

Impact On Women Entrepreneurship In India

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Abstract

In the traditional society, women were generally accorded as an inferior social status. But women have always been the main source of development of human capital in the country since the inception and creation of this universe and this is the major contribution of women's community. With the growth of entrepreneurial wave in the country a few associations of women entrepreneurs have emerged into existence to extend a helping hand and creating a congenial environment for the broadening of base for wide spread entrepreneurship in rural and urban areas. Independence brought promise of equality of opportunity in all spheres to the Indian women. But unfortunately, the government sponsored development activities have benefited only a small section of women. Educating women is absolutely essential in straightening their personality. Today no field is unapproachable to trained and determined modern women. To make the movement of women entrepreneurship a success, both the Government and Non - Government agencies have to play a vital role in developing the women entrepreneurship.

INTRODUCTION

In the traditional society, women were generally accorded as an inferior social status. But women have always been the main source of development of human capital in the country since the inception and creation of this universe and this is the major contribution of women's community. Women entrepreneurs defined by government of India, as an enterprise owned and controlled by a women having a minimum finance interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. The function of women entrepreneur should be to explore the prospects of starting a new enterprise, undertake risks, introduce new innovations, co-ordination, administration and control of business and providing effective leadership in all aspects of business.

TYPES OF WOMEN ENTREPRENEURS

The women entrepreneurs can be categorized in the following five broad categories:

(a) Affluement Entrepreneurs

They are daughters, daughter in - law and wives of rich business families who have financial and other resource backing to take any business risks. Many of them start enterprise in interior decoration, beauty parlours, restaurants, magazines, book publishing, and the like. The family supports in many ways help them to take care of their responsibilities with lesser efforts and strains. More over their substance is not entirely dependent upon their new enterprise.

(b) Adventurous Entrepreneurs

In this category, the town and city based women take up some assignments or enterprises as a challenge. They take it up as an adventure to do something new and be industries where risk

factors as too small. This category consists of educated women with or without work experience. They are likely to take financial assistance from banks and other sources. Women start electronic industries, service centers, restaurants, schools, beauty parlours, food catering centers, event management, film production, grocery shops, etc.

(c) Need - Oriented Entrepreneurs

This category of women takes up some business activity to overcome financial difficulties. The family situation forces them to develop existing family business or start something new to improve the economic lot of the family. This category is small and normally widows and single women are in this category.

(d) Rural Entrepreneurs

Women in rural sector try to start something suiting to their resources and knowledge. In this category, women involve themselves in preparing dairy products, pickles, fruit juices, papads and jaggery making. They would like to work in areas where minimum usage of telephone, transport and monetary requirement is involved. They ensure that their enterprise is of minimum risk and need least organizing skill.

(e) Self-employed Entrepreneurs

These are women from poor and very poor category of society and rely on their own efforts for sustenance. Majority of them are from villages and towns. The examples are vegetable and fruit vendors, brooms making, wax candle making, providing tea-coffee to offices, ironing of clothes, knitting work, tailoring firm. etc. These are tiny and small enterprises

PROBLEMS INVOLVED IN WOMEN ENTERPRENEURSHIP

Women Entrepreneurship is a recent phenomenon and in the process they have to face various problems. The basic problem or difficulty of a women entrepreneur is that she is a women-this pertains to her responsibility towards family, society and work. With joint families breaking up, many women simply don't have the support of elders in the family. Women have been confronted by such dilemmas ever since they started leaving home for the work place. On the other hand, the attitude of society towards women and constraints in which they have to live and work are not very conducive. In spite of the constitutional equality, in practice, the attitude of men is not only tradition-bound but even of those who are responsible for decision-making and research is not of equality. They still suffer from reservations. Though in rural areas women are working along with men since time immemorial, their contributions in monetary terms remain unaccounted for, or if at all accounted, it is given a very low value. They are mostly engaged in low-paid, heavy agricultural activities or act as helpers in handicrafts. It is not that women do not have skills or capacity but they are not properly trained or initiated in craftsmanship because it is taken as a taboo it is wasted because when she gets married, she takes the skills with her. Training is basic for any entrepreneurship. Many institutions have been imparting training under various schemes but again social attitudes do not appreciate this independence and thus keep women away from both in urban and rural areas.

ROLE OF WOMEN ENTREPRENEUR'S ASSOCIATION IN ENTREPRENEURSHIP PROMOTION

With the growth of entrepreneurial wave in the country a few associations of women entrepreneurs have emerged into existence to extend a helping hand and creating a congenial environment for the broadening of base for wide spread entrepreneurship in rural and urban areas. .

Women Entrepreneurs wing of National Alliance of young Entrepreneurs

This is an integral part of the National Alliance of Young Entrepreneurs. It seeks to strengthen forces of unity among women entrepreneurs. It promotes women entrepreneurs to participate actively in the work of economic development. The major goal of this organization is to get special facilities and incentives for women entrepreneurs by liberal allocation of land and sheds, easier follow - up credit, facilitating access to up - to - date technologies, arrangements for training, production management and marketing with assistance from central and state governments. This is the leading organization of women entrepreneurs in India which organize international conferences of women entrepreneurs in India as well as abroad.

