

BCOM-II-SEM-IV

FUNDAMENTALS OF ENTREPRENEURSHIP-II

MODULE-I- WOMEN ENTREPRENEURSHIP

MODULE-II- RURAL & AGRO ENTREPRENEURSHIP

MODULE-III- PROJECT MANAGEMENT

MODULE-IV- MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)

❖ WOMEN ENTREPRENEURSHIP-

- Concept:

- Definitions-

1. The Government of India has defined- 'An enterprise run by a woman entrepreneur as an enterprise owned and controlled by a woman having a minimum financial interest of 51 % of the capital and giving at least 51% of the employment generated in the enterprise to women'
2. Simply defined as 'a woman or a group of women who initiate, organise and operate a business enterprise'

Types of Women Entrepreneurs-

1. Chance Entrepreneurs
2. Natural Entrepreneurs
3. Created Entrepreneurs
4. Forced Entrepreneurs
5. Benami Entrepreneurs

Characteristics/ Qualities of Women Entrepreneur:-

- Management and control
- Employment to women
- Risk-taking
- Good organizer
- Self confidence
- Decision maker
- Visionary
- Hard worker
- Achievement oriented
- Optimistic
- Technically competent
- Bold and brave
- Mentally sound
- Leadership

Problems faced by women entrepreneurs:-

- Problem of finance
- Scarcity of raw materials
- Stiff competition
- Limited mobility
- Family ties
- Lack of education
- Male dominated society
- Low risk bearing ability