



## **WOMEN ENTREPRENEURSHIP DEVELOPMENT IN INDIA**

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### **ABSTRACT**

*In human resource development Women entrepreneurship development plays a vital role. Women entrepreneurship Development is very less in India, especially in the rural areas. Middle class women hesitate to become entrepreneurs. However Upper class women are becoming entrepreneurs and contributing to the economic development of the country. This paper focuses on women entrepreneur, problems encountered by women in Starting business Enterprises, and their contribution to the economic development of India.*

**Keywords:** *Entrepreneurship growth, women entrepreneurs, key to Success, problems, challenges.*

### **1 INTRODUCTION**

Women entrepreneurship is essential for economic development every nation. If we want to compete with well developed nations, both men and women should participate in all activities on equal basis as Men. Government should introduce such schemes which facilitates to progress women as an entrepreneur. Not only introducing schemes should implement systematically for the sake of development of women entrepreneurs. The Primary motivations to women to get success as an entrepreneur should not only in the form of financial assistance and government schemes, there should be psychological support from family members. Even though, government is supporting Women entrepreneurship, without having moral support from family members they may not get be successful entrepreneurs. When it is a business, business is all about profits, losses and tensions. Someone should support in all times positively to avoid problems. This support will motivate them to become entrepreneurs. Generally women plays dual role, like a house wife and employee, such situations will



automatically increase stress levels of women. Though they are satisfied by playing dual role, definitely they will face stress to handle two roles at a time. Now a days the aspirations of women entrepreneurs are increasing because their self-confidence, self-esteem and self-motivation

### OBJECTIVES OF THE STUDY

- To study the role of women entrepreneurs
- To study Development of Women Entrepreneurs
- To study the categories of Women Entrepreneurs in India
- To find the problems encountered by women in starting business Enterprises
- To find out various motivating and demotivating internal and external factors of women entrepreneurship.
- To suggest the way of eliminating and reducing hurdles of the women entrepreneurship development in Indian Context

### REVIEW OF LITERATURE:

**J. Vinothalakshmi** has expressed the other faces of Indian Women entrepreneurship in recent phenomenon and in the process have to face various problems. The emergence of women entrepreneur and their contribution to the national economy is quite visible in India. The government of India has defined women entrepreneurs based women participation in equity and employment of a business enterprise. Women constitute the family which leads to society and family. Social and economic development of women is necessary for development of any country. Purpose of the study is to find out problem.

The study aims at understanding the development of women entrepreneurship in India, challenges and strategies.

**Definition of Women Entrepreneur:** The term entrepreneur has been derived from the French word —entreprendre —means to undertake. The term entrepreneur may be defined as —an entrepreneur is a person who combines capital and labor for production.

**According to Cantillion** —entrepreneur is the agent who buys means of production at certain prices, in order to sell at prices that are certain at the moment at which he/she commits him/her self to his cost.

**Schumpeter's Definition** —The entrepreneur in an advanced economy is an individual who introduce something new in the economy- a method of production not yet tested by experience in the branch of manufacturing, a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like.

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**Drucker's Views on Entrepreneur** —An entrepreneur is the one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or different service

The entrepreneur as an individual who forms an organization for commercial purpose. He / She is proprietary capitalist, a supplier of capital and at the same time a manager who intervenes between the labor and the consumer. —Entrepreneur is an employer, master, merchant but explicitly considered as a capitalist.

**Hoselitz** According to him, in an underdeveloped economy, not to speak of the Schumpeterian innovators, even imitator-entrepreneurs had a distinct role to play.

## **RESEARCH METHODOLOGY:**

The paper work is based on extensive study of secondary data collected from various books, National & International Journals and public and private publications available on various websites and in libraries focusing on various aspects of Women Entrepreneurship.

## **2. Concept of Entrepreneur**

- French word 'Entreprendre' and German word 'unternehmen' both referring to individuals who undertakes an 'endeavor'.
- Hence, anyone who exhibits the characteristics of self-development, creativity, self-decision making and risk taking.
- According to oxford dictionary Entrepreneur is 'one who organizes and manages enterprise involving high risk'. But researches indicates that entrepreneurs need not necessarily be high risk takers, however, they reduce risk and increase likelihood of success.

## **3. Concept of women Entrepreneur**

Women entrepreneur may be defined as a women or group of women who initiate, organize, and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called "women entrepreneurs".

## **4. Categories of Women Entrepreneurs**

- Women in organized & unorganized sector



- Women in traditional & modern industries
- Women in urban & rural areas

#### Women Entrepreneurship Development in India

- Women in large scale and small scale industries.
- Single women and joint venture.

