

ENTREPRENEURSHIP DEVELOPMENT SCHEMES: A STEP TOWARDS WOMEN EMPOWERMENT

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Abstract

The current scenario has been favouring the entrepreneurs with the government introducing make in India, start-up India and many other schemes to encourage the spirit of entrepreneurship in the country. Entrepreneurship comprises risk-taking behaviour, innovations and immense creativity. The inner courage, abilities and magnificent skills of entrepreneurs act as the core of entrepreneurial instinct. Entrepreneurs have to face a wide amount of challenges while setting and carrying on their new business ideas. Women being the primary caregivers have a much larger set of responsibilities as compared to their male counterparts. Though in spite of the existence of multiple challenges, they have been gifted with the inherent responsibility of maintaining a smooth work-life balance. There are different schemes and incentives offered by various Government and non-government agencies to encourage and support women entrepreneurs. These incentives, schemes and favourable policies are the opportunities for them for a better working environment to foster the growth of women entrepreneurship in the country.

Purpose

In view of the above framework, this paper makes an attempt to highlight the policy support to women entrepreneurs in India.

Research methodology

The research methodology used in this paper is descriptive in nature. To gain the specific types of Information and to gain a depth understanding of the topic the secondary sources

were used to collect the data. Secondary data was retrieved from the internet via journals, research papers, and expert opinions on the same subject matter.

Keywords

Women Entrepreneurship, Women Entrepreneurs, Initiatives, Government, Policy, Development, Growth, India

Introduction

Entrepreneurship leads to the creation of industries, manufacturing units, technological advancements and more importantly the generation of employment opportunities. The entrepreneurs find a sense of accomplishment and contentment after creating and building an Institution of their own. It fulfills the desires of entrepreneurs as rightly mentioned in Maslow's Need Hierarchy theory. Entrepreneurship businesses will be a boon to society with the benefit of optimum utilization of resources as well as the growth of industries.

Women's entrepreneurship will sow the seeds for a better India and a better future. They need support and the power to validate their power of imagination to materialize their understanding and finally to realize their inherent potential. Strong faith and confidence will help them to foster and conceptualize their dreams. Entrepreneurship is the first step towards empowerment. It creates a sense of achievement.

Entrepreneurship contributes towards boosting the morale of women, self-consciousness and leads to the accumulation of power. It promotes the rising of social status, confidence and channelizes the abilities of women entrepreneurs. Entrepreneurship is the opportunity which the women grab to efficiently utilize the resources around them and to ensure their efficient utilization.

Policy support to women entrepreneurs

The policy initiative comprised of the initiatives taken by the central and the state government bodies so as to provide a higher edge for the growth of the business initiatives of women entrepreneurs. Progress of women has been a planned goal of the government ever since independence. Till 1970, the notion of women's improvement was mainly confined to Welfare activities. But then, there was a swing from welfare policy to development policy, which accepted reciprocally highlighting personality of the women development. In the era of 80s, multi-corrective approach was adopted assigning

weightage on three Central parts of fitness, education and employment. Various government organizations are inclining their attention towards the financial contributions of women in respect of entrepreneurship and other business Ventures.

The earliest five year plan (1951-56) visualizes a number of welfare instruments for women like setting up of the central social welfare board, Mahila Mandal were formed and various other society development programs were launched in this regard. Second five year plan (1956-61) focus on development of women but was connected to comprehensive approach of extreme Agricultural Development plans. Next year plans from 1961-66 and 1969-74 encouraged female education as a key beneficial program. 1974-79 plans corresponded with the report submitted by the committee on the position of women in India and at international level. Ministry of social welfare had a new department established under it which was named as Women's Welfare and Development Bureau.

The plan 1980-85 observed an explicit change from interests to progress. Limited approachable resources were concluded as vital factor looming the growth of women. Plan 1985-90 gave emphasis to the requirement for gender fairness and development. A range of qualitative factors like self reliance, motivation and spreading the consciousness to avail the rights for improved skill training for employment. Five year plan from 1992-97 determined on strengthening women, especially from scratch, i.e., in rural areas, through Panchayati Raj systems. Next plan (1997-2002) executed and approach of women's constituent sketch, under which women related business areas should get minimum 30% of finances.

The followed plan (2002-07) intended at facilitating women through interpreting the freshly adopted National plan for upgradation of women into stroke and assuring endurance, safety and growth of women and children through privileges or rights oriented strategy. The eleventh five year plan (2007-12) ensures that at least 33% of the direct and indirect beneficiaries of all government schemes are women. Twelfth five year plan (2012-17) entitled as a 'faster, sustainable and more inclusive growth'. In this plan, the special needs of women are taken due care of.

