

WOMEN ENTREPRENEURS



CONTENTS

- I. Introduction
- II. Definitions
- III. Qualities of women entrepreneurs
- IV. Functions of women entrepreneurs
- V. Problems of women entrepreneurs
- VI. Remedies to solve the problems
- VII. Needs & importance
- VIII. Growth of women entrepreneurs
- IX. Steps taken by govt.
- X. Important associations for women entrepreneurs
- XI. Statically data of women entrepreneurs
- XII. Successful women entrepreneurs
- XIII. Story of a successful women entrepreneurs
- XIV. Recent trend
- XV. Conclusion

INTRODUCTION

- Women Entrepreneur It may be defined as a woman or group of women who initiate, organise and run a business enterprise. **Government of India has defined women entrepreneurs as owning and controlling an enterprise with a woman having a minimum financial interest of 51% of the capital and giving atleast 51% of the employment generated in the enterprise to women.**



DEFINITION

- “Women who innovate initiate or adopt business actively are called women entrepreneurs.”

J.Schumpeter

- “Women entrepreneurship is based on women participation in equity and employment of a business enterprise.”

Ruhani j. alice

QUALITIES OF WOMEN ENTREPRENEURS

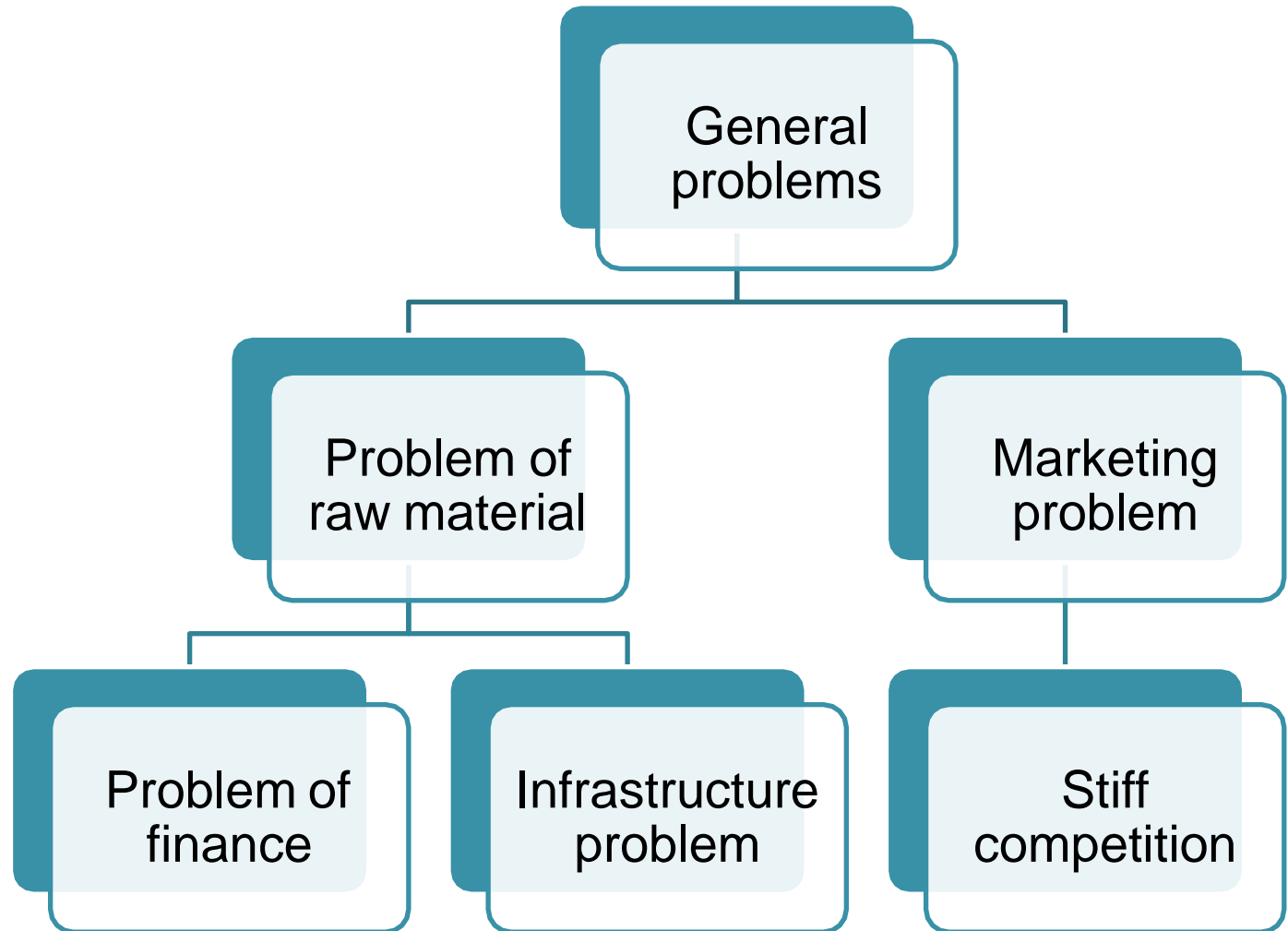
- Accept challenges
- Ambitious
- Hard work
- Patience
- Motivator
- Adventurous
- Conscious
- Educated
- Intelligent



