



Volume: 2, Issue: 5, 536-538
May 2015
www.allsubjectjournal.com
e-ISSN: 2349-4182
p-ISSN: 2349-5979
Impact Factor: 3.762

K.Sudha
PH.D Scholar Department of
Commerce PSGR
Krishnammal College for
Women Peelamedu
Coimbatore, Tamil Nadu,
India

Women Entrepreneurship Development in India

K.Sudha

Abstract

Entrepreneurship of Women development is necessary part of human resource .development. Compared to other countries development of women entrepreneurship is very stumpy in India, especially in the rural areas. Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered influential in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and development of their socio-economic conditions. This paper focuses on women entrepreneur. Any understanding of Indian women, of their uniqueness, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have lived and internalized various role models.

Introduction

Women perform 66 percent of the world's work, produce 50 percent of the food, but earn 10 percent of the income and own 1 percent of the property. Globally, women represent 49.6 percent of the total population, but only 40.8 percent of the total workforce in the formal sector. Since ages India has been men-dominated country. But, time is changing now. Women in India have outraged the fact that since hundreds of years they had been following the orders of men. They now know their 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. In former days, for women there were 3 Ks- Kitchen, Kids, Knitting, then came 3 Ps-Powder, Papad, Pickles and now at present there are 4 Es- Electricity, Electronics, Energy, Engineering.

Today, 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 and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. When a woman is empowered it does not mean that another individual becomes powerless or is having less power. On the contrary, if a women is empowered her competencies towards decision- making will surely influence her family's behavior.

Development of Women through Entrepreneurship in Small and Cottage Industries

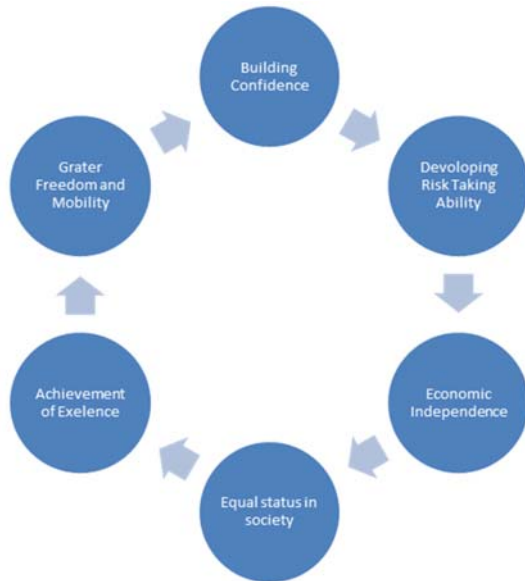
Status of women liberty depends on economic conditions even more than political. If a woman is not economically free and self-earning, she will have to depend on her husband or someone else, and dependents are never free. These were the ideas of Pandit Jawaharlal Nehru, the first Prime Minister of India, who vibrantly highlighted the importance of economic independence of women. These views are opposed to the laws of Manu written early in the Christian era which stress the need to manage women because of the difficulty of female character.

The 1991 Industrial Policy has envisaged special training programmes to support women entrepreneurs. Accordingly women entrepreneurs are receiving training through Entrepreneurship Development Programmes (EDPS) conducted by various institutions and organizations both at central and state levels. The Small Industries Development Organization (SIDO), with its field offices all over the country has been carrying out development programmes for women entrepreneurs and is providing technical schemes for setting up of SSI units. In view of the changing outlook for the promotion of women enterprises, the SSI Board in 1991 revised the definition of women enterprises by omitting the condition of employing 50 percent of women workers. This provided a boost to women entrepreneurs to take up business and avail all facilities / concessions as are applicable to SSIs.

Correspondence:
K.Sudha
PH.D Scholar Department of
Commerce PSGR
Krishnammal College for
Women Peelamedu
Coimbatore, Tamil Nadu,
India

“Women in business” is considered a recent phenomenon in India. The fact that almost half the population of this large country comprises of females while businesses owned and operated by them constitute less than five per cent is a reflection on social, cultural as well as economic distractions in the decades of development. In reality, women’s participation in economic activity and production of goods and services is far greater than formal statistics might reveal, since much of it takes place in the informal sector as also in the households.

Factors Influencing Women Entrepreneurs



Policies and Schemes for Women Entrepreneurs in India

Growth of women has been a policy objective of the government since independence until the 70s the concept of women’s development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach that recognized the equally reinforcing nature of the process of development. The 80s adopted a multi-disciplinary approach with an importance on three core areas of health, education and employment. Women were given priorities in all the sectors including SSI sector. Government and non government bodies have paid increasing attention to women’s economic contribution through self employment and business ventures.

In India, the Micro, Small & Medium Enterprises development organizations, various State Small Industries Development Corporations, the Nationalized banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have sufficient educational surroundings and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and support to women entrepreneurs facing specific problems. There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs. In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and

concessions for women entrepreneurs. For example, under Prime Minister’s Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard involvement, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be up to 90% of the project cost. Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally available up to 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women. Some of the special schemes for women entrepreneurs implemented by the government and allied institutions are provided below.

