
EMERGENCE OF WOMEN ENTREPRENEURSHIP IN INDIA: AN INSIGHT

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Abstract: Liberalization, Globalization, IT Revolution and Privatization have created lot of economic opportunities for women who are ambitious and want to build a business empire of their own. In the recent past women have started exploring new avenues of economic participation and women entrepreneurs have become an important part of the national development in India. But this journey of entrepreneurship is not easy rather filled with lot of challenges. Some even give up the idea of being entrepreneurs due to these challenges. The challenge may be personal, societal, family or due to the stress of coping up with the competitive environment. This study focuses on the concept of woman entrepreneurs in India; their attributes in business, motives behind setting up of enterprise, challenges faced and available support systems.

Keywords: Women entrepreneurs, attributes, motivation, challenges, support systems.

Introduction: There are numerous studies that indicate the escalation of women entrepreneurship in the world and India is no exception to it. Entrepreneurship refers to the act of setting up a new enterprise or reviving an existing enterprise. Entrepreneurship is a key factor for economic development of any country as it shapes the economy by generating new jobs and creating new wealth. In India, although, women represent equal proportion of the population and labor force, their involvement in mainstream development is not up to the mark. In this era of Liberalization, Privatization and Globalization, women do not want to limit their lives in the four walls of the house. Despite societal impediments, many women are now breaking away from the beaten track and are exploring new avenues of economic participation. Many Indian women are entering the business world not for survival but to satisfy their inner urge of creativity and to prove their capabilities. Nevertheless Government and other agencies have started showing interest in issues related to women entrepreneurs but it is still in nascent stage. It is high time that our country rises to the challenge and encourages more entrepreneurship amongst women. This will help in social transformation and steep increase in women ventures in male dominated business world. This paper focuses on the concept of woman entrepreneurs in India; their traits in business, the problems faced by them when they set up, factors which encourage entrepreneurship in women, available support systems for them. It also makes some suggestions for future prospects for development of Women Entrepreneurs.

Literature Review on Women Entrepreneurs: Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Primarily, entrepreneurship is a survival instinct that motivates women to start a business [6]. While entrepreneurs are people who habitually create and

develop new ventures of value around perceived opportunities [12] women entrepreneurship adds a whole new dimension to entrepreneurship. The new dimension is motherhood, whereby these women business owners balance the role of mother and the role of entrepreneurship. Women Entrepreneurs are a vital source of growth that can power our economies for decades, yet they face tremendous challenges to their full economic participation. The GEM Women's Report provides important data which is critical to our understanding of women-run SMEs, said [5]. In twenty first century, the status of women in India has been changing because of growing industrialization and urbanization, enactment of social legislations, and through social change and development. Due to the wide spread of education and awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher levels of activities[1]

Objectives:

1. To understand the Motivations behind setting up an enterprise.
2. To identify challenges faced by women in setting up and running their enterprise
3. To document existing support system for promoting women entrepreneurship in India.
4. To identify the remedies to the challenges faced by women.

Research Methodology: The research study is based on secondary data which is collected from the published reports of RBI, NABARD, Census Surveys, SSI Reports, newspapers, journals, websites, etc.

Motivation Behind Setting Up Enterprise: Many studies indicate that women start business for fundamentally different reasons than their male counterparts. While men start business primarily for growth opportunities and profit potential; women most often enter business in order to meet personal goals, such as gaining feelings of achievement and accomplishment. Knowledge, skill, attitude and adaptability in business are the main reasons for women to emerge as entrepreneurs. According to [1] Self determination, expectation for recognition, self esteem

and career goal are the key drivers for taking up such career path for discovering their inner potential, calibre in order to achieve self satisfaction, want of challenging role to meet her personal needs, become economically independent . However, many women start business due to dismal economic conditions of the women arising out of unemployment in the family, traumatic event such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a

entrepreneurship by women. Sometimes, women chose family member, or economic reasons such as a layoff. Whatsoever be the reason to start business, we have classified them as **Intrinsic and Extrinsic Motives**. Depending on the origin these factors could be further classified as Ambitious Motives, Motivating Motives, Compelling Motives, Facilitating Motives, and Social Service Motives.

Classification of Motives for Women Becoming Entrepreneurs

Table 1 The following are the reasons for women becoming entrepreneurs

INTERNAL MOTIVES			EXTERNAL MOTIVES	
Ambitious Motives	Motivating Motives	Social Service Motives	Compelling Motives	Facilitating Motives
New challenges and opportunities for self fulfilment	Innovative thinking	Increasing socio-economic awareness	Family occupation	less interest rate on loan
Employment generation	Need for additional income	Service to Humanity	Need for additional income	Government policies, procedures and subsidies
Freedom to take own decision and be independent	Bright future of their wards	Protection of Environment	Corporate glass ceiling	Family occupation
Role model to others	Success stories of friends and relatives	Doing good for weaker section of the society "not mere charity"	Traumatic events	Education and qualification
Proving herself in the male dominated society	Role model to others		Unemployment in the family	Non Governmental incentives & schemes
	self identity and social status		Economic problems like lay off and termination	Make use of leisure time
	Make use of leisure time			

