
WOMEN ENTREPRENEURSHIP IN MODERN WORLD AND ITS DEVELOPED LAWS

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Abstract: In every civilization economies were developed as per the availability of resources. These economies were controlled and used under the supervision of men. In the modern days the times changed its role in alternating the ownership from male to female. In this regard women are active in all fields in managing entire business. Further their participation is unlimited. In this relation the most prominent figures like Ivanka Trump, Arundhati Bhattacharya, Upasana, Chandha Kocchar, Nara Brahmani are some of the women entrepreneurs. In this account the laws are made as per the need of women. In India and the Western world the women were encouraged and being encouraged by the specific women related laws. In India the gender based, caste based, open category based reservations are granted to support and strengthen the women in financial matters. Women are also supported in granting the special funds to develop the industries. In recent years the governments encourage women from abroad and in home land to invest their capital. The modern industry and trade are supported by women entrepreneurship. The governments make the specific laws for women entrepreneurship in the states in India.

Keywords: Entrepreneurship, Women, Modernity, Trade, Investment, Laws.

Introduction: In the human civilization all civilizations were develop beside the banks of the river. At this place there was no discrimination among the people but when the civilizations were advanced the people possessed the wealth and tried to do business and trade. In this relation when there was a great growth in the economy and socio political cultural developments the people could make more efforts to do more progress and comfortable life. These conditions were prevailed in the entire world. But women participation is not there. For many centuries' women was not taken part in trade. In this regard this condition was occurred in the Western and eastern worlds. More over patriarchal system was maintain in the world. In the medieval age of the Western world the women was not recognized. Later on when there was rapid growth of civilization women movements and Reformation took place. At this movement women could fight for their rights. Indeed, women were not allowed to have property and right to vote. Further she was discriminated in many fields. Because of the advancement of science and technology and social sciences the women was encouraged to contribute her share of work her service to the society. However the same conditions are not prevailed in the Islamic countries the women is suppressed to enjoy the basic human and democratic rights. Further she was denied the fundamental rights in the name of religious word of god.

Because of the modernization women could contribute her work to the society. In the industrial revolution the women was not discriminated to work as a labor in factories. For the when there was sudden growth of economy in England in 19th century women migrated from rural areas to the London city. The role of women is extensive in the field of science. In fact the

women were limited only to the a few jobs but in the days she advanced in all areas such as the field of medicine administration politics management and educational list. Further women are also active in industrial management and leaders in the leading institutions for example Donald Trump's daughter Ivanka Trump is an entrepreneur. In this relation in Andhra Pradesh Nara Lokesh wife Nara Brahmini runs an industry named Heritage of milk production there is also another best example that is Upasana (India) to runs Apollo hospitals through-out India. In this regard Chandha Kocchar is another prominent figure in the field of banking (ICICI), Arundhati Bhattacharya is an eminent personality who acted as the Chairperson of State Bank of India and IndraNooyi the CEO of Coca-Cola Company which is a brand came into popularity all over the World.

In the modern India our Indian constitution allowed, supported and encouraged the women participation in all fields' women has been granted special laws to promote her development economically. In this regard like earlier days she is not dependent but independent to work support herself economically and take the decision independently. Further government encouraged women entrepreneurship by granting of special funds to establish special factories such as small scale industries and large scale industries. The women are encouraged to establish the small scale and large scale industries. Further, women are encouraged to have the self employment of various kinds. The special laws are made to protect the women in this regard.

In Indian sub-continent the women are encouraged to work for the nation and become part of the development of economy. In this relation human resources are made use and a special ministry has begun to make the special projects. In this regard women are also participated and encouraged to develop their professions. In this continuation the governments train the women to grow in all fields. Today women are not behind in any fields it is due to the growth of the scientific development, technology and social sciences. Further in the global context women are more liberated to enjoy the democratic rights and take up their own business. As a result of it the third world countries follow the footsteps of the developed countries. Besides the governmental activities the women also are engaged in the self developed economic process. Further in India it is situated in the villages more than the towns and cities. The government also makes the strategies to develop in the root level. In this continuation for instance, in Telangana and Andhra Pradesh twin Telugu states the "Self Help Groups"(SHG's) to develop the growth of the economy. In this relation the "Development of Women and Children in Rural Areas"(DWCRA) later the women are also encouraged to have the qualities of the leadership. Women are also encouraged to grow financially by establishing new projects such as women related business activities for example ladies emporiums, ladies wear, and the lady related shops. Further women are supported to establish the industries like food and women related edible items. In India women are more interested in the activities of management. As a result of it these are able to manage the business activities easily and help the nation as well as the family. In comparison to the past a few decades women are advanced in industries and government jobs for example women are employed in the institutions like A.P.S.R.T.C and T.P.S.R.T.C in India as Conductress and they have dare enough to take up the jobs in the Department of Police. Further the women participation in the fields such as Aero-planes as Pilots and Airhostess. The women are also active to take the political leadership. So the women resources are also used in the tribal regions their products are marketed in the main stream of the civilized societies as the Herbal products as an in-organic food and medicine. Further the women contribution in the field of entertainment through the film

industry is enormous. In this relation the Hollywood Industry, Bollywood Industry and Tollywood Industry the women contribution is more and they are also paid large sums of amounts so they invest the amounts for the growth of the economy of India. For example in Tollywood Industry Akkineni Nagarjuna established the Gold and Jewellery shops and his invest is contributed for communication purposes recently his son's wife Samantha is also part of it. Further her contribution for promotion of handloom; cloth making is also a remarkable aspect for the women entrepreneurship. In this industry women also earns huge amounts of money and manage the same for the various purposes. In this way, women participation is significant in all fields and has the entrepreneurship in the National and the International levels.

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