At present, the Government of India has over 27 schemes for women operated by different departments and ministries. Some of these are:

- Integrated Rural Development Programme (IRDP)
- Khadi And Village Industries Commission (KVIC)
- Training of Rural Youth for Self-Employment (TRYSEM)
- Prime Ministers Rojgar Yojana (PMRY)
- Entrepreneurial Development programmes (EDPs)
- Management Development programmes
- Women’s Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women (MAHIMA)
- Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Working Women’s Forum
- Indira Mahila Yojana
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP)
- National Banks for Agriculture and Rural Development’s Schemes

The efforts of government and its different agencies are capably supplemented by NGOs that are playing an equally important role in facilitating women empowerment. Even though the concerted efforts of governments and NGOs there are certain gaps. Of course we have come a long way in empowering women yet the future journey is difficult and demanding.

Women Entrepreneur Associations

The efforts of government and its different agencies are supplemented by NGOs and associations that are playing an equally essential role in facilitating women empowerment. List of various women associations in India is provided below.

Details of Women Entrepreneur Associations in India

- Federation of Indian Women Entrepreneurs (FIWE)
- Consortium of Women Entrepreneurs (CWEI)
- Association of Lady Entrepreneurs of Andhra Pradesh
- Association of Women Entrepreneurs of Karnataka (AWAKE)
- Self-Employed Women’s Association (SEWA)
- Women Entrepreneurs Promotion Association (WEPA)

- The Marketing Organization of Women Enterprises (MOOWES)
- Bihar Mahila Udyog Sangh Bihar Mahila Udyog Sangh
- Mahakaushal Association of Woman Entrepreneurs (MAWE)
- SAARC Chamber Women Entrepreneurship Council
- Women Entrepreneurs Association of Tamil Nadu (WEAT)
- Tie Sree Shakti (TSS)
- Women Empowerment Corporation

Problems of Women Entrepreneurship in India

Definitely, there are a number of problems regarding women entrepreneurship in India, researchers having identified issues relating to social aspects, economic life, skill problems, problems of family support, courage etc.

Absence of Balance between Family and Career Obligations

As Indians, most of the women are very serious about family obligations but they do not equally focus on career obligations. Indian women devote their lives to take care of their family members but they are not concerned with their self-development. Many women have excellent entrepreneurial abilities but they are not using their abilities to create additional income sources for their families, which would go hand in hand with boosting their self-reliance. Sometimes they are not even aware of the concept of self-reliance. Moreover the business success depends on the support the family members, extended to women, in the business process and management.

Poor Degree of Financial Freedom

In Indian families, the degree of financial freedom for women is very unfortunate, especially in lower educated families and rural families. In these families women can't take any entrepreneurial resolution without the consideration of the family members as well as considering social ethics and traditions. Due to the financial need, a woman can't start any business or any economic activity to become independent. Therefore, this has become a cruel circle of dependency for women in India.

No Direct Ownership of the Property

No doubt, the right of property is given as a legal provision in India, but it raises one of the most important questions regarding the right to property for women. There are very few women having on paper the right of property because, firstly, they are not aware of this right. They only become aware when problems are created in their families due to family disputes. Otherwise, women are not enjoying their right of property, being treated as second-class citizens, which keeps them in a pervasive cycle of poverty.

Problems of Work with Male Workers

Many women have good business skills but they do not want to work with male workers and sometimes male workers are not ready to work with women entrepreneurs. According to Shruti Lathwal, 2011, most of women entrepreneurs argued that semi-educated or uneducated class of workers cannot visualize a "female boss" in their field of work.

Lack of Professional Education

The poverty and illiteracy are the basic reasons of the low rate of women entrepreneurship in our country. The educational level and professional skills also influence women

participation in the field of enterprise. We are providing education to the women but not providing professional education. If we look in the professional schools we find that there is a very few number of women students. If we analyze rural - urban ratio of enrolled women in professional education we realize that there are very few rural female students enrolled in this type of education. Even parents are not ready to send their daughters for undergoing professional education. Sometimes it happens, however, that many women taking the training by attending the entrepreneurial development programme do not have an entrepreneurial bent of mind.

Ways to Develop Women Entrepreneurs

1. Believe that women as specific target group for all developmental programmers.
2. Better educational amenities and schemes should be extended to women folk from government part.
3. Sufficient training program on management skills to be provided to women community.
4. Give confidence to women's participation in decision-making.
5. Professional training to be extended to women community that enables them to understand the production process and production management.

Conclusion

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women are very good entrepreneurs, and prefer to choose the same as they can maintain work life balance. Even though we have many successful Women Entrepreneurs in our country, but as we have a male dominated culture there are many challenges which women entrepreneurs face from family & Society. 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 personality and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

References

1. Brush, C.G. (1992), Research on women business owners, past trends, a new perspective and future dimensions; Entrepreneurship Theory & Practice as in Fenwick T. Women Entrepreneurs: A critical review of literature.
2. Caputo R.K. and Dolinsky Arthur (1998), "Women's Choice of Pursue Self-Employment: The Role of Financial and Human Capital of Household Members", Journal of Small Business Management, Vol. 36 (2), pp. 8-18.
3. Census of India Report, 2011.
4. H.P. Women Empowerment Report, 2001.
5. Manickavel, S. (1997), Small industries: "Need for entrepreneurs in villages", Social Welfare 32(7): 19-21.
6. Usharao N.J: Women in a Developing Society, Published by Ashish Publishing House. New Delhi
7. Shejwalkar P.C. Entrepreneurship Ameya, Prakashan, Pune, 1996.
8. Sood, S.K., Arora Renu, "Women Entrepreneurs", fundamentals of Entrepreneurship.