

# International Multidisciplinary Research Journal

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## WOMEN ENTREPRENEURS - A NEED FOR ACQUISITION OF SOFT SKILLS

Ms. Deepa S. Patil

M.A.,M.Phil (Eng) , Asst. Professor , VPIMSR, Sangli.

### ABSTRACT

**T**he present paper focuses on soft skills that have to be acquired by Women entrepreneurs. In the modern scenario soft skills are the skills that have to be learned by each person irrespective of his or her work area. Besides hard skills, soft skills are also important. They prove to be pivotal element on the path of Professional or Business success. Taking this into consideration the writer intends to emphasize on women entrepreneurs who are coming up with their businesses. These women entrepreneurs need to learn the soft skills which would definitely prove helpful in their business endeavors.

**KEYWORDS:** Communication Skills, Interpersonal Skills, Positive Attitude, Values, Perceptions and Etiquettes and Manners.

### INTRODUCTION:

Soft skills play an important role in one's way of professional success which is gaining importance in this age of information and knowledge. A person with soft skills conveys his/her ideas to masses in a very simple way. People with well-furnished soft skills are in great demand. Same thing applies to women entrepreneurs. An enterprise is an idea which gives an opportunity to explore and create

new ventures making her economical independent. A woman having a strong desire to accept challenging roles and become economically independent can become an entrepreneur.

A woman entrepreneur can very well manage her enterprise as she has the credit of holding the responsibility of household and family. Modern women entrepreneurs to cope up with the market need, learn professional and technical skills. But soft skills too are necessary to enhance women's involvement in the enterprise sector. Acquisition of soft skills not only leads them to better understanding of the ways people behave and think but also to know the

way they present themselves along with their ideas. Soft skills are essential to retain customers, to persuade, to market the products, and to maintain a good rapport with all.

**Soft skills can be categorized in the following manner:**

1. Social Level
2. Thinking Level
3. Negotiating Level

**1. Social Level-** This level comprises of Communication Skills, Interpersonal Skills, Positive Attitude, Values, Perceptions and Etiquettes and Manners.

To maintain good societal relationship, a person needs to be a good communicator. Good communication skills are essential to gain work efficiency. While communicating with others, one



should be aware of having a good eye contact, proper use of body movements, and while you talk, talk sensibly and be clear in your expressions. Besides one has to maintain good interpersonal relationships with the ability to convince and motivate others. The skill of Positive attitude brings optimism in one's life leading to constructive changes in work environment. Positive attitude makes you look at the brighter side of the life and helps you to tackle obstacles and challenges that come in one's way. Instead of talking about the obstacles in the work think about it as an opportunity to show off your abilities by getting through it.

Values refer to specific mode of conduct containing an individual's ideas about what is right and wrong. Values are the core of all decision making. One should understand the meaning and importance of values. Tolerance, frankness, respect for others and teamwork are some of the human values. Besides, spiritual values such as selflessness and gratitude too should be imbibed. Next is perception which is referring to experiences of a person who organizes, interprets, and experiences ideas. Perceptions vary and different people look at the same situation with different perceptives. In order to improve perception in an organization or business enterprise, one should be frank in communication, be empathetic, and have a positive attitude. Coming to etiquettes, it is a way of good behavior and good manners. Owning the etiquettes and manners it enables one to be confident, leads to quality and excellence, enhances the status of the company, and differentiates you from others. Etiquettes can be classified into Personal, Business Meeting, Dinner, and Social, Interview, Professional and Work etiquettes. Good manners and etiquettes are used every day to influence others and feel good about one self. A woman entrepreneur should practice good etiquettes and manners as working places are becoming global and set standards for others' behavior, encouraging them to treat you with same respect.

**2. Thinking Level-** This level is comprised of: Creativity, Problem Solving, and Decision Making. Creativity and imaginative thinking are valued. One should be broad minded to welcome new things and new ideas in her work culture. Whenever you come across any tedious task, try to solve it accepting it as a challenge and finding out a creative solution. Besides, an entrepreneur should also be a good decision maker. To take good decisions she should develop good communication with her fellow beings and be able to acquire the information she needs to make a good decision. In addition one should accept and learn from criticism which is one of the most challenging soft skills. Your ability to face and handle criticism creates an image of your willingness to improve. Similarly one should be able to criticize the work of others diplomatically. An employer should know that she is the initiator who takes the initiative step. She has to constantly find new ways to keep the business interesting, motivating and leading others in the same direction to work towards a common goal. One should prove as an example to others.

**3. Negotiating Level –**Coping with time stress, and emotions is covered in this level. "The busy man has time for everything." Same thing applies to women entrepreneurs who have to handle their home and business. No additional hours can be added but one can diplomatically use the time. Time management involves the ability to plan, organize, direct, and control. Today in the world of globalization, time is considered as one of the prime investment factor. Time is money in terms of economic life and every delay means loss of money. According to Alex, "Stress is the wear and tear your body experiences as you adjust to your changing environment. Stress is the emotional, physiological and psychological effects caused by an internal or external mental pressure." The ability to cope up with stress varies from person to person. Stress cannot be escaped as work and stress go hand in hand. The effect of stress can be on physical, mental and psychological. Every one in every job experiences stress. A woman entrepreneur can be successful in her enterprise only when she has the ability to handle work pressure. A woman entrepreneur has to very well manage the time and stress as she has to play a multi-faceted role at home and at work.

## CONCLUSION

It can be concluded that women's role was limited to family in the traditional society. But factors like urbanization, technical progress, women's education and globalization have eventually changed the traditional condition of women. Women are no longer restricted to family framework but are framing their self-identity outside the family. Women entrepreneur is a new concept for women to prove their excellence giving credit to their self-identity. The present paper is an attempt to contribute towards enhancement and empowerment of

women entrepreneurs. It is a genuine contribution to make them explore to and realize the importance of soft skills which will pursue them to become successful women entrepreneurs.

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**Ms. Deepa S. Patil**

**M.A.,M.Phil (Eng) , Asst. Professor , VPIMSR, Sangli.**

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