

ENCOURAGEMENT TO RURAL WOMEN ENTREPRENEURSHIP

B. Naga Raju

Lecturer in History, Government Degree College (A) Tuni

Efficient utilization of resources is one of the most important aspects for the development of an individual. It is irrespective of any determinants of discrimination. This resource utilization can be seen from the views of economic, social, natural, political and cultural too. It can be the definition of freedom. In this arena, women, making a part of the global structure, are proving and competing equally with men against all hurdles.

Right from the childhood of a person, women play a critical role. They are efficient managers of day-to-day needs in the house. Now their wings started to reach the ends of the society. They are occupying a major part and highly reputed professions. For instance, Dr. Kiran Bedi, Smitha Sabarwal, Indira Nooyi, Priyanka Chopra, Nirmala Sitaraman. To be proud our first citizen of the country is a woman, Smt. Droupadi Murmu. Thus, definition of women has changed from mere household care taker to the role player in the society.

Entrepreneurship can be defined as the process of creating or extracting economic value by identifying opportunities, taking risks, and organizing resources to develop innovative products, services, or businesses. Entrepreneurship is the art of managing business. It involves taking risk and submitting profit to the company at the end. This intake more responsibility.

Women as an entrepreneur is another multi-faced approach of the expansion of role of women in the society. Women in the rural areas face more hurdles than in urban. Freedom, enthusiastic and charismatic mindset of women can help driving greater heights in the company. Efficient education and encouragement from the family against the superstitious hurdles and cultural bias is no doubt the first for success for the rural women. This is highly graded with well-educated and farsighted family. Developing country like India needs to admire and embrace this beauty form all levels of households.

After this, women shall be equipped with required skill and technical know-how so as to compete in the field too. This education gives the stuff both to maintain the certain and handle the uncertain. Currently, women entrepreneurship is about 43% in the economy. An appreciable number of women are in the line of their achievement. Women entrepreneurship can be further detailed the following headings:

- (a) Economic growth: Shift in the economy from the economic reforms as a part of liberalization, has saw more percolation of private sector, leaving space for new entrepreneurs. This can be seen as a complete base for the platform of women percolation. Women with skill has a chance to enter into the economy and had done wonders. Globally, value of women entrepreneurship was not less than \$770 billion.
- (b) Job creation: Definitely, good entrepreneurship will always induce employment and encourages job market. It attracts more and more employment with induction of new skills and new innovation even. This job creation has self-enhancing capacity. It sees growth from its own phase.
- (c) R&D: Research and Development starts to empower the society to reach the heights in innovation. This innovation encourages new stigma and opens the new windows of the world, upgrades the society and encourages the ease of doing business.

- (d) Accessibility: Development of the community include the process of increasing the standard of living. This leading to the accessibility of essentials and affordability too. Thus, we can heal the society from the side of this women entrepreneurship.
- (e) Education and Empowerment: Women entrepreneurship is the mingle of women's capacity and credibility. Former deals with empowerment and latter deals with the education. For instance, a women entrepreneurship empowers role of as an educated person personally and ensures the development of the society as an entrepreneur.
- (f) Financial Independence: women without education and independency, should depend on her father initially and on her husband after marriage, later on her children after they grown up. In case of any uncertain family circumstances are in the line then real devastation of women can be seen. But if the women are educated enough, they can take their own role and if they are entrepreneurs, they can remain independent even after some uncertain family circumstances.
- (g) Challenges to be faced: In fact, still women should fight both in house and outside world. For instance, a women bearing a family should complete the task of home maker in the family and situation still increases the load if the task is with small kids in home. And outside the house safety and other parameters come into the picture for their safe survival.

Finally, two wheels of economy named men and women should rotate forward to reach as much heights as possible. It can be more efficient with striking the balance. One wheel moving forward an taking the entire economy as forward is nothing but foolish act with leaving the other wheel in a bad condition. If this is the case, setting the other wheel upright and then starting the economy is a good indicator of the smooth functioning of the economy.

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