

## Introduction

*"Women are the Builders and Moulders of Nation's Destiny"*

*- Rabindranath Tagore*

Women-owned businesses are increasing rapidly in all countries. The abilities of businesswomen have been steadily changing with the increasing sensitivity to economic status, which makes them visible in society. The main factors which enable the women to step into business ventures are skill, knowledge, and adjustability. Women taking financial risk in the hope of profit are capable of contributing to the family and the society with an ambition to do something with inbuilt qualities. Women of present-day are aware of their character and rights, in order to help themselves and face the challenges for providing opportunities and to turn into job creators, which provides a platform for the women to become designers, interior decorators, garment manufacturers, publishers and exporters. However, they are yet exploring new avenues, expresses, Anitha, and Sritharan, (2013).

"Woman Entrepreneur" is a person who is prepared to shoulder jobs and to address individual issues to turn out to be financially free. Women business people have been perceived as a fundamental undiscovered source and make new openings for themselves as well as for others. They likewise give answers for the board of business issues as well as explore opportunities for women. They represent a minority, and hence the discrimination they face presents them to become successful women entrepreneurs. Danish, (2016) feels that the market should be tended by policymakers to utilize the capability of this dynamic gathering to the most extreme.

Entrepreneurship is considered to be a dynamic process. The vision change and creation required an application towards the implementation and creation of new ideas to solve problems. The essential ingredients include the

willingness to face daring risks in a business enterprise. It helps to formulate ventures for the creative skill to collect the needed resources, an essential skill for a business venture, and finally, the vision to identify an opportunity. Buenstorf (2007) considers that the opportunities' can be created throughout human actions and create new business opportunities. The dynamic work view processes are related to the exploitation of an idea, to recognize the opportunity,(Shane and Venkatamaran, 2000). The dynamic Entrepreneurial appears to develop a set of specific dynamic. Entrepreneur capabilities, namely improvisational and transcendental capability when attempting to a new knowledge-intensive venture or knowledge-intensive corporate venturing. It is the dimensions to be found mainly in the entrepreneurial activity that creates that business and activities to establish successful ventures in saturated competitive arenas, (Delmar and Wennberg, 2010; Zahra et al., 2006).

Entrepreneurs play a crucial role in the economy. They have the skills and initiative to market their products by making the right decisions to ensure profitable ideas from consequences risks. A great potential to increase the profits for the entrepreneur. The benefit inspires entrepreneurs but it is regarded as a standard for measuring their targets and for success. Entrepreneurs need to lead their businesses towards creative and innovative thinking. It will undoubtedly improve their products and ensure their business that will contribute more towards success (Kartini Mat Rashid ,2015).

Entrepreneurial development is an essential factor in the economic development of India. In spite of their contribution to growth, their social recognition is limited and severely underestimated. Entrepreneurship is an area that helps towards employment generation, ultimately improving the income. Around 50 percent of India's population is women, yet business spheres, which include trade, commerce, and industry, remain to be dominated by males. Besides, entrepreneurial work has considered a man's world in India. Women are in no way inferior to men, and they can prove to be good entrepreneurs in the country. Therefore, it is essential to explore Indian women by tapping and identifying their potential. The problems of women's participation with industry, commerce, and

trade, remain poor mainly because they are associated with men. All of the issues with inhibiting from coming up is associated with gender role. Most of the women focus on their family and are not serious about their career obligation expresses, Mathur, (2011).

Due to lack of facilities, household activities by women are time-consuming. However, providing better access to sanitation, water and electricity can reduce their burden. These will allow more time to be dedicated to entrepreneurial activities (Connell et al., 2011). Women are significant contributors to the 21<sup>st</sup> century's emerging economy. The mantra, the women, embrace today is "Women Entrepreneurship". Problems travel along with the prospect entrepreneurship especially in the condition which are pressing with the womenfolk, (Subathra, 2017).

