
WOMEN EMPOWERMENT AND ENTREPRENEURSHIP

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Abstract: The concept of empowerment is based on particular understanding of 'power' of which the user may not be aware. Power refers to the ability to make others do much against to their will. It is the influence based on the threat of force. Such power is located in the process of decision – making, conflict and force. Feminist Kelly observes that 'power to' term is used in reference to empowerment and it is achieved through increasing one's ability to resist and challenge 'power over'.

Introduction: Till the turn of the century, man has enjoyed a dominant position. But change in position technological innovation and modern way of thinking can reduce the disparity between man and women, and bring about equality and equity between them, the need of the hour in women empowerment both through provision of employment and enterprise creation. Typologically, the former leader to endogenous empowerment and the latter give rise to exogenous empowerment. Traditionally, women are considered as home makers and men as the bread winners.

On the other hand, a woman's sense of self in the workplace is defined primarily by the quality of her work relationships. In the workplace, women respect efficiency and achievement, but values like support, trust and communication are more important.

The entrepreneurial skills of a woman are far superior to those of a man, for she is not the one to give up easily. Further, Watson Wyatt's study indicates that by 2016 women in India are likely to achieve educational parity with men.

Sadly, the role and contribution of women in the economic value chain of the country are rarely recognized or acknowledged. The zeal and enthusiasm in them are as strong as in their urban counterparts as seen.

Notwithstanding all this, we salute that woman employee' who carries the baby in her womb and the project deadline in her mind with equal ease and aplomb. It is no longer a woman behind every successful man' but a case of a woman behind every successful activity now

Women constitute around half of the total world population. So is in India also. They are therefore, regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now they have started plunging into industry also and running their enterprises successfully. Therefore, while discussing on entrepreneurial development, it seems in the fitness of the context to study about the development of women entrepreneurs in the country.

The concept of empowerment is being used in many

contexts as a tool for understanding what is needed to be changed in the situation of poor and marginalized people. Empowerment is a process which involves some degrees of personal development. Women, as they are women are denied certain rights, freedom, equality and privileges. Women as a group, is called 'weaker sex' thus, in a modern civilized society where the emphasis is on equality there is all the more greater need for empowerment of women.

Agenda For Empowerment Of Women: The four International Conferences: Mexico (1975), Copenhagen (1980), Nairobi (1985) and Beijing (1995).

Women Empowerment Year – 2001: The Government of India also declared the year 2001 as Women's Empowerment Year with the three – fold objectives. They were.

1. Creating a nation-wide awareness about the problems and issues affecting women and their importance for national development.
2. Initiating and accelerating action to improve access to and control of resources by women.
3. Creating an enabling environment to enhance the self-confidence and autonomy of women so that can take their rightful place in the main stream of the nation's social, political and economic life.

Concept Of Women Entrepreneurs: Based on the general concept of entrepreneur, women entrepreneurs may be defined as a woman 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". The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly a women entrepreneur is defined as an enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.

Women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise.

Educational attainment and economic participation are the key constituents in ensuring empowerment of women. The economic empowerment of women is a

vital element of strong economic growth in any country. Entrepreneurship happens to be one of the best ways towards self sufficiency and poverty alleviation for women in a country where employment is not guaranteed. Involvement of women in entrepreneurial activities would ensure effective utilization of labour generation of income and hence improvement in quality of life. Women empowerment through entrepreneurship is a must for a modern development. Voicing the silence of millions on International Women's Day, India former First Lady Usha Narayanan rued that uneven development had left the majority of women in rural areas untouched, unsung and neglected. Declaring that women were not in need of crutches or hand outs, she stated that instead they need to be empowered to take their rightful place in society (Prabhakar, 2004). Women remain the most deprived and long-neglected segment of the society, despite the Constitutional guarantees for equal rights and privileges for men and women, Anti-poverty policies need to reach poor women both to maximize social returns on development investments and minimize the poverty of this and the next generation (Lalitha, 1999 and Narasaiah, 2004)

Entrepreneurship: Entrepreneurship is the future of the modern society. They are the driving forces behind Indian economy. Entrepreneurs are people who come out with an new ideas, innovations, do things, which are not generally done in the ordinary course of a business. Empowerment of women entrepreneur is an new mantra for development of economy. It is observed that women entrepreneur networks are major sources of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion of the 1.3 billion people who live in absolute poverty around the globe, 70 percent are women work two-thirds to the world's working hours. Women earn only 10 percent of the world's income women own less than 1 percent of the world's property.

