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Woman Entrepreneur and Entrepreneurship Education in 21st Century

Rajesh Deka[1], Bukum Doley[2]
[1, 2]*Research Scholar, Dept of M&H, NIT Arunachal pradesh*

I. INTRODUCTION

In twenty –first century generation may be known as Generation E (Electronic generation) as they are the most entrepreneurial generation since Industrial Revolution. As many as million entrepreneurs in America alone are younger than age and are actively trying to start their own business. One third of new entrepreneurs are younger than age and more than 60% of 18 to 29 years old boys and girls would want to own their own business. (Kabila Gupta)

Entrepreneurship has been at the helm of economic and society for years. Entrepreneurs are the providers of needed services to the general population and also the sources of innovation. Entrepreneur is defined by Peter F Drucker as "an entrepreneur as one who always searches for change, responds to it and exploits it as opportunity. Innovation is the basic tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or service". The characteristics of entrepreneur is a character who combines innovativeness, readiness to take risk, sensing opportunities , identifying and mobilizing potential resources, concerns for excellence and who persistent in achieving the goal.

Women constitute almost half of the total population of the world. Similarly, in India also, women constitute 50% of the total population. The position of women enjoys varies from country to country according to the prevailing conditions and socio-cultural environment. The changing attitude, technological innovation and modern way of thinking can reduce the disparity between man and women. So, it is needed of the hour is women empowerment both through provision of employment and enterprise creation. However, with the march of economic reforms, women play a vital role in globalization, liberalisation and privatisation. In this day, there is increasing opportunities for entrepreneurial venture. Through the appropriate intervention, if women are attracted to make use of these opportunities of enterprise promotion, they will not only come to the mainstream of the nation but also contribute to the shift from welfare approach to empowerment. It is suggested that women enterprise create responsible levels of employment for women. There has been attempt to describe entrepreneurship education in 21st century and analyze the factor governing women entrepreneurship. Specially in India. The changing scenario of entrepreneurship education covers many dimension have been described in this paper. Some high profile entrepreneurs in India who have been performing entrepreneurial venture are analyzed in this article.

A. Entrepreneurship Education

Last two decades, the academician has realized the importance of entrepreneurship and recognizes it as a separate discipline and paid attention of teaching on entrepreneurship. In this period entrepreneurship program have been blossomed at first in business schools then experienced explosive growth. There is a debate continues "Can entrepreneurship be taught or it is natural skill"?

The diversity of entrepreneur's ranges from school dropouts turned entrepreneurs who learnt hands on experience to finally business holders and newly emerged professionally qualified and trained entrepreneurs and social entrepreneurs exist simultaneously. Given this diversity in the entrepreneurship, teaching it, is a challenge itself and leave a huge scope for contemplation and research. Varied response by the academic institutions is evident in entrepreneurship education through guidance on how to frame, design, lunch and sustain their efforts. (Kabita Gupta)

The new studies reflect both, taking of the entrepreneurial course and pedagogical strategies and related to the student innovation intentions. It is believed that innovative entrepreneurship required continuous inventions thus needed more education. However, entrepreneurship was very complex and vibrant and thus required a lot of freedom and innovation even in the teaching methodology. As John F. Kenndy once said, "it is time for a new generation of leadership to cope with new problems and an opportunity, for there is a new world to be won". It is notable that to make higher education more useful, a supportive governance structure is required. The syllabus of entrepreneurship is updating based on feedback received from the industry. The three pillars of theory –enterprise, performance and finance are the domain knowledge. But new relevant topics like using data, sustainability and integrated reporting skills need to be incorporated as per corporate demand.

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B. Entrepreneurship Ventures

Entrepreneurship education covers many dimensions. On the other hand a course for family business, one for the professionally qualified, another for the social entrepreneurs and innovators. An autonomy institute would be able to offer courses to handle the versatility. Government across the world are experimenting with reform of the entrepreneurship education sector which also implies making education autonomous. While autonomous bodies reap the benefits of its freedom most technical, professional, vocational education and universities are neglected. India has taken significant steps to promote entrepreneurial education and has established a list of national institution to provide special training for entrepreneurs. According to Research and Marketing 2011 report on "Entrepreneurship education in India", in 2010, 1500 students were being trained at institutions that are solely focused on entrepreneurial education.

