

EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP: WITH SPECIAL REFERENCE TO WOMEN ENTREPRENEURS IN HARYANA

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ABSTRACT

Women are regarded as better half of the society. In traditional Indian societies, they were confined to four walls. But in modern society, they come out of four walls to participate in all types of activities including entrepreneurship. Now a days' women entrepreneurship has become an important tool for women empowerment. Empowerment leads to self-fulfillment and women become aware of where they are going, what their position is in the society, their status; existence and rights. The role of women as business owners is gradually increasing, and in India empowering women through entrepreneurship has become an integral part of our development efforts. Women entrepreneurs also enhance living standard of their family which in turn help in development of the country. A sample of 50 women entrepreneurs are selected for the purpose on the basis of observation and interview. The present study “Empowering Women through Entrepreneurship: with Special reference to entrepreneurs in Haryana” is an attempt to sketch the role of unorganized women entrepreneurs in transforming the standard of life of women.

Keywords: Women Empowerment, Women Entrepreneurship Development

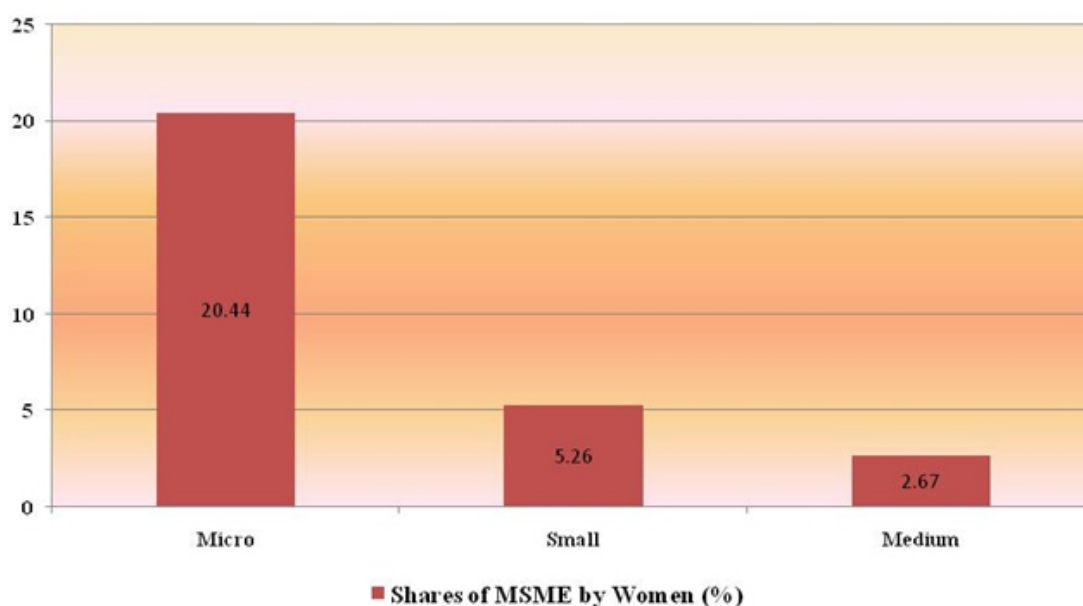
INTRODUCTION

The term “Women Entrepreneurship” refers to an act of business ownership and business creation that empowers women economically, increase their economic strength, and position in society. Entrepreneurship is a major strategy for economic development of a country. An entrepreneur is an important constituent of the development process and an

integral part of the socio-economic of a society which requires full participation of all section of population including women. Entrepreneurship development among women can be considered a possible approach to economic empowerment of women. A women entrepreneur is economically more powerful than as a mere worker because ownership not only confers controls over assets, but also gives her the freedom to make decision. This will uplift her social status significantly. Though women are playing an important role in society, their entrepreneurial activities are yet to be explored. Government has undertaken various policies during the five year plan periods for the development of women entrepreneurship. Consequently, there has been considerable development of women entrepreneurship in Tripura.

Women owned a little over 20 percent of all micro, small and medium businesses across India compared to nearly 80 percent among men in financial year 2021. Furthermore, women had the highest share of micro businesses within business sizes, with more enterprises in rural areas than urban parts of the country during the measured time period.

Graph 01: Distribution of Micro, Small & Medium Enterprises owned by Women across India in F.Y. 2021



(Source: <https://www.statista.com/statistics/1118549/india-share-of-women-owned-msmes>)

Now a days, entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. 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 entrepreneurs have become a strong driving force in today's corporate world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but they also comprise of almost half of all businesses owned today. It can be said that today we are in a better position where in unorganized women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level to enhance unorganized woman's involvement in the enterprise sector at present.

