

Emergence of Women Entrepreneurship in India

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ABSTRACT

Entrepreneurship Development is a Comprehensive approach towards the economic growth and economic independence of the country. Entrepreneurship can indeed play an important role in economic growth, job creation and social welfare. Women Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy. Though the entrepreneurial process is the same for men and women, there are however, in practice, many problems faced by women, which are of different dimensions and magnitudes, which prevent them from realizing their full potential as entrepreneur. The purpose of this study is to know the concept of women entrepreneurship, problems faced by women entrepreneur and steps taken by Government of India to promote women entrepreneurship.

KEY WORDS: Women Entrepreneurship; Economic Development

INTRODUCTION:

“Women have full freedom to work and prosper. From the moment they go out of their homes they are human beings: business woman has the same weight as a business man”

Entrepreneur is one of the most important input in the economic development of a country. The Entrepreneur acts as a trigger head to give

spark to economic activities by his/her entrepreneurial decision. Women Entrepreneurs seek opportunities, take chances, incorporate new ideas, integrate management and market power and provide leadership in all facets of business. Self-determination, expectation for recognition, self esteem and career goal are the key drivers for taking up entrepreneurship by women (Moore & Butter, 1997). Sometimes, women chose such career path for discovering their inner, potential, caliber in order to achieve self-satisfaction

REVIEW OF LITERATURE:

Singh S. & Saxena, S. C. 2000, studied the social conditioning renders women to be shy, introvert and more concerned with family obligations. Shyness in business interactions, low achievement motivation, risk averse attitude, lower level of education, burden of family obligations, gender bias at the level of family and society, lack of managerial skills and experience, lack of business-related information, non-availability of finance are some of the challenges.

Das, 2000 performed a study on women entrepreneurs of SMEs in two states of India, viz, Tamilnadu and Kerala. The initial problems faced by women entrepreneurs are quite similar to those faced by women in western countries. However, Indian women entrepreneurs faced lower level of work-family conflict and are also found to differ from their counterparts in western countries on the basis of reasons for starting and succeeding in business. Similar trends are also found in other Asian countries such as Indonesia and Singapore. Again the statistics showed that the proportion of business setup and operated by women is much lower than the figures found in western countries.

Singh, 2008, identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocates for ensuring synergy among women

related ministry, economic ministry & social & welfare development ministry of the Government of India.

Bowen & Hisrich, (1986), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summaries various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have frts born or only children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training.

Greene et.al. (2003), evaluate the research & publication contribution in the area of women entrepreneurship. The study categorized various journal & resources of research on the basis of certain parameters concerned with women entrepreneurship like gender discrimination, personal attributes, financing challenges, business unit, context and feminist perspectives.

Lall & Sahai, (2008), conduct a comparative assessment of multi-dimensional issues & challenges of women entrepreneurship, & family business. The study identified Psychographic variables like, degree of commitment, entrepreneurial challenges & future plan for expansion, based on demographic variables. Through stratified random sampling & convenience sampling the data have been collected from women entrepreneurs working in urban area of Lucknow. The study identified business owner's characteristics as self perception self esteem, Entrepreneurial intensity & operational problem for future plans for growth & expansion. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business.

Damwad, (2007), describes the experiences, initiatives & obstacles faced at five Nordic countries like Finland, Denmark, Iceland, Norway & Sweden towards women entrepreneurship. It broadly identifies few obstacles like financing, lack of knowledge & skills in business life, markets & entrepreneurial activity, work life balance including lack of growth & wishes to grow and most importantly women as other groups are heterogeneous. The

study compares early stage entrepreneurial male & female activity among Nordic countries with the same of USA. It also compares various programme & schemes developed by Nordic countries & agencies that provide support to them. OECD & European Commission are focusing on methodologies in analyzing quantitative & qualitative women entrepreneurship. The Nordic countries need a framework for policy learning develop a proper policy mix towards promoting women entrepreneurship.

On the basis of review of literature it is concluded that women who had taken subsidiary occupation improved their incomes which resulted in their economic and social empowerment.

OBJECTIVES OF THE STUDY:

- To Study the Concept of Women entrepreneurship in India
- To review the policy Imperatives for Women Entrepreneurship Development in India
- To review the Challenges encountered by Indian Women Entrepreneurs
- To study about steps taken by Govt. of India to promote Women Entrepreneurship

RESEARCH METHODOLOGY:

- ✓ **Research Design:** Descriptive and analytical research design was used for sort out the research problems
- ✓ **Data:** For the purpose of present research secondary data has been used.
- ✓ **Collection of Data:** The secondary data was collected from various sources such as numerous blogs, papers, magazines and books.