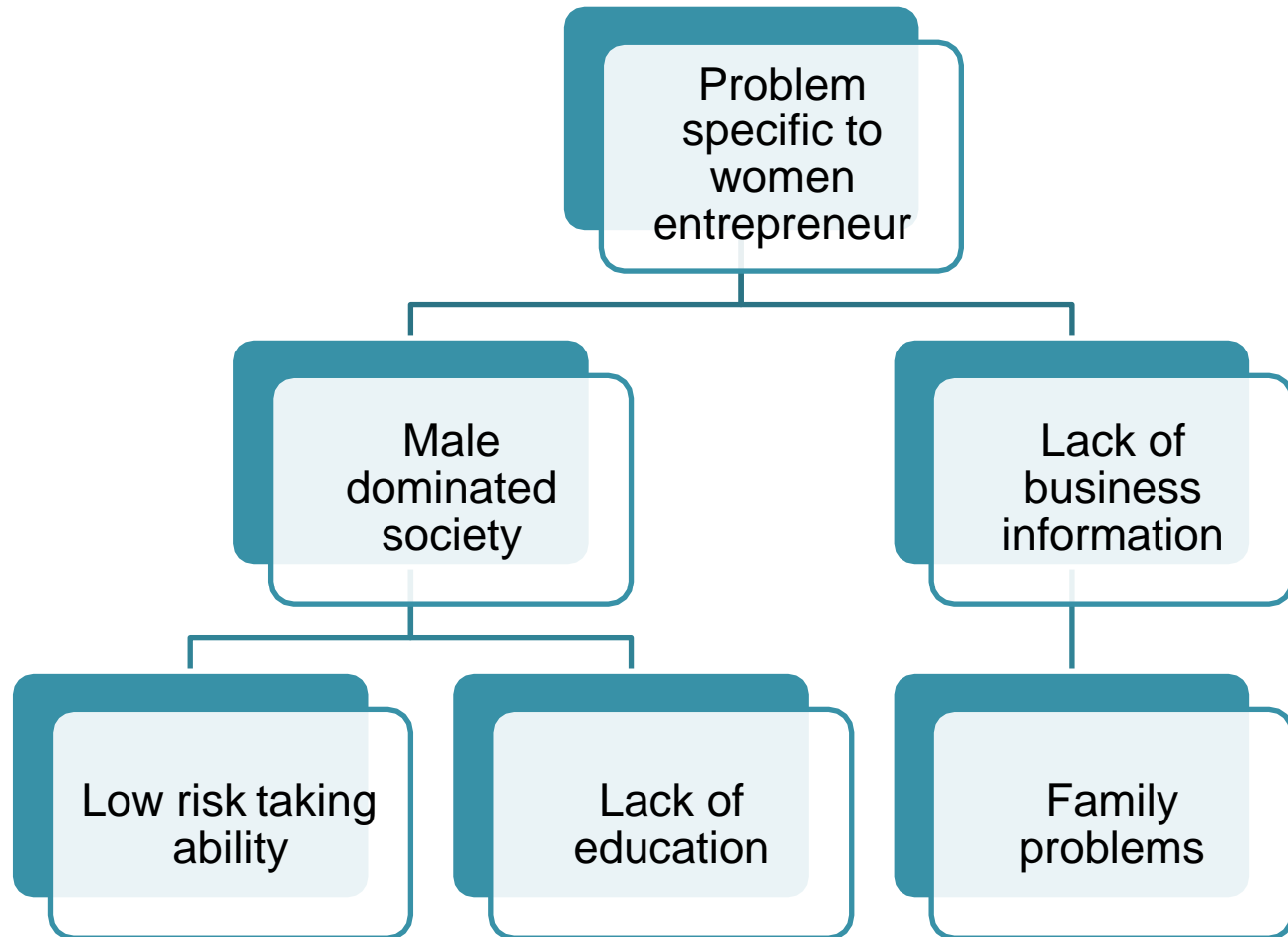
FUNCTIONS OF WOMEN ENTREPRENEUR



PROBLEMS OF WOMEN ENTREPRENEURS



PROBLEMS OF WOMEN ENTREPRENEURS (cont.....)



REMEDIES TO SOLVE THE PROBLEMS

Finance cells

Marketing co-operatives

Supply of raw material

Education and awareness

Training facility

FOSTERING FACTORS



MOTIVATIONAL NEEDS

FACILITATING NEEDS

MOTIVATIONAL NEEDS

- Economic necessity
- Independence
- Education and qualification
- Family occupation
- Success stories of friends & relatives



FACILITATING NEEDS

- Adequate financial facilities
- Experienced and skilled people at work
- Development training programs
- Cooperation of family



GROWTH OF WOMEN ENTREPRENEUR

As per 1991 (cs) only 1,85,900 women entrepreneur (in handlooms , agriculture and agro based)

1995-96 only 2,95,680 women entrepreneur

During the 8th five year plan appreciable increase

In another 5 year plan the no. of women entrepreneur increase up to 5,00,000

They are engaged in marketing , communication , it sector , banking sector etc.

STEPS TAKEN BY Govt.

- **Mahila Vikas Nidhi**
- **District industries center**
- **Rashtriya Mahila Kosh**
- **Training Programs**

April 8, 2013 - New Delhi



MAHILA VIKAS NIDHI

- Under mahila vikas nidhi, a cumulative help of Rs. 80.4 million was sanctioned, during the period 1990-2001 . Various training-cum production centers set up by NGOs mostly relate to activities like sericulture, spinning, weaving, block printing, handloom products,



महिला आर्थिक विकास महामंडळ (माविम)
(महाराष्ट्र शासन अंगीकृत)

Women Economic Development Corporation (MAVIM)

DISTRICT INDUSTRIES CENTER (DICs)