Women of today are different in several ways from the women of yesteryears and have come out of the traditional activities which are within their family limits. This will force them to seek, which prepares them to take risks. From the role of dependence on father, husband, and son, they have taken up responsibilities such as administrative and managerial roles where policy formulation and decision making are crucial. Women have proven their competence in managing and developing enterprises and are in no way behind men in any of the parameters of entrepreneurs and entrepreneurial talents.

Today entrepreneurs have come to mean innovation for creating consumer demand. It is the rightful organization of resources and proper application of management concepts and management techniques to meet the identified consumer demand. In today's competitive world, women are positively competing with men in the manifestation of their entrepreneurial competence. Several women have made it to the top with their enterprising leadership and people-centric approach, combining professional and personal lives as an art to be learned. Their structured approach, sound instinct, and intellectual capability analyze business had made them successful role models. They are multi-taskers, team players, flexible, and able to handle all kinds of the situation with equanimity.

Entrepreneurship was considered one of the most crucial factors of economic growth. This is the lifeblood of any nation's economy, which is believed to be the cradle for a job to create wealth flawlessly. Studies have indicated that entrepreneurship is an essential tool for income development (Fox, 2001). Women entrepreneur provides different solutions to business problems, and help to exploit the entrepreneurial opportunities which also offers and creates a new job for themselves and others. Women entrepreneurs can be defined as a group of women who take up the responsibility to initiate and organize to operate a business enterprise. Entrepreneurship among women has a recent concern.

The Government of India has defined women involved based on their participation is employed. Entrepreneurs are the instrument that use to create in developing new taking up new ventures of value, which perceived the opportunities of a new dimension for entrepreneurship. The original size referred to motherhood is a business where women owners are helped to balance the role between mother and the part of entrepreneurship. Their involved is to create a desire for a better environment for their family and overall community (Maritz, 2004).

With the introduction and development in the area of technology, the world has changed into a global village. The international business has characterized that being part of the worldwide community, and the economy is posing numerous statement for the industries throughout the world. To keep pace with the speed of the challenging world's abilities is hard. At the same time, these challenges are open to various new and unexplored avenues with opportunities for entrepreneurs. Entrepreneurship is considered to be the most powerful economic force known to humanity. This empowers individuals to seek a chance to unmanageable problems. Entrepreneurship is the symbol of business diligence and achievement, which is a vital source to change society.

Women within the four walls confined to household-related activities were without any socio-economic independence. Today women are not only generating employment for themselves but are also employing others. With the opportunities given to women through education, they have developed awareness, and have

proved that no field is inaccessible to them. Opportunities and facilities are made available to them to come to the forefront. Historically, the entrepreneur was considered to be a male-dominated pursuit, but today women are the most recognized and inspirational entrepreneurs. Women are capable of achieving independence, manage resources, and bring innovation by their creativity. They contribute to the economic development of the nation. India needs to promote women entrepreneurship programs not only to utilize its human resource effectively, but to also improve their status in the society and focus towards raising the social status, and bring women into the mainstream of national development (Alpana 2011).

In India, the emergence of women entrepreneurs and their contribution to the national economy is visible. The number of women entrepreneurs has through over a time, which needs need to be for their increased utilization for modern technology, increased investments, appreciated, and resourced sizeable employment for others. They set the trend by making themselves a role model for other women entrepreneurs in both the unorganized and organized sector. The truth remains is that the women entrepreneurs have demonstrated their potential and are capable of contributing much more than what they already are. Women's entrepreneurship needs to be studied separately for two main reasons. The reason being that women entrepreneurship has been recognized as an important untapped resource of economic growth, and the second reason is that women entrepreneurs have primarily neglected in society.

India has a long list of women entrepreneurs, and the reasons for their entry may be different. Some might have entered to develop their family business, and others to be financially independent and bring their family out of the financial crisis. The problems faced by women entrepreneurs are numerous. Irrespective of the varied issues, they are active risk bearers, innovators, and functional managers. The fast-moving global scenario has brought about significant, which changes the limits employment opportunities, thus creating a necessity for self-employment. Entrepreneurship development and self-employment opportunities and extended to both the male and female entrepreneurs without any gender discrimination. This

will pave a platform to prove entrepreneurship development to be a powerful tool in fighting the problems of unemployment ( Vibhavari and Prachi 2016).