UNDERSTANDING WOMEN ENTREPRENEURSHIP

Women Entrepreneur

Women. Entrepreneurs means the women or a group of women who initiate, organize and operate a business enterprise. A woman entrepreneur is therefore a confident, creative and innovative woman, desiring economic

independence individually and simultaneously creating employment opportunities for others

Schumpeter – “Women entrepreneurs are those women who innovate, initiate or adopt a business activity”.

World over 1/3rd of the entrepreneurial ventures are run by woman entrepreneurs. Due to economic progress, better access to education, urbanization, spread of liberal and democratic culture and recognition by society, there has been a spurt in woman entrepreneurship in India. Special incentives and drives have been created in India to bolster the growth of women entrepreneurs. Schemes like Startup India and Standup also make special case to promote entrepreneurial drive among women.

With the emergence of women in the field of entrepreneurship, researchers have resorted to arrive at a comprehensive definition of women entrepreneur. Women who take onus to organize and manage the resources of their enterprises and bear all the risks in expectations of deriving profit can be termed as women entrepreneur. This definition portrays women entrepreneurs as conscious decision makers and managers (Coughlin, J. H., & Thomas, A. R., 2002).

Women who chose to pursue the challenging role of an entrepreneur driven by their desire to fulfil their need of independence and achievement. This definition is only applicable to women entrepreneurs who are opportunity driven, i.e. women who resort to entrepreneurship driven by their free will. This definition excludes necessity driven entrepreneurs who are forced to pursue entrepreneurship out of some bare need (Dhameja S. K. 2002).

According to the Government of India, woman entrepreneur is the one who assumes dominant financial control (minimum financial interest of 51 per cent of the capital) in an enterprise (Government of India, 2012)

Women entrepreneurship is now progressing from pickles, papads and powders and becoming visible in fields like engineering (Munshi, S et al, 2011). Women entrepreneurs are now emerging as “techpreneurs” (Charantimath, 2005).

CHALLENGES ENCOUNTERED BY INDIAN WOMEN ENTREPRENEURS:

When woman set out to start an entrepreneurial venture, she faces challenges that are different from those that men face. Indian women entrepreneurs are confronted with plethora of challenges.

- Access to easy and affordable finance and marketing is identified as prominent challenge by majority of women entrepreneurs (Panandikar, 1985).
- Striking work life balance, poor self-confidence, lack of business-related knowledge, shyness and reluctance in business dealings, lack of formal finance due to insufficient collateral, marketing problems, and scarcity of business premise are common challenges (Sinha, P. 2003).
- Social conditioning renders women to be shy, introvert and more concerned with family obligations. Shyness in business interactions, low achievement motivation, risk averse attitude, lower level of education, burden of family obligations, gender bias at the level of family and society, lack of managerial skills and experience, lack of business related information, non-availability of finance are some of the challenges, (Singh S. & Saxena, S. C. 2000)

MSME- Transforming Homemaker to Entrepreneur

Women are the pillars of society and when women are empowered, the whole world is empowered Ministry of Micro, Small and Medium Enterprises (MSME) is empowering women entrepreneurs through its different schemes helping women spark their talent and build their own identity. 1.38 lakh projects have been set up by the women entrepreneurs under Prime Minister's Employment Generation Programme (PMEGP) Scheme since inception and upto 23.01.2019. The projects set up by women entrepreneurs are about 30% of total projects set up under PMEGP. Under the scheme, women entrepreneurs are covered under Special Category and are entitled to 25% and 35% subsidies for the project set up in urban and rural areas respectively. For women beneficiaries, own contribution is only 5% of the project cost while for general category it is 10%. during 2016-17

and 2017-18, under the Khadi Programme of KVIC, women entrepreneurs have set up 30437 projects for which margin money of 85,305 lakh Rupees have been disbursed

