

## **INDIAN WOMEN : AN INNOVATIVE ENTREPRENEURSHIP**

**Dr G.S.JAYESH\***

***Abstract:** Simon De Bevor stated about women that if women will identify herself and her power given by God- she will surely explain herself as I am a Woman, no man can do it. This indicates that women has a specific strength on which she can get success in each field. In current era, entrepreneurship is the major part of earning source. Women are having the notable role in the business sector today. Each every sector of business i.e IT, automobile, super-shop, entrepreneurs and so on. There was a time before 1950s when women were not treated well by male dominating society. They were treated badly. After the feminist movement, women started to prove themselves better one by their in each sector. There are many women who are not educated, less educated but working as a great entrepreneurs. They proved that to run the business or to become an entrepreneur, the business skills are required. Indian constitution has given equal rights to women. No gender bias treatment is given to women. Gender equality is the fundamental principle of Indian Constitution. Current paper aims to focus on the women empowerment in the field of entrepreneurship in India.*

***Key Words:** Women, feminism, entrepreneur, business, India, profit, success, skills etc.*

### **Introduction**

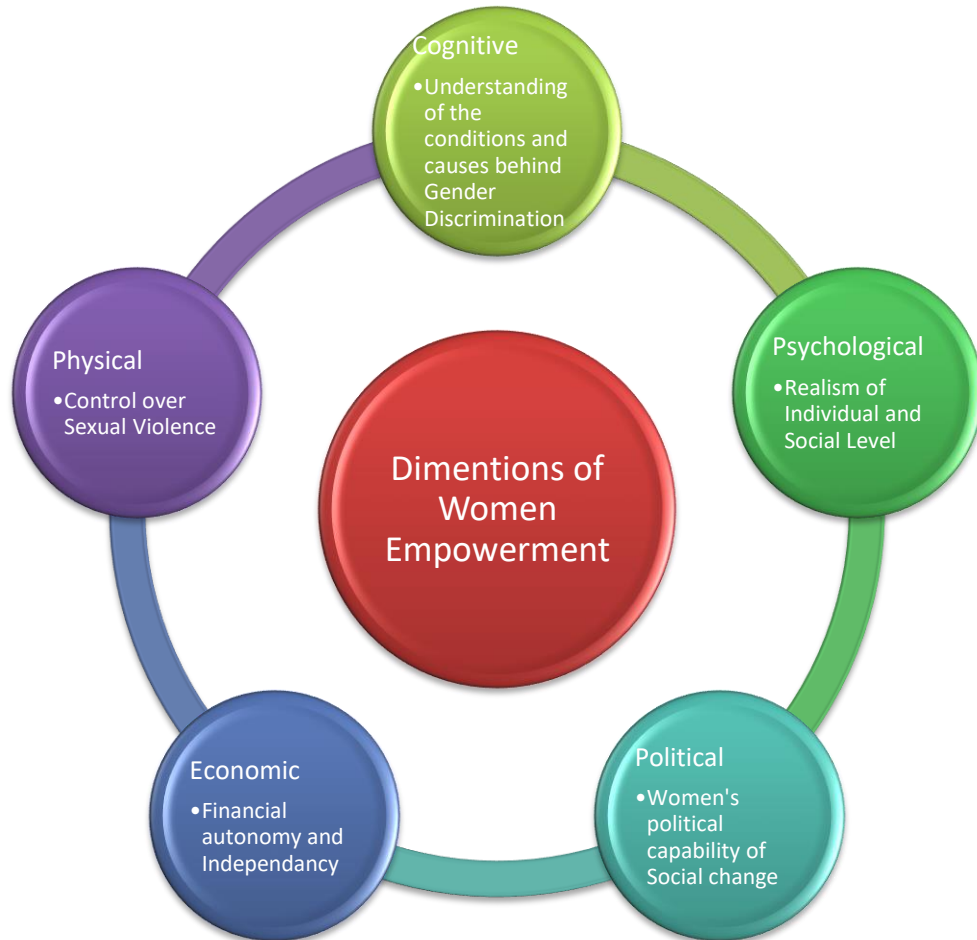
Gender equality, gender bias, women empowerment, gender gap etc. are many issue which are discussed at global level. There are different philosophies and different schools who are giving their views on gender equality. Women empowerment is one of the main factor which may decrease the gap of gender inequality. It is essential to work for women empowerment, especially in India. Indian economy is mostly depend on women's work only, but unfortunately they are neglected part of the social due to male dominating social structure. Dynamic quality of women have been also proved by Indian women entrepreneurship. Women development is important factor of social and economic development in India. The concept of women empowerment is introduced in 1985. It was introduced in International conference organized at Nairobi. They defined women empowerment as re-distribution of social power of controlling of all resources in favour of women.

