

The state of Women Entrepreneur in India: Educate-Enrich-Empower

***Dr. Pankajakshi R**

****Ms. Manasa**

*Associate Professor, Dept. of MBA, Visvesvaraya Technological University, Centre for Post Graduate Studies - CPGS, VIAT, Muddenahalli Post, Chikkaballapur District. 562101.

**II Semester - MBA in Infrastructure Management, Visvesvaraya Technological University, Centre for Post Graduate Studies - CPGS, VIAT, Muddenahalli Post, Chikkaballapur Dist. PIN: 562101.

Abstract

Women constitute to the half of the Indian population and one third of the work force. Women are considered to be the strength of the family and the nation. As per the Universal Declaration of Human Rights, Women has equal right in power sharing and participation in the household decision making and also in the country's political level. Women Entrepreneurs are those women who are strong enough to set up and operate a business enterprise. Women entrepreneur are financially independent, self-employed and stand on their own legs.

Based on the available articles and it reviews reveal that the status of women in the current scenario is being gradually upgraded due to exposure of women to variety of jobs, but still face a challenge in handling dual role both at personal and professional life. This conceptual paper presents the issues and challenges faced by women entrepreneurs in order to sustain the highly competitive environment. The paper also focuses on the role of women in contributing for the economic development of the country through a conceptual model, discussing the factors influencing women entrepreneur where Educating women Enriches ones knowledge leading to women Empowerment. The paper highlights the steps taken by the government in encouraging women entrepreneur, NGO's support given to women through various schemes to become a successful entrepreneur.

Women entrepreneur should have the blend of both the management and technical skills to balancing and manage their social and family responsibilities. Women entrepreneur can contribute for the economic development provided their skills are tapped and capitalized properly

Key Words: Women Entrepreneur, Educate, Enrich, Empower, 3 E's, Challenges, Economic development

Introduction

Globalization is a vast concept with many disciplines, classes, and cultures. It is not a process which might have a beginning or an end. Globalization consists of many elements such as economic integration, the transfer of policies across borders, knowledge transfer, stability in culture, the reproduction, relations, and discourses of power, etc. Globalization is in developing a global market, free from social and political control focussing on progress, improvement, stableness, integrity and socialization. Hence providing different views in fields such as economics, politics and society. Therefore globalization is not a limited field, as the definitions that we present here indicate. The Liberalization, Globalization and Privatization are connected to each other. In India, the concept of LPG was introduced in 1990 when there was a dramatic crisis in Indian economy because of decrease in India's export earnings, national income and industrial output.

The word “Entrepreneurship” has been originated from a French word “Entree” which means “to enter” and “Prendre” means “to take”. It is defined as a person who starts up his own business or sets up a business organisation. Women Entrepreneur is those women who are strong enough to set up and operate a business enterprise. Women entrepreneur are financially independent, self-employed and stand on their own legs. The key motivating factor for women is independent decision-making on their life and career.

Women constitute to the half of the Indian population and one third of the work force. Women are considered to be the strength of the family and the nation. As per the Universal Declaration of Human Rights, Women has equal right in power sharing and participation in the household decision making and also in the country’s political level. Women being the prominent gender play a multi skilled role for development of family, and for the betterment of the society.

According to the 2011 census, it can be stated that the literacy rate is observed to be more in urban areas and the female literacy rate is seen on the lower side compared to male.

Table1: Census of India 2011

Karnataka Population	Male	Female	Total	Sex Ratio
Total Population	310,57,742	300,72,962	611,30,704	968
0-6 years	35,27,000	33,27,000	68,55,000	943

Source: Annual Report DWCD – 2012-13.

Sl.,No.	INDICATORS	CURRENT STATUS
1.	Population 2011 (in lakhs)	Male - 310.58 Female - 300.72 Child (0-6 Yrs) - 68.55
2.	Sex ratio	968
3.	Female child sex ratio	943
4	Overall Literacy	75.6%
	Female literacy rate	68.13%
	Male Literacy	82.85%

Source: Annual Report DWCD – 2012-13.

Women nowadays are trying to be independent irrespective of their household chores and domestic responsibilities. They also want to try something new and are ready to take the risk and face the challenges. In some situations women are forced to engage in business activities due to family background which may include compulsion as well as responsibilities.

For women entrepreneur there is a lot of scope as it consists of wide area of work. As observed women these days are into all the fields and enhancing their knowledge. They are equally smart and competing with the fast growing world. In order to be an entrepreneur, a woman should strongly focus on the science and

technology. She must also be smart enough to design, produce, sell, adopt and implement the knowledge towards customer needs and satisfaction.

