

## ENTREPRENEURSHIP: A REVIEW OF ENTREPRENEURIAL TRAITS AMONG WOMEN IN COIMBATORE CITY

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### ABSTRACT

An entrepreneur is defined as “person in effective control of commercial undertaking; one who undertakes a business or an enterprise”. **Entrepreneurship** is the procedure of designing, introduction and organization a new business, which is often initially a small business. The people who create these businesses are called **entrepreneurs**. Entrepreneurship is the act of being an entrepreneur, who starts any financial activity for being self-employed. Entrepreneurship is the “process of the entrepreneur”. It is an effort to make value from end to end recognition of business opportunity. It is basically forthcoming and management functions to assemble financial and material property. It finally, as the risk taker, apart from enjoying the wealth that he creates, he will have to prolong its continuing need for different resources, as it optimistically expands and grows.

Key notes: EDPs, women entrepreneur, entrepreneurship, fiscal

### INTRODUCTION

Women have been winning in breaking their imprisonment within the restrictions of their homes by toward the inside into diverse kinds of professionals and services women entrepreneurs have provide evidence to be on par with their men counterparts in business intelligence and are emerging as tidy and self-motivated entrepreneurs. There are lots of reasons for women to enter into entrepreneurial ventures in a primarily society. Entrepreneurship among women is a significant avenue through which women can defeat their subordination within the family and the society as a whole. Therefore, enlargement of entrepreneurship among women has acknowledged unique attention of the policy makers. In this direction, a special character in the seventh plan has converted into the incorporation of women in fiscal expansion. The

innovative industrial policy has stressed out the need for conducting unique Entrepreneurial Development Program (EDPs) for women.

Further this, today a network of institution exists in the country to encourage women entrepreneurship. The profitable banks and the fiscal institution are an essential component of this network. Several organizations, institutions and association endorse and extend women entrepreneurship by providing fiscal backing at concessional rates of interest and also organize industrial fairs and exhibitions. Entrepreneurship Development Program (EDPs) for women creates entrepreneurial awareness among them. Besides organizing short-term EDPs for women, continues training in all management areas should be given to them. Separate industrial estates may be set up for women entrepreneurs to create altogether a special environment. At the national level and the state level, there is a need to set up Women Industrial Development Bank in the existing banks and financial institutions, and it is advisable to start a separate cell called “Women Entrepreneurs Guidance Cell” to promote and guide the women entrepreneurs. More and more research is to be conducted to identify the problems, which are faced by them. Organizing the implant visit of successful women entrepreneurs may encourage the new entrants. Besides this, to promote and development the rural women entrepreneurship, efforts shall be made to get the achieve involvements of Women’s organization by launching village adoption schemes. In recent years, there has been heightened global awareness regarding the contribution, which women can make for the process of economic development, although it is still in the growth stage, there is unquestionably a business revolution in the works across the nation and women are major part of it. The efforts are on it to uplift the social and economical status of women. The development of women as an entrepreneur will generate multifaceted socio-economic benefit.

**Women as Entrepreneurs in India:** Women owned businesses are extremely growing in the economies of approximately every country. The hidden entrepreneurial potentials of women have steadily been altering with the growing sympathy to the position and fiscal status in the society. Ability, understanding and malleability in business are the main reasons for women to emerge into business ventures. “Women Entrepreneur” is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own

traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, inner decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

## **REVIEW OF LITERATURES:**

1. "Traits of Successful Entrepreneurs" by Dr. H. Ramanada Singh Professor, Department of Business Administration, Assam University in November 2013. The Research Methodology of this articles are Sampling design, Data collection. Fourteen trait variables were initially considered for measuring the important traits of successful entrepreneur of Assam. But after factor analysis, the important traits variables leading to the success of food processing entrepreneur in Assam are innovation, Futuristic mindset, risk taking ability, adaptability and commitment.
2. "The Indian environment for entrepreneurship and small business development" by Kshetri, Nir, in 2011. He used bar diagram, charts to analysis between India and china. The Structural interia of the Indian economy has acted as a barrier to foster modern entrepreneurship. India's heavy reliance on agriculture, for instance, has resulted in constraints in resources for entrepreneurial development. For instance, industry and agriculture compete in the allocation of water between states, which has created inter-state rivalries and tensions.
3. "Women Entrepreneurship in India – Changes and Challenges" by Vedamani Basil Hans, Associate Professor and Head, Department of Economics, St. Aloysies Evening College, Mangalore, India. The data is analyzed in the form of graphs, tables. Women Entrepreneurship in India is still at a nascent stage. Women are often heavily discriminated against but at the same time, changes in the global and domestic environment have contributed towards growth of women entrepreneurship in India.
4. "Women Entrepreneurship in India – Problems and Essential Strategies" by Dr.JyotiAgarwal, Assistant Professor, College of Administration and Finance in March 2018. It is observable during study that women entrepreneurs have proved to be strong driving force in today's

corporate world. They are competent to balance their duties of both motherhood and entrepreneurship but they comprise of almost half of all businesses owned today. Government can solve many of the issues and schemes to help women entrepreneurs to overcome these barriers.