II. USEFUL COURSES OF ENTREPRENEURSHIP

A short duration courses for entrepreneurship are given below:

1) Management program for women Entrepreneurs (MPWE) at IIM Bangalore: A unique 25 day program held in April/may every year, both aspiring and existing entrepreneurs can apply.
Email: mpwe@limb .ernet.in
2) Management Development program for Women Entrepreneurs at IIM Udaipur: A 6-week program (April and May) with focus on developing a viable business. http://www.limu.ac.in
3) Start Your Business program at S P Jain, Mumbai: Held over 12 weekends in Mumbai, for aspiring and early stage entrepreneurs both men and women. http://www.spjimr.org/syb/ or email: msrao@spjimr.org
4) TIE Stree Shakti: A platform which connects and enables enterprising women through mentoring, education and on-ground activities. http://www.tiestreetshakti.org or email: zee@tiemumbai.org
5) WE Connect: Empowers women business owners by providing certification, resources, mentoring and peer/ corporate connection.
Email: suchitra@weconnectinternational.org
6) POST MOTHERHOOD CAREERS: Women who take a break often don't know how to get back to work. These women led organisations are making it happen.

A. Factors Governing Women Entrepreneurs

1) Women entrepreneurs are govern by four factors for example
a) Psychology factor
b) Social factor
c) Technological factor and
d) Economic factor
2) The constraints faced by the women entrepreneurs in different factors are given below:
a) Constraints in Psychological Factor:
i) Lack of self motivation
ii) Poor risk ability and
iii) Conflict due to dual responsibility
b) Constraints in Social Factor
i) Lack of social contacts
ii) Male dominance
iii) Note in tune with social norms
c) Constraints in Technological Factor:
i) Lack of project ideas
ii) Lack of process know-how and
iii) Lack of implementation capacity
d) Constraints in Economic Factor:
i) Economic support not from family
ii) Lack of finance and
iii) Lack of economic ownership and control.

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B. Problem faced by Women Entrepreneurs

In India, women entrepreneurs generally face many barriers can be elaborated as follows:

1) Lack of self confidence
2) Low risk-bearing capacity
3) Lack of encouragement from family
4) Lack of education
5) Low mobility
6) Stiff competition
7) Lack of managerial efficiency
8) Red tapism
9) Lack of business experience
10) Difficulty to procure raw materials.

C. Schemes for Women Entrepreneurs

Government and financial Institutions have forward to introduce different schemes fir women entrepreneurs. Some of important schemes to provide financial assistance to the women enterprises are described below:

1) SBI Stree Shakti Package: Under this scheme, Entrepreneurship Development Programmes (EDP), exclusively designs for women entrepreneurs are conducted. The programmes are organised with the help of SBI Staff training college and the local branches.
2) IDBI's Mohila Udyam Nidhi Scheme: The IDBI has set up a special fund, Mohila Udyam Nidhi with a corpus of Rs 5 crore to provide seed capital assistance to women entrepreneurs intending to set up projects in SSI sect6or.
3) SIDBI's Assistance for Women Entrepreneurs: The Small Industrial Development Bank of India (SIDBI) has special schemes for financial assistance to women entrepreneurs. These schemes aim at the following objectives:
a) Training and extension services according to their socio-economic status.
b) Financial assistance at concessional terms to help them in setting up tiny and small unit.

Basically, these schemes are operated by State Financial Corporation (SFC), State Industrial development Corporation. Apart from these schemes, some schemes are operated to help the women entrepreneurs in obtaining financial assistance. These schemes are:

- Prime Minister's Rojgar Yojana(PMRY)
- Self-employment Programme for Urban Poor(SEPUP).
- Swarnajyanti Gran Swarojgar Yojana(SGSY)
- Integrated Rural Development Programme(IRDP)
- Micro-Finance through Rastriya Mohila Kosh(RMK).(Sangram Keshari Mohanty)

