneurs to establish industries in rural areas. Certainly the economic development of our country largely depends on the development of rural areas and also the standard of living in its rural mass. For the economic development of a country and of regions within the country rural entrepreneur is surely one of the most important inputs. Today entrepreneurs are also driven to achieve success in their business along with the qualities inherited by them of a dreamer, leader, manager, innovator, continuous learner, and decision maker and most important is to implement all these qualities into the work.

Keywords: Rural entrepreneur, economic development, problems, rural based industries.

Introduction

As development progresses across the world, urbanization happens at a much faster rate. But whatever be the rate at which urbanization is taking place, it is clustered around certain areas, typically in large cities across the country. In a country like India, for a long time, urbanization centered on the four metros namely Chennai, Delhi, Bombay and Calcutta. Subsequently, when these cities started facing the pressures and challenges of urbanization, a second set of metros got developed; which were typically the capitals of various states; and second tier cities in the states where the major metros were already located. Since metros seem to be the places where, much of the socio-economic development was happening, most people from the remaining parts of the country started migrating to the urban areas with the hope that they would earn their livelihood.

Rural Entrepreneurship

In a country like India, which is agriculture based rural economy; it becomes important for the country; and its policy-makers to focus on improving the lives of farmers, and other people dependant on rural economy.

Agriculture based development of rural markets is also important from-the fact that some of the fundamental industries (like food, minerals, handicrafts, etc), which provide a living for the people in the rural parts of the country have to be taken care of. Else, it could create more social problems. Failure to do so will have even the beneficiaries of the services, like the people-living in urban areas start seeing tremendous pressure, since they, are also dependent on food and agricultural based produce rural markets. For example, with the reducing number of people involved in farming and a number of farmers facing lot of difficulties in terms of cash issues, liquidation issues and changing climate, today some of the essential items are being imported from other countries. This increases the cost of the basic items. This also at times increases the rate of inflation.

There is a lot of interest from the government to focus its efforts on improving rural markets and rural industries; and promoting entrepreneurship in the rural sector. According to Khadi and Village Industries Commission (KWIC), a rural industry is any industry located in the rural; area which produces goods or renders services with or without power in which the fixed capital investment per head of a worker does, not exceed Rs. One lakh. The village industries have been classified by the KVIC under five categories,

- Agro-based industries
- Mineral-based industries
- Forest-based industries
- Hand-made paper and fibre
- Rural engineering and bio-technology
- Polymer and chemical based industries
- SEP/service industry.

Need Of Rural Entrepreneurship

In today' scenario rural entrepreneurship is gaining more importance. There are various reasons why rural entrepreneurship is needed today Few of them are mentioned below:

A Lot of Life is Still In Villages

The very fact that a large portion of India's population still resides in villages becomes important to promote local industry. Metro cities like Bombay and Delhi are already facing tremendous problems on resources in terms of space, consumption, movement of materials etc.

Skewed Distribution Towards Urbanization

While urbanization was a focus of the industrial revolution, it continues even today in the information age. While there is lot of emphasis on promoting technology and knowledge driven companies, it should not be assumed, that this is the only solution for development. If basic industries are not promoted, it might lead to lot of other basic problems like lack of food, lack of infrastructure, lack of health and hygiene, etc.

Promotion of Indigenous Skills or Talent

Almost every country has some specialty in every location. For example, India is famous for its handlooms, silk saris, various types of rice like basmati, etc. There are certain specialties in certain parts of the country that needs to be identified and promoted. Else, there are chances that could

become extinct. When people are not able to earn a living by practicing their basic skills, they then look for alternate ways of livelihood.

As a Tool for Social Development

Through companies like TATA and Aravind Eye Care, rural areas were able to see overall improvement because of the creation of an enterprise. From a social reform perspective; it is very important that while creating industries in tier 2 and tier 3 towns, the local establishments must not be destroyed. For example, due to the emergence of TATA steel plant in remote places, a lot of people in the nearby villages are now able to provide education for their children. They also have access to basic health care facilities and have hygienic places to stay.

It Safeguards Fundamental Industries

While all the credit is being given to industries like information technology and infrastructure, which have provided employment for thousands of people, it is very important to understand that we cannot rely only on information and technology for our living.

Challenges to Rural Entrepreneurship

At the same time, there are a lot of challenges for an-entrepreneur to ride on this need. Identifying opportunities, setting up- an industry and making a commercial success out of it in a rural setting is riddled with setbacks and challenges. Some of these are listed below:

1. Government Policy

The government and the policy-makers should spend time in understanding the social and cultural aspects that need to be taken care in making a plan. In many cases, the rural markets do not seem to have been impacted by the schemes that have been allocated for them. In fact, on an annual basis, the budget allocation for rural sectors is increasing.

2. Lack of infrastructure and basic amenities:

While government can make it enticing for entrepreneurs for entrepreneurs to set-up a rural industry by giving them tax holidays, it should also be considered that after living in a modern setting, where there is lack of infrastructure and basic amenities like electricity, schools, hospitals, - etc.

3. Lack of ability to scale fundamental industries:

Since many of the rural industries are very person dependent and have been primarily created for local market, many of the businesses and opportunities that are available may not-be scalable beyond a certain level. This may not entice the people to start industries or businesses in the rural setting.

4. Lack of availability of skilled labour:

This is a big challenge that a lot of industries face today. India today needs lot more it is skill development centre and vocational centre just as we require centre for higher learning like IIT or IIM. Many of the industries today, require a lot of skilled labour. Most of the people in rural areas do not have access to higher education and are often drop out from school/colleges. Many of them are not in shape to join an industry.

5. Difficulties in mindset, belief and stigma:

Factors like lack of education penetration in rural areas, higher rates of school drop outs, increase in the shortage of teachers in rural schools and colleges are becoming very difficult for the country as a whole to combat.

Rural Entrepreneurship Opportunities

Some of the opportunities that are definitely picking up or becoming available include:

1. Agriculture

Agriculture as a sector needs to be looked at from an opportunity perspective, because large part of agriculture industry in India is still very conventional in farming practices. This by itself is a huge-opportunity for entrepreneurs to start their ventures. Bringing in new technology can be thought of as opportunity that can be capitalized by creating right models. Some of the agricultural produce can also be domestically consumed.

2. Non-Agri Traditional Specialities

Non-agri traditional specialities or indigenous products like food, hand-made goods, etc., have a huge international market today. With travel and tourism industry picking up, it can also add as a supplementary market to tourism, where these kinds of arts and wafts can be revived and allowed to grow.

3. Rural Tourism

There is a growing interest today in people to tour rural sector, experience agriculture and fanning, living in different settings, because of the stress that they go through in their routine lives. Rural tourism is becoming an interesting area in today's scenario.

4. Technology-Enabled Education

Technology can be used to provide services. There is a lot of opportunity in ensuring that education can be provided over technology medium. Today, there is an increase in pressure to set-up schools, to ensure that lot of faculty is available, to ensure classes take place, etc. Because of shortage in availability of people for teaching, lack of funds available to set-up schools in remote places, technology can be thought of as a solution, which enables us to handle some of the problems. So technology based education and skill development can be looked at as a huge opportunity.

5. Renewable Energy

There is also scope for lot of activities in the area of renewable energy due to the availability of large amount of land and open areas. Renewable energy can also be thought of from a different perspective. Government is also making available schemes and grants for such initiatives.

6. Mobile Alerts

An interesting idea that has seen good reception in the agriculture and technology cusp is the aspect of sending out weather alerts or climate alerts on mobile phones of farmers. Since mobile penetration has happened at an unprecedented and unexpected rate, people are now looking at utilizing the mobile medium creating business opportunities.

Conclusion

With the growing interest in rural sector, the opportunities are only going to increase. If people are looking at schemes devised by government, then the amount of opportunities in agri-based rural market like India can be enormous. To manage agricultural sector and non-enclave projects in rural areas; rural entrepreneurs need to apply entirely different management and administrative concepts. Otherwise we shall be only creating island of apparent prosperity in the ocean of rural poverty. Rural entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development.

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Role and Challenges of Women Entrepreneur

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Abstract

Based on the general concept of an entrepreneur, women entrepreneurs may be defined as the women or group of women who initiate, organize and operate a business enterprise. Women Entrepreneur refers to business or organization started by a women or group of women. There has been a change in role of women due to growth in education industrialization and awareness of democratic values. In that, so many challenges are faced by the women Entrepreneur are discussed in it. Today's world is changing at political and economic transformations seem to be occurring everywhere as countries convert from command to demand economies, dictatorships move toward democracy, and monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses. Today, women in advanced market economies own more than 25% of all businesses and women-owned businesses in Africa, Asia, Eastern Europe and Latin America are growing rapidly. This paper focuses on role and challenges of woman entrepreneur.

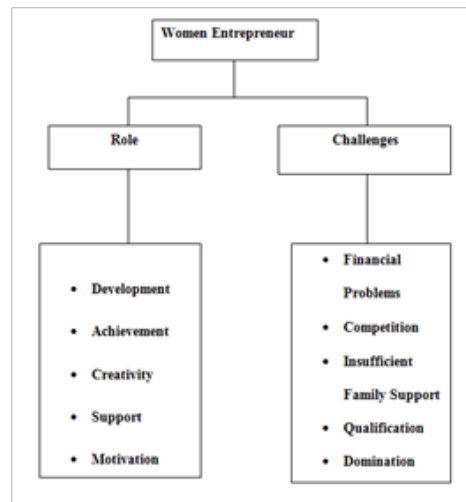
Keywords: Entrepreneur, Challenges, Role, Support etc.

Introduction

Entrepreneurship is the process in which women initiate a business, gather all resources undertake risks face challenges, provide employment to others and manages the business independently.

Role of Women Entrepreneur

Many successful businesses are run by women some of whom are very skilled in entrepreneurial activities. Women entrepreneurs in both developed and developing countries are socially powerful in terms of education and making a positive impact on the society. It is important to study how women in business and their skills can be utilized to achieve a sustainable economy in a developing nation. The survey has indicated how women entrepreneurs can be positioned to play an important role in promoting sustainable practices in the economy.



In most countries, regions and sectors, the majority of business owner/managers are male. The rates of self employment among women are increasing in several countries. But due to some troubles the women entrepreneurs cant able to achieve the success.

Role of Women Entrepreneur

Women entrepreneurs are less in number in India. The entrepreneurial skills of women were till recently limited to an extension of kitchen activities. Women entrepreneurs were popularly engaged in the 3 Ps, such as making and marketing of pickles, papads and powders (masalas). However, on account of the various schemes introduced for creating job opportunities and for encouraging women in business, these activities are now diversifying.

The Planning Commission, Central and State Government have realized that women should be in the main stream of economic development. The development of small-scale enterprises by women is seen as an appropriate way to attack poverty at the grass-root level. Such units employ women themselves and others who take up jobs in their units. This solves the unemployment problem and generates income in the economy. Under the poverty alleviation programme model in India, unemployed men and women are encouraged to generate income and break the poverty cycle.