Women entrepreneurs and challenges: The entrepreneurial process is same for men and women. Successful men and women entrepreneurs undergo similar motivations and thus achieve success in largely same way under similar challenges. They are also found to have access to fund from the same sources. The same condition both men and women can be successful entrepreneurs [2]. However, in practice most of the women entrepreneurs face problems that are of different dimensions and magnitudes than that faced by their male counterparts. These problems, generally, prevent these women entrepreneurs from realizing their potential as entrepreneurs. The major challenges faced by women are as follows

General Challenges	Challenges specific to women
Raw Materials	Male dominated Society
Marketing Issues	Illiteracy/Education till primary
Financial Issues	Lack of education and training
Infrastructural Issues	Lack of business information
Stiff Competition	Low risk taking ability
Labor	Lack of achievement motivation
Lack of information about various support systems	Mobility

1.

Existing Support System For Women Entrepreneurs

In India: There are lot of government sponsored development activities specially designed to encourage women entrepreneurs. 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 the efforts have reached to only a small section of people. The following gives a brief description of various activities under various schemes. **Pandit Jawaharlal Lal Nehru** Since Independence development of women has been a policy objective of the government of India as can be seen from the five year plans of Govt. of India.

First Five-Year Plan (1951-56): It includes Establishment of the Central Social Welfare Board, organization of Mahila Mandals etc. were taken.

The second Five-Year Plan (1956-61): It focused on the empowerment of women.

The Third and Fourth Five-Year Plans (1961-66 and 1969-74) supported female education as a major welfare measure.

The Fifth Five-Year Plan (1974-79) emphasized training of women, who were in need of income and protection.

The Sixth Five-Year Plan (1980-85) saw a definite shift from welfare to development. **The Seventh Five-Year Plan (1985-90)** emphasized the need for gender equality and empowerment.

The Eight Five-Year Plan (1992-97) focused on empowering women

The Ninth Five-Year Plan (1997-2002) 30 percent of funds/ benefits were earmarked for women related sectors.

The Tenth Five-Year Plan (2002-07) Reduction in gender gaps in literacy and wage rates by at least 50% by 2007.

The Eleventh Five-Year Plan (2007-2012) Ensure at least 33 percent of the direct and indirect beneficiaries of all government schemes are women and girl children.

Some of the schemes of the Government of India for women, operated by different departments and ministries are:

- Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
- Entrepreneurial Development programme (EDPs)
- Integrated Rural Development Programme (IRDP)
- Indira Mahila Kendra and Indira Mahila Yojana
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Khadi And Village Industries Commission (KVIC)
- Mahila Samiti Yojana and Vikas Nidhi
- Marketing of Non-Farm Products of Rural Women (MAHIMA)
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
- National Bank for Agriculture and Rural Development (NABARD)

- NGO's Credit Schemes
- Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains'
- Prime Minister's Rojgar Yojana (PMRY)
- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- Rashtriya Mahila Kosh
- SBI's Stree Shakti Scheme
- SIDBI's Mahila Udyam Nidhi
- Training of Rural Youth for Self-Employment (TRYSEM)
- Women's Development Corporations

Various private support bodies specifically for women entrepreneurs are

1. TIE (The Indus Entrepreneurs) with their TiE Stree Shakti,
2. NEN (National Entrepreneurship Network) through its Goldman Sachs 1000 women entrepreneurs Program
3. Federation of Indian Women Entrepreneurs (FIWE)

Remedies To Challenges Face By Women

Entrepreneurs: Although lot of schemes and facilities are provided by the Government but still it is not reaching the grass root level. The following could be a few steps which will help women entrepreneurs flourish in India apart from the Government support.

1. By promoting entrepreneurship in women
2. Providing Education and trainings
3. Increasing family support
4. Motivating and inspiring women folks
5. Confidence Building
6. Awareness of Government Schemes to encourage women
7. Establishment of proper training institutes to enhancing knowledge, skills and abilities.
8. Positive attitudinal change in the society
9. Establishing women Entrepreneurs guidance cell at various levels.

Results And Conclusions: India being a male dominated society, women are assumed to be economically and socially dependent on them. But this notion seems to be diluted as women in India are becoming more and more aware towards their personal needs and demanding greater equality. It can be said that women entrepreneurship is a growing phenomenon in Indian context and a large number of women have set up and managed business. However women owned enterprises have their own challenges and constraints which include problems during start up and day to day operations. Education has played a major role in reducing these challenges but mental revolution of society is the need of the hour. Also, Government and non Government institutions have started showing interest in this regard but only a small section of women have been benefited so far. These assistances have a long way to go. Also their specific needs have to be identified which can help them perform at par, if not better than their male counterparts. This will not only help the

women entrepreneurs to become a part of mainstream national economy by contribute to economic progress of the country.

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