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Women Entrepreneurship Leadership Quality Opportunity and Challenges

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ABSTRACT

An entrepreneur has been defined as a person responsible for collecting resources, applying them taking a calculated risk and making profit. These are the people who have to skills and initiative necessary to take good new ideas to the market and to make the right decision to make the idea. Women entrepreneurs in scale business holding at least 5% financial interest and providing significant employment largely within micro and small-scale sectors. Women owned enterprise according for over 13-20% of all business and deiving both economic growth, social changes. Key Leadership qualities of Women Entrepreneurs include resilience high emotional, intelligence (empathy) effective communication and strategic collaboration approach to management. But women entrepreneurs are facing considerable challenges and serve competition. Hence, qualities of women entrepreneurs is one of the major resources for the promotion of an entrepreneurship. This paper explains that an successful women entrepreneur passes a certain quality that help them to overcome all the challenges and to succeed in all the competitive business world in this study. An attempt is made to record the problems and qualities of women entrepreneurs and to analyze the essential leadership qualities to overcome the barriers.

***Keywords**: Resources, Skill, Ideas, Market, Financial, Management, Challenges.*

Introduction

Women in community through equal to all the men in population. The subject to be concern to be noted that yet in the modern world. Women entrepreneur in India are women who initiate, manage and scale business holding at least 5% financial interest and proving significant employment largely within micro and small sector. Women entrepreneurs plays a key role in the economic development of the country that are significantly targeting groups for promotion entrepreneur include resilience high emotion, intelligence, (empathy) high communication and strategic collaboration collaborative approach to management. Successful women entrepreneur possesses a certain quality to overcome the barrier and to prevail in the competitive business world. Many research studies have been done on entrepreneur and other personalities but no separate regard has been carried for the leadership qualities of women entrepreneur.

In this study on attempt and qualities of entrepreneur is to analyze the essential leadership qualities to overcome all the barrier. Thus, this study has its own importance in identifying all the essential leadership qualities for women to be successful in their businesses.

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The Objective of this Study to:

The main objectives of the study are as follows:

- To known the leadership of women entrepreneur.
- To evaluate the performance of women entrepreneur with respect to leadership
- To identify the issue related to the women entrepreneurial skills with respect to the role their groups.
- To find the challenges of the women entrepreneur respect to the business and social change.

Literature Review

Minnit (2003) presented vital issues related to female entrepreneurship. Khanka (2003) explained business ethics to use on challenges to be faced and to reward that could be aimed. Naik (2003) compared the small-scale manufacturing units run by women in India with the business owned by women in other countries identified the problems and constraints faced by women entrepreneur in India. Kumar (2004)examined that the barriers faced by women entrepreneur while managing their business Rock (2001) stated ten ways to build's one leadership skill qualities. The author also discussed the other essential leadership qualities like including eagerness embracing responsibility cultivating cheerfulness always being honest practicing the art of persuasion and being courageous. Bergen and Soper provide suggestions for an entrepreneur to successfully employ leadership skills.

Core Leadership Qualities of Women Entrepreneurs

The top (10) qualities that makes a Good Leader are:

- Self-Awareness. Self- Awareness is the foundation of all good leadership.
- Clear and Authentic.
- Effective Communication.
- A Broad-minded Approach's.
- Decision skill.
- Risk bearing propensity.
- Motivation.
- Integrity and Accountability.
- Adoptability.
- Empowerment and Team Development.
- **Self-Awareness:** Self-awareness is the foundation of all good leadership in which entrepreneurship. It helps founders understand their strength, values and emotional patterns so they can lead with clarity instead of reactions.
- **Clean and Authentic:** Clean the authentic women entrepreneurship refers to a modern approach to business that emphasizers, transparency purpose-driven leadership and leveraging unique female perspective.
- **Effective Communication:** It helps turn internal clarity into business growth for better decision-making practicing active listening fostering on open two-way dialogue.
- **A Broad-Minded Approaches:** A broad minded approach to women entrepreneurship transitions the focus from traditional, survival driven business models towards holistic growth-oriented and socially integrated frameworks.
- **Risk Bearing Propensity:** Women entrepreneurs face many socio-cultured financial and operational risks that often differ from or compound those faced by male business owners.
- **Motivation:** More women are now entering. The entrepreneurial sector these qualities inspire and motivate other saving the way for a future in which diversity and inclusion are convey to company leadership. So, women Entrepreneur is primarily motivated by combination of intrinsic purpose people development and manufacturing problem solving rather than external perks.
- **Integrity and Accountability:** Women entrepreneurs play a vital role running business integrity and accountability across modern markets when challenges arise.

- **Adaptability:** Women entrepreneurs in business are a way quicker at adapting to changes in the market technology and consumer preferences and choices (consumer demand).
- **Empowerment and Team Development:** The quality of women's empowerment is an active multi-dimensional process which enables women to realize their fully identity and power in all spheres of life. Team development for women entrepreneur focuses the team development for building structural supportive and stable organizations.

Leadership (Group handling) Consistency: - The quality of women entrepreneurs of consistency it is a foundational trait of business to discipline research and execution into a long-term entrepreneurs' social ability and trust.

Research Methodology

The present study is a micro study confined to current position of women. The women leadership is entrepreneurial sector to identifying the motivational factors. In the study that also relates to the Leadership qualities of women entrepreneur particularly as to be needed for social change and present conditions of women. In case of work in various reports magazines some video and newspaper referred to understand the position of women leaders in business activity. As the study is purely based on secondary data the major statistical tools and technology are not used on this proposed work.