Association of Women Entrepreneurs of Karnataka (Awake)

The women entrepreneurs of Karnataka have formed an organization called 'The Association of women Entrepreneurs of Karnataka' (AWAKE) to tap and promote skills among women in setting up industries. They make products which range from food products and garments to light industrial machinery. The association is encouraging small scale entrepreneurship by educating women and up - dating technology in home industries like making agarbattis, beedies etc. The association has also entered into confidence with Karnataka bank and other promotional agencies to assist in the promotion of women entrepreneurship in the state. The association is strongly providing preferential treatment for the budding and enlightened women entrepreneurs.

Self - Employed Womens' Association (SEWA) of Ahmedabad

This association of self-employed women has set up and manages its own co -operative bank. SEW A is a trade union of 13,000 women who have low paying jobs. The association is demanding for liberal help from the government so as to effectively participate in rural and urban development programmes based on entrepreneurship.

Role of Government in Entrepreneurship promotion

The first National Conference of Women Entrepreneurs held at New Delhi in November 1981 advocated the need for developing women entrepreneurs for the over all development of the country. The Government of India has been assigning increasing importance to the development of women entrepreneurs in the country in recent years. The Five Year plans have proposed for promoting female employment in

women-owned industries. The plans suggest:

- To treat women as specific target groups in all development programmes.
- To devise and diversify vocational training facilities for women to suit their varied needs and skills.
- To promote appropriate technologies to improve their efficiency and productivity.
- To provide assistance for marketing their products.
- To involve women in decision-making process.

In Industrial Policy 1991, the Government of India further stressed the need for conducting special entrepreneurship development programmes for women with a view to encourage women to enter industry. Product and process-oriented courses enabling women to start small-scale industries were also recommended in the policy statement. There are several institutional arrangements both at the centre and state levels like Nationalised banks State financial corporations District Industry Centers and voluntary agencies like FICCI Ladies organisations (FLO), National Alliance of Young Entrepreneurs (NAYE) which have been engaged in protecting and developing women entrepreneurs in the country. Added to these are national and

international women associations set up with a purpose to create a congenial environment for developing women entrepreneurship in rural and urban areas

GROWTH OF WOMEN ENTREPRENEURSHIP IN THE PAST

In India, Women entrepreneurs constitute a negligible proportion of the total entrepreneurs, attitudinal constraints; social traditions and kinship system inhibit the emergence of women entrepreneurs. The typical women enterprises are the extension of kitchen activities i.e. the 3P's viz Pickles, Powder (masala) and Pappad or the traditional cottage industries of basket making etc. In India, women have contributed mainly in household industries due to the less technical know-how required and little competition from men in these industries.

WOMEN ENTREPRENEURS IN THE PRESENT

In recent years, women have made their mark in different walks of life and are competing successfully with men despite the social, psychological and economic barriers. This has been possible due to education, political awakening social reforms etc. With the spread of education and the growing awareness among women, women entrepreneurs have entered into three E's namely Engineering, Electronics, and Energy industries. Although the number of such units is small, women are putting up units to manufacture solar cookers, T.V., capacitors and small foundries. Various Government agencies and voluntary bodies like Mahila Mandals have accelerated the growth of women entrepreneurs in the country. Over the years, women have become more achievement oriented, career-minded and economically independent. They want to widen their sphere of work and enjoy achievement. Now several Government organisations are providing training facilities for women entrepreneurs. National Institute of Entrepreneurship and Small Business Development (NIESBUD) New Delhi is an apex body for training and research in entrepreneurship.

EXAMPLES OF WOMEN ENTREPRENEURS

The phrase "beauty with brains" truly comes alive through the following personalities. These successful women have made name, fame and money for themselves with their hard work, diligence, competence and will power

- **Ekta Kapoor** Her K series serials are popular among almost all families in India. She has made a great name in the Indian television industry with her Balaji Telefilms.
- **Ravina Raj Kohli** She is one of the most charismatic media personality and the ex-President of STAR News. Ravina Raj Kohli brought a new dimension to the Indian media industry through her skill, creativity and management qualities.
- **Indra Krishnamurthy Nooyi** Perhaps the main driving force behind the success of Pepsi in India, Indra Krishnamurthy Nooyi has climbed the ladder to become one of the leading business personalities. Her strategies, decisions and managerial skills have made her become the new business model of India
- **Shahnaz Hussain** She brought the breeze of revolution in the field of beauty treatment in India. Her herbal beauty treatments have won accolades all over the world and have adorned women for decades. The beauty chain of Shahnaz Hussain is known for a wide range of treatments and herbal cosmetics offering stunning results. She has clientele including all the renowned women personalities round the world.

CONCLUSION

Independence brought promise of equality of opportunity in all spheres to the Indian women. But unfortunately, the government sponsored development activities have benefited only a small section of women. Educating women is absolutely essential in straightening their

personality. Today no field is unapproachable to trained and determined modern women. To make the movement of women entrepreneurship a success, both the Government and Non - Government agencies have to play a vital role in developing the women entrepreneurship.

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