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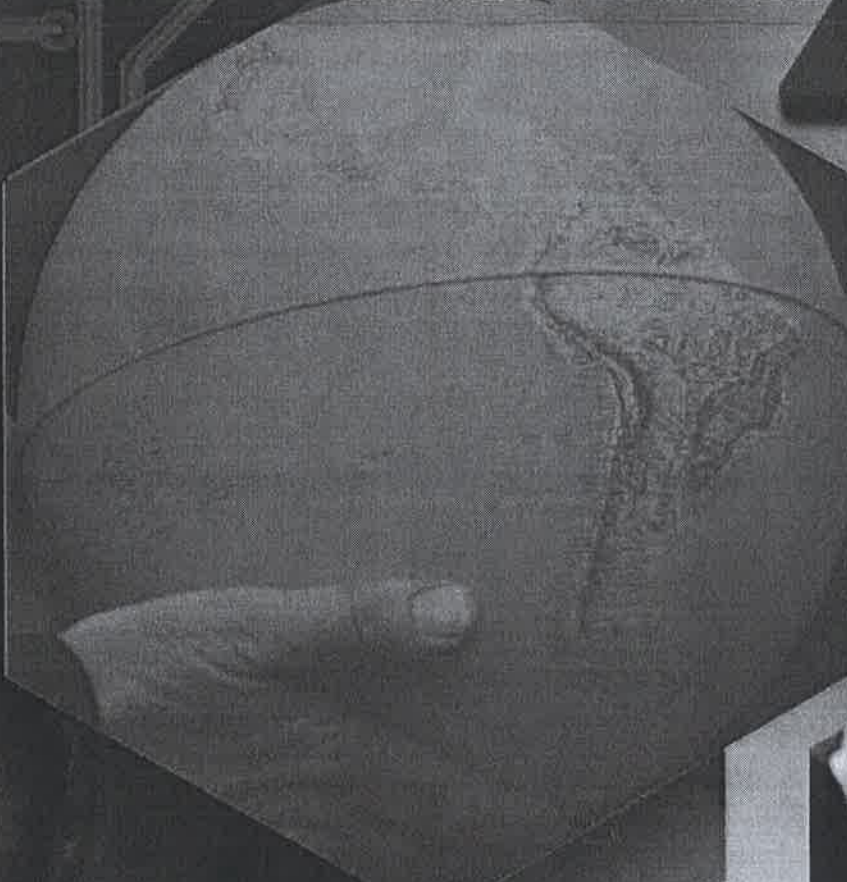


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- 2) in general both Government and non government official where of the option that majority of women entrepreneurship remote in repayment of divorce in the form principal amount or interest on money borrowed when compared to men borrowed.
- 3) Ruler women entrepreneurs must take rest to achieve the goals women entrepreneurs Matric potential so that they need skills to goal setting risk taking positive attitude and leadership.

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10. A Study of Women Entrepreneur towards Entrepreneurship Development: Case Study of Mrs. Ratnaprabha Anilkumar Belhekar

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Abstract

In the 21st century women entrepreneurs are potentially emerging as the strong human resource. The primary objective of this paper is to find out the status of women entrepreneurs in India and also studies the success story of Mrs. Ratnaprabha Belhekar, one of the successful women entrepreneurs of Maharashtra from Alibag. Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economies into thriving enterprises. On the basis of this analysis some recommendations are given to promote spirit of women entrepreneurship and helping the women to become a successful entrepreneur.

Keywords: Women, Entrepreneur

Introduction

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. An entrepreneur is a person who starts an enterprise. He searches for change and responds to it. A number of definitions have been given of an entrepreneur- The economists view him as a fourth factor of production along with land labour and capital. The sociologists feel that certain communities and cultures promote entrepreneurship like for example in India we say that Gujaratis and Sindhis are very enterprising. Still others feel that entrepreneurs are innovators who come up with new ideas for products, markets or techniques. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It is the psyche makeup of a person. It is a state of mind, which develops naturally based on his/ her surrounding and experiences, which

makes him/ her think about life and career in a given way. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. It is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage growing every year. If the prevailing trends continue, it is likely that in another five years, women will comprise 20% of the entrepreneurial force (Saidapur et.al, 2012).

Status of Women Entrepreneurs In India

Of the 17 countries surveyed India has been ranked among the worst performing countries (16th, just above Uganda. Countries like Turkey, Morocco and Egypt have outperformed India.) in the area of women entrepreneurship in gender-focused global entrepreneurship survey. Status of higher education of women in India came out to be lower than most countries in the world. At present, women's entrepreneurial role is limited in the large scale industries and technology based businesses. But even in small scale industries, the women's participation is very low. As per the third all-India census of Small Scale Industries, only 10.11% of the micro and small enterprises were owned by women, and only 9.46% of them were managed by women. While the number of women operating their own business is increasing globally, women continue to face huge obstacles that stunt the growth of their businesses, such as lack of capital, strict social constraints, and limited time and skill.