Improvement in living standards: With the setting up of small scale industries, reduction of scarcity of essential commodities and introducing new products can be achieved. Women entrepreneurs in this country are producing variety of goods on a large scale and offering them at low rates, In Creativity At Creative Startups, we are driven to discover and invest in the best creative entrepreneurs, the founders building the creative giants of tomorrow. We keep in mind that with each accelerator we deliver, we are putting into orbit startups that might grow into behemoths. So we go the extra mile to make sure the entrepreneurs we accelerate represent a diverse swath of lifestyles, backgrounds, and communities.

Challenges of Women Entrepreneur

Lack of Family Support

In India, it is almost only a woman's duty to look after the children, other members of the family and also attend to all the household chores. Here the man plays a secondary or an insignificant role. Women's involvement in family problems drains them of energy and also leaves little time for them to participate in the economic activities.

Qualification

Women in India are discouraged to learn more than the male members of the family . There is also a widespread illiteracy problem among them . Sixty percent of the women are still illiterate in India. This illiteracy has become the root cause of a number of social and economic problems. Due to lack of education and that too a qualitative one, women are not aware of business , technology and market knowledge . Lack of education also results in lack of confidence, which in turn creates problems in setting and running business enterprises for women.

Financial Problems

This illiteracy has become the root cause of a number of social and economic problems. Due to lack of education and that too a qualitative one, women are not aware of business , technology and market knowledge . Lack of education also results in lack of confidence, which in turn creates problems in setting and running business enterprises for women.

Conclusion

In the majority of women operate their enterprises under very adverse conditions. Not only in financial condition and also is it difficult for them to find premises, find markets for their products, access information and credit. But they also have limited access to training especially in the rural areas. Their educational levels are low, they are responsible for all the domestic chores and they are very much lack of family support to manage their timing for both family and enterprise, even if they do want to grow their enterprises. Women entrepreneurs are need to be which help identify higher potential business opportunities, develop markets for their products, improve product quality and marketing skills, good financial support and secure better site or establishment.

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Rural Entrepreneurship

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Abstract

The rural population constitutes a major segment in india. The livelihood strategies of this vast segment depend primarily on agriculture and allied activities. Growth in this agriculture sector has shown a declining trend during the last one decade. This has made huge impact on the domestic production, employment, etc.. These problem can be tackled to a certain extent by developing entrepreneurship in rural India .this distinctive challenge and opportunities of developing end in rural location, and also provides the necessary suggestion that can be used in this context.

Keywords: Agriculture, Economic condition, Rural industries, Social development.

Introduction

“RURAL DEVELOPMENT IS CENTRAL TO ECONOMIC DEVELOPMENT OF THE COUNTRY”

As women forming about half of the India’s population make a case for developing women entrepreneurship in the country, just discussed in the preceding chapter 3, so is justified developing rural entrepreneurship by about three-fourth of the India’s population living in its vast rural areas. The rural-urban dichotomy reveals wide disparities in various respects. The division of economic activities between rural and urban areas in one of them. Rural areas specialize more or less exclusively and agriculture while industries are exclusively located in urban areas. Given the weak rural-urban or agriculture-industry linkage, such as situation suffers from to serious shortcomings.

First, as agriculture by itself as a tendency to develop at a slower pace than industry, the division of economic activities leads to uneven development.

Second, since industry generally leads to higher level of output per worker than agriculture, the gap in income levels between those engaged in the two sectors tends to widen (papule 1982:1).

Meaning of Rural Entrepreneurship

Rural entrepreneurship is the creation of a new organization that introduces a new product, serves or creates a new market or utilizes a new technology in a rural area. Accordig to the **KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC)**, “village industry or rural industry means any industry located in rural area,

population of which does not exceed 10000 or such other figure which produces any goods or renders any services with or without use of power and in which the fixed capital investment per head of an artisan or a worker does not exceed a thousand rupees”.

Accordingly, any industry located in rural area, village or town with a population of 20000 and below and an investment of \$3 corers in plant and machinery is classified as a village industry. All the village industries have been grouped into seven major categories as follows:

- Mineral – based industry
- Forest – based industry
- Agro – based industry
- Polymer and chemical- based industry
- Engineering and non-conventional industry
- Textile industry (including khadi), and
- Service industry

Need for Rural Entrepreneurship

The needs for rural entrepreneurship for developing industries in the rural areas in imbued with multiplicity of justification but not confined to the following only:

- Rural industries being labour intensive have high potential in employment generation. Thus, they serve as an antedote to the widespread problems of disguised unemployment or under-employment stalking the territory.
- These industries encourage dispersal of economic activities in the rural areas and, thus promote balanced regional development in the country.
- Development of industries in the rural areas also helps build up village republics.
- Rural industries also helps protect and promote the art and creativity.
- Last but no means the least, rural industries being environment friendly lead to development without destruction.

Problems of Rural Entrepreneurship

While we have established a good case in the previous section as to why we need to have concerned effort from multiple corcers, government, NGO, industries etc....

• Overriding of existing rural ecosystem

The biggest problem that can arise because of promotion of entrepreneurship in rural areas is a tendency to catty the known technologies or knowledge and in setting up industries, which could inadvertently harm the existing rural ecosystem.

• It could urbanise the rural area too quickly

While urbanization is needed for improving infrastructure, providing education, health, hygiene, etc., it is important not to do the same in a quick and rushed manner.

• The Challenge between industrialization and agriculture

The inclination to modernize agriculture does not seem to be happening at a pace that is aggressive enough. In most cases, the challengeis primarily from the fact that is quicker to start an industry than venture into agriculture.

Challenges to Rural Entrepreneurship

There is great interest and talk in terms of rural entrepreneurship. Everyone wants to make use of the great demand/ consumption that can get generated.

At time Subhashree me time, there are a lot of challenges for an entrepreneur to ride on this need identifying opportunities, setting up an industry and making a commercial success out of it in a rural setting is riddled with setbacks and challenges.

1. Government policy

The Government and the policy makers should spend time in understanding the social and natural aspects that need to be taken care in making a plan.

2. Lack of infrastructure and basic amenities

While Government can make it enticing for entrepreneurs to set up a rural industry by giving them tax holidays, it should also be considered that after living in a modern setting.

3. Lack of ability to scale fundamental industries

Since many of the rural industries are very person dependent and have been primarily created for local market, many of the business and opportunities that are available may not be scalable beyond a certain level.

4. Lack of availability of skilled labour

This is a big challenge that a lot of industry face today.

5. Difficulties in mindset, belief and stigma:

Factors like lack of education penetration in rural areas, higher rates of school drop outs, increase in the shortage of teachers in rural schools and colleges are becoming very difficult for the country as a whole to combat.

Rural Entrepreneurship Opportunities

Some of the opportunities that are definitely picking up or becoming available includes:

• Agriculture

Agriculture has a sector needs to be looked at from an opportunity perspective, because large part of agriculture industry in India is still very conventional in farming practice.

• Non-Agri Traditional Specialities

Non-agri traditional specialities or indigenous product like food, hand made goods, etc... have a huge international market today.

• Rural Tourism

There is a growing interest today in people to tour rural sector experience agriculture & farming, living in different settings, because of the stress that they go through in their routine lives.

• Technology-Enabled Education

Technology can be used to provide service, there is a lot of opportunity in ensuring that education can be provided over technology medium.

• Renewable Energy

There is also hope for a lot of activities in area of renewable energy due to availability of large amount of land and open areas.

• Mobile Alerts

Technology has come in the concept of sending out weather alerts or climate alerts on mobile. An interesting idea has been seen good reception and in agriculture and phone of farmers. There are startups that have started providing climate and weather alerts to farmer through message on a mobile phone for nominal fee.

Benefits of Rural Entrepreneurship

- Reduction in exodus cities
- Improving chances for success in rural development initiatives
- Enhances economic condition
- Rural entrepreneurship can become positive contributors to nation's growth
- It can break down social stigma
- Enhancing domestic consumption

Conclusion

Rural entrepreneurship plays a vital role in the economics development of india. particularly n the rural economy. If helps in generating employment opportunities in the rural areas with low capital, raising the rural income of the people , contributing to the development of agriculture by reducing disguised unemployment.

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Managing Work Place Motivation

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Abstract

This study focuses on the employee motivation among entrepreneur. Recent research the entrepreneurship have been largely focused on macro level environment forces. The development of entrepreneurial theory requires consideration of the motivation of people making entrepreneurial decision. We identify the major weakness that have limited the predictive power of previous research on this topic. We offer explicit solutions for the future research to adopt to overcome these problems.

Keywords: Emotion, Gender, Entrepreneurship.

Intoduction

The term motivation has been derived from the word ‘motive’ which means drive, hence motivation is the derive to achieve target. Motive may be defined as an inner state of our mind that moves or energizes and directs our behavior towards our goals. Motives are expressions of a person’s goals or needs. In simple terms motives or needs are ways of behavior. They give direction to human behavior to achieve goals or fulfill needs.

Entrepreneurial motivation may be defined as a set of motives such as high need to achieve, moderate need for power and low affiliation motive which induce people to set up and run their own enterprises. A part from these entrepreneurs has other behavioral dimensions such as tolerance for ambiguity, problem solving, creativity etc. Motives are ways of behaviour. They give direction to human behavior to achieve goals or fulfill needs.

The common man thinks that people go into business and become entrepreneurs solely to make money. The desire to earn money is no doubt an important motivating force. But entrepreneurs are motivated not by profits alone. Several research studies have been conducted in India to identify the factors that inspire entrepreneurs.

Motivation is the process that motivates a person into action and induces him to continue the course of action for the achievement of goals. It is an ongoing process because human needs /goals are never completely satisfied. Motivation may be defined as one’s willingness to exert high level of efforts towards the accomplishment of goal or fulfillment of need.

The entrepreneurial motivation may be defined as the process that activates and motivates the entrepreneur to exert higher level of efforts for the achievement of his/her entrepreneurial goals.

Motivation

“Motivation is the reported urge or tension to move in a given direction or to achieve a certain goal”

Characteristics of Motivation

- Motivation is always total and not piece meal:
- It means that a person cannot be motivated if some of needs are partly satisfied
- Motivation may be financial or non-financial:
 1. Financial Incentives are the monetary benefits provided to an employee in the form of higher pay, bonus, commission etc.
 2. Non –financial incentives are the non-monetary benefits such as greater decision authority and so on.
- Methods of motivation may be positive as well as negative:
- Many people think that the method of motivation should always positive. It may even be negative.
- Motivation is a psychological concept:
- A subordinate whose need have been fully satisfied, feels mentally relieved. E.g. Mental satisfaction
- Motivation is a continuous process:
 1. Human needs are infinite. This process is unending one

Types of Motivation

1. Financial Motivation

It involves money payments by the employer –either directly or indirectly. Higher wages and salaries, bonus, commission etc.

2. Non-financial Motivation

It does not involves money payment. These are also important in motivating employees. They are:

- Job security
- Challenges work
- Recognition
- Better designation
- Opportunities for advancement

3. Extrinsic Motivation

It is available only after the completion of particular job. For examples Increase in health insurance; Increase in benefits; Additional rest periods or holidays.

