



# WOMEN ENTREPRENEURS

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**ABSTRACT** : Women Entrepreneurship is an integral part of Human Resource Development. It's really important for sustained economic development and social progress. Women owned businesses highly increasing in the economies of almost all countries. In India, although Women constitute the 48% of population, the Entrepreneurial world is still a male dominated One. Women in advance nation are recognised and more prominent in Business world. In India Women are playing key role in society, but still there Entrepreneurial ability has not been properly tapped due to the lower status of Women in society. This paper include rationale ground behind the Women Entrepreneurship. Why India need more Woman Entrepreneur, Problems faced by the Women Entrepreneurs in India and various scheme for Women Entrepreneur in India are also included in this paper. On the bases of this study some suggestions are given to encourage the spirit of Women Entrepreneurship to become a successful Women Entrepreneur.

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**KEYWORD** : Women Entrepreneurship, Need, Problems ,government initiative.

**INTRODUCTION** : Entrepreneurship is one of the important factor of industrialisation playing an important role in the economic development of a country Entrepreneurship has been described as the “capacity and willingness to develop, organise and manage a business venture along with any of its risk in order to make profit .”

**“Women Entrepreneur may be defined as the Women or group of Women who commence and operate a business venture. ”**

Entrepreneurship among the Women is an important avenue through which women can overcome their subordination within the family and society as a whole. Therefore, development of Entrepreneurship among women has received special attention of the policy makers. As compared to Men , women are less motivated to start business due to some unwanted fear, lack of motivation and kinds of activities. Compared to other countries, the development of Women Entrepreneurship is very low in India, especially in the rural areas. With the introduction of media, women are conscious of their own qualities, right and also the work situations. Right efforts in all areas are vital in the development of Women Entrepreneur and their greater involvement in the Entrepreneurial activities .

## OBJECTIVES OF STUDY

- To find out why India needs more Woman Entrepreneurs.
- To find out the problems faced by the Women Entrepreneurs in India.
- To review schemes for Women Entrepreneurs in India.
- To draw conclusion and offer suggestions.

## REASONS WHY INDIA NEEDS MORE WOMAN ENTREPRENEURS

There are some reason that explains the needs for Women Entrepreneurs.

**(1)Economic Growth** -The influx of more Woman into the workforce has led to significant economic growth and productivity while more Woman have sought and got employment in great number, their participation as Entrepreneur is very low. Fewer women have become entrepreneur, meaning their potential to contribute towards innovation, job creation and economic growth has been untapped yet.



**Enabling Women, particularly as entrepreneurs , benefits future generations because women tend to spend more on their children education, which should boost as well.**

Overall, more Woman Entrepreneur account for improved economic growth and stability within a country.

**(2) Narrowing Gender Gap-** Even after decades of efforts toward making women equal with men socially and economically, the gap between them remains large. Women entrepreneurs inspire other women to start business. This leads to more job creation for women which ultimately helps in reducing the gender gap in the workforce. When woman become successful in a field, the next generation of Women is more likely to emulate their success.

**(3) Social Change -**Women Entrepreneurship can lead to tremendous social change, making women financially empowered and independent. That can increase the level of confidence and happiness in women, as the satisfaction of achievement and self -sufficiency can boost their self esteem and overall well being.

Broadly read the story of successful women will prove encouragement to attract more to the field and show the

### **MAJOR PROBLEMS FACED BY WOMEN ENTREPRENEURS IN INDIA**

Highly educated, talented and professionally qualified women should be encouraged for running their own business. A desirable atmosphere is necessary for every woman to insulate entrepreneurial value and involves greatly in business dealing .But women in India faced many problems to get ahead their life in business. Some problems faced by them in India are as follows –

**(1)Family ties-** In India, it is a woman duty to look after the children and others family members of the family. In case of married women, she has to strike balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for Business. Support and approval of husband seem necessary condition and educational level and family background positively influence the Women’s entry in Business activities.

**(2)lacks of Education -**In India, around three -fifth of the Women are still illiterate Due to lack of education and that too qualitative education, Women are not aware of Business, technology and market knowledge. Also lack of education cause low achievement motivation among women. Thus, lack of education creates any type and other problems for women in setting up and running of business activities.

**(3) Problems 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 don’t have generally have property on their name to use them as collateral for obtaining funds from external sources. Thus their access to external sources is limited. Secondly Banks are considered women less creditworthy and discouraged women borrowers on the belief that they can at any time leave their Business. Thus women Entrepreneur fail due to shortage of finance.