Table 1: Women's Entrepreneurial Activity in India (%)

Female total early stage entrepreneurial activity (TEA)	7.6
Ratio of female/male TEA	0.6
Percentage of necessity driven women entrepreneurs	33.1
Percentage of opportunity driven women entrepreneurs	61.6
Percentage of Indian women having entrepreneurial intentions	16.7
Percentage of women established business activity	3.4

Source: Global Entrepreneurship Monitor Report on Women's Entrepreneurship (2016-17)

This study has given emphasis on prospects and challenges of un-organized women entrepreneurship at Haryana. It is necessary to know the obstacles of un-organized women entrepreneurship and also find the factors that motivate them to engage in their business effectively. Hence a sample of 50 women entrepreneurs was selected for the study on the basis of observation and interview. This study “Women Empowerment through Entrepreneurship: Women Entrepreneurs in Haryana” attempts to sketch the role of unorganized women entrepreneurs in transforming the standard life of women.

OBJECTIVES OF THE STUDY

The proposed study is intended to carry out the following objectives in view:

1. To know the educational background of the unorganized women entrepreneurs in Haryana.
2. To know the women socio-economic empowerment through entrepreneurship in Haryana.
3. To analyze the motivational factors & other factors that influence women to become entrepreneurs.

METHODOLOGY AND SAMPLE

Descriptive survey method was employed in the study. Semi structured interviews were conducted on the basis of self made questionnaire. Primary data has been collected from sample of twenty unorganized women vendors randomly whose ages were 18 years & above, at various urban market areas of Haryana. Basically the methods used for collecting primary data were observation and interview. The information related to the study was collected using a self prepared questionnaire by the personal direct interview method. Entrepreneurs were selected randomly.

DATA COLLECTION PROCEDURE

The primary data collection was done in a very simple manner. At the very beginning structured questionnaire consisting of 25 questions was prepared. After that data was collected from selected urban market areas of city of Haryana i.e. Panipat region. Then information related to the study was collected from 50 unorganized women entrepreneurs by direct interview method and observation whose ages were 18 years & above. After the collection of required data, each women entrepreneur were asked to give a signature and also clicked photographs with their consent to observe their reaction. In this way the total procedure of data collection was completed.

DATA-ANALYSIS

In the present study data was analyzed by summarizing the main contents after examining and verifying the collected data.

Educational Background of the Un-Organized Women Entrepreneurs

It was found that most of the un- organized entrepreneurs are from rural areas. And few do their entrepreneurship in local market areas coming from urban areas. This shows how women entrepreneurs are trying to remove the rural urban disparity by opening business.

It is also found that few entrepreneurs were able to read & write and rest studied up to Secondary level. But no such entrepreneur was found who studied more than Secondary level. Due to lack of higher education, these entrepreneurs are lagging behind. They must be aware about the development of new technology, marketing, and other Governmental support which will encourage them to flourish.

Socio-Economic Empowerment through Entrepreneurship

Real empowerment is seen as women are able to do business in various fields according to their choice. Most of the entrepreneurs have fast food and tea stall. Few more were found selling vegetables, fruits and also flowers. Only 15% of the Entrepreneurs are related to the other business like recharge voucher selling or mobile companies, bag making etc. it is also found that most of the entrepreneurs have farming as the additional source of income. Few entrepreneurs are attached with fishing & poultry as additional sources of income. It shows that entrepreneurs are also dependent in other source of income to run their business, maintain their family etc. as well as trying to maintain and empower their status.

Skill building could also be seen as an instrument to empower the individual and improve their social acceptance. But it is unfortunate to know that nearly 85% of the entrepreneurs had no proper training in their skill development. Only 15% were found to have some training knowledge. Due to lack of proper training, no entrepreneur was found with better achievement. It was also found that most of the entrepreneurs have no bank account. Only around 25% of the entrepreneurs had bank account. It is may be said that entrepreneurs are not conscious with their future savings. And now it's time to have economic empowerment before it is too late.

Motivational Factors & other factors influencing women to become entrepreneurs

It is found that most of the entrepreneurs belong to 30-40 years age group. Maximum of them are below 50 years. Most of the entrepreneurs are married, around 30% are found unmarried and no such entrepreneur is found who is single. Marital status is found as an important factor to determine the un-organized women entrepreneurs. It can be said that women of different ages want to help their family and reduce poverty through entrepreneurship. Most of the entrepreneurs are getting support from their families. Few get support from their friends also. It is also found that most of the entrepreneurs get finance from spouse income. Appropriate support and encouragement from the society in general and family members in particular is required to help women entrepreneurs scale

new heights in their business ventures. These may be the factors influencing women to become entrepreneurs.