4. Intrinsic Motivation

It is opposite to extrinsic motivation. This type of motivation is available at the time of the performance of the work itself.eg, Increasing in power; Delegation of authority and responsibility

5. Negative Motivation

It is based on force of fear. If the worker fails to complete the work, They may be threatened with demotion, dismissed, lay-off, pay-cut etc. It gives maximum benefits in short-run. In the long-run, there are no such benefits available to the organization. This type of motivation causes angry and frustration.

6. Positive Motivation

It is based on rewards, praise. The workers are offered incentives for achieving desired goals. They incentive may be the shape of more pay, promotion recognition of work etc.

Factors Motivate the Entrepreneur to Establish an Enterprise

Several research studies have been carried out to identify the factors that motivate to people to start business enterprises. some of the factors;

Motive for astarting an enterprises:

1. Internal Factors
2. External Factors
3. Ambitions Factors
4. Compelling Factors
5. Facilitating Factors

Internal Factors

1. Educational background
2. Family back ground
3. Desire to be free and independent
4. Desire to do something innovative

External Factors

1. Assistance from government
2. Machinery on hire purchase
3. Heavy demand for product
4. Encouragement from big business units.

Ambitions Factors

1. To make money
2. To continue family business
3. To gain social prestige
4. To fulfill desire of self/wife/parents
5. To fulfill desire of wife/parents/self

Compelling Factors

1. Unemployment.
2. Make use of idle funds.
3. Dissatisfaction with the job so far held or occupation pursued.
4. Make use of technical /professional skills

Facilitating Factors

1. Success stories of entrepreneurs
2. Property inherited
3. Advice or influences of family members /relatives / friends
4. Previous association (experience in the same or other line of activity)

Conclusion

People are capable of remarkable achievement if they are provided with the right environment and given the right motivation leadership. When you motivate, you increase morale and in return you increase productivity.

Motivation is the process in which behavior is initiated, guided and maintains goal oriented behavior. Motivation cannot be directly observed but through behavior we see it manifested. It is though as the driving force that compels person to do something.

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Women Entrepreneurship

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Abstract

Women Entrepreneurship is considered as an important tool in eradicating poverty and unemployment. Now a day’s Women empowerment has become a buzzword. Empowerment of women may not be feasible just by creating employment opportunity for them. The need of the hour is to inspire them to set up their own enterprises. Traditionally, women have been on stage, by playing a crucial role in the management of the family as well as in the society. But their job has not been duly recognized. She is active in family, farms, shop, and factory and even in politics. Women entrepreneurs are gaining momentum all over the world, but at the same time they are facing a number of challenges. These challenges can be faced with making them and their family aware of the opportunities available to them. Hence the support of family members is essential for leveraging their creative talent. The paper focuses on opportunities for growth and challenges faced by women entrepreneurs of today. The paper is based on women Roti makers working in Gulbarga city of Karnataka state in India.

Introduction

“A women entrepreneur is a confident, innovative and creative women 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.”

Women entrepreneur may be defined as a women or group of women who initiate, organize, and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called “women entrepreneurs”. Kamal Singh who is a woman entrepreneur from Rajasthan, has defined woman entrepreneur as “a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunity for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.” The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, the Government of India (GOI 2006) has defined women entrepreneur as “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 generate in the enterprise to women.”

Functions of Women Entrepreneurship

- Exploration of the prospects of starting a new business enterprise.
- Undertaking of risks and the handling of economic uncertainties involved in business.
- Introduction of innovation or imitation of innovations.
- Coordination, administration and control.
- Supervision and leadership.

Problems of Women Entrepreneurships

- **PROBLEMS OF FINANCE:** Finance is regarded as “life-blood” for any enterprise, be it big or small.
- **SCARCITY OF RAW MATERIAL:** Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs.
- **STIFF COMPETITION:** Women entrepreneurs do not have organization set-up to pumps in a lot of money for canvassing and advertisement.
- **LIMITED MOBILITY:** Women mobility in India is highly limited due to various reasons. A single women asking for room is still looked upon suspicion.
- **FAMILY TIES:** Support and approval of husbands seem necessary condition for women’s entry into business.
- **MALE DOMINATED SOCIETY:** Women suffer from male reservation about a women’s role, ability and capacity and are treated accordingly.
- **LOW RISK-BEARING ABILITY:** Women in India Idea a protected life. They are less educated and economically not self-dependent.

Concept of Women Entrepreneurship

Women entrepreneurs are those women who conceive the idea of a business enterprise initiate it organize and combine the factors of production, operate the enterprise, undertake risks and manage the economic uncertainty involved in running a business enterprise.

A women or a group of people who initiate, organize and run a business enterprise is defined as “women entrepreneur. The government of India has defined women entrepreneur as “an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and fixing atleast 51% of the employment generated in the enterprises to women”.

Leadership Qualities

Some of the outstanding qualities of women entrepreneurs are as follows:

- | | |
|----------------------|----------------------------|
| 1. Accept Challenges | 9. Adventurous |
| 2. Driver | 10. Conscious |
| 3. Hard work | 11. Educated |
| 4. Motivations | 12. Determination to excel |
| 5. Skill full | 13. Experienced |
| 6. Industrious | 14. Intelligent |
| 7. Studious | 15. Perseverance |
| 8. Patience | 16. Unquenchable optimism |

Fostering Factors

Motivational Needs

- Economic necessity
- Independences

- Education and qualification
- Family occupation
- Success stories of friends of friends & relatives

Facilitating Needs

- Adequate financial facilities
- Experienced and skilled people at work
- Development training programs
- Cooperation of family
- Indian scenario
- In India, women comprise about 30% of corporate senior management positions, which is notably higher than the global average (24%). But in the overall workforce, India is one of the worst countries in the world-113th out of 135-when it comes of entrepreneurs in the country.
- It is believed that women entrepreneurs have an edge over male entrepreneurs. Edges matter to investors. And the numbers back this up outside India.
- A Dow Jones study called women at the Wheel: Do Female Executives Drive Startup Success? Offers some interesting conclusions:
- The overall median proportion of female executives in successful companies is 7.1%, compared to 3.1% at unsuccessful companies.
- A company's odds of success increase with female executive at the VP and directors levels.
- Statistically significant evidence shows that there is dependence between a company having female executive and its success.

Conclusion

Entrepreneurship among women, no doubt improves the nation in general and of the family in particular. Women today are more willing to take up activities that once considered the preserve of men, and have proved that are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be molded properly with entrepreneurial traits and skill to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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Abstract

Entrepreneurship and Regional development is considered as one of the key factors for the nation's development and progress. It is a globally oriented activity which makes us creative with innovation of new ideas or renovations of business ideas available already or in practice. The growth of entrepreneurship improves the standard of living of people in the various regions of the country. Entrepreneurship and Regional development are two terms which distinct in its nature but when connected gives the meaning that the development of the region can be made with entrepreneurship as it creates employment and increases the per capita income through which the development of the nation is measured. The entrepreneurs face many problems and there are various obstacles and challenges to achieve their goals. Government should also take responsible to bring the awareness about the entrepreneurship among the youth, women, and unemployed persons irrespective of their age. The government should be ready to introduce new beneficiary schemes for them. The government should put all its efforts to take various initiatives to develop entrepreneurship in all regions of the country.

Keywords: Entrepreneurship, Economic development, Challenges, Government initiative.

Introduction

This paper indicates how entrepreneurship is important to the regional development of a nation like India. Entrepreneurship is the term which is being very popular among the people in the past decades. An Entrepreneur is a leader who puts his effort for the nurturing economic growth and development. The person is regarded as an ‘Entrepreneur’ who get into entrepreneurship. Simply entrepreneurship is the activity of running own business and get income from it. These entrepreneurs don't search for jobs, hence they play major role in reducing the consequences of structural unemployment through self-employment. Entrepreneurship stimulates social and economic development in the national, regional and even in the local level of the economy. Entrepreneurs carry out managerial activities in running one's own business. It is linked with entrepreneurial activities and creativity and their ability to run their business and generate new business idea which support to development of innovation which is considered as one of the pillars of economic development and competitive regions. Thus the effective entrepreneurship with the quantitative and qualitative feature helps to achieve the goal of economic development. Still the development

of the entire nation depends upon the region which is a fundamental basis of economic and social life. For understanding the fundamentals of economic growth and development Entrepreneurship, regional development and culture as well as other phenomena such as technology transfer or women's entrepreneurship.

Entrepreneurship

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business later which may turn into a big business or even a big organization. The people who carry out these business are called as entrepreneurs. Risks are being carried out by them in various ways to make or earn profit. Entrepreneurship comprises of three dimensions working together such as ingenious government programmes, framework conditions and innovative ideas. It also includes the psychological, economic and sociological academic fields in the process of entrepreneurship. It also includes the organisational activities such as planning, organizing, etc. Entrepreneurship plays the role of the following,

- Innovator
- Planner
- Communicator
- Risk bearer
- Decision maker
- Continuous learner
- Belief in themselves

There are various factors which motivates the entrepreneurship such as to achieve the goals, opportunities available to them, a special values and norms possessed by themselves.

Regional Development

Development is the process of growth movement from one position to another in the positive way or in the upward position. The nation is divided into various states and these states are divided into districts. These divisions are made to make the managerial functions easier. In the similar way the regions are the divided part of a nation. Development is simply a change, a change into better. For example, a child develops into a adult, and a plant develops into a tree like wise the region develops in a better way. These developments are measured in the way of the income level, quality of life, etc. Regional development is not only based on the geographical one but with the development of human beings. These developments include the economic condition, happiness and the quality of people living. Though they are considered, the important aspect of development is that the increase in the income level of the people in the region which supports to the regional development by increasing the per capital income. The nation has various regions in it, but development is not equally done. One region grows better than the other region because of the various factors. The term balanced regional development does not mean that they are equally developed; it means that they are developed to the fullest of the resources available in the region.

Entrepreneurship and Regional Development

The entrepreneurship and regional development are interdependent one for the growth of the region. It is a activity for the creation and to bring development in a region economically and socially. Rather than entrepreneurship to make betterment in the region, local authorities should play a major role with entrepreneurial behaviors on one hand and to increase the benefit of the regions on the other. Development among the regions differs because of the resources available in it. Therefore the resources of the regions should be increased or should be protected against exploitation. This

may enable the external investors to do business in their region which automatically develops the region. This may vary depending upon the country. Another important factor is that people of the region works together to encourage regional development. This entrepreneurship creates employment opportunities for the others of the same region which makes everyone employed in a particular region. If it is carried out in the entire nation then the problem of unemployment does not prevails.