5. "Women Entrepreneurship and innovations in India: An Exploratory study" by Hamant Kumar P. Bulsara, JyotiChandwani, Shailesh Gandhi in February 6, 2014. Women participation in the field of entrepreneurship is increasing at a considerable rate. The role of Women Entrepreneur in economic development is also being recognized and steps are being taken to promote Women Entrepreneurship.
6. "Student's Willingness to Become an Entrepreneur: A Survey of Non-Business Students of President University" by Suresh Kumar in January 2013. This article is related to whether the Non-Business Students have a willingness to be an entrepreneur or not. Test of validity was done by using factor analysis through KMO and Bartlett's Test and reliability test through Cronbach's Alpha. He mentioned that there is an decrease in the unemployment rate in future due to the entrepreneurship.
7. "Women Entrepreneurship: research review and further directions" by Vanithayadav, JeemolUnni, Institution of rural management Anand (IRMA), Anand, India in 10 October 2016. The objective of the study was to examine the number of paper published on women entrepreneurship journals. They discuss the research review approach followed in the paper and present the findings from their search using e-database. They review the concept also be expanded in terms of the women entrepreneurship environment to study comparisons among class, sector, region and nations. In this paper they report findings from 19 literature reviews on women entrepreneurship that was published between 1986 and 2016.
8. "A Study on women Entrepreneurship and their problems in the Development in western Maharashtra" by JadhawraoMadhaviSugaraj, Dr. Salve P.S in MAR-APR. 2014. This study is based on the secondary source of data which are collected from fourth All India Census on MSME (Micro, small and Medium Enterprises) published by Government of India. This research makes an attempt to analysis of women's participation in entrepreneurial activities so as to highlight the contribution of women entrepreneurs towards economic development.

This review also examines the facilitating policies and programmes of the government also exist to promote and strengthen the development of women entrepreneurship in India. It deals with diverse situations. It was also observed that women enterprises are concentrated in the micro segment of the MSME sector, to enlarge their participation in all the financial sectors.

9. "Stress faced by women entrepreneurs-A Critical review" by Kokila.M, R.Subhashini. This study is viewed the importance of women entrepreneurs, how women entrepreneurs are help to develop the economic growth in India. And also reviewed the stress and problems faced by the women entrepreneurs.
10. "Women Entrepreneurs" by C Mcphee 2011, July. In this study, the author examines the reason for the lack of women founders and leaders in technology business. He also discuss the entrepreneurial challenges that are unique to women and what changes to be implemented and balancing the increase number of women entrepreneur.
11. "Women Entrepreneurship – A literature review" by CMA Dr.MeenuMaheswari, Mr.PriyaSodani, February 2015.This Review explains the importance of women entrepreneur and this paper looks at the literature around women entrepreneurship. The factor that affect women's participation roles or different across the world, changing with the dynamic nature of the environments in which they live. The authors have mentioned the need of training as well as financial assistance to the women entrepreneurs can motivate Indian women to hold the major share in GDP of the country.
12. "Analysis evolving role of entrepreneurship in India's economic development" by A.Muhammedsajad and J. SathyaPriya. This review revealed that to generate large scale of employment at comparatively low rate of investment and promotion of local industries using locally available skills and resources for the benefit of an entrepreneur as well as the development of the growth of the India. The author said that "an entrepreneur awakening will make India to grow on a much faster rate and become a developed nation at least by 2050".
13. "Some critical issues of women entrepreneurship in rural India" by Vijay M.Kumbhar Journal in January 2012. This study is regarding women entrepreneurship in rural India. This paper is based on secondary data for the identification of the reviewed different research

articles and reports. The present article is purely based on secondary data collected through literature survey. All facts and problems are also discussed in this article. Finally he concludes, women participants in entrepreneurial activities is less than the requirements of the fast growth of India.