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\* Asst Professor, Department of Business Administration, Annamalai University

## Dimension of Women Empowerment

There are major five dimension of social empowerment i.e. cognitive, psychological, political, economic and physical.



**Image number-01 Dimension of Women Empowerment**

As shown in Image number-01:

1. Cognitive Dimension refers to the understanding of the conditions and causes behind the gender discrimination at every level. That may consist of going against the cultural norms and traditions.
2. Psychological Dimension refers to the self-belief and realism at Individual and Social Level.
3. Political Dimension refers to the understanding the political capabilities women have to get the needed social changes.
4. Economical Dimension refers to the financial autonomy and independency a women should acquire for independence at every level.
5. Physical Dimension refers to the stand against the sexual violence. Women should control the sexual violence and protect themselves against they struggle in the society.

**Parameters of Women Empowerment:** There are several parameters of women empowerment, few of them are given in below chart:

Development of self-esteem and self-confidence in women.

Eliminating the gender discrimination and violence against women and girl child.

Partnership with Social Services particularly women's welfare organizations.

Spreading the knowledge of constitutional and legal provisions and safeguarding rights of women.

Developing a positive potray of women in the society and recognizing their contributions in social, economic and political dimensions.

Developing critical thinking.

Enhancing decision-making and collective action.

Motivating women's participation in all aspects of life.

Providing information, knowledge, skills for self-employment.

Elimination of discrimination against women's participation in the areas of:

- Access to food
- Equal wages
- Property rights
- Family resources
- Freedom of movement and travel
- Access to credit
- Control over savings, earnings and resources
- Guardianship and custody of children and their maintenance

Gender sensitization training in schools, colleges and other professional institutions for bringing about institutional changes.



**Name:** Dr. Kiran Mazumdar-Shaw,  
**Designation:** Chairman & Managing Director of Biocon Ltd  
• **Net Worth:** US\$3.2 billion (2018)



**Name:** Ekta Kapoor,  
**Designation:** Creative head of Balaji Telefilms  
• **Net Worth:** ₹433.18 crore (US\$63 million)



**Name:** Neelam Dhawan,  
**Designation:** Managing Director, Microsoft India, leads Microsoft India  
• **Net Worth:** \$5 billion



**Name:** Naina Lal Kidwai,  
**Designation:** was the first Indian woman to graduate from Harvard Business School.  
• **Net Worth:** 1.7 Billion (170 Crore Indian Rupees)



**Name:** Indu Jain,  
**Designation:** the multi-faceted lady used to be the Chairman of the Times Group- The most powerful and largest Media house India has known.  
• **Net Worth:** US\$3.1 billion



**Name:** Priya Paul,  
**Designation:** she has a bachelor's degree specialising in Economics from Wellesley College, USA.  
• **Net Worth:** She entered her family business and is currently the Chairperson of Park Hotels.



**Name:** Simone Tata,  
**Designation:** She has been instrumental in changing a small subsidiary of Tata Oil Mills into the largest cosmetic brand in India – LAKME, synonymous today with Indian Fashion.



**Name:** Mallika Srinivasan,  
**Designation:** currently the Director of TAFE- Tractors and Farm Equipment, India



**Name:** Preetha Reddy,  
**Designation:** Managing Director of Apollo Hospitals, Chennai  
• **Net Worth:** Rs. 51,110,000



**Name:** Ranjana Kumar,  
**Designation:** currently Vigilance Commissioner in Central Vigilance Commission

## Image 0.2 Top Ten Women Entrepreneurs in India

In Image number two, top ten women with their success package of financial aspects is given. It shows the success ratio of women in India in the field of business. Their success stories are based on the qualities, they require for the business. Few of them are given below:

### Qualities of Successful women entrepreneurs in India:

#### a. Courage:

The courage is main factor of any profession. Moreover, it requires for life also. Without courage, individual cannot enter in any profession. Female are always discouraged by male dominating society for their skills of entering in the profession. But the chart of few representatives of Indian women entrepreneurs shows the courageous work of women in business or entrepreneurs sectors.

#### b. Vision:

Every organization needs to set the vision of its. Apart from setting the vision of organization, the owner should have vision of running business. Women entrepreneurs have good vision. Successful women entrepreneurs of India has proved that they do have good quality in respect to vision. Their skill of saving money for their child's future shows the long vision quality of a woman. They can do all the household task with proper vision and they use the same mind in the entrepreneurs sectors too.

**c. Ambitions:**

Imagination is everything, stated by Subrito Baghci. In his view, imagination changes the view into ambitions and to fulfil the desired ambitions, hard-work starts. Women are already known as ambitious as compare to male. Ambition is one of important skill required for the success of in any kind of business. The above given women and other successful entrepreneurs women are ambitions, even we can say , they are more ambitious, so they dreamt and fulfilled the desired dream.

