

Entrepreneurship: Role of women in India

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ABSTRACT

The paper makes attempts to analyse women's participation in women entrepreneurial activities. It also highlights India women contribute in women entrepreneurship policies and programmes by the Government that how to initiate women to enter into women entrepreneurship.

Key Words : Entrepreneurship, Women, Policies, Economy

INTRODUCTION

In Today's Economy Entrepreneurship is the bare of economy. It is the need of the citizen because it creates their own jobs. India has been seeing this increasing trajectory of Entrepreneurship and new start ups over the last five years. Because today's youth is keen to experiment and take risk at present many young fearless entrepreneurs have set the path for a wave of Entrepreneurship in India. The government actively endorsing start ups and small businesses, the wheel of entrepreneurs driven innovation has started rolling. Today's India is at the threshold of startup boom, as we are world third fastest growing start up eco-system. Now in India women are stepping ahead in Entrepreneurship. Women Entrepreneurship has been recognized as an unpresent source of growth entrepreneurs create new jobs for themselves and others and also provide society with different solutions to Management, Organizations and Business problems. However, they still represent a minority of all entrepreneurs.

The Domestic Industry has played a great role in Women Entrepreneurship. Different schemes and subsidies provided by the government to promote Entrepreneurship. Rural Industry has also played an important role for women to entrepreneur in to business. Different skill programmes has been organized by Government and NGO's (Non-Governmental Organization). Though Government across the India promoting Women Entrepreneurship. Still women face the different problems.

Problems :

The following are the problems faced by the women to start a new Business.

Problem of finance:

Finance is regarded as 'life-blood' for any enterprise, be it big or small. However, women

entrepreneurs suffer from shortage of finance on two counts.

Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited.

Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible. Thus, women enterprises fail due to the shortage of finance.

Scarcity of raw material :

Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the one hand, and getting raw material at the minimum of discount, on the other. The failure of many women co-operatives in 1971 engaged in basket-making is an example how the scarcity of raw material sounds the death-knell of enterprises run by women.

Stiff competition:

Women Entrepreneurs don't have organizational set-up to pump into lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

Limited mobility :

Unlike men, women mobility in India is highly limited due to various reasons. A single women asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up idea of starting an enterprise.

Family ties:

In India, it is mainly a women's duty to look after the children and other members of the family. Men plays a secondary role only. In case of married women she has to strike a fine balance between business and family. Her total involvement in family leaves little or no energy and time to devote for business. Accordingly, the educational level and family backgrounds of husbands positively influence women's entry into business activities.

Lack of education :

In India, around 60% of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of a business, technology and market knowledge. Thus, lack of education creates one type or other problems for women in the setting up and running of business enterprise.

Male-dominated society :

Male unwarranted bias is still the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice, women are looked upon as weak in all respects. In nutshell, in the male - dominated Indian society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.

Low risk-bearing ability:

Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur.

Though different problems faced by the women entrepreneurs but government has played its tremendous role to promote entrepreneurship.

Policies and schemes for women entrepreneurship in India :

In India, the Micro, Small and Medium Enterprises development organizations, various states Small Industries Development Corporations, the nationalized banks and even NGO's are conducting various programmes to cater to the needs of potential women entrepreneurs, who may not have adequate educational programmes and skills. The Office of DC has also opened a women cell to provide coordination and assistance to women entrepreneur's 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 has also been implementing special schemes for women entrepreneurs.

In addition, to the special Schemes for women entrepreneurs, various government schemes for MSME's also provide certain special incentives and concession for women entrepreneurs. For instance under Prime Minister Rozgar Yojana preference on 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 the ministry of MSME varies between 30-80% of the total project in the case hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be upto 90% of the project cost. Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprise, the guarantee cover is generally available up to 75% of the loans extended; however the extent of guarantee cover is 80% for MES's operated and owned by women.

Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provided below.

- Schemes of Ministry of MSME
 - Trade related entrepreneurship assistance and development (TREAD) scheme for women
 - Mahila Coir Yojana
- Schemes of Ministry of Women and Child Development
 - Support to Training and Employment Programme for Women (STEP)
 - Swayam Siddha
- Scheme of Kerala State Women's Development Corporation
 - Self employment loan Programmes
 - Educational Loan Scheme
 - Single Women benefit Scheme
 - Job Oriented Training Programmes
 - Marketing Support for Women Entrepreneurs
 - Autorickshaw/School van's Driver Scheme
- Kerala Government's Women Industries Programme

- Delhi Government's Street Shakti Project
- Schemes of Delhi Commission for Women
- Incentives to Women Entrepreneurs Scheme 2008, Government of Goa
- Magalir Udavi Scheme, Pudhucherry Government
- Financing Schemes by Banks/ Financial Institutions

The five states with the largest proportion of literate women. Tamil Nadu, Kerala, Andhra Pradesh, West Bengal and Maharashtra Accounts for 53% of all business establishment owned by women nationwide. While the female literacy rate was 65.5% nationwide the female workforce participation was 25.5% according to census 2011. Female participation in India's workforce has declined from 34% in 1999 to 27% in 2014.

So as per the data women contribution in workforce has been declining. Major steps should be taken to increase women enters into entrepreneurship.

Develop women entrepreneurs steps :

Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial Activities. Following efforts can be taken into account for effective development of women entrepreneurs.

1. Consider women as specific target group for all development programmes.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training programme on management skills to be provided to women community.
4. Encourage women's participation in decision-making.
5. Vocational Training to be extended to women community that enables them to understand the production process and production management.
6. Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
7. Training on professional competence and leadership skill to be extended to women entrepreneurs.
8. Training and counseling on a large scale of exiting women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.
9. Counseling through the aid of committed NGO's, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
10. Continuous monitoring and improvement of training programmes.
11. Activities in which women are trained should focus on their marketability and profitability.
12. Making provision of marketing and sales assistance from government part.
13. To encourage more passive women entrepreneurs the women training programme should be organized that thought to recognize her own psychological needs and express them.
14. Women's development corporations have to gain access to open-ended financing.
15. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
16. A Women Entrepreneurs guidance cell set up to handle the various problems of women entrepreneurs all over the state.
17. Programmes for encouraging entrepreneurship among women are to be extended at local level.
18. More governmental schemes to motivate women entrepreneurs to engage in small scale

and large-scale business ventures.

19. Involvement for Non Governmental Organizations in women entrepreneurial training programmes and counselling.

Conclusion :

As per the census women participation is declining though literacy rate is increasing. So, steps should be taken to move literate women to enter into women entrepreneurship. So, they can provide work to illiterate women also. And the economy can progress.

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