Objective of the Study:

This conceptual paper presents the issues and challenges faced by women entrepreneur in order to sustain the highly competitive environment. The paper also focuses on the role of women in contributing for the economic development of the country through a conceptual model, discussing the factors influencing women entrepreneur through 3E's where educating women enriches ones knowledge leading to women empowerment. The paper highlights the steps taken by the government in encouraging entrepreneurs and NGO's support given to women through various schemes to become a successful entrepreneur.

Review of Literature:

Based on the available articles and it reviews reveal that the status of women in the current scenario is being gradually upgraded due to exposure of women to variety of jobs, but still face challenges in handling dual role both at personal and professional life. The challenges encountered by the women are based on the roles they perform basically focusing on family background, education, physical conditions, balancing of family and work and so on. Family play a crucial role in shaping the lives of the women. Educated and working women life style changes after their marriages, which is challenging for them and feel better when there is cooperation and support extended towards them by their family members, when they have passion for work.

Anjali Singh (2014), the author in their conceptual paper has discussed the concept of women entrepreneur, trends and issues in various fields. The author has suggested the ways of reducing hurdles of the women entrepreneurship development to survive in the Globalised world.

Meenu Goyal and Jai Parkash (2011), According to the authors the reason which lead to change in the life style of Indian women was the transformation of social status of the Indian society, in terms of increased educational status of women and varied aspirations for better living. This paper talks about the concept of women entrepreneur, reasons for women to become entrepreneurs and the slow progress of women entrepreneurs in India with a suggestions for the growth of women entrepreneurs and has discussed about the schemes for promotion & development of women entrepreneurship in India.

Arakeri Shanta V, The author has discussed about the status of women entrepreneurs and the problems faced by them, the trends in the development of the field with an insight into the challenges faced by Women Entrepreneurs.

Jawaharlal Nehru; Shubhra Bhardwaj (2013), The authors have discussed about the status of women entrepreneurs and also analysed the factors which motivates women to start up a new business and the problems faced by them to ventured out and carve their own niche in the competitive world of business environment. An attempt was made by the authors to understand the role of government to accelerate the growth of women entrepreneurship.

Pankajakshi R. & Shailaja M. L. (2015) the authors have discussed about the factors influencing Rural Women Empowerment (RWE) through a conceptual model, to understand the complexities of RWE in order to sustain the highly competitive environment.

Factors Influencing Women to take up Entrepreneurship:

- **Family business:** If the family is already into a business or agriculture, then she would also lend helping hand to the family in the work for better productivity.
- **Independent life:** Some women prefer to lead an independent financial life where she would not want to ask anyone to fulfil the financial needs.
- **Self-inspiration:** Women have the power to inspire the family and self, setting an example for family members. It is said that “if a women is educated, the whole family is educated”.
- **Extra income for the family:** The income of the women also acts as extra income which can be used for extra benefit of the family. Hence also improves the standard of living of the family.
- **Self-employment:** Few women would like to be self employed by running their own business, because they would not like to work under anyone or be commanded by anyone. They want to be their own boss.
- **Inspiration by friends:** Women also get inspired by their friends who are entrepreneurs and tend to become entrepreneurs by seeking their help.
- **To upgrade standard of living:** Women want to earn to increase their standard of living and fulfil their dreams.
- **Pass leisure time:** Some women would be financially well stable but just to pass their time; they would start up a business.
- **To establish women’s rights:** Women to get equality and establish their rights not only in family but also through establishing their business activities.
- **Eradicate gender discrimination:** Women nowadays would not like to be dominated by men in their family or outside. Hence to prove that they are equal to men, women become entrepreneurs and earn for their livelihood.
- **Creating opportunity for others:** Women Entrepreneur through their business activities creates an ample number of opportunities for others providing employment and also acts a motivating source which in turn can influence other women entrepreneur to start up their business.

Challenges faced by Women Entrepreneur:

