

WOMEN ENTREPRENEUR IN ECONOMIC DEVELOPMENT AND SCHEMES AVAILED IN INDIA

B.Vidhyadevi¹, R.Santhi²

¹Second Year M.Com Student, PG and Research Department of Commerce, Salem Sowdeswari College, Salem

²Second Year M.Com Student, PG and Research Department of Commerce, Salem Sowdeswari College, Salem

Email: ¹vidhu.vandhu@gmail.com, ²santhimcom@gmail.com

Abstract—The subject of women entrepreneurs has attracted more attention of academicians in now a day. Certainly, it fetching the main attraction of scholars, practitioners and policy makers in the universe who were working in the field of small business management and entrepreneurship. In most of the developing countries the role of women entrepreneur plays a major role in the growth of those countries. Creative thinking and adventurous risk taking for attaining a topper position among men. The growth rate of women entrepreneur in the economy was slowly increasing with proper result. Moreover, gender imbalance was rest with many developed, developing and under developed countries. The survival of women entrepreneur in the universe where facing many difficulties, obstacles, harassment etc, after breaking all these problems with full of potentiality and sustainability they reached the goal. It is now widely accepted that women as entrepreneur makes a valuable contribution to national economies around the world in terms of job creation, economic growth, wealth generation and also development of nation. Adverse to traditional perceptions about women entrepreneurs started mainly small and home-based enterprises, it has also been reported that women are now leading the so-called “new economy companies” with success in high technology, life sciences and professional services. Thus, the need to increase their participation in the enterprise area is becoming more important to future economic growth. This paper focuses on the problems, issues, challenges faced by women entrepreneurs, how to overcome them while pursuing their business using schemes availed for development.

Keywords—Economic Development, Economic Growth, Joint Ventures, Small Scale Industries, Women Entrepreneur.

INTRODUCTION

The entry of women in small business started growing from 20th century onwards. Initially they operated small business as a way to supplement their income. The women business ownership Act of 1988 was an act introduced by John LaFalce aimed at aiding the success of women entrepreneurs. (F.Kerry, 2008). It provides a basis for policies, programs, public/private sector initiatives supporting women entrepreneurs. The Indian economy has been witnessing a drastic change since mid-1991, with new policies of LPG (Liberalization, Globalization and Privatization) initiated by the Indian government. The potential of entrepreneurial in India is high. The involvement of women in economic activities is rapidly increasing while comparing to 19th century. On those days they concentrate on unorganized sector and employment in less skilled jobs. According to census conducted in 2001-2002, only 10.11% of the Micro and Small Enterprises are owned by women while 9.46% of the MSE enterprises are managed by women. In order to encourage more and more women enterprises in the MSE sector, several schemes have been formulated by the Ministry and some more are in the process of being finalized, targeted only on the development of women enterprises in India.

CONCEPT OF WOMEN ENTREPRENEURS

Women entrepreneurs may be defined as the women or group, who initiate, organize and co-operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. The Indian women are no longer treated as show pieces to be kept at home. They are also enjoying the impact of globalization and making an influence not only on domestic but also on international sphere. Women are doing a wonderful job striking a balance between their house and career. Women entrepreneurs engaged in business due to push

and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them. Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. In recent years, even among the developed countries like USA and Canada, women's role in terms of their share in small business has been increasing.

CHARACTERISTICS OF WOMEN ENTREPRENEUR IN INDIA

The potential ability of women entrepreneur varies from one person to another. Women or a group of women will carry on all the business activities with their own ideas and creativity, some time with the support by some person during decision making but overall control and supervision of that enterprise vest with the women entrepreneur only. A small scale industrial unit or industry related service or business enterprise, managed by one or more women entrepreneur in a concern in which they will individually or jointly have a share capital of not less than 51% as shareholders of the private limited company, members of co-operative society.

REVIEW OF LITERATURE

The study by Rani (1996), the researcher found that utilization of leisure time by converting into proper utilization by concentrating on entrepreneurship will increase the standard of living of the family and also the economic development of the society.

Tambunan (2009), the researcher studies the recent development of women entrepreneurs in Asian developing countries. The study mentioned the obstacles in the growth and development of women entrepreneur in Asian countries was facing factors like low level of education, lack of capital, cultural and religious constrains.

Singh (2008), the reasons and influencing factors behind entry of women in entrepreneurship. The study advocates for ensuring synergy among women related ministry, economic ministry, social and welfare development ministry of the government of India supporting the women by offering more schemes and subsidiaries availing to them for their participation in the economic development of the country.

Lall & Sahai (2008), made a comparative assessment of multi-dimensional issues and challenges of women entrepreneurship and family business. The study identified the psychographic variables like degree of commitment, entrepreneurial challenges and future plan for expansion based on demographic variables.

OBJECTIVES AND RESEARCH METHODOLOGY OF THE STUDY

The study was planned with the following objectives

- To determine the factors influencing them to involve in entrepreneurial function.
- To identify the rate of increase in the economic development by women entrepreneur.
- To discuss the development of women entrepreneurs through small and medium enterprises.

