

## ROLE OF WOMEN IN THE ENTREPRENEURSHIP CONTEXT: A BRIEF LITERATURE STUDY

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### **ABSTRACT**

Over the years, it's been seen that women entrepreneurs have been taking up new role in different areas. Their Contribution and significance are praiseworthy in the every country's financial progress and growth. In the 2012 World Development Report indicated that companies which are being owned by the women have shown extraordinary prospective for imminent financial development and employment creation. Hence, the United Nations has launched many initiatives to promote and inspire women's entrepreneurship in developing and underdeveloped countries. Sophisticated women of our country still have to cover a larger path in order to accomplish the same privileges and status, since traditions are deeply entrenched in our culture, where societal structure has always been controlled by men. Regardless of countless societal barriers, the women of our country stand out from other groups and remain praised for their achievements in their respective fields. Women entrepreneurs can be defined as women or groups of women who start, organize, and run businesses. The Indian government defines women entrepreneurs as companies owned and controlled by women. They have at least 51% of the capital's economic interest and provide at least 51% of the jobs created by the company to women. As the driving and pulling factors encourage women to pursue their own careers independently, women entrepreneurs have begun to participate in business activities. The feeling of making independent decisions about your life and career is the motivating factor behind this drive. One of the main treatments prescribed by advocates of women's empowerment is empowering women through entrepreneurship. It reflects the ray of hope of the unemployed to earn a living and maintain a dignified life, as well as the economic development of the country. Entrepreneurship is the best way to make rational use of human and non-human resources and improve the living conditions of the poor. In this article, the author tries to pay attention to the growth of women's entrepreneurship, the challenges and suggestions of women's entrepreneurship growth, etc.

**Keywords** – Women entrepreneurship, women empowerment, business, motivation.

### **INTRODUCTION**

Women-owned small businesses are making an increasingly important contribution to the global economy and growing faster than men (Langowitz and Minniti, 2007). Although academic research on entrepreneurship (Ahl, 2006) focuses on men, it has been suggested that in most countries, women-owned businesses account for about 30% of all small businesses (Javadian and Singh, 2012; Minniti et al., 2005, Minnity and Nord, 2010). Entrepreneurship is increasingly important in the modern age. This is a global phenomenon. Developed countries are already enjoying the fruits of business development. In contrast, in developing economies such as India, entrepreneurship has recently become more and more important. In developing countries, it is considered a way to promote self-employment. However, in order to improve and maintain the country's economic growth, it is necessary to see more. The development of any region or country requires effective and optimal use of generally available resources, especially human resources. Competent human resources will definitely make the best use of other resources. Developing economies like India need entrepreneurs who can use scarce natural resources.

Entrepreneurship has been a male-dominated phenomenon from a very young age, but time has turned this around, making women the most memorable and inspiring entrepreneurs today. It is estimated that women entrepreneurs currently represent around 10% of the total number of entrepreneurs in India, and this proportion is increasing every year. If the general trend continues, it is likely that within the next five years, women will account for 20% of business power (Saidapur et al., 2012). The Tenth Five-Year Plan (200207) aims to empower women by translating the recently approved National Policy for the Empowerment of Women (2001) into action and ensuring the survival, protection and development of women and children through an approach based on in rights.

## **OBJECTIVES**

The objective of this manuscript is to recognize the existing research works on the field of women entrepreneurship. I have investigated the existing research works on this field and presented my views. I have also gone through the publications in different journals to recognize the prospective progress of this area. I have enlisted some objectives:

- ❖ To review the existing literature on our topic to year, journals, countries, etc.
- ❖ To describe and summarize up to what motivates a woman to be an entrepreneur & what is the reason behind the slow progress of women entrepreneurs.
- ❖ To study the challenges faced by the women entrepreneurs in the society & suggested the necessary steps.

