



Full Length Research Article

PERSONALITIES OF WOMEN ENTREPRENEURS KEYWORD: PERSONALITY, WOMEN ENTREPRENEUR, WOMEN ENTREPRENEUR IN INDIA

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ARTICLE INFO

Article History:

Received 14th August, 2016
Received in revised form
21st September, 2016
Accepted 19th October, 2016
Published online 30th November, 2016

Key Words:

Cultural functions.
Administration,
Comotions and Dissolutions.

ABSTRACT

Women play a vital role in today's society. They have a dynamic social life. They actively participate in a range of social and cultural functions. A woman today no longer clutch to the man in nearly all occupations. She plays the games such as football, cricket, and hockey. She even draws the attention of the world as a successful athlete. The women can no more be kept behind the curtains doing only familial duties. Our society is compliant to the wider contribution of women. They are operational as pilots, and they are even holding the rudder of a country's administration. The women nowadays work in offices both as clerks and as officers. They dynamically participate at Assemblies and Parliaments as the people's representatives. Women, with her intellect and persona, defend the family from all commotions and dissolutions.

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INTRODUCTION

Women play a vital role in today's society. They have a dynamic social life. They actively participate in a range of social and cultural functions. A woman today no longer clutch to the man in nearly all occupations. She plays the games such as football, cricket, and hockey. She even draws the attention of the world as a successful athlete. The women can no more be kept behind the curtains doing only familial duties. Our society is compliant to the wider contribution of women. They are operational as pilots, and they are even holding the rudder of a country's administration. The women nowadays work in offices both as clerks and as officers. They dynamically participate at Assemblies and Parliaments as the people's representatives. Women, with her intellect and persona, defend the family from all commotions and dissolutions.

The new Generation women

In the past, the male dominated world was always reluctant to even concede the fact that women were as good as men on parameters of hard work, intelligence quotient, and leadership traits. However, the novel generation women across the world

have conquered pessimism and have proved themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship. There is a segment among women who believe in short-cuts but at the same time, there is no scarcity of women who are confident, believe in themselves and have an enormous fire in their bellies to take on the best in their vocation and beat them at their own game. India too has its own squad of such daring and intrepid women who have made a mark for themselves both within the country as well as overseas. Their persistent zeal, ceaseless quench for success and willingness to walk the extra mile has broken all myths about their inborn limitations that were supposed to be major barricades on their success thruways.

Women Entrepreneurs in India

Today's women are opting more and more professional and technical degrees to manage with market need and are affluent as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO's Social Scientists, Researchers, and International Agencies have started showing interest in the issues related to entrepreneurship among women in India. Women entrepreneur's exploring the prospects of initiating a new enterprise; take on risks, an overture of new innovations, organize administration and control of the business and

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affording effective leadership in all aspects of business and have found their footing in the male-dominated business arena. Women in the present day have been renowned as an inseparable part of the global struggle for a steady economy. It is the same in India where women have recently become the sign of change. Reasons that motivate women's access to commerce to differ but despite all of their variations in socioeconomic backgrounds, they have proved their value time and again. They have undergone risks in businesses and managed to make them flourish. Over and over, Indian women have struggled with men and proven to be equivalent in every race, including entrepreneurship. Indian Government defines woman owned business as an entity where a woman or a group of women owns at least "51% of the capital" and give 51% of generated employment to women. (Bhargava, 2007). Women are 48% of Indian population but their involvement is still below par as only 34% of Indian women are busy in financial and economic activities, many of which are voluntary or underpaid workers. With gender-bias problems in some regions of India, women have also become sufferers of redundancy. This bias has proven to be beneficial to a certain extent as women have taken up entrepreneurship to fill the void and prove their critics wrong.

Personalities of women entrepreneurs

Although no one has hitherto found the perfect entrepreneurial profile, certain characteristics and attitudes show up repeatedly when analyzing an entrepreneur's personality (Gasse and Tremblay, 2009). Studies have identified numerous personalities that are exclusive to women entrepreneurs. Some of the traits which are important to the women entrepreneurs are

Positive Attitude : There is no force that can imitate what's released when a positive, high-stepping woman enters a room. A positive attitude is a fuel needed to drive women entrepreneur from idea formation to realization. A positive attitude takes cognizance effort on one's part, arrest negative thoughts and replace them with positive ones. It helps to listen to the things they're saying to themselves in their mind, deliberately uses words that focus on constructive, affirming truths about them and help them stay positive, surround themselves with people who'll encourage, inspire and believe in them. If one has a positive attitude, they will be able to see the potential that lies within others.

Overcoming Obstacles: Women who have struggled in their lives be inclined to have remarkable inner strength using adversity to their advantage. At the end of a struggle, a person becomes a better and more valuable person. Helen Keller said, "Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, vision cleared, ambition inspired and success achieved." When found what is meant to learn in a struggle, and it is seen that it is not as fierce as it appears to be. Individuals who believe they are able and that they can and will do well are more likely to be motivated in terms of effort, persistence and behavior than individuals who believe they are less able and do not expect to succeed (Pintrich, 2003).

Strong-mindedness: Strong minded does not mean that women are rude, conceited or destructive. On the contrary, a strong-minded woman displays confidence. Self-confidence is very important in entrepreneurship because setting up a

business and trying to be triumphant is not an easy task to do. Studies show that entrepreneurs and those who are entrepreneurially inclined generally report higher levels of self-confidence than others (Baum and Locke, 2004; Koh, 196). When a person is strong minded, they are empowered, own a healthy self-image and become liable for their life. The entrepreneurial spirit, by its very nature, necessitates us to believe possibilities that most are not brave enough.

Soft-heartedness: Charity and compassion permit us to attain ahead of our cookie-cutter lives and make a difference in the lives of others. By reaching out to others, we grow as individuals. A woman who possesses a compassionate heart has an immense influence on others.

Integrity: It is not needed to leave victims in our path to be victorious. Not necessary to step on others to step to the next level. Integrity must be the very core of one's character. Honor must always be put before dollars and one must live by their convictions. As one gain respect and trust, their company will grow. People are in a hunt for persons whom they can trust to do business.

Balance in Life: Our lives revolve around four major categories: family and friends, health, wealth, and spirit. These areas must be balanced to lead a fulfilled life. This balance must be evaluated continually. A balanced life allows one to think clearly with imagination and optimism. So one should never let others discourage them from living their dreams. There will for sure be setbacks and hardship but one will also be richly rewarded if they stick with it. Thus will be able to be their own boss and see their ideas come to fruition.

Setting up Goals : Goals are dreams with an outline for recognition. The short and long-term goal has to be written. When and how it will be achieved has to be recorded. The goals have to be posted in plain sight and reviewed often. The reward when the goal is attained should be recorded. It must be remembered that one can't hit a mark one cannot see, and continual success demands a plan.

Focus on the next step: The greatest point of resistance is just before a breakthrough. We must have a stubborn tenacity to see ourselves to the other side. When demanding conditions seek to disrupt us, if we just take that next step, we will find that we have completed.

Conclusion

As a conclusion, I would like to state that women entrepreneurship has been acknowledged as a key source of economic growth. Women entrepreneurs generate new jobs for themselves and others and also supply society with diverse solutions to management, organization and business problems. However, they still signify a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like biased property, marital and birthright laws and cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc. Women's entrepreneurship can make a chiefly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, governments across the world as well as various developmental organizations are actively enterprising promotion of women

entrepreneurs through various schemes, incentives, and promotional measures.

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