**d. Positivity:**

Positive attitude is the key of success. It matters a lot because there is no success without positivity. Women always see the bright side of life. It is the strength of women. They can deal any worst situation with positive attitude and reach to their desired target.

**e. Planning:**

Women in India learn the skill of Planning from early childhood for the household task. They can handle multi-task at the same time during the household task. The same skill with professional mind they can use in business sectors and proved by many women entrepreneurs that they are good planner.

**f. Neatly Arrangement of Work:**

Organizing is one of the important function of management. Neatly arrangement of planning, the tasks as per planning, and working as per planning are the part of organization. Moreover, arranging the shelves of files and other assets of an organization can save the time of searching. This skill women have well as compare to men. There is one method of arranging the cup-boards and files in an organization which is entitled as ABC. This is used for the arrangement of inventory also. According to ABC method the things are arranged in three different shelves, rows as ABC sequence. This ABC shelf arrangement is with setting the things as per requirement and frequency of needs. It is arranged as:

**A:** In Shelf A things are shifted which requires again and again. It means most using things to be arranged in Shelf A.

**B:** In Shelf B things are shifted which requires some times. It means the thing which are used less times as compare to A Shelf.

**C:** In Shelf C things are shifted which requires rarely.

Actually, this technique is used by Indian women in their kitchen. From early childhood, they have habit of using these techniques with neatly arrangement. Therefore, in their organization with addition of professional skill, they use these techniques. It saves the wastage of material in an organization. It saves the time of searching material as it has been kept with proper planning as per need.

**g. Identifying the Strength:** This is very important element which needs to have in the life. One must analyse the SWOC of self in which S stands for strength. There are many feminist activist who talked about females strengths. Though their voice is not allowed by male in previous era, now they proved, they do have adequate strength to deal with any worst to worst condition.

**h. Curiosity:**

Curiosity is the mother of invention. Female have curious mind. The modern life and development in human life is an outcome of women's quality of Curiosity. Women are more curious than men. The history of human development is witness for it. Uncivilized and

undeveloped human was living same life as animal. Later the agriculture sector is invented. The woman is one who invented it. It was the outcome their curious mind. The pregnant mother was expected to live in the caves during the undeveloped period of human life. They did not have task to do apart from taking rest. So started to observe the nature and its structure. How plants grows and how they are useful to human life. This curious mind of women started the first step of development. Since ancient era to till this industrial era, women are showing their qualities and its use for the easy and comfort life of human being. It is just the curious mind of women who developed entrepreneurship sector of India worldwide.

**i. Self-Growth Tendency:**

This is very important characteristics of women which support them in their success of life. They are always eager to learn new things. Learning continues helps to work with continues improvement, the basic need of an organization. Because of this attitude, they always try to get information what other entrepreneurs are doing, moreover we can say what other competitors are doing new to stand successfully in this competitive and global market. Because of it, they always try to learn new things, new skills and they do use it in their organization for the success.

**j. Habit of Independent Work:**

Running any organization is not a part of sole task. It needs group work, though it is sole trade, small business and so on. Support of servants, maid, and employees is a mandatory part of an organization. If anyone of these is absent, it's very hard to work. Women have habit of doing all household task by themselves independently in the absence of servants and maids. This independent working habit of women, women entrepreneurs use in an organization too. Wherever, they feel they can work, they works in an organization from themselves to complete the project or desired task in time.

**k. Hard Worker and Good Communicator:**

There are several studies and incidents which have proved that women are harder worker than men. Even they are more sincere than men. They never want to listen any harsh words from others. They have habit of serving for others. This habit rarely found in male. Because of serving tendency, not to be insulted and due to self-esteem, they are always to work hard as compare to male.

There are many organization who wants female employee more than male. Moreover, most of the companies have receptionist priority to female due to their polite and sober nature. With hard-working, communication also plays a vital role in all sectors of life. Female are good communicators. They can convey to the clients, customers and other human resource management which is connected with their organization. As an entrepreneurs, they can prove them self as a good communicator and hard-worker. The image number two in this paper proves the success story of few women entrepreneurs as a representative of all women entrepreneurs in India.

**Conclusion:** Thus, the above all discussion proves that women in India are doing a good job of an entrepreneurs with using their different skills in different kinds of organization. They are hard-worker, they have good vision, they thinks about money, they are good planner, they are not ready to surrender themselves in any situation means they are ready to fights with hurdles, they always think positive, they always have dreams which they want to fulfil

with their desired ambitions, they are sincere, they like neatness, they believe in independency, they believe on themselves etc and so on. These all are the qualities which a successful entrepreneur requires. These are having in Indian women entrepreneurs. They starts their business from small scales and large scale and proved they are good entrepreneurs.

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