



GENERATION OF DOING BUSINESS AND INVOLVEMENT OF FAMILY MEMBERS IN THE BUSINESS OF WOMEN ENTREPRENEURS IN CHENNAI

Dr.R.SUBITHA RANI ¹, Dr.R.DHARMARAGINI², Dr.K.RAJAMANNAR³

¹Department of Commerce, Annai Velankanni's College for Women, West Saidapet, Chennai.

²Head, Department of Commerce & Research Centre, Vivekananda College, Agasteeswaram, Manonmaniam Sundaranar University

³ Assistant Professor, Department of Commerce & Research Centre, Vivekananda College, Manonmaniam Sundaranar University, Tirunelveli-627012

Email:subitha1978@gmail.com

ABSTRACT

Women entrepreneurship plays a prime role in business and involvement of family members in the business of Women Entrepreneur. It paves a way to the economic stability and globalization of market. Now a day's the gender gap reducing Day by day. Generally, the role of women is to build and maintain the homely affairs like take care of the old age persons in the family, rearing children and task of cooking. Since, the turn of the century, the status of women in our country has been changing due to growing globalization, industrialisation, and social legislation. Growth of Awareness and Education, women have moved from kitchen to higher level of professional activity. So, they play an important role in entrepreneurship. Women entrepreneurs are increasing as it contribution to the household becomes important. More than economic contribution, social contribution also keen to watch. In this way, the economic development of country with Development of women Entrepreneurs also go hand by hand in the present scenario. The role of Women Entrepreneur in business and involvement of family members in the business is very important.

KEYWORD: *Women entrepreneurs, Role in Chennai, Economic Development, Family members, Growth of Awareness and Education, globalization.*