## **METHODOLOGY**

The manuscript is qualitative in nature. The author has designed the paper based on different literature from different sources. The author has considered the data from textbooks, websites, and detailed reports and various publications from diverse organizations/government, dissertation reports of different degree students, papers that are under process, and publications in national/international conferences. To fulfill the objectives I have taken different papers which have been published in reputed journals. I have tried my best to extract the findings from each paper and lay down the foundation of future research agendas.

## **LITERATURE REVIEW**

Women of different backgrounds have realized that exerting entrepreneurial spirit will help them establish an identity in society and have a dignified lifestyle (Marlow, 2002). Both push and pull factors contribute to business awakening. However, pull factors are considered to be more influential than push factors because they are driven by inner desires, motivations, personalities, family society and observational learning, role models, and learning from experience from personal and professional past (Shinnar and Young, 2008). Surinder Pal Singh (2008) identified the reasons and influencing factors behind women's entry into entrepreneurship. He explained the characteristics, obstacles and challenges of his business in an Indian context. He mentioned that the main obstacle to the growth of female entrepreneurs is the lack of interaction with successful female entrepreneurs, society does not accept female entrepreneurs, family responsibility, gender discrimination, lack of internet, and bankers have low priority in granting loans to entrepreneurs. He proposed some corrective measures, such as the promotion of micro-enterprises, the opening of the institutional framework, the forecasting and stimulation of growth and the support of the winners.

The study advocates ensuring synergy between the departments related to women, the Ministry of Economy and the Ministry of Social Welfare Development of India. Cohoon et al. (2010), discusses in detail the motivation, background and experience of men and women in entrepreneurship. The research is based on data collected from successful female entrepreneurs. Of these, 59% established two or more companies. The study identified the top five financial and psychological factors that motivate women to become entrepreneurs. These are the desire to accumulate wealth, the desire to use their own business ideas, the attractiveness of entrepreneurial culture, and the long-term desire to own their own business and cooperate with others, which are not attractive to them. According to Jayammal (2012), financial issues are the main problem faced by all interviewees. They faced this problem when they started their business and in the course of their business operations. They had problems with obtaining loans and subsidies, insisting on mortgage and margin requirements, processing loans, time needed for payment, and poor financial management. And account maintenance. Personal, interpersonal and environmental factors can also promote or hinder the growth of female entrepreneurs. Personal factors include knowledge, experience, education, social identity, and work-life balance issues (Agarwal and Lenka, 2015); interpersonal/social factors are family, friends, and role models; environmental factors are government, non-governmental organizations, financial institutions, and the role of culture. Lack of flexibility, expressive skills, soft skills, confidence, business education and training, professional knowledge, and awareness of welfare programs are some of the problems women face, which slows down their growth as entrepreneurs (Nagarajan and Porter, 2000). Similarly, the lack of support from family, friends, government, financial institutions, and NGOs also hampered their growth in the early stages of entrepreneurship (Agarwal and Lenka, 2014; Khumbar, 2013).

### **WOMEN ENTREPRENEURS IN INDIA**

Promoting women's participation in employment and entrepreneurship in India is likely to increase the country's GDP by US\$0.7 trillion by 2025 (MGI, 2015), while improving women's equality, gender and economic empowerment. This is essential for sustainable economic development and poverty reduction. However, although the business environment in India is improving (World Bank, 2018; OECD, 2017), the overall business environment for female-led or female-led companies in India is not satisfactory. In the broader context of the decline in the female labor force participation rate, the level of female entrepreneurs in the country is relatively low. Therefore, it is necessary to solve the business environment challenges faced by women entrepreneurs. These restrictions will affect the size, scale and productivity of women's businesses, their formality and the sectors in which they operate, and will have an impact on the country's inclusive growth and the achievement of the Sustainable Development Goals (SDGs). The number of companies owned by women is very small, concentrated in microeconomics or proprietary areas, and mostly informal. The numbers vary depending on the data source, and not all micro, small and medium enterprises (MSMEs) registered as female-owned are led by women. Of the 58.5 million organizations in operation, most (nearly 90%) are owned by owners, of which only 15.4% are women. (MOSPI, 2016). There are differences in female entrepreneurship rates between urban and rural areas, and there are more women-owned businesses located in rural areas. However, urban businesses are more likely to register. This is due to a variety of factors, including mobility, education, and access to technological challenges, especially those faced by women. Although the Indian economy has grown at an average rate of more than 7% since 2012, and the country's share of global GDP was 3% in 2016, the current level of economic participation by women limits India's economic growth. .