In India, the concept of women entrepreneurship, which is a recent origin, has made them become aware of their rights and have helped to enter into different fields of business. They are able to establish their business empires and contribute towards the growth of the economy and country and thereby improve their socio-economic status. The increase in women's literacy rate in India has developed the workforce ratio in the country. The government of India has also given appropriate importance to women entrepreneurship and has introduced several schemes for the development of women entrepreneurs,( Priyandarshini and Rabiyaathul 2018).

The earnings terms gross revenue, and the workforce has made the women entrepreneurs a powerful and dynamic strength throughout the world. This plays a very significant role and contributing to the economy of the country in the direction of creation of wealth and field of innovation. This networking has a constructive impact on society, imparting a positive attitude on the womenfolk. The network can offer psychological, managerial, and financial support by providing information and adapted consultancy and technical assistance to aspiring women entrepreneurs (Dragusin, 2007)

Women entrepreneurs assume a prime role in industrial development India has consistently been a place that is known for business and has involved a vital situation in the Indian economy. Women are commonly seen homemakers with little to do with economics and commerce hence, and they are neglected in society. But this picture is changing. Women have not only lower support rates in business but decide to begin firms which men will in general do. The progress from homemaker to a refined business person is not that simple. In present day India, an ever increasing number of women are taking up pioneering action in miniaturized scale, little, and medium scale endeavors. Women across India are communicating enthusiasm for being monetarily autonomous, demonstrating sexual orientation fairness and financial improvement to go inseparably. In spite of the fact that the pioneering procedure is the equivalent for people, by and by, numerous issues

looked by ladies, which are of various measurements and sizes, keep them from understanding their maximum capacity as business, (Deepak, 2014).

According to the Global Entrepreneurship Monitor (GEM), (2007) women have been identified to signify more than one-third of all entrepreneurs. Women are expected to take part in roles from the informal sectors. These informal sectors make them visible and bring out the appearance of women entrepreneurs, who create a family environment and circumstances for the emergence of new businesses. Women entrepreneurs participate actively in the home-based lifestyle entrepreneurship domains. This type of undertakings creates its own business with unique challenges. These challenges include fear of failure, less confidence in business, and, most importantly, securing start-up finance.

Today we find the progress towards gender equality is plodding due to the failure to attach policy promises with money. According to President APJ Abdul Kalam, "Empowering women is a prerequisite for creating a good nation, when women are empowered a society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation" it does not mean that when a woman is empowered another becomes either powerless or is having less power. On the contrary, any empowered woman will undoubtedly influence her family's behavior and also towards a decision making, [www.dcmsme.gov.in](http://www.dcmsme.gov.in).

Women, in general, play a vital role in the economic development of the country. Due to increasing modernization, there is a change in lifestyle. However, particularly women in India are slowly breaking the traditional mold imposed upon them for centuries and are coming out of it. The emergence of Globalization has presented new challenges for the realization of the women's goal for equality. The struggle for individual and equal rights and economic necessities is resulting in more and more women supplementing the family income to share the burden of looking after their families along with their husbands. Women's entry into business which is a recent phenomenon that has helped women to trace and bring them out of their kitchen activities. With growing awareness and the spread of education, women have started engrossing in different modern activities (Khanka 2012).

According to Ankurita (2012) Women, entrepreneurs in India have split beaten track and are exploring new avenues for economic participation .It is true that behind every successful woman, there is a long story on which they have climbed the hard way. This task is full of challenges and have steered to clear public opinion, family opposition, and sarcastic remarks. In spite of the thorny way, women have established themselves as self-respected independent entrepreneurs. A great many of them have chosen the entrepreneurs' world since they are compelled and also have the urge to do something positive in their lives. Nevertheless, they are torchbearers for economic independence. The woman is the full circle; within her is the power to create, nurture, and transform herself. As more and more women entrepreneurs have become economically and emotionally independent through business careers and self- employment, the negative attitude towards them has diminished in strength. Although the barriers do come between women and their goals, still progress can be measured in small ways, and all in all, the future does look promising.

