

RURAL ENTREPRENEURSHIP DEVELOPMENT AND CHALLENGES: TOWARDS WOMEN ENTREPRENEURSHIP

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ABSTRACT

Women Entrepreneur is a women accepting challenging roles to do something innovative in her surrounding and presenting a role model of self sufficiency and competency for others. A strong desire to do something innovative, creative, enhancing her skills is an inbuilt quality of Entrepreneurial Women, who is capable of contributing values in both family and social life. "Innovation" and "home based activities", "creating the rural market" are the familiar terms associated with rural entrepreneurship. Women entrepreneurs are the women or a group of women who initiate, organize and operate a business enterprise. According to the Government of India Women entrepreneurs as an enterprise owned and controlled by women saving a minimum financial interest of 51% of the capital and giving atleast 51% of the employment generated in the enterprise to women. Published: Science Tech/women entrepreneurship 2001 In perspective of India, growths depend upon the success of Industrial as well as Agricultural sectors. The beginnings of Industrial entrepreneurship in India is age old from the times of (Rig Veda). For instance, entrepreneurship was observable among the artisans in cities like Benaras, Puri and Mirzapur etc in Corals of Bengal, Chintzes of Lucknow, Silk branded clothes of Nagpur, Kashmiri Shawls etc. Entrepreneurial activity gained importance during the economic crisis in 1990's when government initiated the policies to make the people self-empowered. So empowering women, who are the backbone of our Agrarian economy, is a beneficial medium to achieve economic growth in the country. The total Indian Entrepreneurship activity average about 11.4% Source: GEM INDIA REPORT, 2004.