### 5. Categories of Women Entrepreneurs in Practice in India

#### First Category

- Established in big cities
- Higher level technical & professional qualifications
- Nontraditional Items
- Sound financial positions

#### Second Category

- Established in cities and towns
- Having Good Education
- Both traditional and nontraditional items
- Undertaking women services-kindergarten, crèches, beauty parlors, health clinic etc

#### Third Category

- Illiterate women
- Financially weak
- Involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loom etc.

### 6. Supportive Measures for Women Economic Activities and Entrepreneurship

- Direct & indirect financial support
- Technological training and awards
- Federations and associations

#### 6.1 Direct & Indirect Financial Support

Nationalized banks

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- State finance corporation
- State industrial development corporation
- District industries centers
- Differential rate schemes
- Mahila Udyog Nidhi scheme
- Small Industries Development Bank of India (SIDBI)
- State Small Industrial Development Corporations (SSIDCs)

### 6.2 Technological Training and Awards

- Stree Shakti Package by SBI
- Entrepreneurship Development Institute of India
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- National Institute of Small Business Extension Training (NSIBET)
- Women's University of Mumbai

### 6.3 Federations and Associations

- National Alliance of Young Entrepreneurs (NAYE)
- India Council of Women Entrepreneurs, New Delhi
- Self Employed Women's Association (SEWA)
- Association of Women Entrepreneurs of Karnataka (AWEK)
- World Association of Women Entrepreneurs (WAVE)
- Associated Country Women of the World (ACWW)

### 6.4 Women Work Participation

Country	Percentage
India (1970-1971)	14.2
India (1980-1981)	19.7
India (1990-1991)	22.3
India (2000-2001)	31.6
USA	45
UK	43
Indonesia	40
Sri Lanka	35
Brazil	35



### 6.5 Successful Women Entrepreneurs

- Mahila Grah Udyog – 7 ladies started in 1959
- Lizzat Pappad, Lakme – Simon Tata
- Shipping corporation – Mrs. Sumati Morarji
- Herbal Heritage– Ms. Shahnaz Hussain
- Balaji films- Ekta Kapoor
- Kiran Mazumdar - Bio-technology

### 7. Areas of Business Opportunities for Women Entrepreneurs

- Cosmetics and Beauty Parlors
- Garments and Textile Items
- Education and Training
- Interior Decoration
- Nursery and Crèches
- Handicrafts
- 3P's (Pickles, Powder [spices] and Papad)
- Consultancy Services
- Medicare (Medical and Paramedical)
- Engineering Goods

### 7. Problems of Women Entrepreneurs in India

Life for a woman entrepreneur is not a bed of roses. The individual woman entrepreneur single-handedly faces a plethora of seemingly endless problems. The grievances are:

#### 1. Socio – Personal Problems

Women, especially in our country, face certain problem, which are different from their male counterparts, in the course of starting and managing their own businesses. The management of domestic commitments and child care support are the two issues where women have to play a greater role.

#### 2. Marketing Problems

Marketing is another area, which very often proves to be the graveyard of many small-scale women entrepreneurs. It has been found that the small-scale entrepreneurs, owing to their





high achievement orientation, generally set higher goals in terms of marketing of their products or services but later on find them difficult to achieve because of heavy competition, incurring huge advertisement cost and many other extraneous factors.

### **3. Occupational Mobility Problems**

Occupational mobility, such as shifting from one product line to another is an area where women entrepreneurs are generally found to be more at a disadvantageous position than their male counterparts.

### **4. Government Assistance Problems**

The women entrepreneurs were exasperated by the indifferent attitude of government officials of all the small industry related departments like taxation, labour, power, etc. i.e. when the authorities come to know that the unit is being run by a woman, they discourage allotting sales tax number and giving electricity connection. Above all they have ignorance about various procedures, laws, and complicated bureaucratic set-up while dealing with entrepreneurial support organizations.

### **5. Financial Problems**

Typically women entrepreneurs of small scale enterprises start well but somewhere down the line in their day-to-day operations they miss the route to success. In more than half such cases the reasons identified can be attributed to financial mismanagement. Financial support as well as financial viability, therefore, is the most important considerations of any business proposition.

### **6. Production Problems**

Production in a manufacturing enterprise involves coordination of a number of activities. While some of these activities are in the control of entrepreneur there are others over which she has little control. Improper coordination or unintended delay in execution of any activity is going to cause production problems in the industry.