**(4) Lack of self confidence –** Women Entrepreneurs due to their inherent nature, lack of self confidence which is essentially a motivating factor in running an Enterprise successfully. Sometimes she has to sacrifice her entrepreneurial urge in order to strike a balance between the family and Business.

**(5) Lack of risk taking ability -**Our education system is very primitive and creating awareness about women capabilities and their hidden power to handle economies activities. Most of the Women are not performing entrepreneurial activities because they are not having the proper capacities and risk making abilities.



**(6)Social barriers** -The tradition and customs prevailed in Indian society towards women something stand as an obstacle before them to grow. Caste and Religious dominate with one another and hinders women Entrepreneurs too. In rural areas they are always seen with suspicious eyes.

#### **WOMEN ENTREPRENEURSHIP IN INDIA**

According to Mishra (2000) Woman Entrepreneurship in India is Increasing at significant rate. Today women are also making a significant effort to achieve the economic growth in Country. However women are still facing issues.

On the other hand many Indian women are still undertaking entrepreneurship due to factor such as family support, education and help from the various organisations.

Therefore the current literature available has been studied intensively to identify the current status of the Women in India, the role played by the government and the other various institutions to support women Entrepreneurs.

These study shows the Women participation and number of registered women Entrepreneurs in India both are low with compared to other countries. The Number of registered women Entrepreneurs in India is presented in table 1.

The following table shows the number of registered women Entrepreneurs in India

**Table shows the registered women Entrepreneurs in India -**

**The above table shows the number of registered women Entrepreneurs in different state in India are different.**



### Top schemes for Women Entrepreneur in India –

State	No.of Units	No.of Women	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
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Bihar	7344	1123	15.04
Other States & UTS	14576	4185	28.71
Total	64,796	19,971	32.82

**Source:** Centre for Monitoring Indian Economy (CMIE) Report 2011.

The above Table 1.2 shows that UP has got the highest percentage of 39.84 in number of women entrepreneurs followed by Gujarat which secures 39.72 percentages. The state of Karnataka has the lowest women entrepreneurs i.e., 26.84 only. It is

clear from the above analysis that women entrepreneurship development in different states of India is in different degrees.

#### **Socio – economic background of women entrepreneurs in VSP city:**

Government at Centre as well state designed a number of schemes and programmes for the support of Entrepreneurs in general and for Women Entrepreneur in particular. The scheme of government of India include the support for Training and Employment Programme (STEP) which aims to raise the income of Women by updating the skills in the traditional sectors such as diary development, animal husbandry, sericulture, handloom and social forestry. Since the inception of the programme in 1987 , 3.32lacks women have been benefited through 61 project as at the end of March, 2000.

**(1)Annapurna scheme** – This scheme is offered by the State Mysore for those women who are setting up food catering. Industry in order to sell packed meal , snacks etc. The amount granted as a loan under this scheme is Rs.50000 which has to repaid in monthly instalments for 36 months.

**(2) Shree Shakti package for Women Entrepreneur** – This scheme is offered by the most of the SBI branches to women 50% share in the ownership of a firm and Business and have taken part in the state agencies run Entrepreneurship Development Programme (EDP).



(3) **Dena Shakti scheme** – This scheme is provided by Dena Bank to those Women Entrepreneurs in the field of agriculture, manufacturing, microcredit, retail store or small enterprise who are in the need of financial assistance.

(4) **Udyogini scheme** – This scheme is offered by the Punjab and Sind Bank so as to provide Women Entrepreneurs involved in agriculture, small business enterprise to get loan for business at flexible terms. The maximum amount of loan under this scheme For Women Entrepreneur between the age bracket of 18-45 year is Rs.100000 but your family income is also taken into consideration and is set at Rs.45000 p.a. for SC/ST Women.

(5) **Orient Mahila Vikas Yojana scheme** – This scheme is provided by the Orient Bank of Commerce to those Women who hold a 5% share capital individually or jointly in a proprietary concern. No security is required for loan of Rs.10 lack up to 25 lack. In the case of small scale industry and period of repayment is 7 year.

(6) **Mahila Udyam Nidhi scheme** – This scheme is launched by the Punjab National Bank and aims at supporting the Women Entrepreneurs involved in small scale industry by granting them soft loan that can be repaid over a period of 10 years.

#### **GOVERNMENT INITIATIVE FOR WOMEN ENTREPRENEUR**

On the occasion of international women day India's premier think tank NITI Aayog launched Women Entrepreneur platform (WEP) aimed at providing a vibrant entrepreneurial ecosystem where women do not face gender barriers. NITI Aayog CEO-Amitabh Kant announced the launch of a woman Entrepreneurs programme.

