

EMPOWERING WOMEN: FOSTERING ENTREPRENEURSHIP

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Abstract:

The equality of women requires allowing them to decide for themselves. Throughout the years, women have been profoundly influenced by men. They were almost irrelevant in earlier centuries. As if these rights were only as fundamental to people as voting. Women realized their power as the times evolved. The women's liberation movement began. Woman's empowerment came as a fresh breath, because women were not allowed to take decisions on them. Their rights and how they must take their place in society instead of depending on a man were made aware of them. It accepted that regardless of their identity, something obviously cannot work for anyone. But, as we think about why we need it, we still have a long way to go.

Entrepreneurship has gained popularity around the world, and female entrepreneurship is an significant aspect of the global journey to sustainable economic growth and social change. There is a increasing recognition of the need for women to establish their own businesses for the socio-economic growth of the country. The aim of this analysis is to describe the present situation of women entrepreneurship in India. It also highlights recent developments in the growth of women entrepreneurship & the key solutions for women entrepreneurship problems.

Keywords: Need for Women Empowerment, Women Entrepreneurship, Challenges, self-reliant India.

Introduction:

A Women entrepreneur can be identified as a women or groups of women who makes,

organize and works for a business enterprise. The GOI has identified women entrepreneurs on the basis of women's commitment to the wealth and jobs of a business enterprise.

Woman Entrepreneurship is an act of business ownership and business growth that empowers women to strengthen their economic strength as well as their role in society. There is an increasing knowledge of the need for women to set up their own companies for the socio-economic advancement of the country.

Objectives of the Study:

- ♣ To know the concept of Women Entrepreneurship in India.
- ♣ Knowing the functionalities & characteristics of successful women entrepreneurs.
- ♣ Accessing the emergence of women entrepreneurship in India.
- ♣ Promotion of entrepreneurship among women
- ♣ To discuss the recent trends and main remedies for problems of women entrepreneurship.

Research Methodology: This Analysis Approach reveals the different methods of data collection for the present research. The study is carried out using secondary data. The present study is planned to identify woman entrepreneurs in India in order to address their influence on the Indian economy. Data from the study is collected from secondary sources such as numerous blogs, papers, magazines and books. We have adopted analytical, descriptive and comparative methodology for the study.

Emergence of Women Entrepreneurship in India: The study is carried out by secondary data. The present study aims to identify women entrepreneurial in India and explore how it affects the Indian economy. The study data is collected from secondary sources such as blogs, journals, magazines and books. Research methodology demonstrates how different ways of collecting data for this analysis are possible.

Women entrepreneurs seek opportunities, take chances, incorporate new ideas, integrate management and market power, and provide leadership in all facets of business. Thus in the dominated market environment they have proven their video. Today, women are becoming more and more involved and professional in meeting the needs of the consumer

and prospering as designers, interior decorators, exporters, variety manufacturers and finding new forms of economic participation. It is possibly the reason for the interest in women entrepreneurship in India that Government agencies, non-governmental organizations, social scientists, scholars and foreign institutions have started displaying.

Need for Women Empowerment

Almost every country has a history of ill-treatment of women, no matter how radical. Women from all over the world, in other words, were rebellious to their current status. While the western countries are still making progress, there is still a lack of empowerment in third world countries , such as India.

Empowerment of women is more than ever necessary in India. India is not free for women among the nations. For this there are different reasons. First of all, women are at risk of honor killings in India. Their family claims they deserve the right to exist because they put their name in shame.

Nevertheless, this is a very regressive school and rights situation. Women can not go to university, they are married early. The men continue to dominate women in some regions, just as it is the duty of women to work continuously for them. They don't give them any independence or encourage them to go out.

Furthermore, household abuse in India is a big concern. The men have beaten and abused their wives as women believe they are their property. Furthermore, people are terrified to speak. Likewise , women employed earn less wages than their male counterparts. With their gender, it is totally unjust and patriarchal to pay someone less for the same work. We thus see how respecting women is the need of the hour. We will give these people the right to advocate for themselves and never be unjustified.

Women's Empowerment principles:

Principle 1:

Leadership promotes equality between men and women

- Affirm mid-level advocacy for gender equality and human rights legislation and similar lower level legislation.
- Ensure all policies – identifying factors that differently impact women and men – are gender sensitive and that corporate culture promotes equality and inclusiveness.

Principle 2:

Equal rights, equality and prejudice not to be discriminated against

- It is worth and aims to give both women and men a living wage.
- Make sure the rules and procedures of the working community are safe from discrimination based on gender.

Principle 3:

Security, wellbeing and equality against aggression

- Considering unequal impacts on men and women, providing safe working practices and radiation security to report future threats, including to dangerous materials security in reproduction.
- Establish a policy of zero tolerance for all forms of violence at function both to avoid both discourage emotional or physical violence the abuse of individuality.

Principle 4

Education and skills training

Invest in initiatives and services for the working environment open pathways for women's advancement at all levels and promote women in all fields of industry joining areas of non-traditional research.

Principle 5

Creation of businesses, supply chain and methods in marketing

- Expansion of corporate ties with women companies and women, including small companies contractors.
- Support sex-sensitive credit solutions and barriers to lending.

