



A Study on Women Entrepreneur in Vadodara

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ABSTRACT:

The subject of this paper is women who are entrepreneurs in Vadodara, Gujarat, India. Baroda, another name for Vadodara, is a city with a thriving entrepreneurial scene and a rich cultural legacy. The number of female entrepreneurs has increased noticeably in recent years across a variety of businesses, from established businesses to tech-driven businesses.

The purpose of this abstract is to shed light on the traits, obstacles, and possibilities faced by female entrepreneurs in Vadodara. It examines financial elements—such as rising educational attainment, shifting social mores, and government campaigns supporting women's entrepreneurship and empowerment—that have led to the surge in female entrepreneurship in the area.

This abstract also explores the industries—healthcare, education, fashion, food processing, and information the internet, among others—where female entrepreneurs are making noteworthy progress. The article explores the creative enterprise ideas and tactics used by female entrepreneurs in Vadodara's cutthroat industry to succeed in overcoming obstacles. The support systems for female entrepreneurs in Vadodara are also highlighted in this abstract, include financial aid services, connection possibilities, mentoring programs, and incubator institutes. It also covers the part that different stakeholders—including governmental bodies, non-profits, and trade associations—play in creating an environment that supports women entrepreneurs in Vadodara.

Keywords: Women entrepreneurs, Vadodara, Entrepreneurship, Gender diversity, Business development, Economic empowerment, Women in businesses, small and medium enterprises, Socio-economic impact, Networking, Skill development, Innovation and creativity

INTRODUCTION:

Women entrepreneur meaning:

The process of starting, growing, and managing a business venture by a woman or group of women is referred to as women entrepreneurship. In order to accomplish business goals, it entails opportunity identification, strategy development and implementation, financial resource management and measured risk-taking.

Definition:

Women entrepreneurship refers to the process of creating, managing and developing a business enterprise by a woman or group of women. It involves the identification of opportunities, developing and executing business strategies, managing financial resources, and taking calculated risks to achieve business objectives.

Characteristic of women entrepreneurs:

Several characteristics set women's entrepreneurship apart from standard types of entrepreneurships. Although each individual's journey is unique, female entrepreneurs often share the following traits:

Flexibility:

When faced with obstacles, women business owners frequently demonstrate a high degree of flexibility. They have the flexibility to adapt their tactics and plans in order to function in a changing economy.

Adaptability:

It is common for female entrepreneurs to exhibit adaptability in the face of challenges and disappointments. They frequently endure adversity and use lessons from mistakes to strengthen their business plans.

Working together and establishment connections:

Women business owners frequently place high value on collaboration and socialising. Developing solid professional relationship and connections is essential for getting assets, receiving assistance, and exchanging opinions.

The Roles of Female Entrepreneurs:

Since women entrepreneurs are the owners of these businesses, they handle all the tasks associated with starting a company. Women entrepreneurs encounter many challenges throughout the course of an enterprise and resolve these problems in order to complete all business-related tasks.

Taking chances:

In order to satisfy customer preferences and tastes, women entrepreneurs must be able to anticipate trends and take calculated risks. This includes implementing innovations and changing production methods. This risk may also be reduced if certain prearranged judgements, abilities and initiative were used.

Making wise choices

A woman entrepreneur always makes the final decision regarding the company's product and should choose the prospects with the best chances. Additionally, she can market the goods so that she can easily pay her staff members while keeping a portion of the profits for herself.

Novelty

Every product line needs to be improved because consumer preferences are ever-changing. When making improvements to the current products, it must be done in a way that is both economically and technologically feasible.

REVIEW OF LITERATURE

1. Infrastructure is essential to a society's economic advancement and development. Thus, in order to encourage and maintain economic development, equipment must be constructed. Inadequate infrastructure slows down economic growth. Infrastructure services such as power and energy, banking, housing, water supply, hygiene, schooling, and health are essential to the development and growth of an economy (Vero 2018, p. 39).

<https://www.linkedin.com/pulse/crucial-role-infrastructure-economic-development-john-hammock>

2. In her paper titled "Emerging Profile of Women Entrepreneurs and Workers in India," Dahiya² (2000) made a comparison between the economic engagement of Indian women and that of the other industrialized countries worldwide. Through her investigation, she has discovered that, when compared to women in other industrialized countries, female engagement in economic activities is not very encouraging in India. In the organized sector, the employment structure has likewise continued to be severely prejudiced to women. She has provided evidence to support this opinion by demonstrating how the current government policy, which calls for the reduction and elimination of public sector funding, will impact women's employment opportunities both now and in the future. This will force them into the private and unorganized sectors, where they will face wage prejudice, low pay, and even hardship.

https://www.researchgate.net/publication/271993265_Women_Entrepreneurs_from_India_Problems_Motivations_and_Success_Factors

3. In their study published on March 19, 2012, G. Palaniappan, C. S. Ramanigopal, and A. Mani examined how women have been able to overcome obstacles inside the confines of their homes by pursuing a variety of careers and services. The key factors driving women into entrepreneurial enterprises are talent, expertise, and flexibility. This study was also conducted to examine the positive and negative environmental conditions that support entrepreneurship, as well as the motivating variables and other variables that impact women to become entrepreneurs. It also provided recommendations for fostering women entrepreneurs in a few TamilNadu districts. This study found that they are unable to live in due to their lack of knowledge and skills.

https://www.researchgate.net/publication/344350199_Women_Entrepreneurship-A_Literature_Review

4. The relationship between the socio-economic demographic profile and the participation of women entrepreneurs in the business management was the focus of Kalyani and Chandralekha's (2002) exploratory study.