In the broader context of declining female labor force participation rates, the country faces relatively low levels of female entrepreneurship. In the latest survey of 26.1 million small, medium and micro businesses operating in India, only 13.85% of registered businesses were owned by women. 4 Furthermore, although the business environment in India is improving, the overall business environment for women-owned or operated businesses in India is poor. International economic bodies urge women to participate more in employment and entrepreneurship to promote the development of the Indian economy. The McKinsey Global Institute estimates that by 2025, 68 million women will enter the labor market in India. In doing so, India's GDP could increase by US \$ 0.7 trillion by 2025. The World Bank stated that the country's GDP growth rate will exceed 9% if more women participate in the workforce. In addition, the International Monetary Fund called on India to pay urgent attention to "incorporating women into its economy widely and truly." Studies have shown that by increasing female labor force participation to the level of men, India's economy can increase by 27%.

### CHALLENGES FOR WOMEN ENTREPRENEURS IN INDIA



Figure 1- These are the major challenges which is being faced by women entrepreneurs in India. Apart from these 7 mentioned points there are many more challenges which they have to face, but these seven points are common in every women entrepreneur's life.

### RECOMMENDATIONS TO IMPROVE THE ENTREPRENEURIAL SPIRIT OF INDIAN WOMEN

- 1- Women should accept a large-scale publicity plan about possible business spheres, at the panchayat level.
- 2- Each state at the district level must have an ongoing plan to support businesses through loan services and required training programs to incentivize, motivate, and collaborate with women entrepreneurs.
- 3- There should be a separate forum at the state level to represent the views of women entrepreneurs and require coordination between the government and financial institutions to meet their needs. At the next level, all Indian forums can be established for women entrepreneurs so they can discuss issues, complaints and business issues. Any complaints or shortcomings faced by female entrepreneurs and related entrepreneurial issues can be raised to enable women to embark on the path of economic development.
- 4- There is a need to improve the quality of education for women and provide various opportunities for aspiring women so that they can gain training and practical experience and inspire them to start their own businesses.

5- To encourage women to get involved in small businesses, it is necessary to develop their professional skills through a series of training programs in areas such as management skills, leadership development, marketing and cooperation skills, different types of production and processes, strategies planning, benefit planning, bookkeeping, and accounting bookkeeping.

6- As a social responsibility, educational institutions should take the initiative to establish contacts with the government and non-governmental organizations to help women entrepreneurs to develop, mainly to plan business projects.

7- Educational institutions can take responsibility for helping women interact and discuss with successful women entrepreneurs by holding seminars, conferences, and trade shows.

8- You can provide comfort to women and help them use the resources and resources available in government programs. We can also provide funds and incentives to develop their business activities in the state.

## **CONCLUSION**

It can be said that today we are in a better position and the participation of women in the field of entrepreneurship is increasing at a considerable rate. Efforts are being made to improve the economy because it has given Indian women the promise of equal opportunities in all fields and has enacted laws that guarantee equal participation in the political process and equal opportunities and rights in education and the job. Unfortunately, government-sponsored development activities benefit only a small percentage of women, namely middle-class urban women. The female sector represents almost 45% of the Indian population. At this time, effective steps should be taken to provide women with entrepreneurial awareness, leadership and skills development plans. The role of women entrepreneurs in economic development is also recognized and measures are being taken to promote women entrepreneurs. The resurgence of entrepreneurship is the current need, emphasizing on educating the women class, spreading the awareness and awareness of being unique in the field of entrepreneurship among women, so that they can realize their advantages, important status in society and their great contributions towards the industry and towards the entire economy.

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