Principle 6

Leadership and engagement of culture

- Lead by example – demonstrate the commitment of companies to gender equality and women's empowerment.

- Enhance gender equity through working independently or in collaboration to collaborate with corporate partners , vendors and other civic members to foster gender equality.
- included.
- Take on the issue of discrimination and violence and providing opportunities for women and children with community stakes, officials and other stakeholders.

Principle 7:

Transparency, assessment and coordination

- Publish company policies and implementation plans to promote equality between men and women.
- Set standards to measure women's engagement at all rates.
- Measuring and reporting progress internally as well as externally using gender-disaggregated data.
- Incorporate gender distinctions into reporting criteria.

Functions of Women Entrepreneurship: As per Frederick Harbinson,

- Understanding the criteria's for starting a business.
- Risk taking and handling the volatilities in the business.
- Identification of solutions.
- Controlling, coordinating and administering
- Directing &Leadership

Traits of successful women Entrepreneurship

Most successful women entrepreneurs possess the following traits:

1. **Openness & willingness to learn:**A good female entrepreneur remains up to date with trends as she is well aware that emerging developments are significant. She's ahead and thrives on shifts among her rivals.

2. **Work-life balance:** A successful female entrepreneur combines various facets of life. Their various roles combine spousal and family support, enabling them to incorporate support from partner and relatives, helping them to skilfully and effectively bring business goals along with household obligations.
3. **Cost consciousness:** A successful female entrepreneur makes realistic projections of the spending. This provides its consumers with cost-efficient premium services.
4. **Ambitious:** She has a clear vision for work, set achievable goals, is self confident for work & she's ambitious to be successful.

Women as a successful Entrepreneurship: successful women and men entrepreneurs are similar in almost all aspects; they have same level of qualifications and work experience. Some of the successful women entrepreneurs are as under:

- ♣ Indra Nooyi
- ♣ Naina Lal Kidwai
- ♣ Kiran Mazumdar Shaw
- ♣ Indu Jain

Steps taken by Govt. of India to promote Women Entrepreneurship:

The government of India has opted development of women the sole objective of making them economically independent. These program and plans are being discussed below:

Seventh Five Year Plan : The concept of Integration OF Women is Development was included in the Seventh Five Year Plan .This suggested the following :

1. Treat women as a particular focus category in all growth programs.
2. Establish and diversify vocational training programs for women in order to satisfy their various demands and skills.
3. To encourage appropriate technologies, equipment and practices for reducing their drudgery and increasing their efficiency and productivity.
4. To provide assistance for marketing their products.
5. To include the women in the process of decision making .

Eighth Five Year Plan: Efforts have been made to improve jobs and income-generating practices for women. More specifically, following schemes were launched during the eighth five year plan:

Some of the steps taken by The Khadi & Village commission of India are:

Women's cooperatives have been formed to assist women in agricultural industries such as milk production, poultry, livestock production, horticulture, etc, with full financial assistance from the government.

Prime Minister RojgarYojna and Entrepreneurial Development Program were launched to promote entrepreneurial skills among women.

Ninth Five Year Plan: During the ninth plan, Central and State Governments adopted a special strategy called 'Women Component Plan'.

Under women component plan, not less than 30% of funds benefits are earmarked in all women related sectors.

Recent Trends in Development of Women Entrepreneurship:

Women are increasingly conscious of the need to start their own businesses for the country's socio-economic growth. Just 185,900 females, i.e. 4.5 percent of the overall population of 126,48 million women served self-employed women. Most of them are involved with non-organized industries such as agriculture, agriculture, craft, handloom and cottage-based industries.

Trends of women entrepreneurship in different states of India - 2019

States	No. of units registered	No. of women Entrepreneurs	percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujrat	3872	1538	39.72

Challenges of Women Entrepreneurship in India:

Learning: Education has evolved from its leaps and bounds since independence. There is a significant disparity between men and women. Although 82.14% of adult males are skilled, in India only 65.46% of adult females are literate. The gender predication is

higher education, advanced schooling that reach women in occupations and leads them in all ages.

Economic: the greatest obstacle to prosperity Economic Poverty The environment and poverty eradication would be a national priority as significant as an alphabet eradication. That is why women are known as domestic help.

Health and security: women's health and safety issues. A world that is vital for the well-being and an prosperous one. Factor in evaluating women's capacity building in a region. Nevertheless, the problem of maternal wellbeing is worrying involved.

Professional Injustice: Through the analysis of this injustice, jobs and bonuses for money. There are various difficulties for women In government departments, males personalized and dominated areas and commercial businesses. Public corporations.

Inequality in households: Family ties display racial inequality in but signature forms in the world, therefore, for example, housework, childcare and sharing burden in India menial works by so-called job sharing.

Suggestions:

1. Training should be granted first and foremost priority. The grassroots issue of gender. Training, hence, special attention should be paid to women.
2. Sensitivity systems must be built sensitivity among women , in particular, their rights pieces.
3. Women should be approved and supported Both defense and job assistance. They will be made available act on equal terms with people to maintain their standing. In culture, it can be raised.
4. There will be clear enforcement of systems and actions by eliminating the mismanagement present in society.

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