Literature Review

The following are reviews given by the various authors for the better understanding of the concept,

Entrepreneurship is not confined to any one particular industry, country or group of persons; it exists in everybody but depends on individuals desire. Enterprising behavior has been found in all societies, and in all types of economic circumstances. Whilst the term usually refers just to an individual, it is also possible to find whole organization than can be classified as entrepreneurial in the way they do business and seek to grow **(Michael Schaper)**

The Entrepreneurship is an activity dedicated to initiation, maintenance and development of a profit oriented business **(cole)**

The entrepreneurship is an innovation act who presupposes the endowment of the existing resources with the capacity of producing wealth **(Drucker)**

The entrepreneurship is the creation of new organizations.**(Gartner)**

The entrepreneurship is the process of creating something different, with value, by allotting the necessary time and effort, pre supposing the taking of financial, social and physical risks, and obtaining monetary rewards and personal satisfaction. **(Hisrich and Peters)**

Challenges Faced by Entrepreneurs

The entrepreneur before becoming successful in his business faces many problems and challenges in the society when he was a new entrepreneur. The challenges are,

- Family challenges
- Social challenges
- Technological challenges
- Financial challenges
- Policy challenges

To contribute to the development of the region where he lives, the entrepreneurs should come up with the above mentioned challenges. The entrepreneurs should convince his family about the idea he has for his business and also be financially satisfied because the idea alone cannot give a fruitful business.

Role of Entrepreneurship in Regional Development

Entrepreneurship plays a important role in improving the standard of living of the country. As a startup founder we work hard to develop our business to make profit out of it for our sake. But actually we are doing for our local community, state, region and finally the country as a whole. The following roles are played by the entrepreneurs in the economic development of the nation.

• Creation of Wealth and Distributes

The wealth are created by the entrepreneurs and equally distributed among the various regions in the society of the country.

• Job Creation

The skills are used by the entrepreneurs efficiently and promote employment opportunities even to other individuals.

- **Increase in GDP and Per Capital Income**

Entrepreneurship increases the GDP of the country and thus help in the development of the nation.

- **Improve Standard of Living**

As entrepreneurship creates employment opportunities it automatically improves the standard of living.

- **Increase exports**

As everyone individually do the business, the number of business increases and hence the exports increases.

- **Development in community**

The development of entrepreneurs in the region helps to develop the community. The development is the main goal of it.

- **Large scale employment**

The entrepreneurship creates large employment to unemployed persons, women and irrespective of their age any one can start entrepreneurship.

- **Reduces concentration of economic power**

Basically economic power is concentrated within the hands of few individuals doing business but the entrepreneurship reduces this concentration of economic power as it distributes among everyone.

- **Creating innovation**

As the entrepreneurs major asset is their ideas into practice. This innovation is their main resources and new combination, strategies and policies are used.

- **Promotes overall development**

The entrepreneurship at the initial stage during development create demand for the other type of units and thus develop the area, facilitates overall development.

- **Creation of new business**

The business created from the introduction of new ideas and strategies and provides employment aspect to the individuals.

- **Personal growth**

Without waiting for the jobs provided the youth themselves create jobs and grown on the two aspects of personal development such as skills, increase ability and the other is the development of the surroundings.

- **Enables social change**

Social change is possible only with the change in the people of the region. The change should be in the positive way of improving the nation.

Entrepreneurship in India

The entrepreneurship has different point of view that it is mainly for the youths and those who are educated or who are well financially settled or those who have better idea or those who are hard worker or only for men. This different point of view on the entrepreneurship prevails in India before the decades. But now the people are well cleared about the activities of entrepreneurship and even courses are being offered. The entrepreneurship provides employment opportunities to everyone irrespective of age, gender, educational qualification and even financially not settled person can be a entrepreneur as there are many offers of loan facilities available to them. The first entrepreneurs in India are since from kingdom. Later a particular community alone has done that work .But now

India generates entrepreneurs from all communities. The various changes prevail in the system of entrepreneurship as now. As technology gets developed the growth of entrepreneurship also shows improvement. The qualities of entrepreneurship get changed beyond time and new qualities and skills are required. Therefore entrepreneurship is in the growing trend in India.

Conclusion

The Entrepreneurship is not only simply starting the business but also the entrepreneur should possess the creativity and should be intelligent about his work. The entrepreneurs should have an attitude of positive view during the failure. He should have guts to face the problems and challenges in achieving the goals. The entrepreneurship should enable for the development, it means they should contribute for the development of a nation. The entrepreneurs should possess a key skill and abilities for being successful. He should be well prepared for the purpose of facing the opportunities and external environmental condition. The government should play an important role in making the regions of a country with balanced regional development. The regions are to be protected with the available resources and the policies are to be framed to increase the resources further. The opportunities are to be well used by the entrepreneurs of various regions. Entrepreneurships create a competitive environment for the new entrepreneurs entering the market. Thus entrepreneurship contributes a major role in the economic development and increase in per capita income of a country.

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Managing Learning and Development

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Abstract

Training and development play an important role in the effectiveness of organization and to the experiences of people in work. Training has implications for productivity, health and safety at work and personal development. All organizations employing people need to train and develop their staff. Most organizations are cognizant of this requirement and invest effort and other resources in training and development. Such investment can take the form of employing specialist training and development. Investment in training and development entails aiming and development operational personal, employed in the organization's main business functions, such as production, maintenance, sales, marketing and management support, must also direct their attention and effort from time to time towards supporting training development and delivery. This means they are required to give less attention to activities that are obviously more productive in terms of the organization's main business. However investment in training and development generally regarded as good management practice maintain appropriate expertise now and in the future.

Introduction

Learning is another important psychological process determining human behavior. The human species. Unlike other animals, possess an extremely high proportion on unused mental capacity at birth. Human beings have very few instincts or innate response tendencies relative to lower animals. While this may be detrimental to man in the sense that he is helpless for a long period in his early years, it is favorable in the sense that he has greater capacity for adaption in response to changed survival condition. This is because of his learning capacity. As such, learning becomes an important concept in the study of human behavior.

Concept of Learning

Learning is a term frequently use by people in wide variety of contexts. Yet, despite its diverse use, at the academic level, its concept has been recognized in only one way, or at the most two, in which behavior can be acquired or changed. Early behaviorists like Watson and skinner have used learning as a relation or changed or association between two types of incidents. Based on this concept. The principle of conditioning has been developed which we shall see later in this chapter. However, many psychologists do not agree with this view

and they have viewed learning as a relatively enduring change in behavior. This view is more acceptable. According to the dictionary of psychology, learning means “the process of acquiring the ability to respond adequately to a situation which may not have been previously encountered, the favorable modification of response tendencies consequent upon previous experience, particularly the building of a new series of complex coordinated motor response; the fixation of items in memory so that they can be recalled organized; the process of acquiring insight into a situation”

Sanford has defined learning as a relatively enduring change in behavior brought about as a consequence of experience. In the context of organizational behavior too, learning is defined in this way. In this text, we shall take learning as a relatively enduring change in behavior to experience.

Nature of Learning

Based on the definition of learning, we may identify the following nature of learning.

Learning involves a change in behavior; through this change is not necessarily an improvement over previous behavior. Learning generally has the connotation of improved behavior, but bad habits, prejudices, stereotypes, and work restrictions are also learned.

The behavioral change must be relatively permanent. Any temporary change in behavior due to fatigue or any reason is not a part of learning.

The behavioral change must be relatively permanent. Any temporary change in behavior change because of physical maturation is not learning. For instance, the ability to work which is based on physical maturation would not be considered learning.

The practice or experience must be reinforced in order for learning to occur. If reinforcement does not accompany the practice or experience, the behavior will disappear.

Components of Learning Process

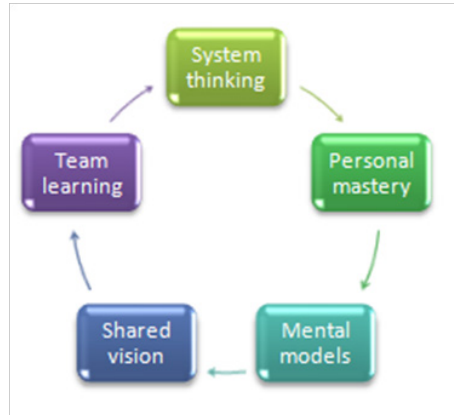
A person receives a variety of stimulus inputs. When specific stimuli become associated with specific response in a sufficiently permanent manner that the occurrence of the stimuli elicits or tends to elicit a particular response, learning has occurred. To understand this process, it is important to understand the role of various component offerings. These components are drive, cue stimuli, response, reinforcement and retention.

1. Drive
2. Cue Stimuli
3. Generalization
4. Discrimination
5. Response
6. Reinforcement
7. Retention
8. Spontaneous Recovery

Learning Organization

Ideally, all organizations must develop their personnel to meet changing environmental requirements. However, all organizations are not alike in terms of developing their personnel to adapt environmental requirements. Some organizations take proactive action in the light of anticipated environmental changes: some take reactive actions based on environmental changes; and some do not react at all to environmental changes. The organizations which fall in the first category

anticipate likely changes in the environment and gear their human resource to face environmental threats that like to be posed. Such organization emphasizes continuous organizational learning and is known as learning organization. Two terms, organizational learning and learning organization are effectively synonymous but their nuance differs. While organizational learning is a process, a set of action, learning organization is an entity. Garvin has defined a learning organization as follows: These characteristics are:



Benefits of Learning Organization

The major benefits of learning organization are as follows:

1. Maintaining high level of innovation.
2. Improving quality of outputs at all organization levels.
3. Being better able to respond to external pressures.
4. Having the knowledge to better link its resources to customer need.
5. Improving corporate image by becoming more people oriented.
6. Increasing the pace of change within the organization.

Chen et al., 2008: Distance education, its delivery is typically delivered by enterprise wide learning management system which have become integral to university teaching and learning environments (Rankine, Stevenson, Malfroy, & Ashford Rowe, 2009). LMS are software system that synthesize the functionality of computer-mediated communications software system that synthesize the functionality of computer-mediated communication software and online methods of delivering course activities and materials (Jennings, 2005). Coates and Baldwin (2005) state that LMS Influence engagement is still in its infancy

(West, Waddoups, & Graham, 2006): This paper says being used for presenting online or technology-enhanced classes and it has been said that they influence pedagogy and therefore engagement by presenting default formats that are designed to guide instructors towards creating courses in certain ways (Lane, 2009). If LMS are affecting pedagogy, then they are likely to be affecting study habits, learning and engagement (Coates et al, 2005)

Hoskins, S.L. and Van Hooff (2005): Aimed to determine whether the approaches to studying, ability, age, and gender of 10 undergraduates in the second year of psychology degree predicted extent to which they utilized online learning using an LMS like WebCT found that only bulletin board use influenced achievement, with those posting messages out performing those not using, or passively using bulletin boards. However, because individual difference will determine the extent to which student utilize the facility, it is suggested that future utilize these facilities'

Curtis and Lawson (2008): In their study found that there is evidence that successful collaboration as described in face-to-face situation is possible in online learning environment. The medium does influence the interaction that are possible and that student familiarity with the medium and the ease of use of the important factors. Instruction for the student in the use software and better preparation for the challenging of collaborative.