III. CONCLUSION

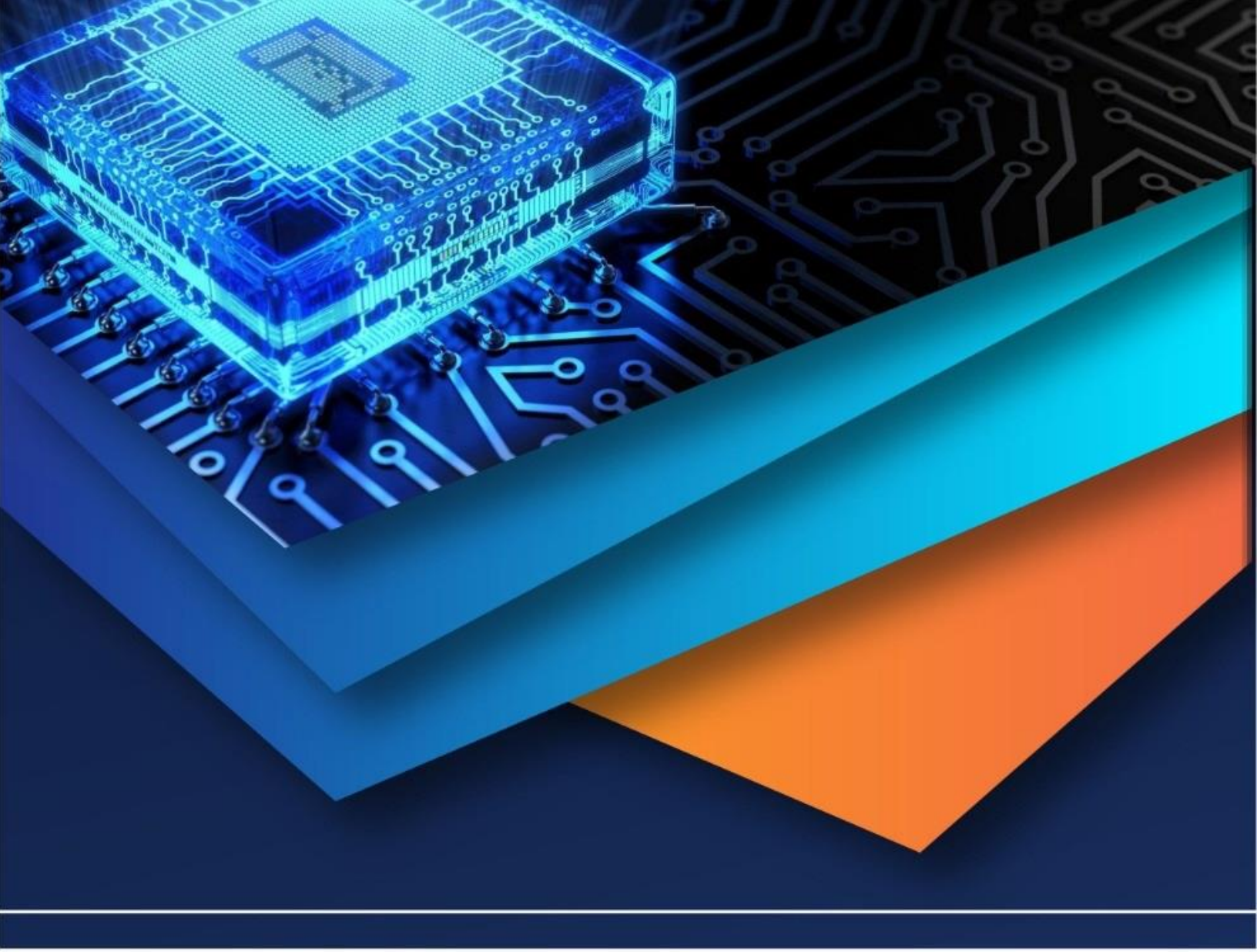
It is concluded here that as entrepreneurial education aim to focus entrepreneurial mindsets, attitudes and skills covering a range of aspects such a ideation, new ventures, growth and innovation the institution needs to develop by suitable educationists. This education need to have technical technological skills as well as social and ethical personality traits.

It is said that women are "ghar ki lakshmi" who brought wealth and prosperity to the home by copting family member into their business. A woman is like a delicate flower and needs just the right weather to bloom and come into her own. She will simply sacrifice herself, and her ambition, if the 'cost' is too high. For the women entrepreneurs, the revolution is coming, but there will be no bloodshed. Because, women will do it their way. Young entrepreneur Rashmi Bansal said, "We overcome the revolution with our passion for excellence. We shall conquer it with child like faith. We will show the revolution new ways of thinking and doing things''. It makes the world a stronger yet gentler place. So the women entrepreneurs lock their boardrooms and sit in their ivory tower.

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