The degree to which these women participate in many facets of business management determines how well the women entrepreneurs and their businesses develop. According to this study, it is necessary to investigate the extent to which female entrepreneurs are involved in the management of their businesses. Additionally, an effort was made to discover more about female entrepreneurs that take the initiative to launch their own businesses. It also explores the elements that encourage women to start their own businesses and then looks into the ones that limit or exclude their ability to effectively manage those businesses.

<https://ideas.repec.org/a/sae/jouent/v11y2002i2p219-248.html>

5. Singh, Sehgal, Tinani and Senguptha (1986) stated in their research that basically the five dominant motivations that women entrepreneurs could follow to achieve success in their business was the spirit of being active and staying active, enterprising, continuing to do what he likes best, being hardworking and wanting to get rich.

https://www.researchgate.net/publication/307850837_Women_Entrepreneurship_and_Innovations_in_India_An_Exploratory_Study

RESEARCH METHODOLOGY

OBJECTIVES

1. To identify and investigate the success determinants of female entrepreneurs in Vadodara, India.
2. To determine if there are any differences in how entrepreneurs with and without education see key success elements.
3. To examine the difficulties faced by women entrepreneurs.
4. To examine the inspiring and persuasive reasons that women encounter while beginning a business.

HYPOTHESIS

For the purposes of the study, the following hypothesis will be looked at:

- The null hypothesis (H₀) states that there is no discernible difference between educated and uneducated female entrepreneurs' perceptions of the crucial business success determinants.
- As both educated and illiterate women can manage successful enterprises as long as they have the necessary skill set, the null hypothesis is predicated on this assumption.

OPERATIONAL DEFINITION

The term "women entrepreneurs" refers to a woman or a group of women who start, plan, and manage a business. Women who invent, start a business, or embrace a business activity are considered entrepreneurs, according to Schumpeter.

VARIABLES

- 1) Chance Entrepreneurs: These business owners launch a venture without having any specific objectives or plans in mind. They end up seizing the chances and possibilities they are presented with.
- 2) Forced Entrepreneurs: These business owners launch a venture as a result of a family tragedy, such as a divorce, an accident, or the passing of a father or husband.
- 3) Created Entrepreneurs: This group of entrepreneurs is appropriately identified, inspired, motivated, and developed through EDPs as a part of a plan to help women become competent businesswomen.

TOOLS OF DATA COLLECTION

Questionnaires and Surveys: Creating and disseminating surveys or questionnaires is a useful technique to acquire data that is qualitative as well as quantitative about Vadodara's female entrepreneurs. Inquiries may address things like factors influencing success, obstacles encountered, company features, and demography. Additional Data Investigation to enhance primary data gathering efforts and offer context for comprehending the state of women entrepreneurship in Vadodara, it is possible to make use of pre-existing data sources like as government reports, industry publications, academic studies, and networks.

UNIVERSE

There are approximately 252 million women entrepreneurs worldwide and that number is increasing every day. The search for these women for Support projects that provide them with training, assistance, guidance, and networking also grows. The Entrepreneurship Resource point, for example, responds to the growing demands for best practices and tools to integrate and promote female entrepreneurship.

By the way, November 19 is celebrated as the world day of female Entrepreneurship.

SAMPLING METHOD

In this method, Secondary data collected from National & International Journals, published reports of RBI, NABARD, and Census Surveys. Newspapers, publications from various Websites which focused on various aspects of the government focusing on the issue of Women Entrepreneurship.

Primary data has been collected through a general public survey in which a structured questionnaire was created and the responses were gathered from people of different age groups.

RESEARCH DESIGN

The Researcher design Qualitative and descriptive in nature. The Researcher will described be collected data.

CONCLUSION

The study looks into how well women entrepreneurs perform. We sincerely hope that by learning more about these obstacles, they will be as little as possible. Lack of academic research on the performance of female entrepreneurs in Tamil Nadu, specifically in the district of Villupuram. Consequently, the purpose of this study is to evaluate the performance of female entrepreneurs in the Villupuram district. In this study, a descriptive research design is employed to characterize the attributes of a specific population. According to the researcher, certain events are described in this research.

A structured questionnaire was used to gather the primary data. A descriptive research design aims to accurately portray the real-world conditions under investigation. A questionnaire was given to female business owners.

Forty female entrepreneurs were given questionnaires. Ten of the forty questionnaires that were submitted were deemed inadequate and were subsequently returned. Valid questionnaires were ultimately sifted and then put through statistical analysis. For this investigation, samples selected using a straightforward random sampling technique were employed