Conclusion

The pace at which science proceed sometime seems alarmingly slow, and impatience and hopes both run high when discussions turn to learning, the past quarter century has been a period of the many new development, the studies that resulted in this volume were conducted to appraise the scientific knowledge base on human learning and its application to education. We evaluated the best and most current scientific data on learning, teaching, and learning environments. The objective of the analysis was to ascertain what is required for learners to reach deep understanding, to determine what leads to effective teaching, and to evaluate the condition that lead to supportive environments for teaching and learning.

A scientific understanding of learning includes understanding about learning process, learning environments, teaching, socio cultural process, and the many other factor that contributed to learning. Research on all of these topic, both in the field and in laboratories, provides are the fundamental knowledge base for understanding and implementing changes in education.

Managing Work Place Stress

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Abstract

Problem: Stress at the work place has become an increasing phenomenon due to external factors such as technological advancement, changes in the economy of a country which might lead to becoming redundant and so on. Stress can be considered as an inevitable condition at least at one point in time or another, however it can also be minimized to the extent that the productive organization. Stress is also bound to occur in multinational companies where operation is global and employees have different cultural background. The paper focuses on the level of stress being found among individuals at workplace in Indian context, with understanding the problems faced due to stress on the basis of gender, and also to study employees' perception towards stress, and to suggest measures to both management and employees to deal with stress. The finding of the paper reveals that more or less stress is being experienced by the individuals at workplace. Excessive workload and organizational conflict are the major causes of workplace stress. Lifestyle imbalance is the common result of stress among both the genders. It also finds that the management can play a vital role by providing training, recreational activities, meditation and yoga classes to the employees for managing stress at work.

Purpose: Our purpose for this study is to have a clear understanding of the causes of stress at a multinational company and how Stress by the employees as well as the company's management are managed or handled.

Methodology: This thesis has been made using qualitative approach, with a descriptive and exploratory case study approach. The data used are collected through conducting semi-structured interviews.

Introduction

Modern life is full of stress. Stress on individuals ranges from personal day-to-day life to their organisational activities. Urbanization, Industrialization and increases in scale of operation. In the society are causing increasing stresses. In this changing environment, participations, interaction, transaction, planning and regulation have become key issues, each with its own frustrations attached. People feel stress as they can no longer have complete control over what happens in life. There is no escape from stress in modern life. In today's context, stress is a costly business expense that affects both employee health and company profits. Therefore, our attempt should be to understand stress, its causes and impact, and adopting strategies for minimizing its impact.

Stress is basically the impact of one object on another. There are three terms which are used synonymously to denote this phenomenon: Stress, Strain, and Pressure; however there are thin differences in

these terms. Stress is a term basically used in physical sciences which means pressure of one object on another. From physical sciences the term stress came to medical sciences and finally to social science. As per the medical explanation, the term stress is the body's general response to environmental situation.

Stress Management Based on Indian Philosophy

Indian philosophical approach is coaching the attention of western industrially-developed countries to cope with stress. Meditation and yoga are being practised by more and more countries. Satish Chandra pandy has developed a model for stress management based on Indian philosophy.



Types Of Counselling

Depending on the amount of direction that a counsellor gives to counselled, there may be two extremes of counselling-directive and non-directive. In between these two extremes there may be continuum in counselling and much combination of directive and non-directive counselling.

1. Directive counselling
 - Full direction
2. Participative counselling
3. Non-direction counselling
 - No direction



Directive Counselling

Direct counselling involves listening to an employee's problems, deciding with the employee what should be done, and telling him how to do it. Directive counselling is in the form of giving advice. Sometimes, it may also contain reassurance communication, and release of emotional tension. This counselling is followed mostly in superior-subordinate relationships and is useful in overcoming problems.

Participating Counselling

Participative counselling, also known as co-operative counselling, is a mutual counsellor-counselee relationship that establishes a cooperative exchange of idea to help solve a counselee's problems. In this counselling, the counsellor and counselee mutually apply their knowledge, Perspective, and values to problems.

Participative counselling start with the listening of the counselee's problem and as the discussion proceeds, the role of the counsellor increases in the diagnosing the problem.

Non Directive Counselling

Non-directive, or client-centred, counselling is the extreme end of the counselling continuum. It is the process of skilfully listening to and encouraging a counselee to explain trouble some problems, understand them and determine appropriate solutions.

1. The first factor which determines the suitability of as counselling method is the degree to which the employee's problems focus on a fact and the needs for the timely solution.
2. The degree to which a manager is willing to devote the time for counselling determines the types of counselling to be adopter. If the manager can devote more time, participative or non-directive counselling is more appropriate.
3. The expectation of counselee from counsellor also affects the choice of counselee method.

Features of Stressors

Situation that is considered stress provoking known as stress is not always a bad thing. Stress is simply the body's response to changes that create taxing demands. Many professionals suggest that there is a difference between what we perceive as positive stress, and distress, which refers to negative stress. In daily life, we often use the term "stress" to describe negative situations. This leads many people to believe that all stress is bad for you, which is true. Positive stress is bad for you, which is not true.

1. Positive stress has the following characteristics

- Motivates, focuses energy
- Is short-term
- Is perceived as within our coping abilities
- Feels existing
- Improves performance.

2. Negative stress has the following characteristics

- Causes anxiety or concern
- Can be short or long-term
- Is perceived as outside of our coping abilities.

Review of Literature

Keeva, and Steven in their article titled "Depression Takes a Toll" (2006) deal with the high rated of mental depression among lawyers in the U.S. Studies which highlighted the depression problem among lawyers are cited. It discusses the suicide of Mack Kidd of Austin, Texas. It explores the role of occupational stress in depression among lawyers. Jackson, Leon; Rothmann, Sebastiaan⁴⁰ in their titled "Occupational Stress, Organizational commitment, and ill-health of educators in different biographical groups, and to assess the relationship between occupational stress, organizational commitment and ill-health. A sample of 1170 was selected and organizational stress Screening Tool and a biographical questionnaire were administered. The results show differences between the occupational stress, organizational commitment and ill-health of educators of different ages, qualifications and associated with different types of schools. H., Azlihanis A.; L

Botha, Christo; Pienaar, and jaco in their titled "South African correctional official occupational stress: The role of psychological strengths" (2006) conducted a study to determine the dimensions of occupational services in a management areas of the Free State province of south Africa. The results indicated that an external locus of control and negative affect contributed to the experience of occupational stress.

Green, Rosemary; Lonne, Bob In their articles titled, "Great Lifestyle, Pity about the jobs stress" (2005) examined the rural practice and colleagues may attribute inability to cope with the demands of rural practice, strategic that are both systemic and structural, are required to address this significant occupational issue.

Conclusion

Stress at work is common for many professions. While some stress is a normal part of work, excessive stress or high levels of stress over prolonged periods of time can interfere with employee's productivity and have serious implications for the physical and emotional health of the person. As a worker, being aware of your own stress levels is already an important step towards the prevention of diseases and increase of the productivity. Work stress has become a subject of interest only recently. It can be justified by 2 reasons. Firstly, stress is an independent variable influencing employee satisfaction and performance. Secondly, it is incumbent on management to improve quality of life of organizational members. As stress is linked to coronary heart disease, a reduction in stress is expected to improve the longevity of workforce. Therefore, the problem of our study is to study the level of work stress among the various employees of the organization.

Managing Work Place Motivation

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Abstract

Employee motivation is essentially about commitment to doing something. In the context of a business, motivation can be said to be about “The will to work”. Motivation is an internal drive that activates behavior and gives its direction. The word motivation is coined from the Latin word “movere”, which means to move. The term motivation theory is concerned with the process that describes why and how human behavior is activated and detected. It is regarded as one of the most important areas of the study in the field of organizational behavior. Every organization needs to have well motivation in employees to perform their work good in the organization when the employee feel good their jobs, certain factors tend to consistently related to job satisfaction the comfortableness of an employee in the organization. My study is to examine the various factors of motivation in employee with reference to know the level of motivation in employee of the company and to provide practical suggestions for the improvement of organization's performance. Employees are the heart of any organization. For any organization to operate smoothly and without any interruption, employee of an organization not only has a good relationship with the top management, but also, they maintain a healthy and professional relationship with their co-workers. The following study is a self-conducted research on how motivational tools impact the performance of employee for betterment. The study also focused on de-motivation factors affecting employee performance negatively. A sample of individuals was selected and was interviewed with self-administrated to obtain indicate that if employee are positively motivated, it improves both their effectiveness and efficiency drastically for achieving organizational goals.

Introduction

In an organization, management tries to coordinate various factors of production in such a way that each factor contributes to its maximum efficiency to achieve organizational goals. So far as non-human factors, i.e., materials, machines, etc., are concerned, their efficiency depends largely upon the type of technology being followed by the performance level of human factors who handle and control these non-human factors. To make total factors efficient and effective, one has to improve the performance is determined by two factors.

- Level of ability to do certain work
- Level of motivation.

These two factors are to be multiplied rather than added. This can be expressed as:

$$\text{Performance} = \text{Ability} \times \text{Motivation}$$

Thus, performance level would the high if both these are high. If a worker is very capable of doing certain things but they are

otherwise not willing to do the work, his performance level would not be high. While ability to do is governed by education and training, willingness to do can be effected by the factors governing human behavior in the organization.

Meaning

Motivation is an important factors which encourages persons to give their best performance and helps in reaching enterprise goals. A strong positive motivation will enable the increased motivation will reduce their performance. A key element in personnel management is motivation.

According to Likert, "It is the core of management which shows that every human being gives him a sense of worth in face-to face groups which are most important to the employee. A supervisor should strive to treat individuals with dignity and recognition of their personal worth".

Nature of Motivation

Motivation is a psychological phenomenon which generates within an individual. A person feels the lack of certain needs, to satisfy which he feels working more. The need satisfying ego motivates a person to do better than they normally do.

- Motivation is an inner felling which energizes a person to work more.
- The emotions or desires of a person prompt him for doing a particular work.
- There are unsatisfied needs of a person which disturb his equilibrium.
- A person moves to fulfill his unsatisfied needs by conditioning his energies.
- There are dormant energies in a person which are activated by channelizing them into actions.

Importance of motivation

Motivation is one of the most important factors determining organizational efficiency. All organizational facilities will go waste in the lack of motivated people to utilize these facilities effectively. Every superior in the organization must motivate his subordinates for the right types of behavior.

Diagnosing human behavior and analyzing as to why people behave in a particular way is of prime importance in motivating them irrespective of the nature of the organization because individual in the basic component of any organization. The importance of motivation is an organization may be summed up as follows:

1. High performance Level. Motivated employees put higher performance as compared to other employees. In a study by William James, it was found that motivated employees worked at close to 80-90 per cent of their ability.

2. Low employee Turnover and Absenteeism. Motivated employees stay in the organization and their absenteeism is quite low. High turnover and absenteeism create many problems in the organization.