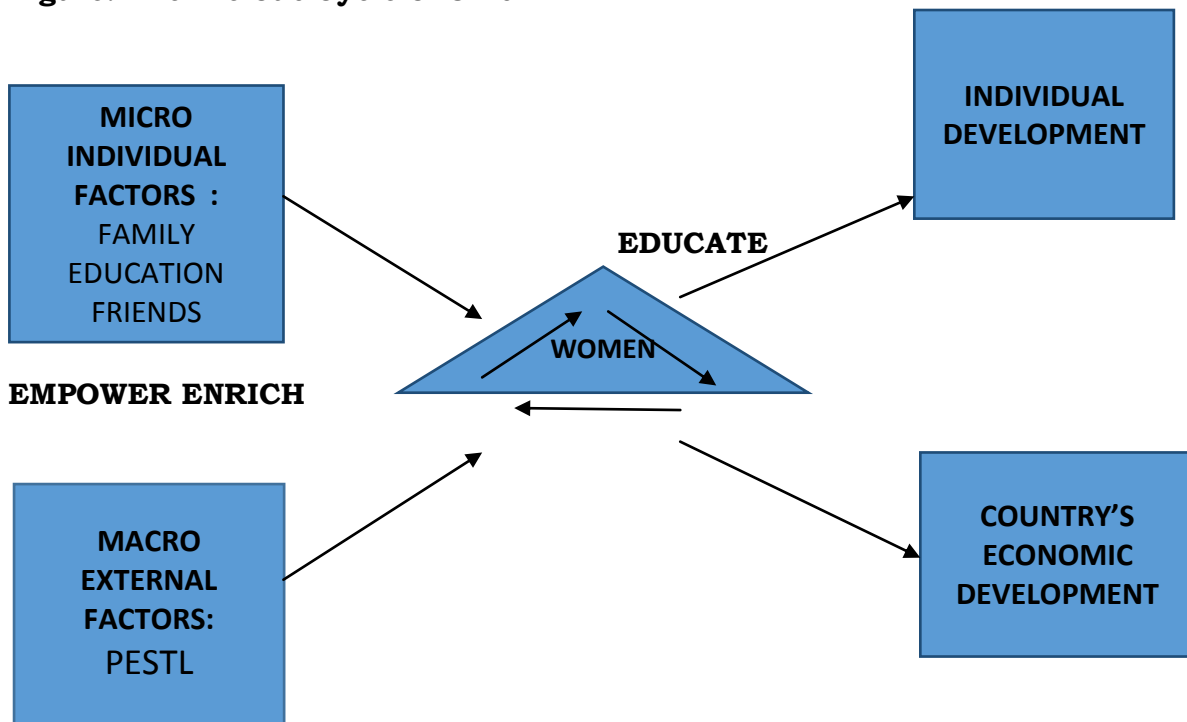
- Women entrepreneur suffer from financial resources and working capital. It is difficult for them to approach nationalised or private banks for loans as they fail to provide concrete security. Most of the assets of the family are the men’s name and these men feel it’s a risk to invest on the women run business. Banks too lack confidence in women entrepreneurship. Hence women have to depend on their savings and loans from friends, family etc. which may not be sufficient for them to run a successful business.
- Another major barrier for women entrepreneur is that they lack in advertising their product to the mass customers leading to tough competition with branded products available in the market.
- Costumers are not very confident about the products produced by them which create indignity of the product though they are more sincere in quality maintenance and also maintain scheduled time in delivering products to customers.
- Sometimes transportation also act as a barrier where the transportation cost may be more than the cost of the product hence making the product more expensive. This may also lead to reduction in the margin of profit.
- Most of the times women lack courage to travel from one place to another for business reasons. One of the main reasons is that at the governmental level, the licensing authorities, regulating officers, and sales tax officials make life miserable for women by often asking all sorts of demeaning questions.

- Also in India, it is believed that the children and other family members are the responsibility of women to take care off. Therefore married women have to balance both home and business which is very tedious and hectic.
- Women also lack the knowledge of latest technological developments and market trends which make them inferior to men entrepreneurs. They also lack training leading to under utilization of their skill and potential at work.
- The Indian society is still not open to encourage women to enter into business. They are always discriminated and restricted by their own family members. They believe that the life of a woman is confined to the four walls of the house. This is why very few women succeed as entrepreneurs. Also the society is male dominated leading to insecurity of women entrepreneur.

Contribution of Women Entrepreneur for the Country’s Economic Development:

Women, basically in rural areas often see an individual with less skill and knowledge, financial dependent and family oriented. But in reality, women are seen self employed in micro, medium and small scale enterprises, in areas such as processing food products, cottage & handicraft, beverages, service sector such as crèches and so on.

Figure: The Vicious Cycle of 3E’s



Source: Authors

The Above figure is self-explanatory, which clearly depicts that the micro individual factors such as family background, poverty, education level and so on along with the macro factors such Political, Economical, Social and Cultural, Technological and Legal influence the women in taking up a business. **Educating** the women is the one of the tool which can be **Enrich** and upgrade ones knowledge this can in turn help the individuals to get **Empowered** with an opportunity to seek employment or self employed. This gives scope for individual development, but also can create ample opportunities for employment leading to the improvement and growth in the country’s economic status. This **Vicious cycle of 3E’s (Educate –**

Enrich – Empower) clearly depicts that the education makes the individual to acquire knowledge and effective utilization of the knowledge and available resources and empowers women/women entrepreneur to have better position in the society.

