WOMEN ENTREPRENEURSHIP IN INDIA

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ABSTRACT

Entrepreneurship is the core of economic development. It is a multidimensional task essentially creative activity. Entrepreneur is the key factor of entrepreneurship. Entrepreneurship is the male-dominated phenomenon from the very early age but time has changed the situation brought women as today’s inspirational entrepreneurs. Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in rural areas. Women have become aware of their existence about their rights and their work concern. Presently women are success is there in all areas like housewife, teacher, professor, lawyer, engineer, doctor, pilot, scientist, technocrats, etc. It’s true that women can manage the home efficiently, but the question arises why can’t she manage the business in efficient manner, but the success of the women is not same in all the countries. This paper talks about the status of women entrepreneurs and the problems faced by them when they start their own business in the competitive world, and also focuses on the schemes provided by the government to empower women in their business.

Keywords: Entrepreneur; Entrepreneurship; Empower

INTRODUCTION

In 1988, for the first time, the definition of women Entrepreneurs’ Enterprise was evolved that termed an SSI unit/industry – related service or business enterprise, managed by one or more women entrepreneurs in Proprietary concerns, or in which she/they individually or jointly have share capital of not less than 51% as partners/shareholders/directors of private limited company/members of a cooperative society as a woman enterprise.

Meaning and definitions: women entrepreneurs are those women who take the lead and organize the business or industry and provide employment to others. It signifies that section of female population who venture out into industrial activities. It may be defined as a woman or group of women who initiate, organize and run a business enterprise.

According to J.A. Schumpeter, "Woman who innovates, imitates, or adopts a business activity is called woman entrepreneur." Thus women entrepreneur are those women who initiate, organize and operate business enterprise and want to prove their mettle in innovative and competitive jobs. She also wants to oversee and control every aspects of her business for its overall success.

Government of India has given a broader definition of the term women entrepreneur. It defined women entrepreneur as "an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”.

Women entrepreneurs as a group came in to prominence in the late 1970s. The information contained in the Second All India SSI Census shows that 7.7 % of the small enterprises were owned by women. Industry group – wise most popular activity of woman entrepreneurs was food processing, followed by
garment making. Realizing the great untapped potential, the Government has been making concerted efforts to channelize the skills and talent of women towards economic and business generating activities.

**Categories of women Entrepreneurs:**

- Women in organized and unorganized sector
- Women in traditional and modern industries
- Women in urban and rural areas
- Women in large scale and small scale industries

**REVIEW OF LITERATURE**

There is an analytical study was made and finally conclude that the self-confidence and self-esteem and educational level, and knowledge make them to handle different tasks in life. Male dominance towards women should change. There should be support from government and institutions and agencies to develop women entrepreneurs. Already there are certain schemes for women entrepreneurs; these schemes should be properly implemented and make them too familiar to use every scheme. According to some school of thought they conclude that, now India is in better position because of introduction of women as an entrepreneur. This is mainly because of change of attitude of people towards women, courageous and risk-taking capabilities of women, support from society people, changes and relaxations in government policies, granting various upliftment schemes to women entrepreneurs etc. extension to these findings there are certain other factors which facilitates to get success as an entrepreneur as explained in this paper. According to some analytical frame work, women Entrepreneurs are essential for achieving for the economic growth of the nation. There are certain obstacles which hinder the growth of the nation should be avoided. Encouragement should be in such a manner which allows women to participate and to take up all kinds of business as an entrepreneur. Government should provide proper training to women entrepreneurs. Government should use sophisticated methods to impart knowledge in all functional areas. Promoting Women entrepreneurship is surely a successful path to develop Indian economy. Apart from these women required psychological motivation also. There is a study which explained that 51% women are working for 5-7 hrs. 19% women have only 2-4 hrs for their business. They have their house work and burden of the family work. They have less support from their family. May be they lives in a separate family. Only 27% women gave 8-9 hrs to their business and they have huge family support and husband support. In the study we find that there are only 3% women who are totally devoted to their business. For the women it is impossible to give more hrs to the business in the serrate family and unsupported family. The same results was derived from my research also, women has to play dual role in society. The first, they have to do house work and second priority goes to business, due to these reason women unable to spend much more time for business development. This could be the one of the barrier why women is unable to grow properly as an entrepreneur. Women required support from husband and family members should assist them to grow well as an entrepreneur. According to some analytical frame work, women family obligations and certain responsibilities lacking them to become a successful entrepreneur. The financial institutions are having wrong opinion about women entrepreneurs, because at any time they might become again housewife. Indian women give more importance to family members. They should handle dual role as a housewife and businessmen. If there is no support from family members it is difficult to women to succeed as an entrepreneur. In my research also derived the same thing, women giving priorities to both family and business. This could be the one of the reason bar them to become a successful entrepreneur. If someone want to handle dual role at a time, obviously it is difficult. The same thing is happening even in the case of women entrepreneurs also. Husband and family member should assist them in all aspects to become a successful entrepreneur in future.
Area of the study: The study is based on secondary data which is collected from the published reports of newspapers, journals, websites reports, etc.

