Literature Review


Employee empowerment is a key feature of the modern management style. Empowered employees are expected to perform more effectively as compared to those working in traditional or authoritarian organizational cultures.


Women Entrepreneur” is a person who denies the role of their personal needs to participate and be accepted economically independent. Strong desire to do something positive is a high-quality women entrepreneur who contributes to the position values of family and social life.


The term ‘Women empowerment’ implies women’s hold over use of resources and participation in the decision making as well leading to improvement in their socio-economic status. Presently, in most of the developing countries like India higher emphasis is being laid upon the development of women as an entrepreneurs and their active participation in the development process of their country.


Women can be successful and better entrepreneurs if given the much needed conducive environment and provided with enough resources most importantly the required amount of capital. The studies of rural women have proved their business excellence.

Women have been the most underprivileged and discriminated strata of the society not only in India but the world over. Inspite of all Government and Non-Governments’ efforts, they have been highly ignorant clients of the financial sector. In the recent times, microfinance has been emerging as a powerful instrument for empowering women particularly.


As far entrepreneurial motives are concerned, most surveys in industrialized countries have found that both men and women have similar entrepreneurial motivation with independence and self-achievement ranking.


When it comes to women entrepreneurs, it appears that only a small part of entrepreneurial motivation is acknowledged as gender-based. Instead, “pull” and push factors are usually used to explain a different motivation for women to start up a business.


The women group income-generating project is one way of economically empowering women in India. It is therefore important that these MSEs succeed and be sustained so that the benefits derived from them are enjoyed by those involved and also trickle down to other people in the community who are not direct beneficiaries.


The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Now, what is the need is knowledge regarding accessibility to loans, various funding agencies procedure regarding certification, awareness on government welfare programmes, motivation, technical skill and support from family, government and other organization.

This network helps to give lectures, printed material imparting first hand technical knowledge in production, processing, procurement, management and marketing among the other women. This will motivate other rural women to engage in micro entrepreneurship with the right assistance and they can strengthen their capacities besides adding to the family income and national productivity.


The story of the fairer sex in this country is one of duality. There is still much poverty, unemployment, illiteracy, and discrimination when it comes to women, but there is a certain segment of them that is making a mark in the corporate world, in the media, in literature and for many who are unaware they are making a huge impact in the IT sector. Globalization has provided opportunities for the educated, middle class woman to build her own dreams and excel in fields, which were earlier perceived as complete male domains.


Another area where Indian women are making their mark is literature. The opening of Indian offices by foreign publishers like Penguin and Harper Collins has provided several Indian women authors an opportunity to showcase their experiences to the world. At first, there were simply a handful of writers, but today it is common to be greeted with new names every month at a bookstore.


Still the number of women at the top are few mainly because of the parallel profession of the home where several women are often not willing to take on more or compromise on their careers. Indian multi nationals still have to design women friendly schemes that account for working mothers and institutional support such as the availability of quality childcare.
Despite all the social hurdles, many women have become successful in their works. These successful women have made name & wealth for themselves with their hard work, diligence, competence and will power. Following is the list of few top Women Entrepreneurs in India.


Most of the women enterprises are plagued by the scarcity of raw materials and necessary inputs. Added to this are high prices of raw materials, on the one hand and getting raw material at the minimum of discount on the other. The failure of many co-operatives in 1971 engaged in base making is example how the scarcity of raw material sounds the death knell of enterprises run by women.


Women entrepreneur refers equally to someone who has started a one women business to someone who is a principal in family business or partnership or to someone who is shareholder in a public company which she runs.

The Government of India has defined a women entrepreneur is an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.


Women constitute around half of the total world population. So is in India also. They are therefore regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies they have come out of the four walls to participate in all sorts of activities. The global evidences prove that
women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now they have started plunging into industry also and running their enterprises successfully. Therefore while discussing on entrepreneurial development of women entrepreneurs in the country.


The first results of this unprecedented Danish leadership survey shows that women are good managers, and new figures from The Danish Association of Managers and Executives prove that in a few years a new generation of female managers will make a striking breakthrough in business life. When women get the opportunity to make job and family life hang better together than in a traditional wage earner job (for instance through increased flexibility and workplaces at home), they want to be managers. This matches the notion that women choose to become entrepreneurs and executives because flexibility and independence give them the necessary freedom to balance job and family responsibilities.


Today many entrepreneurs base their enterprise more and more on the possibilities of new tasks created by outsourcing and more open competition. Computer services, counseling, cleaning, and entertainment are the lines of business that have provided the most new jobs during the last five years. Many women have previous competence in these branches of business. This trend gives these women new chances of establishing their own enterprise.