Entrepreneurship is a social phenomenon and it is not inherent within a person, rather it exists in the interaction between people. It reflects a ray of hope for the unemployed to earn a living and maintain a dignified life and also for the economic development of the country. Our vision of emerging as a superpower by 2020 will pivot momentously on Entrepreneurial shoulders.

Women entrepreneurs may be defined as a "woman or a group of women who initiate, organize and run a business enterprise". Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman run a enterprise is defined 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 the employment generated in the enterprise to women. Women entrepreneurs constitute 10% of the number of entrepreneurs in our country.

This has been a significant growth in self-employment of women with women now starting new ventures at three times the rate of men. They constitute 50% of the population of our country with a lower literacy rate than men. This statistical fact, indicates that for the economic growth of the nation, women should not be encouraged to make their share of economic contribution towards the country. One way of achieving is by making women come out and become entrepreneurs. In the traditional society, they were confined to the four walls playing household roles, but in the modern society, they are coming out to participate in all sorts do activities. Normally, women entrepreneurship is found in the extension of their kitchen activities mainly in preparing commercially the 3 P's namely, Pickles, Papads and Power. Few of them venture into services industry relating to hospitality, catering educational services, consultation or public relations, beauty clinics, etc.

States	No of Units Registered	No. of Women Entrepreneurs	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
Other States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82

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

Qualities of women entrepreneurs: Determination, Ability and desire to take risk, Profit earning capacity,
Supportive Measures for Women's Economic Activities and entrepreneurship:

Direct & Indirect Financial Support, Schemes & Programme,

Dwacra Technological Training and Awards,

Successful Leading Business Women in India are,

Mahilla Grih Udyog, - 7 Ladies started in 1959 : Lizzat Pappad

Lakme – Simon Tata

Shipping Corporation – Mrs. Sumati Moraji

Exports – Mrs. Nina Mehrotra

Herbal Heritage – Ms. Shanhnaz Hussain

Balaji Films – Ekta Kapoor

Kiran Mazumdar – Bio-Technology

Problems of Women Entrepreneurs in India:

Arrangement of Finance, Shortage of Raw-Materials, Cut-Throat Competition, Lack of Education and illiteracy amongst women, Family Conflicts Marketing Problems, Lack of Self-Confidence and optimistic attitude amongst women, High cost of production.

Conclusion: Clandestine of Success : "Attribute my success to one thing – never run away from life. Face it boldly dare to be different". Be a face in crowd

Promoting entrepreneurship among women is especially important to tackle the problems of under employment and unemployment in the society.

Education has been instrumental in increasing the participation of women in entrepreneurial activities.

The formal education not only helps in acquisition of requires knowledge for a job, which demands non-traditional skills but also imparts knowledge about the different occupational opportunities. Good academic background makes women confident in dealing with problems in business in an effective manner. Although it is a fact that entrepreneurship is not a special preserve for the educated but in the case of women already burdened with many social pressures, education is a powerful tool in breaking down the barriers to successful entrepreneurship. Thus education is a liberating force and barrier of caste and class, smoothing out inequalities imposed by birth and other circumstances.

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 support members in particular is required to help them scale new heights in their business ventures. The right 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 in this era of globalization. In the backdrop new economic policy, population increase, opportunities for higher education, all most new kind of unemployment, entrepreneurship is ray of hope for empowering Indian women.

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