- DICs arrange various lectures and seminars etc. in girls colleges and technical institutes to encourage them to set up their own enterprises.



RASHTRIYA MAHILA KOSH

- It was set up in 1993 to provide micro-credit to poor women who had no access to financial institution at reasonable rates of interest with very low transaction costs and simple procedures. It proved quite useful for lower income group women.



TRAINING PROGRAMS

- The government of India has started various training programs schemes exclusively for self-employment of women. The training programs include Support for Training and Employment Programs of women (STEP) and Development of Women and Children in Rural Areas (DWCRA).



STATISTICAL DATA OF WOMEN ENTREPRENEURS IN INDIA

States	No of Units Registered	No. of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82

From wikipedia.org

STATISTICAL DATA OF WOMEN ENTREPRENEUR IN WORLD

Country	Percentage
India (1970-1971)	14.2
India (1980-1981)	19.7
India (1990-1991)	22.3
India (2000-2011)	31.6
USA	45
UK	43
Indonesia	40
Sri Lanka	35
Brazil	35

From

SUCCESSFUL WOMEN ENTREPRENEURS



Shahnaz Husain



**Indra
Krishnamurthy
Neoyi**



Neelam Dhawan



Chanda Kochar



Geet Brar

SHAHNAZ HUSAIN



- **Shahnaz Husain**
- She brought the breeze of revolution in the field of beauty treatment in India.
- Her herbal beauty treatments have won accolades all over the world and have adorned women for decades.
- The beauty chain of Shahnaz Hussain is known for a wide range of treatments and herbal cosmetics offering stunning results.
- She has clientele including all the renowned women personalities round the world.