14. "A Study of women entrepreneurs engaged in food processing" by Samani, Veena.S in 2008. The studies reviewed in this chapter point out that lot of research have been done among women clientele. Studies of women highlight the fact that since ancient times women were unable to enjoy the deserved status. And also it highlights their successful in areas related to food processing.
15. "Women entrepreneur in India" by Ms.Yogita Sharma, issue December, 2013. The study focused mainly on women entrepreneur in small and medium enterprises based on date analysis and review of recent key literature. The author also revealed the steps taken by the government for the benefit of women entrepreneurs.
16. "Women entrepreneurs in India": A Literature review by NehaTiwari I.I.S.E Group of Institution, Lucknow, India. The study is an attempt to decipher the concept, profile and dynamic of women entrepreneurship in India, so the study aims at analysing the prevalence of the women entrepreneurship in India. The criteria for selecting the existing the research on the topic included highly cited research studies on women entrepreneurship specially context. The synthesis of the review of literature brought forth the diversified profile of women entrepreneurs in India. Women entrepreneurs are a heterogeneous segment belonging to different age groups and demographics background.
17. "Review of literature of women entrepreneurs" by NorhalimahIdris and Joyce tan in the year 2017 GBSE Journal. Majority of previous studies focus on entrepreneurs in general, thus leaving a gap for the current study to concentrate in women entrepreneurs. Therefore, this paper aims to review literature concerning major obstacles of forces that motivate women entrepreneurs into business.
18. "Female Entrepreneurship and the metanarrative of Economic growth: A critical review of underlying assumptions by Hannah Dean, Gretchan Larsen, Jackie ford, Muhammad akram in the year 26 Dec 2017. The authors argue that a postmodern feminist epistemology will

destabilize both the metanarrative of economic growth, and the axiomatic 'underperformance hypothesis' it supports, thus opening up space for a heterogeneous understanding of female entrepreneurship.

19. "Female entrepreneurship" by Muhammad usama Anwar, Dr. Amber Gul Rashid. The literature around female entrepreneurs, focusing on Female entrepreneurship in the developing world-and more especially in Pakistan-and purposes a conceptual frame work of the phenomenon. In the light of recent world events, this has become a crucial area to study and understand- especially with respect to motivations, constraints and consequences.
20. "Analysis the Growth of women entrepreneurship in India. By Thomas Asha E. (2016). Women entrepreneurship is gaining importance in India in the current economic condition. The increasing presence of women in the Business field as entrepreneurs has led to the change in the demographic characteristics of business and economic growth in the country. This study brings out a model taking care of various factors needed for the growth of Women Entrepreneurship in India.
21. "Women entrepreneurship Transforming from domestic household to financial independence" by PHD Research Bureau in the year March 2019. According to the study of women entrepreneurship in India by banking on women in 2013, on an average more than a third of global firms have women entrepreneurs. So that, the result is measureable and comparable and generate larger scale awareness amongst the women especially in rural areas regarding the schemes and benefits available for them to go on the path of entrepreneurship.
22. "Literature Review of the women Entrepreneurs and statutory policies" by RupaliJitendraKhair. This paper is an attempt to critically analyses of statutory policy for women empowerment and its impact on women entrepreneurship. This is to review the critical points of current knowledge including substantive findings as well as theoretical secondary sources. The researcher took the review of available literature with various secondary sources like book, periodicals, websites etc.,

23. Female entrepreneurship and the met narrative of Economic Growth: A Critical Review of Underlying Assumptions by Hannah Dean, Gretchen Larsen, Jackie Ford, MuhammedAkram in the year 2017. This critical review of the literature on female entrepreneurship of economic growth and the mechanism through which it both operates and is maintained. Central to this is the axiomatic ‘underperformance hypothesis’ which states that all else being equal, female entrepreneurs tend to be less successful than their male counterparts in terms of conventional economic performance measures.
24. “Research on Women entrepreneurs: challenges to (and from) the broader entrepreneurship literature? By Jennifer E. Jennings and Candida G. Brush 22 April 2013. This paper has three overarching objectives. The first is to document the development of the body of work known as women’s entrepreneurship research. The second is to assess the contributions of this work, specially the broader entrepreneurship literature. The third is to discuss how this broader literature poses challenges.
25. “Women Entrepreneurship in India- Research India Publications” by S Mahajan (2013). This conceptual paper indicates and emphasizes the women entrepreneurs as the potential emerging human resources in the 21<sup>st</sup> century. On the basis of this analysis some recommendations are given to promote spirit of women entrepreneurship and helping the women to become a successful entrepreneur.

### **Conclusion:**

Entrepreneurship amongst women has been a recent concern. This research study focuses on women entrepreneur. Any understanding of Indian women, of their identity, especially of their role taking and breaking new path, will be incomplete without a walk down the corridors of Indian history where women have paused, lived and internalized various role models. Some have taken entrepreneurship roles where some have opted for employment, some in entertainment field and some for leadership roles while millions of others have taken the role of ideal stereotyped social roles.



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