### **7. Personnel Problems**

Efficient management of human resources is an important factor in determining the growth and prosperity of business enterprise. This is particularly true in case of small industry where the owners have to forge a close and more personal association with their employees. The women entrepreneurs also expressed their inability to change the negative attitude of labour



force while some of them complained of unionism amongst them. Moreover the women entrepreneurs admitted the lack of experience and self-confidence on their part to deal with personnel working in their organizations.

### **8. Ways to Develop Women Entrepreneurs**

- \* Don't undervalue yourself.
- \* Remember why you started your own company.
- \* Network, but in a way you feel comfortable with.
- \* Don't be afraid to promote yourself.

### **HOW TO DEVELOP WOMEN ENTREPRENEURS?**

1. Consider women as specific target group for all developmental 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 counselling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of failure.
9. Counselling through the aid of committed NGOs, 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 organised that teach to recognize her own psychological needs and express them.
14. State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.





15. Women's development corporations have to gain access to open-ended financing.
16. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
17. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
18. Infrastructure, in the form of industrial plots and sheds, to set up industries by women is to be provided by state run agencies.
19. Industrial estates could also provide marketing outlets for the display and sale of products made by women.
20. A Women Entrepreneur's Guidance Cell to be set up to handle the various problems of women entrepreneurs all over the state.
21. District Industries Centers and Single Window Agencies should make use of assisting women in their trade and business guidance.
22. Programmes for encouraging entrepreneurship among women are to be extended at local level.
23. Training in entrepreneurial attitudes should start at the high school level through well-designed courses, which build confidence through behavioral games.
24. More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.
25. Involvement of Non-Governmental Organisations in women entrepreneurial training programmes and counselling.

## 9. RECOMMENDATIONS

- Promoting entrepreneurship among women is especially important to tackle the problems of unemployment in the society.
- Education has been instrumental in increasing the participation of women in entrepreneurial activities.
- There should be a continuous attempt to motivate, give confidence, inspire and assist women entrepreneurs.
- Government should provide better educational facilities and schemes to women folk.
- There should be continuous monitoring, improvement of training programmers,
- Establishment of proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.
- Housewives should be motivated to earn additional income.
- A women entrepreneur should herself set up an example by being successful and should act as a role model.



- Creating provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- A Women Entrepreneur's Guidance Cell should be set up to handle the various problems of women entrepreneurs all over the state.
- Positive attitudinal change in the society recognizing the role of women as entrepreneur may lead to the development of appropriate environment in which women will be able to exploit their entrepreneurial talents.
- Offering seed capital, up-liftmen schemes, women entrepreneurs fund etc. To encourage them economically.
- To extend concessional rates facilities and schemes for women entrepreneurs to prosper in the field of enterprise.
- Procedure of getting finance should be simple
- Effective propagation of programmes and yojna •
- Linkages between product, services and market centers.
- Encouragement to technical and professional education

## 10. CONCLUSION

India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. The absolute dependence seems to be diluted among the high and middle class women as they are becoming more aware of personal needs and demanding greater equality.

Women entrepreneurs faced lots of problems at start-up as well as operating stage like, non-availability of finance, restricted mobility freedom and having to perform dual role one at home and other at work. Technological advancement and information technology explosion have reduced the problem of women entrepreneurs. Along with technological revolution, mental revolution of society is needed to change the attitude of the society and provide women with democratic and entrepreneurial platform.

More-over with increasing Government and Non-Government and other financial institutions assistance for various women entrepreneurs within the economy there can be significant increase brought about in the growth of women entrepreneurship process. Still efforts are being made to coordinate with the enterprise activities of women and providing them utmost financial, morale, psychological support by various institutions working within the economy and world-wide.

Thus, Women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from



the Society in general and family members in particular is required to help these women scale new heights in their business ventures. The right kind of assistance from family, society and Government can make these Women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India.

“Only a life lived for others is a life worthwhile”. Yes. Today there is a greater awakening among women. In education, they have not only excelled but also become top makers. Likewise, in office and industry, many have shown brilliant results. Even in rural India with education, women have shown better performance. Educating women is absolutely essential in straightening her personality. The need of the hour is to provide an opportunity in a conducive atmosphere free from gender differences. The need for awareness motivation and courage to correct the faults of male counterparts are great challenges today. It is, therefore, encouragement of the growing intensity of motivation amongst educated young women for coming in the entrepreneurial stream and extends support with scientifically designed package of the technical and financial assistance. The non-governmental organizations have a bigger role in stimulating and nurturing the spirit of entrepreneurship amongst women. Towards this end, an integrated approach is necessary for making the movement of women entrepreneurship a success. For this purpose, both the government and non-government agencies have to play a vital role.

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