Challenges Faced By Women Entrepreneurs

Conflicts between Work and Domestic Commitments- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" (Starcher, 1996).

Gender gaps in education- While women are making major strides in educational attainment at primary and secondary levels, they often lack the combination of education, vocational and technical skills, and work experience needed to support the development of highly productive businesses.

Lack of finance - Access to finance is one of the most common challenges that entrepreneurs face and this is especially true for women who are further impeded by lack of personal identification, lack of property in their own name and the need for their husband's countersignature on many documents.

Legal constraints in family law- The institutional and legal environment is critical to the growth of female-owned enterprises. Laws regulating the private sphere specifically those regarding marriage, inheritance and land can hinder women's access to assets that can be used as collateral when securing a loan.

Heavy household responsibilities leave a demand on women especially those in rural areas who have more children. They are required to perform their traditional role as housewives and therefore, they have fewer hours of free time than men, both during the weekend and on weekdays.. An ILO report on women entrepreneurship identifies the following problems faced by women entrepreneurs.

Lack of family support- Sometimes the family may make the women feel guilty of neglecting household duties in her pursuit of business obligations. Cultural traditions may hold back a woman from venturing into her own business.

Lack of capital-traditional sources of finance like banks are reluctant to lend to women entrepreneurs especially if they do not have any male or family backing. This is especially true of lower income females. Women do not have adequate finance or legal knowledge to start an enterprise.

Lack of confidence and faith-lack of role models undermines the self confidence of women entrepreneurs. The activity of selling is considered abhorrent to the female gender.

Lack of right public/ private institutions- Most public and private incentives are misused and do not reach the woman unless she is backed by a man. Also many trade associations like ministries, chambers of commerce do not cater to women expecting women's organizations to do the necessary thing.

Life of An Entrepreneur – Mrs. Ratnaprabha Anilkumar Belhekar,

Mrs. Ratnaprabha Belhekar is a successful entrepreneurs in today's time at Alibag, Dist Raigad, having strong entrepreneurial skills to organize the small scale business and in the most efficient manner in a very short time. She has raised herself as the youth icon, who is Born on 15th November in Nashik . Ratnaprabha's father was Primary Teacher and hence she was born with a middle class family. She graduated in Bachelor of Commerce and later in the year 1988 was married to Mr. Anilkumar Belhekar, employee of Rashtriya Chemicals and Fertilizers Ltd, Thal , Alibag.

Both her parents were working, due to which she was left alone in her home and had to face all household stress alone which no one can't explain in words. After her marriage she did not work and just took care of her children. But her dream was to open small business which she wanted to do by hook or crook. She had 3 children's; as her children became mature she started her business.

In 2004 Janashikshan Sanstha - Public Education Association , Alibag , allowed to make handmade jewellery class in which 30 girls worked for 2 hours and earned Rs 60 per day. Though the amount was not enough but she was working only for experience. - Leaving her 4 years old child behind she used to go Poynad - Alibag to teach them. After completing the class her dream was fulfilled. Then her aim was to help the needy women in small villages. She started working for it and thought that, how to get employment from small work. Without thinking about the hurdles she went to help them which gave her satisfaction. Her whole family were also supportive. Her main objective was to make every woman stand on her own feet, to take minimum benefit and maximize the business.

She started with new small snack business where she sold two idli, chutney and dhokla for Rs 5. After rise in the business more ladies joined her and they also got employed. Many people liked their dishes, so they got many orders and became well - known in Alibag. After increase in the demand, 4 ladies became 13; they used to get 350 orders per day from the people. Though they did not get much profit from it but were satisfied.

In October 2011 they started to train poor people in Jijamata mentally challenged school. While helping the people in that school they felt that they needed financial for the children studying there so they invested 30% of our income they earned.

There were many ladies who wanted to open small business but do not have enough money. So they educated them about how to open business in low capital and they give Rs 2000 - 3000 worth of raw material to them. Once their business starts working properly they give repay them by Rs 20 - 30 daily. They also help the needy children by giving them books, paying their fees ,etc.

In 11th March 2018 Thane Vaibhavi Mahila Visheshank and Samarath Advertiser awarded her with **Adarsh Mahila Puraskar**. After receiving the award she became more dedicated to her work.



28th November 2018 Mr. Deepak Khalid from Majha Maharashtra organization also honoured her with the **award** (this organization helps women who want to open business).