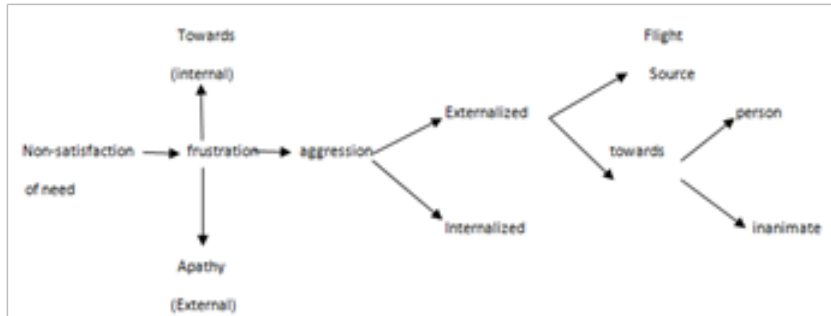
3. Acceptance of Organizational Changes. Organizations are created in the society. Because of changes in the society changes in technology, value system, etc, organization has to incorporate those changes to cope up with the requirement of the time.

Motivation and Behaviour

Motivation causes goal-directed behavior. Feeling of a need by a person causes him to behave in such a way that he tries to satisfy himself so that he does not feel the lack of that particular thing.

A need, that is, the feeling that something is required, creates tension in mind and transforms itself into want depending upon environment. This tension is released when this particular need is satisfied by certain behavior again in environment that is.

Incentives exist to satisfy the needs. Behavior ends the moment tension is released. However, satisfaction of one need leads to feeling to another either of different need or the same need after lapse of certain time.



1. Flight: One way of handling a frustration is to leave the field or withdraw from the scene. Employees quit jobs that prove to be frustrating.

2. Apathy: Another method of withdrawal is showing indifference. If an employee does not leave frustration jobs physically, he may remain absent psychologically, that is reading on the job, daydreaming, thinking of almost anything except the work at hand, etc..,

3. Aggression: A more common reaction to frustration is aggression, an act against someone or something. An employee being denied a promotion may become aggressive and verbally berate his superior.

Contingency Approach of Motivation

The appraisal of various theories of motivation and result as how a manager can be sure about the way he can motivate people in the organization. The various theories suggest that there is in universal device applicable to everyone. It is not possible to motivate in single method. Thus universality of motivational strategy is out of question. Following factors seem to be important in this respect:

Individual personality: Individual difference suggests that all people do not like the same things. Consequently, their need pattern will be different.

Organizational climate: It means many individual's needs are modified by organizational factors. The various organizational factors may be termed as organizational climate which will be discussed later.

Available incentives: organizational climate will affect human behavior, what is more important for motivating people is the availability of various types of incentives through which they can be motivated.

Job Enrichment

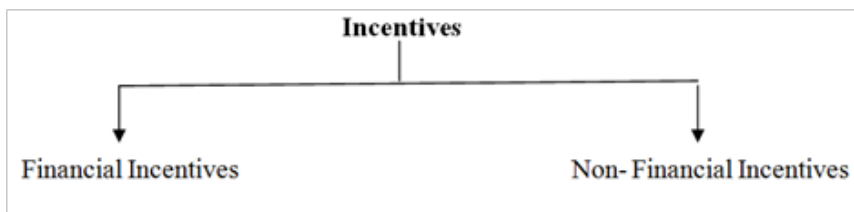
Policy on incentive must maintain a high level of flexibility. It must be prepared to adjust incentives to the man, the time, and situation. Incentives should be used as the means of offering satisfaction to the whole man. Job enrichment may be an important practice in meeting 'whole man' needs. It represents a new, popular non-monetary motivational technique. It is an extension of job enlargement technique. The difference between job enrichment and job enlargement lies

on the nature of additions to the job. Enlargement involves a horizontal loading. Or expansion, of the adding of more tasks of the same general nature of type. Enrichment involves vertical loading addition giving more challenge. Thus job enrichment applies to improvement of job in such a way that it has more motivators than before and at the same time maintaining the degree of maintenance factors. It is based on the assumption that in order to motivate personnel. The job itself must provide opportunities for achievement, recognition, responsibility, advancement and growth.

Incentives

The needs of individuals serve as driving forces in human behavior. In the context of these needs, managements try to govern the behavior of employees in satisfying their needs. The objects which are perceived to satisfy their needs are called incentives. Incentives may be either positive or negative. Positive incentives attract people and when they obtain these incentives they feel satisfied. **Examples of positive incentives** are increase in pay, prospect of promotion, etc., employees will try to achieve these. **Negative incentives**, are those which motivate an individual to abstain from doing something.

Individuals have varied types of needs. Some of them can be satisfied by money, while others cannot be satisfied by money alone. On the basis of this, the various incentives which may be used by the organizations may be classified into two parts, viz., financial incentives and non-financial incentives. Different financial and non-financial incentives have been shown in the charts on the following page.



Rewards

Reward as motivators divides employee motivation into two categories, **Intrinsic and Extrinsic motivation**. Intrinsic rewards are internal, psychological rewards such as a sense of accomplishment or doing something because it makes one feel good. Extrinsic rewards are rewards that other people give to you as a money, compliments, bonuses, or trophies. This applies to Douglas McGregor's scientific Theory that formed theory X, which applies to the extrinsic wants of employees. The basis for the motivation is supervision structure and money. Scientific theory based on the grounds that employees don't want to work so they have to be forced to do their job, and enticed with monetary compensation. Theory Y, also derived from Mc Gregor's theory, says that employees are motivated different factors can be used to heighten the intrinsic benefit that employee are receiving at their job".

Conclusion

Regardless of age and gender, respondents in this research seem to have a common interest or goal. This I believe may have some practical implications for organizations, but perhaps its provision and implications may not be as difficult because employees seem to have similar preference and wants. That is, they want their work to be as satisfying as it could be. Generally, respondents in this research place high emphasis on job satisfaction and other factors, which that are largely of basic in nature. Therefore organizations that may

provide such enabling environments facilitate and tirelessly promote these need factors could attract and retain high caliber employees Harpaz argues that when work is “interesting and challenging, people are inspired to perform more than is obligated to warrant their instrumental attainments”, In other words. Employees may put additional effort with the hope of reaching their potential and **accomplishing worthwhile ends**.

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Abstract

Entrepreneurial marketing is a term which is receiving increasing use. It essentially encompasses two very distinct areas of management: marketing and entrepreneurship. This article is dedicated to exploring the emergence of this area of theory, its history and the current developments in the interface between these two areas. Scholars from both the worlds of marketing and entrepreneurship have long identified similarities in the key issues concerning both. Recent years have seen the emergence of increased study in the area of overlap between the two disciplines. Academics working in this field are undertaking research in a number of key areas, namely entrepreneurial management, networking and the resource and skills implications of adopting an entrepreneurial approach to marketing activities. This research has now built up into a sizeable body of literature and this article introduces the reader to the essence of this research and identifies its usefulness in viewing many areas of management.

Introduction

An entrepreneur perceives a need and then brings together the manpower, materials and capital required to meet that need. Entrepreneurs search for change, respond to it and exploit it as an opportunity. Entrepreneurship involves combining factors of production to initiate changes and it is a discontinuous phenomenon. On the other hand, management involves continual combining and ongoing coordination of productive factors.

Several economic and noneconomic factors affect entrepreneurship. Economic factors include market incentives (new social needs the entrepreneur can attempt to satisfy in new ways) and availability of capital to start and operate new enterprises. Non economic factors consist of

- Political ideology and legal structure which promote free enterprises,
- Social mobility, for example the caste structure in India, restricted social mobility of people and people born in a specific caste confined themselves to particular economic functions,
- Psychological factors like need achievement (people with high need for achievement are more likely to become entrepreneurs),
- Competence, attitudes alone to not make an entrepreneur and ability to compete effectively is necessary, and
- Cultural factors.

Entrepreneurial culture implies a set of values, norms and traits that are conducive to the growth of entrepreneurship. It is the corporate culture that focuses on the emergence of new opportunities, the means of capitalizing on them, and the creation of the structure appropriate for pursuing them. Entrepreneurial culture should be differentiated from administrative culture. Administrative culture is the corporate culture which focuses on existing opportunities, organizational structures and control procedures.

Role and Importance of Entrepreneurship

Entrepreneurship is the spirit of a person. It is a quality which may be inherent or developed. For the economic development of a country, entrepreneurial skills need to be developed. These skills lead the development of business and ultimately, the result is seen in the economic growth of the country.

Entrepreneurship Plays A Very Important Role In Terms Of

- Generation of employment opportunities
- Its size and nature, it is more dynamic, flexible and capable of making quick decisions.
- Ensuring balanced economic development. Small enterprises need relatively low investment and can be easily undertaken in rural and semi-urban areas. Starting such enterprises create additional employment in rural areas and prevent migration of people from rural to urban areas. Small enterprises use local resources and are best suited for rural and under developed sectors. Entrepreneurial development accelerates the growth of small firms in India. A number of small firms are expected to be more innovative and make the Indian industry compete in the international market effectively.

The advantages of entrepreneurial development are that it leads to freedom, flexibility, growth and development. It also develops leadership quality.

Objectives of EDPS

The important objectives of the Entrepreneurship development programs (EDPS) are to:

- Develop and strengthen their entrepreneurial quality, i.e., motivation or need for achievement,
- Analyze environmental set up relating to small industry and small business.
- Select product.
- Formulate project for the product.
- Understand the process and procedure involved in setting up a small enterprise.
- Know the sources of help and support available for starting a small-scale industry.
- Acquire the necessary managerial skills required to run a small enterprise.
- Know the pros and cons in becoming an entrepreneur.
- Appreciate the needed entrepreneurial discipline.

Besides, some of the other important objectives of the EDPs are to:

- Let the entrepreneur himself/herself set or reset objectives for his/her business and strive for their realization.
- Prepare him/her to accept the uncertainty involved in running a business.
- Enable him/her to take decisions.
- Enable to communicate clearly and effectively.
- Develop a broad vision about the business.
- Make him subscribe to industrial democracy.
- Develop passion for integrity and honesty.
- Make him learn compliance with law.

Characteristics of Entrepreneurship

Entrepreneurship is a multi- dimensional concept and it is necessary to consider many factors and perspectives. The distinctive features of entrepreneurship are summarized below:

Innovation

According to Schumpeter, entrepreneurship is a creative activity. An entrepreneur is basically an innovator who introduces something new into the economy. Entrepreneurial role involves doing things in a new and better way. A businessman, who simply behaves in traditional ways, cannot be an entrepreneur.

A Function of High Achievement

McClelland identified two characteristics of entrepreneurship, namely 'doing things in a new and better way' and decision making under uncertainty'. He stressed the need for achievement or achievement orientation as the most directly relevant factor for explaining economic behaviour.

A Function of Group Level Pattern

Accepting Schumpeter's definition, young suggests a casual sequence where "transformation" are developed by the solidarity group to improve their symbolic position in their larger structure and become entrepreneurs.

Young's theory is a theory of change based on society's incorporation of reactive subgroups. A group becomes reactive when the following three conditions coincide:

- When a group experience low status recognition;
- When denied of access to important social networks; and
- When the group has better institutional resources than other than other groups in the society at the same level.

