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# Women Entrepreneurship: All Women are Endowed with Innate Power that can make them Successful Entrepreneurs

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## ABSTRACT

Women entrepreneurship is inherent and also a natural process. Women are naturally endowed with the qualities of entrepreneurship. Maternity is a creative capacity involving risk of life. Maternal instincts generate enormous strength and determination that drive the fear away from them. Courageousness and determination that generate at the time of maternity are in born. These characters generate within themselves and not come from elsewhere. Women empowerment becomes reality by nurturing their innate qualities of entrepreneurship.

**Key Words:** Women, Entrepreneurship, Maternity, Determination, Empowerment

## INTRODUCTION

Every woman undergoes a risk of life to bring life into this world. Women do not deny motherhood on plea of risk is involved. Their maternal instincts overcome the thoughts of risk to life. Women have the ability to face the risk of life with firm courage. This is an essential quality for Entrepreneurship. Women entrepreneurship is therefore, a natural process for women. Encouragement of women entrepreneurs are the solution for women empowerment.

Since ages India has been men-dominated country. But, time is changing now. Women in India have aged the fact that since hundreds of years they had been following the orders of men. They now know rights and duties and with the spreading awareness amongst the women they are now no less than the men. They are walking with men at the same pace in each and every field.

Following this latest trend, women are no less and backward any more. 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 of women in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.

"Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. This is great news. A part of women in some parts of the country still do not know their power. They don't know that they can break the domination over men and move on, walk on and fight for their freedom. They can live like princess in their own Disney world.

## MEN'S ENTREPRENEURSHIP

According to the Tax and Customs Board (Maksu- ja Tolliamet ), only 39.1% of sole proprietors are

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- Ability to mobilize and marshal resources.
- Strong determination and self confidence.
- Preparedness to take risks.
- Accepting changes in right time.
- Access and alertness to latest scientific and technological information

Many women have these qualities but they never got a platform to showcase their talents and hence they don't know their real abilities.

## CONCLUSION

In a world of rapid change, all entrepreneurs must have the flexibility and creativity to meet the changes they face. The importance of a strong, mindful vision that can lead toward a better world is often underestimated. Lets' join hands and mark the beginning to raise the women and influence them, motivate them by showing them the various vibrant paths waiting for them. And all the women, who've read it, remember: "Nothing is impossible..." this is what you teach our students or children. Follow it for yourself as well...!!! Life will then be wonderful.

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