INDRA KRISHNAMURTHY NOOYI



- Indra Krishnamurthy Nooyi
- chairman and executive officer of PepsiCo, was according to Forbes magazine's 2006 poll, the fourth most powerful woman in the world. She was also named the #1 Most Powerful Woman in Business in 2006 by Fortune magazine
- Nooyi serves on the board of directors of several organizations, including Motorola, the Federal Reserve Bank of New York, the International Rescue Committee, and the Lincoln Center for the Performing Arts.

NEELAM DHAWAN



- **Neelam Dhawan**
- Microsoft India managing director, leads Microsoft's sales and marketing operations in the country. A Stephenian (graduated in 1980), she passed out of Delhi's Faculty of Management Studies in 1982. Back then, while she was keen to join FMCG majors like Hindustan Lever and Asian Paints, both companies rejected Dhawan as they did not want to appoint women for marketing.

CHANDA KOCHAR



- **Chanda Kochhar**
- Current position: MD & CEO – ICICI Bank

Chanda Kochhar, 51, is currently the MD & CEO of india's largest private bank ICICI Bank.

Rajasthan born chanda got Masters Degree in Management Studies from Jamnalal Bajaj Institute of Management Studies, Mumbai. She received the Wockhardt Gold Medal for Excellence in Management Studies as well as the J. N. Bose Gold Medal in Cost Accountancy.

Chanda Kochhar is married to Deepak Kochhar, a wind energy entrepreneur and her Business schoolmate.

GEET BRAR



- Patiala based entrepreneur Geet Brar launched a music studio with branches both nationally, and internationally. While Punjab has several female singers, none have dared to venture into music production thus far.

STORY OF A SUCCESSFUL WOMEN ENTREPRENEUR


Mitali Kalra



MITALI KALRA

Mitali Kalra, Zao Foods

The idea of starting her own cafe took root in 2010. After completing her MBA in finance from INSEAD in France, in 2008, she spent a year working in Dubai and Singapore, handling private equity investments in oil and gas, and shipping. About a year on, her craving for healthy fare spawned a business idea: a chain of health food cafes in India. So, in December 2011, she left her cushy investment banking job, pumped in Rs 14 lakh from her personal savings, and registered her company name as Zao Foods Private Limited.

- 
- Samosas, kachoris, choley-bhaturey/ kulchey... No matter how much we relish our traditional unhealthy savouries, there is the nagging need to eat nutritious food. To cater to this growing awareness of eating healthy is Mitali Kalra's year-old Mediterranean cafe, Crostini, tucked away in a corner of the HauzKhas Village in south Delhi.

A year into operations, her turnover is Rs 25-30 lakh. Till date, she has invested Rs 30 lakh, but expects to earn Rs 35-40 lakh by end of 2013.

RECENT TREND

- Now a days women in india are increasingly participating in all spheres of activities.
- To promote appropriate technologies to improve women efficiency and productivity.
- To involve women in decision making process.
- To treat women as specific target groups in all development programs.

CONCLUSION

- To sum up we can say that Women comprise around half of the human population. But Indian society is still male-dominated and women are not treated as equal partner, either inside , or outside the four walls of the house. In fact, they are treated as weak and dependent creatures. But now days situation are change, govt. take various initiatives to promote women entrepreneur.

A hand-drawn sign with a light-colored wooden frame. The sign has a black background with the word "ANY" written in large, white, uppercase letters at the top. Below it, the word "questions?" is written in a smaller, white, lowercase font. The sign is held by two hands, one on the left and one on the right, against a light blue background.

ANY
questions?

FROM :- AMIT & KETAN

Thank

you