



DELHI INSTITUTE OF ADVANCED STUDIES

Plot No. 6, Sector-25, Rohini, Delhi-110085

(NAAC Accredited 'A' Grade Institute)

(Approved by AICTE & Affiliated with GGSIP University for B.Com(H), BBA & MBA Programmes)

(An ISO 9001:2015 Certified Institution)

WOMEN ENTREPRENEURSHIP

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio-economic conditions. Government of India has given due importance to women empowerment in the country and several schemes has been introduced for the upliftment of women entrepreneurs. Women workforce ratio in the country is increasing due to the increase in the women literacy rate in India.

A session was organized by the *Entrepreneurial Development Programme Cell of DIAS* on the topic- "WOMEN ENTREPRENEURSHIP" on March 12, 2019 for the students of MBA, B.COM(H) and BBA. The session was conducted by Ms. Srishti Jain Co-founder of Feeding India, a social enterprise and Ms. Guneesha Kohli, Head, Footwear & accessories, Malika International (Export house).

Ms. Srishti Jain started the session by saying Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities. Women entrepreneurs are fast becoming a force to reckon with in the business world and are not only involved in business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men. Today, many women have established their own economy i.e., entrepreneurial empire and are now ruling their world as they wished to. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.

She took her example and explained how she being a woman started her journey and how she became successful.

Ms. Guneesha Kohli took over the stage by quoting a line "You can tell the condition of a nation by looking at the status of its women" - Jawaharlal Nehru.

She added that the country needs to mobilize and utilize fully all its resources including human resources. The participation of women in economic activities is necessary not only from a human resource point of view but also is essential even from the objective of raising the status of women in the society. The economic status of the women is now accepted as an indicator of a society's



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stage of development and therefore it becomes imperative for the government to frame policies for development of entrepreneurship among women. The long-term objectives of the development programmes for women should aim to raise their economic and social status in order to bring them into the mainstream of national life and development. For this, due recognition has to be accorded to the role and contribution of women in the various social economic and political and cultural activities.

The session was well appreciated by the students and the faculty members presented for the event. Both the speakers were liked by the students and it was a good event.