Women have strongly appreciable and required qualities and skills relevant to entrepreneurs. With their ability to manage and commitment to work, they are respected for their tolerance and kindness towards people. However, there is a misconception that women cannot be good managers. Women entrepreneurs work hard, without regular hours, job descriptions, and employee benefit to raise funds to make things at home comfortable. Avoid clusters and set schedule based on the needs of the day with the dawn of the industrial revolution, large manufacturing organizations created conditions for the emergence of 'work' as a fast-moving, rigid solution to accept the concept of change, says David and Welter (2008). It is essential to note that the participation of women in economic activities as self-employed individuals. The occupations open for women were mainly traditional, based on the nature of self-employment and the standard of living. A country must mobilize and utilize fully all its resources, including human resources, which is essential for raising the status of women, which is now accepted as an indicator of a society's stage of development (Sannasi and Ganapathi,2008).

According to Brusha (2012), women-owned businesses are one of the fastest emerging entrepreneurial activities in the world. Women made significant contributions to innovation, employment, and wealth creation. In spite of their participation, economic development has brought in many changes in the lives of women, increasing tension, which becomes an excellent source of stress. At times they get discouraged mainly by their family members and peers who cannot see a woman's worth. In the last few decades, there have been many works of literature related to work stress among women entrepreneurs, but their knowledge of coping with work tasks is still short opines (Misra, and Shatri 2017).

Women entrepreneurs have been a source of job creation, poverty alleviation, wealth creation, and positive contributors to the national gross domestic product (GDP). To support this assertion, the United Nations (2006) confirms that women entrepreneurs' contribution is substantial to the national economies through the participation of their growth in small and medium businesses. According to Peters (2008), women entrepreneurs are those who want to accomplish goals and desire by doing it alone. They step into the store due to frustration in their job. Their sources of funds are mainly from personal assets and savings, which are usually goal-oriented, realistic, and creative. They have self-confidence and are enthusiastic and energetic with the ability to deal with social and economic situations. Brunetto (2007) expresses that their involvement in entrepreneurial activities across the globe and their actions have paid off in the form of newly established enterprises for wealth and job creation. As per United Nations, Industrial Development Organization (UNIDO, 2001) reports that women's entrepreneurial activities are not only a means for economic survival but is also a positive social consequence for the women and their social environment.

Tradition and culture have prescribed that women play their roles within the ambit of the family with obedience, conformity, and self-denial. The role demanded of an entrepreneur, however, is entirely different. A woman entrepreneur is expected to be assertive, exploring, innovative, willing to take a risk and make quick decisions. Though many women have learned the fine art of balancing domestic responsibility with professional ambition, the fact remains that women

have ventured to play an unknown game in an unfamiliar field with all the odds against them, (Lalita 1991).

Women though active in their enterprises face related problems and challenges in developing their businesses. Women entrepreneurs frequently face gender bias in the socio-economic environment in which they operate. When it comes to establishing and growing their enterprises and accessing economic resources, women face social, cultural, educational, and technological challenges than men (Mayoux, 2001). With this background, the researcher has attempted to study the work-life dynamic of women entrepreneurs

**The objectives frame for the study are to**

- ✓ Assess the socio-economic background of women entrepreneurs
- ✓ Analyze the resource management practices
- ✓ Understand the nature of entrepreneurial activities and
- ✓ Explore factors that enhance the entrepreneurial activities

**Hypothesis**

The hypothesis framed for the proposed research work is

- ✓ Educational level alone is responsible for the improvement in business
- ✓ The tailoring unit space and layout has association with activities performed and the stress experienced

**Significance of the study**

Women entrepreneurship is a relatively recent phenomenon, gradually changing with the growing sensitivity of their roles, responsibilities, and economic status in the society in general and family in particular. Women at present are oriented towards adopting self -employment as a career. Therefore there is a rising expectation among policymakers to provide economic freedom and recognition through the entrepreneurship of women.