- In a bid to encourage women to joint the work force the finance minister has proposed that women joining the workforce for the first time will have to contribute only 8% instead of 10 or 12% of the Employees Provident Fund for the first 3 years.
- **Big money small cities** – Modi's ambitious start up initiative is revving up,for the starter their will be an injection of more money into the fund of funds for start up (FFS) that was started in January 2016.

#### **Findings -**

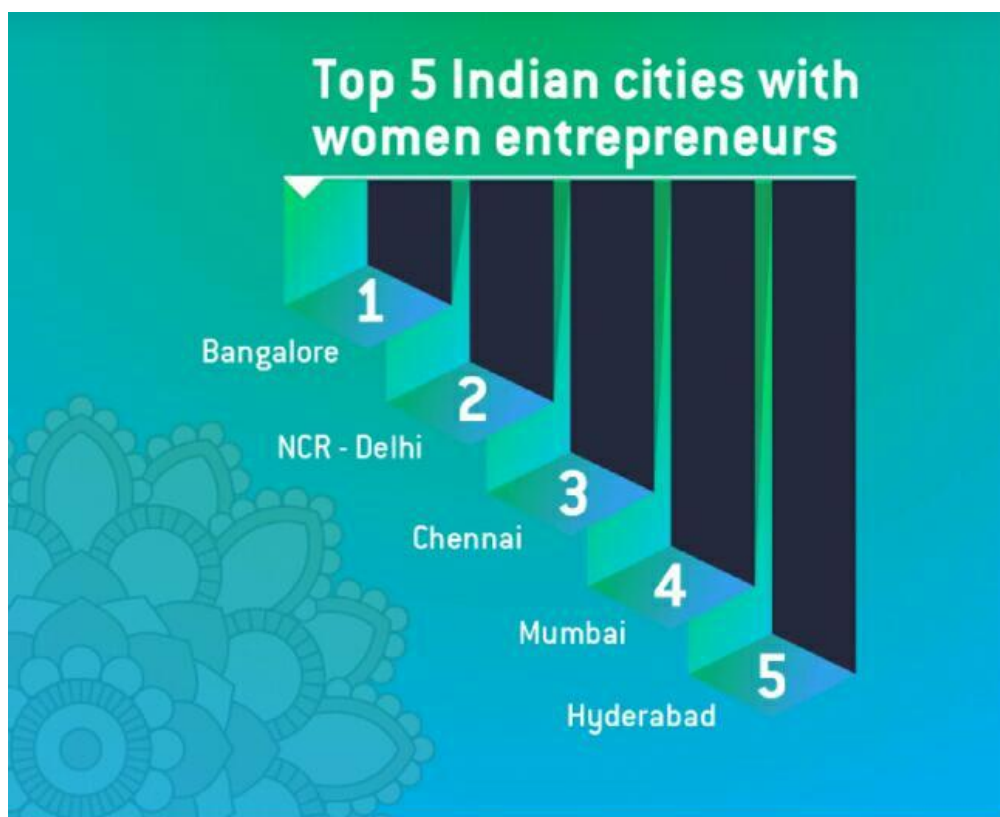
Over the past few years, India has recorded growth in Women Entrepreneurship and more Woman are pursuing their career in this direction.

At global level, about 126 million women has started or running their Business and in India 8 million women have started or running their Business.

Apart from that, women have 24% Share in corporate senior management positions and

In India it's 30% for the same .

Following table shows the name of cities where number of Women Entrepreneurs is maximum-



Source- Bizztor.com

### SUGGESTIONS

- A awareness programme should be conducted on mass scale.
- A woman Entrepreneurs guidance cell set up to handle the problems.
- Educational institutes should be help with government and other non government agencies to assist in Entrepreneurship development.
- Local trade, national and international seminar should be organised to help women to facilitate interaction with others Women Entrepreneurs.
- Finance is the major problem for the Women Entrepreneurs ,hence the government can provide the interest free loan to encourage Women Entrepreneurs.

### CONCLUSION

Even though we have many successful women namely Ravina Raj Kohli, Chanda kochare, Ekta Kapoor in our country still the situation is disappointed one. Though there are various factors contributing to the emergence of Women As Entrepreneur. The role of Women Entrepreneur in economic development is recognised and step are taken to promote them. We can say that there is a need of multidimensional approach from different sector namely from the individual Women ,government and financial institutions etc. Let us try to eradicate all kinds of gender bias and thus allow 'Women ' to be a great Entrepreneur at par with Women.

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**Website**

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