

TRANSFORMATION FROM BHARTIYA NARI TO THE NAARI SABKE UPAR BHARI WITH SPECIAL REFERENCE TO INDIAN WOMEN ENTREPRENURS

Bhupinder Kaur, Dr. Nancy Chopra & Dr. Bharti Sujan

Department of Commerce & Management, Sanatan Dharma College, Ambala Cantt

ABSTRACT

There is tremendous transformation in the life position of people around the world. In the pages of history, it is also evident that life goes around the role of women. Even, the strong foundation of any house lays down on the shoulder of women. There is expeditious upgradation in the technology, in the working place, diversity at the workplace, changing role of the women, etc. Indian women have to work very hard to get the designated rights that has been provided in the constitution and proved that women are multi-talented and distinguished in every field of work. This paper attempt to show the transformation of Bhartiya naari and also the challenges faced by them in the journey to become the naari sabke upar bhari.

INTRODUCTION

“There is no chance of the welfare of the world unless the condition of the women is improved. It is not possible for a bird to fly on one wing.”

---- Swami Vivekananda

Role of the Indian women is over-cherished in the Indian Vedas. The idol women are featured by the playing the role of mother, wife, sister and daughter. selfless, sacrificed, marvelous, forgiver, multi-talented are the vital features of the Indian women. Traditionally, the role of women was in the four walls of the house by performing the household chores, while the place of male was dominated by being the member of earning livelihood for the other member of the family. There is conflicting role assigned in the Vedas regarding the male and female, where equal rights and status were given, whereas in the actual scenario, position is completely opposite (Gupta, 1988). While in the discussion regarding the imperative role of Indian, a lot has been described in the Vedas, Quran, poems, etc, and defined the beautiful picture of women, while on the other side in actual practice role of Indian women is still confined to household chores along with professional work. Whether, in the family both men and women are working, and have same official work and duration but the onus lies on the shoulder of the women to take care of everything. For each good thing, men are getting appreciated, but for the bad thing

the only responsible person will be women of the house. By the passage of time, there is improvement in the role of women by providing the right to work, right of property, justice, liberty, equality, fraternity etc. (R.N. Ghosh K.C. Roy, 1997).

WOMEN ENTREPRENEURS

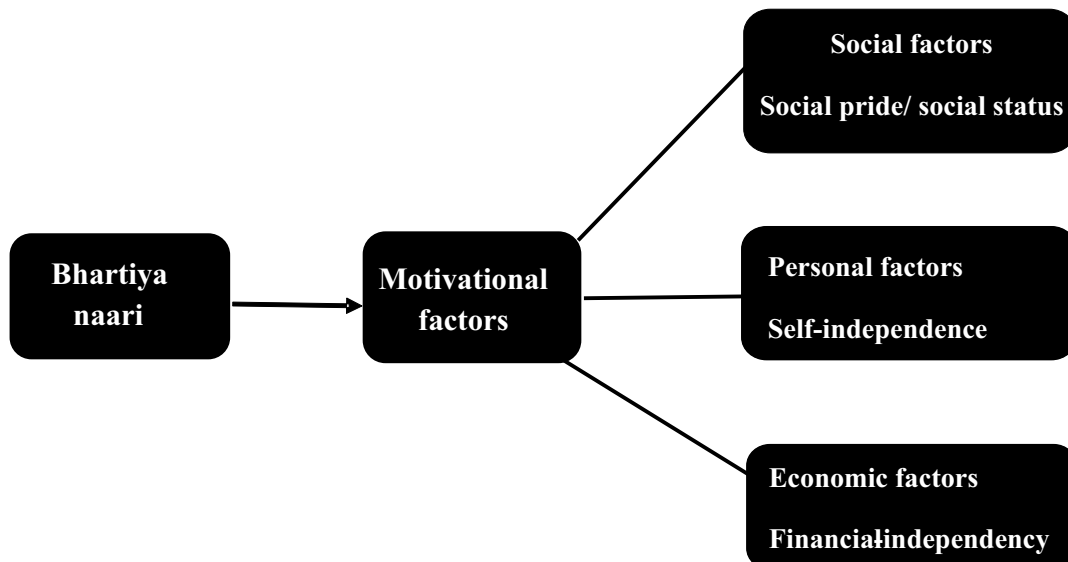
In the recent times, many authors were attracted towards the topic of female entrepreneurs, due to rising trend of the growth of the enterprises owned by women, worldwide.

Women entrepreneurs, are the group of those female, who initiated to work independently at her own risk to operate business.

