

NURTURING ENTREPRENEURSHIP AMONG GIRL STUDENTS – PATH TO EMPOWERMENT

SHUBHANGI JOSHI

Abstract: Women empowerment can be regarded as a progression in which women challenge the existing norms of society. They try to bring variation in their traditional role. This is done to improve their personality and status in the family as well as in the society. Empowerment implies economic independence, improved standard of living, self-confidence, sense of achievement, improvement in leadership qualities and increased social interaction. Entrepreneurship is very often the solution to empower women. Entrepreneurship gives economic independence, builds self-confidence and develops leadership. It also augments capacity to manage complications and unpredictability. If entrepreneurship skills are promoted in girl students, they will become financially and emotionally independent. This paper discusses how entrepreneurship skills can be inculcated among girl students to empower them.

Key words : Entrepreneurship, empowerment

“Just a bird could not fly with its one wing only, a nation would not march forward if women were left behind”

-Swami Vivekananda

Introduction: Entrepreneurship plays an important role in developing and contributing to the economy of nation. In developing world there are ample opportunities for innovations. Ample resources are available to start new enterprises. But the development of enterprise in all countries or in all parts of any country is not usually even. Commonly we see more entrepreneurs in more developed areas. The entrepreneurship is less in underdeveloped areas because majority of people are unaware about wide opportunities of entrepreneurial career. This is because of lack of education about entrepreneurship. The entrepreneur is a key person for social and economic change. So focus of many countries is on creating enterprising people. For this the role of entrepreneurship education and training is very important. If the girls and women are given entrepreneurship education they will choose entrepreneurship as their career choice. They will become economically independent and socially empowered.

Objectives:

- To find out hurdles in development of women entrepreneurship
- To find out means to promote entrepreneurship talent among girl students.

Rationale: The entrepreneurship education has become essential today mainly because for any economy to thrive entrepreneurs are imperative. There is a need to inculcate the spirit of enterprise in present generation. Entrepreneurship, Self employment and enterprise creation provide a solution to the crisis of both unemployment and economic growth. The present education system in India has not been able to promote independent

thinking, creativity and spirit of innovation. There are certain myths about entrepreneurship such as

1. Entrepreneurship cannot be taught.
2. Entrepreneurship requires lot of money.
3. Outstanding and academically brilliant students can become entrepreneur.
4. Only government support can convert a person into entrepreneur.

These myths can be removed by proper entrepreneurship education and training.

Research Methodology: This paper is based on secondary data. It is collected from references books, journals and web sites which are duly acknowledged.

Women Empowerment: Women empowerment can be viewed as a process in which women challenge the existing norms and culture to effectively improve their personality, their status in the family as well as in the society.

The national policy for the empowerment of women 2001 was formulated for bringing advancement, development and empowerment of women in all spheres of life. The objectives of this policy are

1. Equal access to participation and decision making of women in social, political, and economic life of the nation.
2. Strengthening legal system aimed at elimination of all forms of discrimination against women.
3. Building and strengthening partnership with civil society, particularly women's organization.

Women empowerment generally has the following components.

1. Women's sense of self worth
2. Their right to have the power of controls their own lives, both within and outside home.
3. Their ability to influence the direction of social change to create a just social and economic order nationally, internationally and universally.

Educational attainment and economic participation are the key constituents in ensuring the empowerment of women.

Educational attainment is essential for empowering women in all spheres of society. The economic empowerment of women is a vital element of strong economic growth in any country. One of the important way of empowering women financially is motivating them to become entrepreneur. Empowering women enhances their ability to influence changes and to create a better society. Apart from economic empowerment political and social empowerment is also possible through entrepreneurship.

Entrepreneurship: National knowledge commission (NKC report 2008) defines entrepreneurship as

“ Entrepreneurship is the professional application of knowledge , skills and competencies and /or of monetizing a new idea, by an individual or a set of people by launching an enterprise or by diversifying from an existing one distinct from seeking self employment as in a profession or trade thus to pursue growth while generating wealth, employment and social good.”

The findings of the National Knowledge Commission report (2008) reflects that 95% of entrepreneurs feel that entrepreneurship education is important. A study mentioned in entrepreneurship policy draft 2013 of government reflects that out of 81 pack of respondents who did not plan to up entrepreneurship as an immediate career option were however willing to reconsider their career choice in favor of entrepreneurship if adequate counseling and guidance are given. It is observed that a youngster with high entrepreneurial aptitude wants to set up a business but is discouraged by host of adverse factors such as lack of adequate access to information on setting and operating networks , no mentoring support , difficult access to technology , lack of supportive systems, operational difficulties and risk failures. For a pupil to be free from the panic of starting and operating an enterprise entrepreneurship education is necessary.

References:

1. Suniho Shikhu, Reconceptualizing New Woman in Kamala Markandaya's; Human Rights International Research Journal : ISSN 2320-6942 Volume 2 Issue 1 (2014), Pg 194-196
2. Dynamics of Entrepreneurship by Vasant Desai
3. Women Empowerment through Entrepreneurship by T Lavanya
4. *Dr.Hari Shankar Panda*, Concept of Stridhana: the Root of Hindu Women's Proprietary Right In India; Human Rights International Research Journal : ISSN 2320-6942 Volume 3 Issue 1 (2015), Pg 207-212
5. Women Entrepreneurs : Opportunities Performance Problems by S K Dhameja
6. National Knowledge Commission report (2008)

Ms Shubhangi Joshi/ Vice Principal and Head of Department Commerce/ Modern College of Arts Science and Commerce/ Ganeshkhind/ Pune/ 411053/