Gap Filling Function

Liebenstein identified two broad types of entrepreneurship. The 'routine entrepreneurship' is associated with the managerial function of the business where as the 'new entrepreneurship' is innovating in nature. The most significant feature of entrepreneurship is gap filling.

A Function of Status Withdrawal

According to Hagen, 'creative innovation' or change is the fundamental feature of economic growth. In contrast to such 'authoritarian personality' Hagen visualized an "innovative personality". Creative personalities emerge when the members of some social groups experience "the withdrawal of status respect".

A Function of Social, Political And Economical Structure

In his theory of entrepreneurial supply, Kunkel argues that marginality does not generate entrepreneurship and there must be some additional factors at work. Entrepreneurs are not equally distributed in the population. Minorities (religious, ethnic, migrated, displaced elites) have provided most of the entrepreneurial talent. But all the minorities are not important sources of entrepreneurship.

Qualities of Successful Entrepreneur

Several researches have been carried out to identify the traits of true entrepreneur. McClelland points out in his book 'achieving society' that successful entrepreneurs are characterized by: (a)

an unusual creativeness;(b) a propensity of risk-taking and (c) a strong need for achievement. A distillation from fifty research studies reveals the following entrepreneur traits.

1. Total commitment, determination and perseverance
2. Drive to achieve and grow
3. Opportunity and goal orientation
4. Taking initiative and personal responsibility
5. Persistent problem-solving
6. Realism and a sense of humour
7. Seeking and using feedback
8. Internal locus of control
9. Calculated risk taking and risk seeking
10. Low need for status and power
11. Integrity and reliability.

Types of Entrepreneur

In the initial stages of economic development, entrepreneurs tend to have less initiative and drive. As development proceeds, they become more innovating and enthusiastic. Similarly, when entrepreneurs are humble the environment is underdeveloped. Business environment becomes healthy and developed when entrepreneurs are innovating. In a study of American agriculture, Dayhop has classified entrepreneurs in the following categories’.

Innovating Entrepreneurs

Innovative entrepreneurship is characterized by aggressive assemblage of information and the analysis of results derived from sound combination of factors. Persons of this type are generally aggressive in experimentation and cleverly put attractive possibilities into practice. An innovating entrepreneur sees the opportunity for introducing a new technique or a new product or a new market. He or she may raise money to launch an enterprise assemble the various factors, choose top executives and set the organization going.

Adoptive or Imitative Entrepreneurs

This kind of entrepreneurs is ready to adopt successful innovations created by innovative entrepreneurs. Instead of innovating the changes themselves, they just imitate the technology and techniques innovated by others. Such entrepreneurs are particularly important in underdeveloped countries because they contribute significantly to the development of such economies. Imitative entrepreneurs are most suitable for the underdeveloped nations because in these nations people prefer to imitate the technology, knowledge and skill already available in more advanced countries.

Fabian Entrepreneurs

Entrepreneurs of this type of very cautious and skeptical while practicing change. they have neither the will to introduce new change nor the desire to adopt new methods innovated by the most enterprising entrepreneurs. Such entrepreneurs shy and lazy. Their dealings are determined by custom, religion, tradition and past practices. They are not much interested in taking risk and they try to follow the footsteps of their predecessors.

Drone Entrepreneurs

Drone entrepreneurship is characterized by a refusal to adopt and use opportunities to make change in production. Such entrepreneurs may even suffer losses but they do not make changing in production methods. They are laggards as they continue to operate in their traditional way and resist change. They are conventional in the sense that they stick to conventional products and ideas.

Individual and Intuitional Entrepreneurs

In the small scale sector individual entrepreneurs are dominant. Small enterprises outnumber the large ones in every country. Such entrepreneurs have the advantages of flexibility, quick decision making and state patronage.

Entrepreneurs By Inheritance

At times, people become entrepreneurs when they inherit the family business in India; there are a large number of family controlled business houses. Firms in these houses are passed from one generation to another.

Technologist Entrepreneurs

With the decline of the joint family business and the rise of scientific and technical institutions, technically qualified persons have entered the field of business. Their main asset is technical expertise. They raise the necessary capital and employ experts in financial, legal, marketing and areas of business.

Forced Entrepreneurs

Many persons become entrepreneurs on account of the circumstances. They money lenders of yesteryears enter into business due to decline of money lending business with the growth of banking and government legislation.

Field of Entrepreneurial Practice

Understanding the entrepreneurial person creates a challenging problem for academic researchers, there is thus generally no accepted definition or model of what the entrepreneur is or does. At one level, there does not seem to be a problem: We have a category of people who carry out specific functions, broadly labelled 'enter-prize', so what they do can be labelled 'entrepreneurship'. The problem arises when we ask what precisely is this range of functions, because these are variously interpreted. Indeed, Parkinson and Haworth (2008) recently argued that the only consensus seems to be about what entrepreneurship is not: a static entity that is the preserve of elite individuals with special personality traits or characteristics. Instead, a multifaceted, dynamic understanding of entrepreneurship is emerging that presents challenges to research, breaks with functionalist positivism and calls for constant review of epistemological and ontological presumptions (Fletcher, 2006). Of course, it is possible to argue that this does not really matter. From a practical point of view, all we need to know is not what 'it is'. But rather to know what it does and how it works. So we may thus please ourselves in defining or delimiting what it is that we are examining. Yet a primary requirement of most academic research is to define the subject being considered. We are entreated always to 'cover our flanks' with a definition: to fail to do so is academically reckless. It leaves our arguments open to criticisms of imprecisions and looseness of thoughts. But in spite of this shibboleth, more than two decades of concentrated endeavor have failed to produce a universally acceptable definition of entrepreneurship.

Scope of Entrepreneurial Practice:

The broad scope of today's health sector allows for a wide range of activities in which nurses may potentially become professionally self-employed and expert. Basically, nursing entrepreneurship involves nurses owning and selling, for example, the following products and / or services:

- Nursing services
- Development assessment and sale of health care products and devices.
- Health care / policy consultation
- Legal services
- Health care / policy publication.

In this handbook, the focus is on the nurse entrepreneur providing direct nursing services, with the understanding that entrepreneurship must adopt to the legislative, financial and political realities and expectations of the country, province or locality- major factors that influence the emergence of nurse entrepreneurship are the health sectors specific professional regulations and financial policies, and whether health care is a public or a private service or a combined public and private service. The development, scope of practice and regulation of nurse entrepreneurs will therefore largely depend on the economic infrastructure and policies implemented at the national, regional and / or local levels. The variations of nurse entrepreneur practice, reimbursement systems and regulations are as numerous as the different contexts within which they evolve.

Conclusion

It is unanimously felt that there is a greater need for growth of entrepreneurship in the state of Orissa for its economic development. The government can frame policies and programmers to provide all the necessary facilities to attract the educated youths of the state to the fold of industrial entrepreneurship. But, the educated youths themselves have to bear the responsibility. If they lack enterprising spirit and a deep sense of involvement, nothing can help them. The people of Orissa have already proved their worth by entering into business enterprises and have also succeeded on a limited scale. There is a need for an improvement in both quantity and quality of entrepreneurship in the state. This can be done by a little self-confidence and concerted efforts of various institutions giving encouragement and incentives to educated youths of the state. In the era of liberalization and globalization with advancement of information technology, the educated youth of Orissa can make their presence felt in the field of industry and business and can contribute towards state's development

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A Study on Green Entrepreneurship towards Development in India

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Abstract

Green entrepreneurship gives opportunities for groups in society and business affected by this devastation. "Nature" is also considered as one of the factors for production. Increasing a production activity which consuming more natural resources. Natures are being destroyed due to the mushrooming global economy. Due to the devastation of nature leads to climate change. At the same time environmental and entrepreneurial activity in terms of entrepreneurship and research & development is increasing. This condition is renowned as an opportunity to improve the green entrepreneurial ecosystem. The legislation for entrepreneurial activities there are incentives such as tax breaks and tax exemptions and it supports of regional development agencies is also important for entrepreneurship which supports can be opportunity for green businesses and local entrepreneurs. However, green entrepreneurship doesn't bring to desired level in our country because of causes such as created enough information about green entrepreneurship, reached the desired levels of regulation. This conceptual study helps to know the explanation, benefits and advantages of green entrepreneurship in our nation.

Keywords: Entrepreneurship, green entrepreneurship, green economy, eco-economy, environmental business.

Introduction

Green businesses are gaining popularity as more opportunities arise for eco-entrepreneurs to invest in. This business is mainly driven by the demand of consumers who are interested in purchasing goods and services that incorporate eco-friendly manufacturing processes. In fact, most of the services and products being offered today have been greened. Thus, if you are looking to start a business that is geared towards saving water, energy and other resources, you simply cannot run short of sustainable ideas. The concept for the "green entrepreneurship" derives from the combination of the main characteristics of the entrepreneurship itself – innovation, risk, a brand new business idea, and the ecological and social engagement of those who do business. Therefore, in literature being "green" is associated with being "social" for ecological issues which are, too, social ones.

Therefore, Green Entrepreneurship is just about taking conscious action to address this problem, in this case actions of the day by day activities of companies. They can be as simple as creating a recycle and reuse policy in the company for materials such as paper, plastic and others. It can also be more advanced, as using new techniques that reduce emissions of gases on production or using cleaner energy from renewable sources. Researches on the “green entrepreneurship” have started around the last decade of the past century. Commonly referred to as “green”, it is also called “eco-entrepreneurship”, “ecological entrepreneurship”, and “sustain entrepreneurship”.

The OECD/Eurostat (1999) proposed a definition of the environmental industry following an output approach on the basis of specific criteria:

“The environmental goods and services industry consists of activities which produce goods and services to measure, prevent, limit, minimize or correct environmental damage to water, air and soil, as well as problems related to waste, noise and eco-systems. This includes cleaner technologies, products and services that reduce environmental risk and minimize pollution and resource use.”

In its one-time Survey of Environmental Products and Services (SEPS), the United States Census Bureau (Becker and Shadbegian, 2008) had already defined the environmental sector in the United States, in a very similar way to the OECD/Eurostat:

“The manufacture of products, performance of services and the construction of projects used, or that potentially could be used, for measuring, preventing, limiting, or correcting environmental damage to air, water, and soil, as well as services related to the removal, transportation, storage, or abatement of waste, noise, and other contaminants.”

Traditionally, environmental business management has focused its attention on how and why existing firms can become greener. It has spent a substantial amount of time, effort examining the tools that can be used to make firms more sustainable and environmentally responsible; attempting to classify and categories the responses of existing firms to the environment and sustainable agents. Green marketing concept evolves in 1960 when US and Europe has realized the environmental burden and formed agencies like environmental protection agency(EPA) with the objective of becoming green and clean. The ecological pressure was also realized by the business houses and they started greening business. The development goes on and till 1990 it took a proper shape. The American marketing association (AMA) conducted the first workshop on ‘ecological marketing’ in 1975. The proceeding of the workshop converted in the form of a book on green marketing entitled “ecological marketing”. It was the evolution phase of green marketing in the field of academia.