Economical and societal development depends upon the entrepreneurship activities of the country (Schramm 2006, Baumol et al 2007, [Noguera et al., 2013](#)). Many authors, (Sarfraz et al., 2014). described the imperative role of women in the giant enterprises and in the development of economy.

Participation of women in business activities are rising due myriad of various socio-economic factors like financial or economic position of women in the society, changed in social perspective regarding women, self-employment, etc.

Women always pushed their efforts in both personal and professional life to work independently and accepting the challenges in the journey to become successful entrepreneurs.



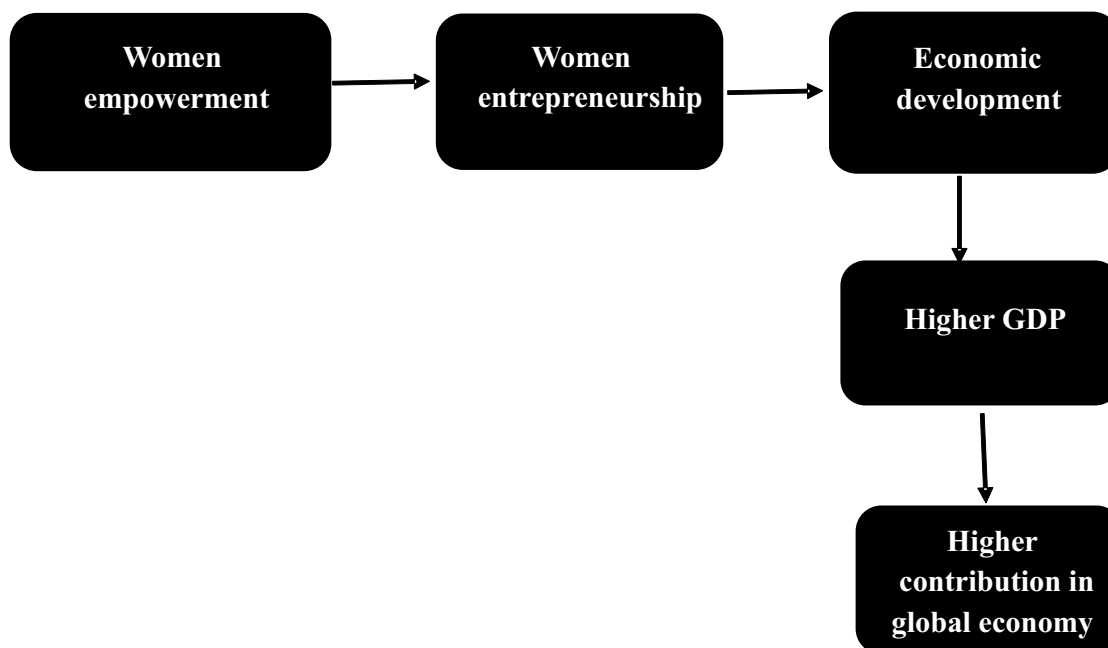
Impact on social, cultural and economical environment of the country are highly influenced by women entrepreneurs. In the developing countries, women entrepreneurs are considered as “untapped sources” for the growth of economy mentioned by (Minniti and Naudé, 2010).

In the Indian society, there are various parameters to define the ideal women like women should be very caring, perfection in the household chores, polite, sensitive, never speak in front of elders, etc. women play various role in her life, people around the society expect women to fulfil the role of ideal daughter, wife, mother, etc, but never expect to fulfil their dreams to become a self-sufficient girl. This is how women is described as Bhartiya naari, however, now the Bhartiya naari becomes the Indian naarisabkeuparbhari, with

During the era of 21th century, women realized the need of self- upliftment, independence, motivated and self-reliant. Women came forward in various field such as from handicraft, handloom to the giant industries. Earlier in India, women were attracted towards teaching jobs for employment purpose, but now they are motivated for self-generation income. There were various factors due to which women participation in the entrepreneurial activities and these factors were such as responsibility of family, women not considered as entrepreneurs, role was only confined to family, lack of financial incentives provided by the government, lack of entrepreneurial education, gender discrimination etc. Economic reforms like privatization, globalisation and liberalisation create the new avenues for self-reliant. Another strong foundation laid by digitalisation. Women become the face of nation in every sphere of field. Nowadays, no one can ignore the role of women in the economic development it was also evident from the data published in McKinsey Global Institute Report, 2015, where it is cleared that with the equal participation of women in the entrepreneurship activities, Indian economy can grow from 16% to 65 % contribution in the GDP by the year 2025. Earlier women were engaged in small scale business due to various constraint like only belief in the definition described by the authors or role portrays in mythological books regarding the idol women, who has to obliged the rules made by their family or society, lack of economic resources, lack of support from family, societal pressure, etc. As per the report published on the topic of 'Financial Inclusion for Woman-Owned Micro, Small & Medium Enterprises (MSMEs) in India', shows that women entrepreneurs prefer 80% personal resources for financial requirement, while the loans taken from the moneylenders contributed 55%.

