

**ROLE OF WOMEN SOCIAL ENTREPRENEURS IN INDIA****P A L N S Kalyani**

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Abstract

Entrepreneurship development is a buzzword which is attracting every person's concern in general and women in particular. The participation of women in entrepreneurship is significant and varies from nation to nation. It is observed that Indian Women are also participating in this trend. From a petty shop to a mega business magnet we find women are finding a space for themselves. They not only think of profits in their business venture but also are contributing to the development of society.

Key Words: Social Catalyst, financially savvy, mentoring sessions

Introduction

In order to address unmet needs within communities that are overlooked or not granted viz., unable to access to products, services, basic essentials which are available in developed communities.

Issues which are related to social problems, social stigma associated with being a resident of such communities, imbalance in availability etc, are addressed by social entrepreneurs.

Profit earning is not the main goal of social entrepreneur whereas they work towards implanting widespread improvements in the society. A Social entrepreneur need to be financially savvy to succeed in his or her cause.

Social entrepreneurs act as a Social catalyst who alter by reforming social systems and create sustainable improvements. Though they act locally, their reaction is very effective globally. The social entrepreneurs are innovative and always think out of the box to grab the opportunities and whatever the obstacles they face in their development they see it as a challenging area and thus gives a positive response. They are resourceful, accountable and stimulate the social improvements through their contributions. Women social entrepreneurs should be innovative, have farsightedness, quick and effective decision makers, able to mobilize and marshal, resources, strong determination and confidence, risk takers, updated scientific and technological information.

Approximately 25% of social enterprises are led by women in India and less than 9% are small and medium enterprises owned by them. Therefore there is a need for more women social entrepreneurs.



Women Social Entrepreneurs face additional barriers in founding a social enterprise such as prejudice, family pressure, discrimination etc. the women who withstand with such challenges found the outcome as empowering.

In a survey the women social entrepreneurs revealed that such challenges boosted confidence and sense of self-worth.

Woman's social status will be elevated by becoming a social entrepreneur as they gain respect within their families when compared to male counterparts.

The entrepreneurs from less privileged socioeconomic backgrounds enjoy significant empowerment.

There is once more challenge with respect to access to finance. The major challenges faced by them include accessing funds towards their ventures, types of availability of funding, hurdles of applying for those funds, prejudicial assumptions of potential lenders and investors etc.,

Female Social Entrepreneurs are facing frequent questions about their personal life during meetings with potential investors.

Female Social entrepreneurs who are young and unmarried are facing obstacles in accessing financial resources from their own families. Many social women entrepreneurs reported that family members supported sons if they approach parents for funding capital, whereas girls are not encouraged as they saved money to fund for their wedding than their business.

The change in mindsets of the people can takes place by helping women-led enterprises to thrive. Inorder to encourage them, social enterprise investors and other support organizations need to eschew prejudicial attitudes towards women entrepreneurs and provide accessible funding.

Women social entrepreneurs are requesting for loans and grants of smaller denominations with less redtapism and documentation and policy that support early-stage small scale organizations.

In India, men-led social enterprises are on average about 2 ½ times larger than female led social enterprises in the terms of revenue. The reasons for disparities may be seen as restrictions on female's mobility, domestic care responsibilities, differences in various sectors, etc.,



For a social enterprise to maximise its impact, social enterprise funders and support institutions posit scalability as it is desirable and even essential. Breadth of social need and substantial growth projections are taken as the reasons for arising the scale and they are primary requisites for investors to gain interest.

Strategies for supporting women social entrepreneurs:

- To create an awareness about entrepreneurship and its importance as job providing avenues rather than job seeking.
- To make them realize the importance of potentiality, income generation, recognition social status
- Government and society should cater to give orientation and skill training in selected trades of their choice and suitability
- Coordinating them in preparation of project reports for their proposed units and helping them to follow up the venture to start the new enterprise.
- Providing continuous awareness, consultancy and guidance, attitudinal change and career building towards enterprise formation.
- Effective training programmes on communication skills and building up self-confidence.
- Skill training on scientific knowledge, new technologies and specific trades
- Training on managerial skills, quick and effective decision making techniques, financial management, marketing strategies, formulation and implementation.
- Interaction with successful entrepreneurs for sharing their experiences and providing motivation.

Conclusion:

Empowerment of women entrepreneurs is important for achieving the goals of sustainable growth and the bottlenecks hindering their development must be reduced to enable full participation in the business. Apart from training programs, mentoring sessions, Newsletters, exhibitions and trade fairs also can be a source for the development of entrepreneurship. As a result, the desired outcomes of the business are achieved quickly and more number of business opportunities with good remuneration are found. Therefore promoting entrepreneurship among Indian women is certainly a short-cut to rapid economic growth and development.

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