CATEGORIES OF WOMEN ENTREPRENEURS

- Women in organized and unorganized sector
- Women in traditional and modern industries
- Women in urban and rural areas
- Women in large scale and small-scale industries
- Single women and joint venture

CATEGORIES OF WOMEN ENTREPRENEURS IN PRACTICE IN INDIA

- First category
 1. Established in big cities
 2. Having higher level technical and professional qualification
 3. Nontraditional item
 4. Sound financial position
- Second category
 1. Established in cities and towns

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2. Having sufficient education
 3. Both traditional and non-traditional item
 4. Undertaking women services
- Third category
 1. Illiterate women
 2. Financially weak women
 3. Involved in family business such as agriculture, horticulture, animal husbandry, dairy, fisheries, agro forestry, handloom, power loom etc...

POLICIES AND SCHEMES FOR WOMEN ENTREPRENEURS IN INDIA

In India, the micro, small and medium enterprises development organizations, various State Small Industries Development Corporations, The Nationalized banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems. There are also several other schemes of the government at central and state level, which provide assistance for setting up training cum income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs. In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from 478 Vinesh the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the MSME could be up to 90% of the project cost. Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally available up to 75% of the loans extended; however, the extent of guarantee cover is 80% for MSEs operated and/ or owned by women. Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provided below.

At present, the Government of India has over 27 schemes for women operated by different departments and ministries. Some of these are:

- Integrated Rural Development Programme (IRDP)
- Khadi and Village Industries Commission (KVIC)
- Training of Rural Youth for Self-Employment (TRYSEM)
- Prime Minister's Rozgar Yojana (PMRY)
- Entrepreneurial Development programme (EDPs)
- Management Development programmes
- Women's Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women (MAHIMA)
- Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Working Women's Forum
- Indira Mahila Yojana
- Indira Mahila Kendra
- Mahila Samiti Yojana
- Mahila Vikas Nidhi
- Micro Credit Scheme
- Rashtriya Mahila Kosh
- SIDBI's Mahila Udyam Nidhi
- Mahila Vikas Nidhi
- SBI's Shree Shakti Scheme
- NGO's Credit Schemes
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
- National Banks for Agriculture and Rural Development's Schemes

- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains,,
- NABARD- KfW-SEWA Bank project
- Exhibitions for women, under promotional package for Micro & Small enterprises approved by CCEA under marketing support.

The efforts of government and its different agencies are ably supplemented by NGOs that are playing an equally important role in facilitating women empowerment. Despite concerted efforts of governments and NGOs there are certain gaps. Of course, we have come a long way in empowering women yet the future journey is difficult and demanding.

SUPPORTIVE MEASURES FOR WOMEN ENTREPRENEURS

- Direct and indirect financial support
- Technical training and awards
- Federations and associations

DIRECT AND INDIRECT FINANCIAL SUPPORT

1. Nationalized banks
2. State finance corporation
3. State industrial development corporation
4. District industrial centers
5. Differential rate schemes
6. Mahila Udyog Nidhi scheme
7. Small Industries Development Bank of India (SIDBI)
8. State Small Industrial Development Corporation (SSIDCs)

Technical Training and Awards

1. Shree sakthi package by SBI
2. Entrepreneurship development institute of India
3. Trade Related Entrepreneurship Assistance and Development (TREAD)
4. National Institute of Small Business Extension Training (NSIBET)
5. Women's University of Mumbai

Federation and Associations

1. National Alliance of Young Entrepreneurs (NAYE)
2. India Council of women entrepreneurs New Delhi
3. Self Employed Women's Association (SEWA)
4. Association of Women Entrepreneurs of Karnataka (AWEK)
5. World Association of women Entrepreneurs (WAVE)
6. Associated Country Women of the World (ACWW)

Tips for Women Entrepreneurs

- Start a business that works for you and your personal life
- Research the product/ service
- Assess the market
- Start business with adequate funds
- Do networking.
- Consult with professionals.
- Here are some suggestive measures, to solve the problems confronted by them and for running their enterprise smoothly.
- Proper technical education to the women and opening of women development cells.
- Improvement of identification mechanism of new enterprise.
- Assistance in project formulation and follow up of training programmes.
- Credit facilities, financial incentive and subsidies.
- Adequate follow-up and support to the women enterprises.

- Women Enterprises research and application from time to time have to be documented.

PROBLEMS OF WOMEN ENTREPRENEURS IN INDIA

Women Entrepreneurs in India are facing many struggles and problem during their survival in the business and life. Their problems start from initial stage of business till the end. Because the mentality of the men entrepreneur in olden days was very cunning and they will not allow the women to reach the top position. But now a day it was slightly changed and they are giving some importance to them also. The problem starts from shortage of finance, marketing problems, shortage of raw material, stiff competition and more women harassment in the society.

CONCLUSION

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. From these suggestions it is quite visible that for development and promotion of women entrepreneurship, in the region, there is a need for multi-dimensional approach from different sector, namely from the government side, financial institutions, individual women entrepreneurs and many more, for a flexible integrated and coordinated specific approach. The principal factor in developing entrepreneurship among women is not in terms of infrastructure or financial assistance or identifying an enterprise but it is a question of clearing the ground for their movement into entrepreneurship. For ages together, they have been confined to a secondary role and confined to the homes and you have to bring out so that they become self-reliant, self-respecting enterprising people. Though there are several factors contributing to the emergence of women as entrepreneurs, the sustained and coordinated effort from all dimensions would pave the way for the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and thereby gaining equality and equal importance for themselves.

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