Policy Imperatives for Women Entrepreneurship Development in India

Policy imperatives	Researcher
<p>Realignment of insurance policies for minimizing gender unique obstacles confronted by means of women entrepreneurs. There is want to equip women entrepreneurs in formal and casual sectors of Indian economic system with applicable managerial and technical competencies</p>	<p>Jerinabi&Santhiyavalli, 2001</p>
<p>Organizations catering to financial and non-financial needs of women entrepreneurs must be sensitized to serve women entrepreneurs. Campaigns targeted at improving awareness of women entrepreneurs about various schemes and programs must be aggressively planned and implemented. Single window system for comprehensive assistance to women entrepreneurs is the desirable step. Training and development programs must be designed and delivered keeping in consideration the unique requirements of women entrepreneurs.</p>	<p>Poonam Sinha, 2003</p>
<p>A complete coverage framework for women entrepreneurship improvement is favored</p> <p>having the mechanism of periodic have an impact on evaluation and overview of policies.</p> <p>The administrative bottleneck should be decreased for entrepreneurship improvement</p>	<p>Shah .H,2013</p>
<p>There should be impact assessment of effectiveness of policies and programs at the local level. A decentralized structure of policy making and execution is one of the critical factors for effective program design and implementation.</p>	<p>Nisha Bharti, 2014</p>

Steps taken by Govt. of India to promote Women Entrepreneurship

The Women Entrepreneurship Platform (WEP)	WEP was launched by NITI AYOOG with the motive of providing an ecosystem for upcoming young women entrepreneurs across the country. NITI AYOOG has partnered with SIDBI to promote and implement this initiative. Apart from providing services such as free credit, mentorship, funding support to women entrepreneurs and corporate partnerships, WEP also provides entrepreneurs a platform to share their entrepreneurial journey, stories and experiences. Entrepreneurs who are at the ideation stage of their startups can register under the scheme to avail of its benefits.
Bharatiya Mahila Bank	The Bharatiya Mahila Bank was founded with the motive of providing financial assistance to underprivileged women who want to start their own business. In 2017 it was merged with the SBI. In the manufacturing sector, the bank is offering loans as high as 20 lakhs to the women entrepreneurs. The Bharatiya Mahila Bank has the authorization to issue a loan up to 1 Crore without any collateral to be paid. Apart from the manufacturing sector, this bank has permission to give loans to Small scale enterprises and in the retail sector.
Dena Shakti Scheme	This loan scheme is a solution for all women entrepreneurs who want to make a business out in the manufacturing and food processing sectors. Under the scheme women, entrepreneurs have sanctioned loans up to 20 lakhs under the category of housing, retail, and education. The scheme also provides concessions of 0.25 percent on the interest rates.
Mudra Yojana Scheme	This is one of the top schemes launched by the government of India to enthusiastic women entrepreneurs who are looking to start a small business with minimum efforts such as beauty parlours, retail shops or tuition centers. The scheme does not require any collaterals but it is divided into several schemes that target different stages of businesses. For businesses in the initial stage the maximum loan granted is INR 50,000. For well-established businesses, the scheme offers loan amount which varies from INR 50,000 to 5 Lakhs. And, lastly for well-established businesses looking to expand its operations and geographical presence the scheme offers loans up to 10 lakhs.
Annapurna Scheme	This is one of the first schemes introduced by the government of India to up lift the condition of women entrepreneurship in India way back in the year 2000. At present, the scheme is offered by the Bharatiya Mahila Bank. Under this scheme, the government of India provides women entrepreneurs in the food, beverage and catering industry, loans up to INR 50,000. The best part is that the Interest rate of this loan varies according to the market rates.
Shree Shakti loan for women entrepreneurs	This is a unique scheme run under SBI to support women entrepreneurship by providing certain concessions. To avail the scheme women entrepreneurs, have to first enroll themselves in the Entrepreneurship Development Program (EDP) – a training program initiated to develop entrepreneurial skills and skills that are required to run a business successfully. This scheme enables women to avail loans at a concession of 0.005 percent on loans exceeding 2 lakhs.

All these initiatives have one thing in common; they were designed keeping in mind the objective of strengthening the position of women entrepreneurs in this country. However, the appropriate implementation of these schemes is easier said than done. The motive behind such initiatives and schemes has always been positive and if implemented successfully it has the potential to change the entrepreneurial landscape in India.

CONCLUSION:

Women entrepreneurship is instrumental for achieving economic and societal growth. Despite constituting around half of the total population of India, the economic participation of women is very limited. Women entrepreneurs of India are now emerging in non-traditional sectors. Women entrepreneurs are a heterogeneous segment having diverse demographic, economic and educational background. It is imperative that the policies and schemes cater to the unique needs of every segment. It is evident that there are numerous challenges faced by women in the course of their entrepreneurial career. There is a need of comprehensive action plan to counter these challenges. To put it in nutshell, it can be easily inferred that Indian Govt has been incessantly involved in revolutionizing the role of women outside the four walls of their home. Women, nowadays, take risks, trust their vision and settle for nothing less.

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