Normally when they ask people about how they overcome their struggle, people will have different opinion about it. But if we ask her about the people who helped her to overcome her struggle, it would be her family who supported her in what she wanted to do and helped her to fulfill her dreams.

In March 2007 , when she was taking Ice – cream making classes , there was one girl name Kalyani , who did not had money to pay the fees of that class. So she paid her fees Rs.360 and after that kalyani completed her course of Ice – Cream making. After this incident, it gave Ratnaprabha to thinking that there are many ladies who want to learn such courses but don't have enough money. So she wishes to do something for those ladies and then she presented her thought /idea in front of her friends, and they also accepted it.

On 29th September 2015, with the help of Mr. Anil Gaikwad established Jagruti Foundation. The motive of this foundation is to give training to the housewives and house ladies for making them being independent .Those ladies who are not able to go for marketing their products , Ratnaprabha take those products and sell them in exhibition / home delivery , and offer their products as a gift to their guests. Their Jagruti Foundation orders for – veg/non-veg dishes , Upma , Thokla , Coconut Sweets , Diwali Foods , Ganpati decoration, Rubber Articles , Pickles , Different types of Chatani , Masale , Kharvas , Floating Lamps , Cakes , Ice – Cream , Instant Rangoli , Purses , Tea masale , Idli , Cutlets , Pav bhaji , Fish , etc.

The impeccable leadership, wise counsel and encouragement has raised the quality and standards of the Jagruti Foundation and today the foundation stands proudly as a distinct as an 1064 members of different small villages and has many achievements to it's credit at the District, State and National levels.

Poet Borkar, titled "Sandhi Prakashat" signifies the essence of existence. Life is a one time opportunity and hence it is to be lived to the fullest in the most appropriate manner. In all the ways that it enfolds upon us, it has to be cherished moment by moment and the joy is to be shared with the fellow beings. An a person who lives such a life of gratitude and thankfulness lives it in all aspects. One such individual who dwells amongst us is Ratnaprabha Belhekar.

Her view point

“The power of the youth and the women can bring about a transformation in the present Politics and Social scenario of the country. For such young boys and girls should take the first stride forward to make such change happen as mere blaming the politicians wouldn't change a thing. I believe that the youth can trigger a substantial transformation by making use of the powers vested in them by the constitution. To be precise, it was the realization of the same that had driven me into Business in the first place.” –Ratnaprabha Belhekar.

Recommendations

The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mindsets of people in society rather than being limited to only creation of opportunities for women. Hence, it is imperative to design programmes that will address to attitudinal changes, training, supportive services. The basic requirement in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of country. The basic instinct of entrepreneurship should be tried to be reaped into the minds of the women from their childhood. This could be achieved by carefully designing the curriculum that will impart the basic knowledge along with its practical implication regarding management (financial, legal etc.) of an enterprise.

Here are some suggestions to increase the role of women entrepreneurs: -

Infrastructure – Infrastructure set up plays a vital role for any enterprise. Government can set some priorities for women entrepreneurs for allocation of industrial plots, sheds and other amenities. However, precautionary measures should be undertaken to avoid the misuse of such facility by the men in the name of the women.

Personality Development-Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improve their over-all personality standards.

Self help groups of women entrepreneurs- Self help groups of women entrepreneurs can mobilize resources and pool capital funds to help the women in the field of industry, trade and commerce.

Business Development Training Programs – It includes basic day-to-day management



training like how to keep track of accounts, handle taxes and understand compliance rules and regulations. They can also focus on strategy and the long-range success of a business from writing a business plan to targeting specific markets, along with product innovation within business clusters and incubators.

Access to Finance Programs- Efforts to facilitate access to finance for women entrepreneurs typically encompass initiatives that reform restrictive bank and regulatory policies. Such reforms accept less traditional forms of collateral, look at a lender's willingness to repay and simplify business registry. They also help financial institutions develop innovative loan and savings products for female entrepreneurs.

To establish all India forums to discuss the problems, grievances, issues, and filing complaints against constraints or shortcomings towards the economic progress path of women entrepreneurs and giving suitable decisions.

Conclusion

Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the endeavour will contribute to the potential success or failure of the endeavour, as well as indicate when measures of success should be taken in an entrepreneurship with clear vision. Entrepreneurs, who hope to secure a niche, face difficult problems: they often fail because the costs of serving a specialized segment exceed the benefits to customers. They should carefully analyse the incremental costs of serving a niche and take into account their lack of scale and the difficulty of marketing to a small diffused segment. Strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and appropriate environment. Like Ratnaprabha Belhekar, there are so many women entrepreneur's out there in Aurangabad - Marathwada who teaches women's about entrepreneurship at small scale projects.

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