Users of public services are becoming more critical. We want to be able to choose between several offers concerning schools, hospitals, nursing homes, etc. We make increasingly high demands on the service we want.

It is increasingly common that local authorities involve private enterprises in the solution of public functions. Private enterprises are responsible for bus traffic, sanitation and cleaning. There are also radical changes in the welfare area, for instance in care of the elderly, where the tasks will grow considerably in the next few years.


Increasingly, both the public and the private sectors delegate service tasks to independent enterprises for instance in knowledge service, which is in rapid growth. This applies to company counseling, management consultancy, advertising and marketing, auditing and bookkeeping, administration, conferences and courses as well as services such as languages, communication, presentation, and cultural matters.


Business service is the part of the service sector with the most vigorous growth. This applies to the knowledge-heavy part of business service with, among other things, IT counseling and auditing and bookkeeping as well as the operational part that includes home service.


Therefore there are considerable possibilities for women entrepreneurs if, as expected, the service sector becomes a larger part of the future labour market. Generally, women continue to choose their training in the service sector, which is also where they have their commercial experience and knowledge of the trade.


The private service sector is a major economic factor in society. In the 1992-97 period the service sector was the most important source of the increase in employment, since 77,000 jobs were created in the private service sector. New technology plays an important part for service enterprises, and it is expected that within the next few years it will be far more important for competitive power.


The role played by women entrepreneurs in developing the service sector. Outsourcing and inviting tenders for jobs are important elements in this connection, because many of the jobs are found in trades favoured by women. The next subject is women’s potential as managers of enterprises in relation to the ongoing development in this area. Finally, the chapter goes a little into the development in the equalization of sex roles in the community, because it influences the differences between male and female entrepreneurs existing today.


Process of readjustment, enterprises established and managed by women are an important factor in industrial policy. This applies not only to the objective of increasing the number of viable enterprises. More importantly, women have experience and values that seem to be in demand in the future, such as the ability to motivate and to co-operate.

Women entrepreneurs are fast becoming a force to reckon with in the business world and are not only involved in business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men.


Don’t let anything deter you from making investments now. You have to take charge of your future. Incorporate investments in your day to day life, it will become a habit like exercising and eating right. Investments are good for you.


They are comfortable paying their bills, shopping for groceries and taking care of their children. When these vital tasks can be so dexterously handled by women then why do they avoid making investments? The reason is simple. There are too many myths that dissuade women from taking a plunge into investing.


Most Indian women feel that they do not have sufficient money to invest. Believe me you have the money, but you just haven’t got round to investing it. First of all you don’t need a huge sum to invest. You can make humble beginnings. If you live on a tight budget or from paycheck to paycheck, remember investments will give you the extra money you need. For example mutual funds have a wide range of choices and the initial investment can often be as low.

Today’s women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO’s, Social Scientists, Researchers ‘and International Agencies have started showing interest in the issues related to entrepreneurship among women in India.


Women Entrepreneur is a person who denies the role of their personal needs to participate and be accepted economically independent. Strong desire to do something positive is a high-quality women entrepreneur who contributes to the position values of family and social life. An enterprise owned and controlled by a women having a minimum financial interest of 51% of capital and giving at least 51% of the employment generated by the enterprise to women.


Women Entrepreneur’s plan their work and work with plan. Set long-term and short-term goals and take consistent action in moving toward them.


Women entrepreneurs take advantage effectively coordinating the available factors and resources such as mentoring, training and coaching and build a strong base of education, training and experience which can help lead to success.

A successful woman entrepreneur is eager to share her achievement with the society. She is dedicated to assist others and enjoys her liability.


The opposite social geographical characteristics experienced in urban settings, where community members may be physically proximate but are often socially distant from each other. As a result, contextual factors of rural settings including a combination of being socially visible and having strong social networks have the potential to heighten both community social stigma and internalized stigma related to use of mental health services.


Qualitative studies consistently reveal that recognition as a person with a mental health issue via a community’s informal social networks has a stigmatizing effect. One qualitative study of rural and urban adolescents indicated that those in rural settings identified rural gossip networks as limiting anonymity. In addition, among rural adolescents, fear of social stigma and exclusion after revealing a mental health problem was seen as a barrier to obtaining services.


Although the perception of stigma has been found in the general population as a barrier to seeking services, in rural settings, recent research has identified fundamental, contextual factors that result from characteristics of social networks that impact help-seeking and service use. For example, in rural settings, community members, despite being separated by many miles due to geographical constraints, can have intimate knowledge of each other’s lives due to local gossipping networks.