

Women entrepreneur

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INTRODUCTION

- Definition :- women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise.

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



QUALITIES OF A WOMEN ENTREPRENEUR

- ⦿ Ability to learn quickly from her abilities.
- ⦿ Open style of problem solving.
- ⦿ Willingness of take risks and chances.
- ⦿ Ability to motivate peoples.
- ⦿ Knowing how to win and lose gracefully.



FACTORS AFFECTING WOMEN ENTREPRENEUR

- Economic independence.
- Establishing identity
- Motivation
- Family support
- Building confidence
- Developing risk taking ability
- Greater freedom and mobility



SUPPORTIVE MEASURES FOR WOMEN'S ECONOMIC ACTIVITIES AND ENTREPRENEURSHIP

- Direct & indirect financial support
- Yojana schemes and programme
- Technological training and awards
- Federations and associations

Successful Women Entrepreneurs of India



- Indu Jain
- Indra Nooyi
- Vandana Luthra
- Naina Lal Kidwai
- Chanda Kochar
- Ekta Kapoor
- Suchi Mukherjee
- Richa kar
- Aditi gupta
- Simone tata
- Neelam Dhawan
- Falguni Nayar