

# WOMEN ENTERPRISES



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## Enterprise

A business enterprise is all about wealth creation, creativity, resourcefulness and bringing a positive change in the society.

## Entrepreneur

*Entrepreneur* is someone who exercises *initiative* by *organizing* a venture to take *benefit* of an *opportunity* and, as the *decision maker*, decides what, how, and how much of a good or service will be produced. The entrepreneur is usually a sole proprietor, a partner, or the one who owns the majority of shares in an incorporated venture.

## Entrepreneurship

*Entrepreneurship* is essential for economic development and wealth creation. It is the capacity and willingness to *develop*, organize and *manage* a *business venture* along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses.

## Women Entrepreneurs

A woman entrepreneur is the woman who innovates/initiates/adopts/starts/owns a business enterprise all by herself or with a group of other women. *She* runs it profitably and successfully thus generating employment and contributing to nation's economic development. A woman entrepreneur empowers other women by giving them employment and financial independence.

### Definition

**According to GOI (Govt. of India)**

*A woman enterprise is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of capital and giving at least 51% of employment generated to women*



## Factors Affecting Women Enterprises

There are many factors which affect the woman enterprise. Some of these are given below:

1. **Psychological Factors:** High level of motivation and achievement-orientation; desire for self expression.
2. **Financial Factors:** Desire to be financially independent.
3. **Education and Expertise:** High Literacy Level and Expertise in a specialised field
4. **Social Factors:** Awareness of Dignity of work
5. **Other factors:** Easy access to financial resources and support systems

## Qualities of Successful Women Entrepreneurs

A women entrepreneur must be intelligent, talented, educated, skilled, ambitious, conscientious, hard working and risk taking, charismatic, inspiring, high self esteem, self confidence, self reliant, focus on constant learning, self improvement and future-oriented.




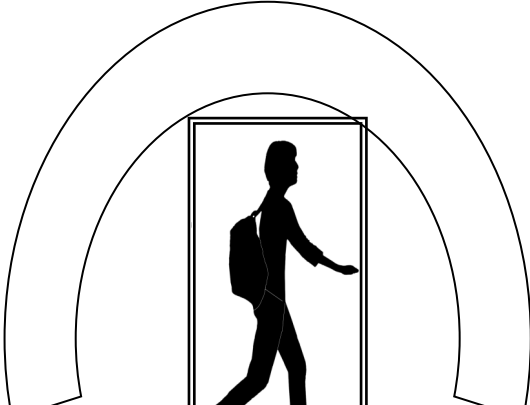
## **Qualities of Successful Women Enterprises**

Women Enterprises must have the qualities of Innovation and Creativity, Planning and Strategy, Organizing and Coordinating, Decision Making and Risk Taking, Staffing and Controlling etc.

## **Enterprises Most Suitable for Women**

Enterprises suitable for women are Food and Beverages, Clothes and Accessories, Cosmetics and Beauty Services, Hobby Classes such as Cooking Classes, Dance Classes, Stitching Classes, Musical Instrument etc, Professional Services like Aged Care and Home Nursing Services, Play School and Child Care Services and IT Services, Cottage Industries like Hand Made Paintings, Handloom Weaving Industry, Hand Made Paper Industry, Pottery Industry etc and Interior Decoration.

## Constraints in Women Enterprises and Methods to Overcome

Constraints	How to Overcome
	
Limited Funding	Tie up with a trustworthy funding agency/banking institution
Work life Balance and Family Support	Ensure Family Support before Venturing into your Business
Market Uncertainties	Keep yourself updated with Current Market Trends
Lack of Adequate Awareness about your chosen field	Constant Learning



## Success Mantras

1. Start an enterprise that suits your personality
2. The enterprise should work for your career and your personal life
3. Research your product/services and assess the market potential before venturing into your business
4. Start small and start with adequate funds
5. Do networking and advertising
6. Consult with professionals in the same field



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