Women entrepreneur contribute for the economic development of the country such as:

- Increase in employment opportunities for many reducing the unemployment problem in the country, which is being the main socio-economic problem faced in our country.
- Skill and knowledge development to meet the requirements of the job opportunities, also changes ones standard of living.
- Contributions in R& D activities in the development of existing product and innovation of new product and services.
- Mobilize the idle saving of the public and promotes capital formation by investing in new venture creation.
- Promotes balanced regional development, reducing the concentration of economic power.
- Stimulates the equitable redistribution of wealth, income and even political power in the interest of the country.
- Encourage resource mobilization i.e., unutilized and idle capital, skill, resources, untapped market potential etc.
- Induces backward and forward linkages, availing resources concession, subsidies offered by government which in turn stimulate the process of economic development in the country.
- Promotes country's export trade which is an importance ingredient for the economic development of the country.
- Women contribute in the change of the mindset of individuals as women fit to be within four walls, developing a sense of independence.

Steps taken by the Government to Encourage Entrepreneurs:

- ✓ The government treated women as specific target groups considered in all development programs of the country.
- ✓ Vocational training programs are given for women to diversify their skills and knowledge.
- ✓ New technologies and equipment were developed to improve efficiency of work by women and hence increasing the productivity.
- ✓ Government also suggested giving equal importance on marketing the products by assisting women entrepreneurs.
- ✓ Women were encouraged to take part in decision-making process and their decisions were valued.
- ✓ Prime Minister Rojgar Yojana and EDPs were introduced to develop entrepreneurial qualities among rural women.
- ✓ "Women in agriculture" scheme was introduced to train women farmers having small and marginal holdings in agriculture and allied activities.
- ✓ Many co-operative banks were introduced with schemes helping women in agro-based industries which include dairy farming, poultry, animal husbandry etc.
- ✓ Several other schemes like integrated Rural Development Programs (IRDP), Training of Rural youth for Self employment (TRYSEM) etc. were started to alleviate poverty. 30-40% reservation is provided to women under these schemes.
- ✓ Trade Related Entrepreneurship Assistance and Development (TREAD) scheme was launched by Ministry of Small Industries for developing women entrepreneurs in different geographical areas.

Self Help Groups (SHGs): Self-help groups (SHGs) are formed with the help of women NGOs. These groups help poor rural women to involve in small scale industries by funding them financially. SHGs are mainly focusing on bringing women's empowerment. SHGs also help in spreading the awareness of women education. Each of the members makes it a point to empower themselves through education and help each other out. The fields in which SHGs mainly concentrate on Poor health, inadequate access to various community institutions and government programs, Non-participation of poor women in decision making processes, Domestic violence. Forming SHGs creates an easy link with the banks and operate their bank accounts. The cumulative savings of these groups generates more interest and the women find it easier to apply for loans once the SHG is established. These groups do not compete with each other instead they co-operate with one another to bring equal opportunities among women.

SHG's have been beneficial to women entrepreneurs in increasing income/earnings, better access to credit facilities, gaining knowledge and be more self-confidence, better status and decision making power with acquiring new skills and training, participating and supporting the social service. Support from NGOs, the SHGs and governmental organizations can help in the development of women by improving their standard in the society.

Conclusion

Entrepreneurship is considered as a central force of economic development. It generates growth and serves as a vehicle for innovation and change. As the Times of India (newspaper) has brought out the fact that the companies headed by women as the CEO's performed better than the others. Further, some of the empirical studies have revealed that the women are proved to be better problem-solvers, decision makers and perform as better managers than men. Entrepreneurship is gaining importance and priority in the recent years and is seeing developments globally. A Entrepreneur should know and understand the implications of modern technology though its innovative developments not only contributes for the economic development of the country but also can provide ample new job opportunities which in turn can make an individual to lead a better life socially and economically .

Entrepreneur successfully engaging in the research activities is beneficial for the economic growth and development of the country. There is ample number of opportunities available for women to come up in their lives, set up their business and also to lead an independent life, but as an individual one need to identify the opportunity and try to capitalize on the same. The women should come out of their closed mindset with the notion that women are only fit to be within the four walls. It is important and essential for the women entrepreneur's to get cooperation and support from the family. This not only helps women to lead a better life, but also in the process many family can be benefited and their standard of living can be increased.

Women entrepreneur can contribute for the economic development provided their skills are tapped and capitalized properly. It is the responsibility of the individual and the government to take initiative and also support the women entrepreneur to come up in their lives. Support from NGOs, SHGs and governmental organizations can help in the development of women entrepreneurs to contribute better for the individual and the economic development of the country.

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