The imperative role of women in the creation of strong nation by APJ Abdul Kalam are expressed as "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good

family, good society and ultimately a good nation."



HURDELS IN THE JOURNEY TO BECOME NAARI SABKE UPAR BHARI

No one can ignore the incredible role of the women in both personal and professional life, though in this journey there are myriad of challenges faced by the Indian women entrepreneurs like the lack of awareness regarding the financial help provided by the government, in India women usually don't have property of their own and this in turns lead to lesser collateral for taking loans, girls were less educated than boys in India. figures show that only 17% women entrepreneurs know about the financial schemes of the government of India. In our society, it was conceived that it was the role of the men to run a business, not by the women, and in addition to this male also felts that they need to overpower women, women should work under male, women are not great leaders due to the male dominating society, this was prominent problem faced by the girl in every corner of the society. Another major issue, was the financial dependency on the male member of the house, whether he is her father, brother and husband, it was assumed that

women should not hold money by their own even if was earned by her, after marriage it is also assumed that whatever earned by the women is the property of them in laws, girls should supposed to what were asked to do not by their own. Even, if the girl moved to the society certain activities or work should be performed like, stitching, teaching, handicrafts and hadlooms, other business industry are supposed to do by the males. At each and every step girl were asked “ YE TUMSE NAHI HO PAYEGA”, “ YE KAAM TUMHARA NAHI HAI”, “BACHO KO SAMBHALO”, these were the common phrases used by the society to pull the leg of the women, who step out of the house. Moreover, lack of education makes women weak to work independently. Even, in this journey women conquer the problems and removed all the bars that stop them to work as entrepreneurs.

REFERENCES

1. [.https://vivekavani.com/swami-vivekananda-quotes-women-womanhood/](https://vivekavani.com/swami-vivekananda-quotes-women-womanhood/)
2. Ghosh, R.N. and Roy, K.C. (1997), "The changing status of women in India: Impact of urbanization and development", *International Journal of Social Economics*, Vol. 24 No. 7/8/9, pp. 902-917.
3. Gupta, R.R. (1988), “Women in Hindu Laws”, in Agrawal, S. (Ed.), Status of Women, Printwell Publishers, Jaipur, p. 43.
4. Tiwari, N. (2017). Women entrepreneurship in India: A literature review. *Amity Journal of Entrepreneurship*, 2(1), 47-60.
5. Baumol, W. J., Litan, R. E., & Schramm, C. J. (2007). Good Capitalism, Bad Capitalism, and The Economics of Growth and Prosperity. New Haven & London: Yale University Press.
6. Schramm, C. J. (2006). The Entrepreneurial Imperative. New York: Collins.
7. Yadav, Vanita; Unni, Jeemol (2016) : Women entrepreneurship: Research review and future directions, *Journal of Global Entrepreneurship Research*, ISSN 2251-7316, Springer, Heidelberg, Vol. 6, Iss. 12, pp. 1-18.
8. Samani, Veena S., 2008, “A Study of Women Entrepreneurs Engaged in Food Processing”, thesis PhD, Saurashtra University.
9. Vidani, Jignesh, Roles of a Bhartiya Nari Vyapari: A Case Study Review Approach (December 30, 2016). J.N.Vidani, (2016), Roles of a Bhartiya Nari Vyapari: A Case study review Approach, *International Journal of Management, IT & Engineering*, ISSN 2249-0558, Volume 6, Issue 12, p328-341.

10. <https://www.indiaspend.com/women/women-run-fewer-than-13-of-indias-small-businesses-heres-why-731610#:~>
11. <https://www.ifc.org/wps/wcm/connect/ca5c0868-e89d-4b43-ace5-8a702ed29b25>
12. Chavan, V. M., & Murkute, P. A. (2016). Role of women entrepreneurship in Indian economy. *International Journal of Science Technology and Management*, 5(3), 604-612.
13. <https://www.ibef.org/blogs/women-entrepreneurs-shaping-the-future-of-india>
14. <https://www.imf.org/external/pubs/ft/fandd/2019/03/womens-entrepreneurship-in-india-mathew.htm>
15. Minniti, M. and Naudé, W. (2010), “What Do We Know About The Patterns and Determinants of Female Entrepreneurship Across Countries?”, *The European Journal of Development Research*, Vol. 22 No. 3, pp. 277–293.