Entrepreneurship development schemes to promote women entrepreneurship

Government keeps on announcing different schemes for entrepreneurship development especially for Women entrepreneurs. Together with the government initiatives for women

reforms, the role of NGOs cannot also be ignored as it plays an equally important role. The various programs/ schemes to promote women entrepreneurship are:



Suggestions for the growth of women entrepreneurs

Development of women entrepreneurs with the high level of participation can be executed only with correct initiatives from all phases. India has a male dominated society where women take in wide critical issues like their working hours, dress codes, interaction boundaries, etc. In relation to entrepreneurship, which principally implies being in charge of one's life and actions and therefore in this context, self-confidence, liberty and mobility is required to be imparted to women entrepreneurs so as to make them come out of their irony.

Efforts should be directed towards launching an awareness course which should be focused on a large scale so as to create attentiveness among women about various aspects to perform commerce related activities. Training programmes must be organized to nurture various managerial competencies like financial skills, advertising skills, profit analyzing, planning and organizing. Though Indian society is full of hurdles for women but high spirit, determination and self reliance will make women entrepreneurs not to surrender easily and to go a long way towards the journey of success. Various instruments or methods have been suggested to give power to the women to get hold of various prospects and face confrontation in business.

- Persistent endeavor to enthuse, support, stimulate and oblige women entrepreneurs.

- Efforts should be directed towards launching an awareness course which should be focused on a large scale so as to create attentiveness among women about the various aspects to perform commerce related activities.
- Attempts must be concentrated to augment the educational standards amongst women in common and specifically initiating valuable programmes for their guidance, practical know-how and persona expansion. These will upgrade their personality principles as a whole.
- Training programmes must be organized to nurture various managerial competencies like financial skills, advertising skills, profit analysing, planning, organizing, keeping book of statements and other abilities. This will persuade women to carry out business.
- It is also necessary to guide the women regarding operations part and production process or management in an organization. Professional training to be imparted to women in this aspect.
- In women polytechnics & business training colleges, particular Skill development is to be focused. Skills are to be put to effort in training-cum-production inductions.
- Collaborations between different Educational institutes with various government agencies to aid in entrepreneurship expansion chiefly to map business ventures.
- Interface of women with other women entrepreneurs should be encouraged by conducting trade fairs, exhibitions, workshops symposiums at national and international levels.
- Entrepreneurship can be motivated in the state by raising finance through different schemes particularly for weaker segment of society, E.g. Prime ministers Swarozgar Yojana, Industries schemes relater to Khadi village & rural areas, National Policy, 2001 for growth of women entrepreneurs.
- Though Indian society is full of hurdles for women but high spirit, determination and self reliance will make women entrepreneurs not to surrender easily and to go a long way towards the journey of success.

- Endeavors by a variety of NGO's and government unions to spread information regarding procedures, programmes, plans and strategies which are exclusively framed for the improvement of women in the field of business, operations and commerce. Women entrepreneurs should make use of the diverse schemes offered by the Government.
- Continuous education & training must be imparted to women to inculcate the skills & understanding in the major functional aspects of management. This can carry women to outshine in judgment making and extend a high- quality business set-up.
- Resources can be gathered together and funds can be pooled by various Self help groups of women entrepreneurs, with an intention to facilitate the women in today's competitive business scenario.
- Women's entrepreneurship must be observed equally at the individual level, i.e. the preference of becoming an entrepreneur and at the organization level, which means the evaluation of women possessed and controlled organizations so as to comprehend the discrepancy between male & female entrepreneurship.
- Family members can give all the possible help to a women entrepreneur by actively participating in their business activities & managing lie entire set up.

Listing down the suggestions for the development of women entrepreneurship is not the complete work, its implementation is the actual solution for the Problems. Entrepreneurship for women, in Indian context can never be a cake walk. Contribution of women in business activities to harmonize their family income does not trim down their social responsibilities. The charge of women has become more tiresome and full of dares. Therefore, we should all initiate as our moral duty to help women relive her.

Conclusion

Women entrepreneurship will change the scenario of the business and social environment. The self-esteem and the power of women will help in transforming the world around them. The courage to conceptualize, materialize and execute the imagination lends an edge to the entrepreneurial instant and thus nourishes their abilities and skills. Though the reform journey for women empowerment was indeed a long way but future course of action is still thorny and challenging. Initiatives were being taken at

country level so as to ensure parity of opportunities offered to Indian women in all the aspects, together with the formation of laws regarding equal contribution of women in education, employment and in the political process of our nation. We also have to consider the fact that almost half of the Indian population is covered by women. At this stage, implementation of efficient steps and programs is obligatory so as to endow Women with entrepreneurial understanding, direction skills and proficiency.

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