OBJECTIVES OF THE STUDY

1. To determine the unique challenges that women facing in their business.
2. To study the present position of Women Entrepreneurship in Indian Economy.
3. To study the Problems of Women Entrepreneur in Indian Economy
4. To suggest certain remedial measures to solve the problems of women entrepreneurs in India.
5. To study the policies, programmes, and the role of Government in promoting women entrepreneurs.

Challenges that women facing in the business

Women are resourceful and able to succeed despite many challenges.

Cultural value
Societal Discrimination
Balancing business and family
Stress due to competition
Political challenges

Present position of Women Entrepreneurship in India

There is big list of women who have met their dreams by working really hard leaving everything behind. Women are nowhere behind men whether it may be in the field of business or technology, and we can say that India itself is a good example where women are giving good competition to all the women around the business.

Problems of Women Entrepreneurs

The major hurdles that women face during starting and running a company generally come from financing and balancing of life. The balancing of life is caused due to lack of family support for the women the other external factors include gender discrimination, training opportunities, infrastructure, etc.

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<tr>
<th>Country</th>
<th>Snap shot of key factors</th>
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<tr>
<td>India</td>
<td>Lack of family support</td>
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<td>Lack of capital</td>
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<td>Less training programmes</td>
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<td>Family ties</td>
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<td></td>
<td>Male dominated society</td>
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<td>Tough competition</td>
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Remedial Measures

The self-help groups can empower and enhance the quality of status of women as decision maker, democratic, economic, and social and business life. Recently Entrepreneurship development institute (2014-2015) of India planning programmes for women entrepreneurship to solve the problems like finance, raw materials, etc.
Entrepreneurship development institute is promoting entrepreneur skills among women:

- To equip women participants with requisite skills and knowledge on various aspects of business decision making process. Also aims at bringing about necessary behavioral changes in them for initiating planning and implementing entrepreneurial activities.
- To sensitize women scientists & technologists towards entrepreneurship and promote knowledge-based entrepreneurship.
- To help girl children gain the life—long gift of education.
- To help provide access to better standard of living to poor households in rural areas through WSHGs intervention to promote and support livelihood development programmes for the poor through SHGs.
- To introduce science & technology for promoting micro enterprises through group entrepreneurship development.
- To coordinate and monitor implementation of programmes through individuals/institutions/women consortiums.
- To develop skills in specific trades among potential women entrepreneurs so that they can set up micro enterprises of their own.
- To equip women managers/executives with ‘intrapreneurial’ traits and provide them techno-managerial knowledge and skills enabling them to handle higher responsibilities in their respective organizations.
- To enhance proficiency in financial management among women entrepreneurs thus enabling them to function effectively in their business transactions.
- Dissemination of information to make women entrepreneurs well informed on various aspects of enterprises management.

Entrepreneurship development institute Setting up a Business Counseling Centre

- To provide need-based counseling and guidance for women entrepreneurs on various aspects of entrepreneurship such as, business opportunity identification, business plan preparation, financial planning, and institutional support by government and other agencies.
- To compile case studies of select women entrepreneurs who have managed to operate successfully in competitive business environment.
- To conduct studies on issues related to women empowerment and gender biases in Indian societies especially in the North East Region (NER) so as to reach the root of the problem and come out with tangible solutions.
- To develop a cadre of women Entrepreneur Trainer. Motivators so that they could offer business counseling to potential women entrepreneurs and also implement ED activities for them.

The policies, programmes, and the role of Government in promoting women entrepreneurs

The government of India has introduced the following schemes for promoting women entrepreneurship

1. Trade related entrepreneurship assistants and development (TREAD) scheme was launched by ministry of Small Industries to develop women entrepreneurs in rural, semi–urban areas.
2. Swarna Jayanthi Fram Swarozgar Yojana and Swarna Jyanthi Sekhari Rozgar Yojana were introduced by government to provide reservations for women and encouraging them to start their ventures.

3. New schemes reservations named Women Development Corporations were introduced by government to help women entrepreneurs in arranging credit and marketing facilities.

4. Sate Industrial and Development Bank of India (SIDBI) has introduced following schemes to assist the women entrepreneurs.

These Schemes are

1. Mahila Udyam Nidhi
2. Micro credit Scheme for Women
3. Mahila Vikas Nidhi
4. Women Entrepreneurial Development Programmes
5. Marketing Development Fund for Women

The following training schemes especially for the self-employment of women are introduced by government:

2. Development of Women and Children in Rural Areas (SECRA).
3. Small Industry Service Institutes (SISIs)
4. State Financial Corporations
5. National Small Industries Corporations
6. District Industrial Centers (DICs)

**CONCLUSION**

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. Women entrepreneur” is any women who organizes and manages any enterprise, esp. a business, usually with considerable initiative and risk”.

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