GREEN BUSINESS IDEAS FOR ASPIRING ECO-ENTREPRENEURS

Green App Development

Green development is a real estimate development concept that carefully considers social and environmental impacts of development. It is defined by three sub-categories: Environment responsiveness, respect the intrinsic value of nature and minimizes damage to an ecosystem resource efficiency refers to the use of fewer resources to conserve energy and the environment.

Waste Management/Recycling Business

This business plan has drawn up as a basis for starting a process of creating or restructuring a recycling company. This business plan has been drawn up for an operation that would from a public private partnership with the municipality. It is intended to guide the planning phase of such a business. Currently the committee has asked consultants to investigate ways in which the municipality can support recycling.

Manufacturing of Green Products

The manufacturing of “green” products, particularly those used in renewable energy systems and clean technology equipment of all kinds. The greening of reducing pollution and waste by minimizing natural resources use, recycling and reusing waste and reducing emission. One area of green manufacturing the metals industry can excel at is in recycling and reusing waste materials.

Green Consulting

Green consulting and staffing was birthed out of countless hours helping others establish their group home. One evening a trained stated “you should do this as a business and the rest was history.

Energy Efficiency Auditor

Energy is the ability to do work and work is the transfer of energy from one form to another energy comes in different form heat (thermal), light, mechanical, electrical, chemical and new solar energy. Coal and other fossil fuels, which have taken three million years to form, are likely depleted soon.

Advantages of Green Entrepreneurship

Benefiting the Environment

Green manufacturing can in a straight line advantage the environment. For example, green manufacturing can help to reduce waste and detrimental emissions and work toward preserving resources that are finite and nonrenewable. Many customers want to support businesses that apply green manufacturing, so by implementing this process, a business can also gain new clients.

Benefiting the Business

Because of the public’s compromise about the need to protect the environment, a company can in a straight line improve its public relations by implementing green manufacturing. Additionally, this process can lower costs for the business over the long term through the implementation of more professional systems and fostering a company culture enthusiastic for innovation in processes. Further, these more efficient processes can result in lowering the amount of waste a business produces.

Disadvantages to Going Green

“Going green” refers to making efforts to advance energy efficiency or reduce the pollution produced by your home, business and general living practice. The main purpose of going green is to reduce the potential negative impact that energy consumption and pollution can have on the environment. While environmentally friendly living is a positive ideal, there are several possible disadvantages of going green.

Initial Costs

Possibly the greatest disadvantage of going green is that it often requires a great initial cost. For example, installing a new roof or new insulation to keep heat from escaping your home would be measured a green home improvement, but it would cost a great sum of money to get the work done.

Inadequate Savings

The aim of going green in many cases, such as building an energy-efficient home or purchasing a hybrid vehicle is to diminish the environmental impact while saving money in the long term.

Competition

In the business world, going green can be an attractive goal to gain goodwill and consumer support, but unless green improvements are economically viable, it can put a business at a competitive disadvantage.

Conclusion

Green entrepreneurship, which is associated with green economy, which is conservationists and sustainable business model, has emerged as a response to the current consumption that damages to the world at a high rate. Green entrepreneurship is to attempt in accordance with the economic and social conditions. One of the most important aims of green entrepreneurship is to prevent the natural environment from all adverse effects. The other main goals of that area to recycle waste products, to increase the use of renewable energy sources and to make organic.

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A Study of Women Entrepreneurship in India

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Abstract

The educated Indian women have to go a long way to achieve equal rights and position because traditions are intensely rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social obstacles, Indian women stand tall from the rest of the mass and are commended for their activities in their respective field. The transformation of social fabric of the Indian society, in terms the increased educational status of women and varied ambitions for better living, required a change in the lifestyle of Indian women. Women have disputed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are self-assured, winning and willing to take risks. They managed to live and succeed in this cut brawl with their hard work, concentration and persistence. This study released the study of women entrepreneurship in India.

Keywords: Women, Entrepreneur, society, socio- economics, Qualities.

Introduction

A woman or a group of women who initiate, organize and operate a business enterprise. Any woman or group of women, which innovates, initiates or adapts an economic activity is called "women entrepreneurship".

Women constitute around half of the total world population. So is in India also. The Indian women enjoy a disadvantageous status in the society. Let some facts are given. The much low literacy rate (40%), low work participation rate (28%) and low city population share (10%) of women as compared to 60%, 52% and 18% correspondingly of their male counterparts well confirm their disadvantageous position in the society.

A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Burdened with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a occupation as a challenge and as an urge to do some thing new. Such a situation is described as pull factors. While in push factors women involved in business activities due to family pressure and the responsibility is push upon them.

There 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. 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 of activities.

Objectives

- The main aim of the conceptual study is to list out the qualities need to women entrepreneur.
- It also aims to discuss the various types of women entrepreneur.
- It finds out the causes for slow improvement of women entrepreneurs
- It disclose the problems of women entrepreneurs theoretical manner
- It also discussed about ideas for the growth of women entrepreneurs

Qualities Need to Women Entrepreneur

The Women entrepreneurs must have some qualities to success in their business ventures. Some qualities of women entrepreneurs are given in below:

- Enthusiastic
- Realistic
- Optimistic
- Developmental
- Self-confident
- Self-motivation
- Solving problems
- Courage
- Imaginative

Classification of Women Entrepreneurs

According to Robert Goffee and Richard Scase women entrepreneurs are classified into four types.

1. Innovative Entrepreneurs

The Innovative entrepreneurs want to prove through their own situation that work or professional development is more important than conservative female roles. These Innovative Entrepreneurs want reach certified goals in their personal companies.

2. Radicals-Proprietors

The Radical entrepreneurs are dynamic in economic and political schemes that strongly help female issues. They do not care as much for profit-making as “INNOVATIVE ENTREPRENEURS”, their motivation is to backer for the long term development of women intereststs.

3. Conventional Entrepreneurs

These Conventional women are not close to traditional female roles, differ from “INNOVATIVE ENTREPRENEURS” in the fact that they do not necessarily existent dislike about limited career chances in previous jobs. In fact, they might have trained secondary jobs in the past and they might have changed from job several times.

4. Domestic Entrepreneurs

The Domestic women, even freelancing and entrepreneurs, see their businesses as secondary to their roles as mothers and wives, for occasion. “DOMESTICS” are not bad at all, in the end, work-life balance is not only important, but sustainable.

Some Women Entrepreneurs in India

There are many women entrepreneurs in our country. The following persons are some women entrepreneurs in India.

1. Indhu Jain-chairperson of India's largest media group, Bennett, coleman & co.,Ltd.,
2. Kiran Mazumdar Shaw-Founder Chairman and MD of Biocon Limited.
3. Indra Nooyi-CFO and President of PepsiCo.
4. Chanda Kochar-MD and CEO of ICICI Bank.
5. Falguni Nayar-MD of Kotak Mahindra Capita Company

Causes for Slow Improvement of Women Entrepreneurs

The major difficulties faced by women entrepreneurs are:

The greatest advice to women entrepreneurs is that they are women. A kind of male dominant social order is the building block to them in their way towards business success.

Male members think it a big risk financing the ventures run by women. In a male dominated society, women are not preserved equal to men that act as a barrier to woman's entry into business.

Women entrepreneurs have to face a hard competition with the men entrepreneurs who easily involve in the upgrade and development area and carry out easy marketing of their products with both the organized sector and their male complements.

Lack of self-confidence, will-power, strong mental outlook and positive attitude among women creates a fear from committing mistakes while doing their part of work. The family members and the society are unclear to stand beside their entrepreneurial growth.

The old and outdated social outlook to stop women from entering in the field of entrepreneurship is one of the causes for their failure. They are under a social stress which contains them to grow and attain success in the field of entrepreneurship

Unlike men, women flexibility in India is highly limited due to many reasons. A single women asking for room is still looked with doubt. Weighty exercise involved in starting with an enterprise coupled with officials degrading attitude towards women compels them to give up their spirit of living in enterprise.

Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again.

Indian women give more importance to family links and relationships. Married women have to make a fine balance between business and family. The business success also based on the support the family members extended to women in the business development and management.

Problems of Women Entrepreneurs

1. Family problems

In India, it is mainly a woman's duty to look after thr children and other members of the family. Her total involvement in family leaves little or no energy and time to devote for business. Women are expected to spend more time with their amily members. They do not encourage women to travel extensively for exploiting business opportunities.

2. Finance problems

The Family members do not encourage women entrepreneurs. They hesitate to invest money in the business started by women entrepreneurs. Bank and other Financial Institutions do not imitate Middle Class Women Entrepreneurs as correct applicants for setting up their projects and they are uncertain to provide financial assistance to unmarried women or girls as they are unconfident as to who will refund the loan.

3. Discrimination

Women is denied not in terms of her relation to man. Due to this social environment prevalent, they are unable to move independently as ast as an individual to distant places to mobilise their resources or markets.

4. Role Conflict

Marriage and family life are given more importance than occupation and social life for women in Indian society.

5. Unfavorable Environment

The society is dominated by males. Many business men are not interested to have business relationship with women entrepreneurs. Male generally do not encourage women entrepreneurs.

6. Gender Related

The women entrepreneurs are facing many Gender related problems in their life.

- A) Poor self image of woman
- B) Discrimination
- C) Faculty socialization
- D) Cultural values

7. Shortage of raw-materials

Women entrepreneurs encounter the problems of shortage of raw-materials. The failure of many women co-operations in 1971 such as these engaged in basket making were mainly because of the insufficient availability of forest-based raw materials.

8. Lack of Education

Due to lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. In our country 60% of women are still illiterate.

9. Environmental Problems

The business men are not having business relationship with women because the society is dominated by men. Generally male do not support and encourage the women entrepreneurs.

10.Social recognition

The society does not give due recognition to women entrepreneurs. They are looked down as small and weak. Because of the above above reasons, the enterprises of women faces many problems in finance, marketing and expansion, etc.

Ideas for the Growth of Women Entrepreneurs

Right efforts from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities.

They are:

There should be a nonstop effort to inspire, encourage, motivate and co-operate women entrepreneurs.

Conduct the Awareness programme on a mass scale with the intention of creating awareness among women to conduct business. Organize training program for women entrepreneurs Vocational training to be extended to women community that is used to understand the production process and production management.

Skill development to be done in women's universities and industrial training institutes. The Educational institutes should tie up with various government and non-government agencies to assist in women entrepreneurship development. Banks and other institutions agencies are adopting special schemes for translation help women entrepreneurs.

Conclusion

Women entrepreneurs are the women who think of a enterprise. Women entrepreneurs are both about the women's position in society and about the role of entrepreneurship in the same society. Women participation in the field of entrepreneurship is increasing at large rate of hard work are taken at the company as well as global level to improve women participation in the enterprise sector. Countryside women are having basic original knowledge, skill, potential and resources to start and manage enterprise. But Indian society is male-dominated and the women are not treated as equal to men in inside and outside of four walls of the house. But now a days situation are change, the government takes many actions to help women entrepreneur.

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