Data Collection

The present study based on secondary data collection. The interpretation in the paper is reflecting the secondary sources of various magazines, reports and research articles. Some women forum information with reference to women leadership is general.

Findings

The present research is to study the critical study of performance of women entrepreneur with reference to play key role in the economic development and social change.

The study would be a great help on entrepreneur leadership to bring necessary improvement the knowledge on this aspect could be used to develop strategies to motivate women entrepreneur for enhanced participation in the group.

Discussion

Challenges for Women Entrepreneur

- Women are always leading the family so they are the part of man`s industry.
- Search the new market`s.
- To innovate their firm.
- To develop the competency in Industry.
- To balance the home and work place.
- To increase the number of branches in small scale industry.
- Female are fighting to take risk.
- There is more need to willingness to take risk for entrepreneurial goals.
- Getting satisfied investment in global business era.
- Limits of advisers and mentors: - facing a lack of advisors and mentors' limits for movement entrepreneurship professional growth.
- Facing Gender Discrimination and Stigma Entrepreneurship.
- Obsolescence due to non-adoption: - Women entrepreneurs face every place is unsafe, unfavorable and always fear of physical harassment in their mind.
- Facing limited mobility: - Women entrepreneurs face limited mobility, they are not supported to travel alone or also stay alone at hotels.
- At present women entrepreneur's face technology.
- Women as entrepreneur, they face and suffer a big challenge in every walk, path of their life from male dominated society so women are not treated equal to men.

Suggestion

Support system and Government schemes.

- Stand up India: Provides bank loan to women entrepreneurs.
- Mudra Yojna: offers micro finance for women lead startup.
- Women Entrepreneurship Platform(WEP).
- NITI Aayog initiative to support and mentor women.
- Startup India and skill India broader platform that also support women.

Others Suggestions

In spite of support system and government schemes, other suggestions are as follows: -

- **Skill development of women entrepreneurs through vocational training:** Government of India has provided effective majors to promote women entrepreneurs' skill development, programs centers institutions and held many seminars through vocational training. Vocational training is must because social development has to take into an account the needs special genders, specific program which is formulated and organized to main stream women to economic activities the various programs attempt to promote the human business in entrepreneurship program also offer higher skill training for institution of various skill training organization to achieve their objectives.
- **Providing and offering reward system to best model of women entrepreneur:** Government should take initiative work and motivate to give reward system giving best model of women entrepreneur because it will be very effective to rural women entrepreneurs who perform traditional crafts or manual labor work.
- **Gender sensitive training:** Training programs, must be designed to be gender sensitive addressing in the unique challenges that women face in pursuing entrepreneurs' knowledge.

Schemes

Mahlia Choir Yojna, Mahila Smridhi Yojna, Nai Roshini-Leadership, Development Scheme for minority women Mahila Shakti Kendra (MSK), Women Scientist Schemes (WOS), National Startup Awards-Women lead startup awards-women led startup credit guarantee scheme for, micro and small entrepreneurs (CGTMSE) bank specific women entrepreneurship scheme.

Role And Contribution of Women Entrepreneur in Society

In society women dominate the micro enterprise sector both rural and urban areas. It is seen that women comprise 74% those employed in the micro enterprises sector more than 65% of all women in cottage / handicraft industries (micro enterprises) are engaged in processing food products and beverages that reduce founder Burnout and running growth.

Women entrepreneurs initiate and sustain the process of economic growth and development in the society. There are as follows: -

- **Providing employment:** Women entrepreneurs provides employment directly and indirectly. Directly – Self-employment and indirectly – By setting up large- and small-scale units offering jobs to a big number of people so women entrepreneurs help to reduce the rising unemployment problems in the society.
- **Capital formation:** women entrepreneur have a good ideal savings of the public. So public savings invests in an industry and the result in productive utilization of national resources, capital formation increases, which is important for economic growth in the society.
- **Increase Per Capita Income:** Women entrepreneur helps to increase per capita income and household stability particularly in rural and semi urban communities.
- **Community Development:** Increasing earnings, increasing family living of standard and local infrastructure. In this way they also help in increasing the income of the society.
- **Resource Optimization:** Utilize of land, labor, local raw material and skills that might otherwise remain dormant.
- **Market Accesses:** Gaps in business training, digital literacy and networking opportunities.

- **Improved Quality of Life:** It implies that women entrepreneurs are presently economically independent and take decision independently. They are now capable in all around of upbringing of their children according to their wish and providing quality education to their children's for the sake of better living of standard to their family.
- **Innovation:** Women entrepreneur have contributed many innovation in developing new products and in the existing products and service.

Conclusion

Female entrepreneurship continuously grow globally, contributing significantly for the economic development innovation and social aspects while challenges remain developing strong leadership skill equips women to navigate complex business landscapes with confidence and strategic insight self belied resilience adaptability networking ability and capacity to lead effective in diverse environment and essential not only for individual success but also for building organization that are sustainable and impactful. As more women step into entrepreneurial leadership roles these capabilities will continue to shape a new generation of inclusive for world looking business leadership.

At the end of the paper it implies that women plays a vital role in all the particular fields not only to home but also at the work place over all society more ever women's contribution to words women center presence that helps to build their character to the best quality of the products and also are role model because they have interesting basically based on being independently become support for their family , financially and economic supports and sustainable development of the country which helps the country to get the best loyalty and best results also increased in demand for their best response and outcomes have always profitable in the field of women entrepreneurs. So, they are able to organize manage and handle the work properly in the field of entrepreneurship. Over all this purpose of skill training and development is to empower individuals enhance organizational performance, promote economic growth and contribute to social progress by investing in skill development individual organizational and society can unlock potential drive innovation and create opportunities for a brighter future.

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