



WOMEN ENTREPRENEURS IN INDIA: A BIG STEP TOWARDS EMPOWERMENT

Mrs. Prajakta Kulkarni
Department of Computer Science,
Tuljaram Chaturchand College of
Arts, Science and Commerce, Baramati

Abstract: Entrepreneurship is an important pillar in Economic growth of Nation. A different vision of Women as an Entrepreneur helps the economic development of family, society, country which result in growth of world's economy. In this paper author discusses about the challenges women facing as an entrepreneur. Government's vision is reflected through various schemes for women entrepreneurs a step towards women empowerment. During Covid-19 women entrepreneurs faced various problems. But still as a great path finder effective use of social media by women entrepreneurs to overcome the problems. So all these points' shows that increasing number of women entrepreneurs in India shows a big step towards their Empowerment as this will help them to empower themselves in various dimensions such as financial, self-confidence, technical, social etc. So as a study though women are empowering and fighting for themselves still there is need for more awareness in women about their rights, facilities and skills to garnish them as a great human.

Keywords: Women Empowerment, Entrepreneurship, Economy, Schemes, Challenges.

Introduction:

The term entrepreneurship defines as the process of setting up of business to earn profits with his innovativeness and ideas to run an enterprise solely and also liable bare risk. To become successful various qualities are needed like technical knowledge, ingenious, initiative, top judgment, intelligence, leadership traits, self-worth, right attitude, creativeness, fairness, honesty and many more. There is hardly any chance for the welfare of the society unless the condition of women is improved. Swami Vivekananda has rightly remarked that a "Bird cannot fly on one wing". Women must be recognized as a power in the developmental process and should be actively involved in it and should get equal opportunities like men. Economy plays important role in development, Women Entrepreneurs also plays important role in economic development, also gives opportunities to other for financial growth which helps to empower them. As per the blog of India Brand Equity Foundation (IBEF) In India 20.37% of women are MSME owners which account for 23.3% of the labor force. They are considered to be the backbone of the economy. According to McKinsey Global, India can potentially add US\$ 700 billion to global GDP by increasing women's participation in the labor