WOMEN RUN MSME HIT WORST BY PANDEMIC (COVID- 19)

Total early stage Entrepreneurial Activity (TEA) rate is the percentage of working age adults in a population who are either nascent entrepreneurs or owner-managers of new businesses. In India, the female TEA rate in comparison to male TEA rate fell from 79.6% to 62.1% between 2018 and 2019, as per Women Entrepreneurs as Powerhouse of Recovery, a 2020 IWWAGE report. This was despite a government push for the MSME sector in 2018.

Up to 95% of all MSMEs in India are micro-businesses and for women this percentage is even higher 98% of women-led MSMEs are in the micro category, as per the 2019 IFC report. And these were the vulnerable businesses that folded up first in the pandemic-led crisis, as we explain.

There are approximately 63 million micro, small and medium enterprises (MSMEs) in India, and women run about 8 million. MSMEs are critical to India's economy--they are the second biggest employers after agriculture and contribute to over 30% of the GDP.

The 2019 Google-Bain report estimated that women owned 13.5-15.7 million or 20% of all enterprises. An earlier estimate, the Sixth Economic Census (2013-14) calculated that women owned 13.76% of enterprises in India. Among MSMEs, these figures improve for women but only by a small percentage: Of the 63.3 million MSMEs in India, 60.8 million (96%) were proprietary concerns and of these men ran 79.6% of enterprises and women, 20.4%, according the 2019-20 annual report of the MSME ministry.

To deal with the economic crisis caused by the pandemic, the government announced relief measures for MSMEs in 2020. But there were no specific measures to help women entrepreneurs though 73% of women-run businesses were hit badly, and nearly 20% were on the brink of closure, as per an October 2020 Bain-Google-AWE Foundation report. Nano and small set-ups like food and cigarette stalls, with their low scale and low turnover, were the first to wind up. The crisis has also added to a drop in the already low FLFPR.

Both female entrepreneurs and employees have been impacted more than their male counterparts by layoffs and business losses because of gender bias, as per a recent analysis

by the McKinsey Global Institute cited in the IWWAGE report. In India, 90% female entrepreneurs reported a significant decrease in their sales revenues post-lockdown. With characteristic low levels of profits and higher rates of unpaid and domestic work, the recovery for women-led MSMEs is also likely to be slower.

CONCLUSION

Current women's economic empowerment interventions are not enough to overcome all obstacles facing female entrepreneurs. The emerging evidence from psychology and experimental economics on agency, mindset, and leadership show that for successful interventions to be transformative, they need to move beyond basic access to financial and human capital and also tackle central psychological, social, and skills constraints on women entrepreneurs. Emerging evidence from recent studies on different capital-based, training-based, and gender-based interventions, using randomized control trials, present promising interventions to support women entrepreneurs.

From the present study it is found that most of the un-organized entrepreneurs are from rural areas, and have not studied beyond Secondary level. So it is clearly visible that un-organized women are not in to business, only for survival but to satisfy their inner urge of creativity and to prove their capabilities. Women education is contributing to a great extent to the social transformation. The future will see more women venturing in to areas traditionally dominated by men. It is also observed that in addition to their business entrepreneurs are dependent in other source of income to run their business and maintain their family. The socio background including factors, type and mode of business, training programmes are the important problems in Haryana. Women business-owners could potentially create 150 to 170 million jobs in India by 2030, as per a 2019 report, 'Powering The Economy With Her: Women Entrepreneurship In India', published jointly by Google and Bain & Company, a Boston-based consulting firm.

SUGGESTIONS

Women entrepreneurs are contributing a lot in economic development in India. However, it is potentially empowering and liberating only if it provides women an opportunity to improve their well being and enhance their capabilities. Therefore the following efforts can be taken in to account for effective development of un-organized women entrepreneurs:

- For un-organized women entrepreneurs finance is the first major problem. Hence, the Government can provide interest free loans to encourage un-organized women entrepreneurs. To attract more un-organized women entrepreneurs, the subsidy for loans should be increased.
- Most of the un-organized women entrepreneurs are of the opinion that because of lack of proper training, they are unable to survive in the market. Hence, frequent training programs must be conducted with regard to new production technique, sales techniques etc. This training should be made compulsory for un-organized women entrepreneurs.
- Since the number of un-organized entrepreneurs from Scheduled Castes and Scheduled Tribes and Most Backwards communities is very low, awareness must be created to those women, by providing special attention.
- Various schemes and plans of Government for the encouragement of un-organized women entrepreneurs should be strongly executed at different levels.
- Un-organized women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large scale operation.
- Marketing product is one of the main problems for un-organized women entrepreneurs. Here women co-operative societies can be started to procure the products from un-organized women entrepreneurs. They will help them in selling their products at a reasonable price.

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