

Women Entrepreneurship in India

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Abstract—Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist plethora of successful business women entrepreneurs both in social and economic fields in India. They are performing well. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon. Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to take good new ideas to market and make the right decisions to make the idea profitable. The reward for the risks taken is the potential economic profits the entrepreneur could earn. Technically, a "women entrepreneur" is any women who organizes and manages any enterprise, usually with considerable initiative and risk. However, quite often the term "women-owned business" is used relative to government contracting. In this instance, the entrepreneur owns controls and runs the enterprise. An extensive literature review is done on women entrepreneur. At the end some major problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship.

Keywords: Entrepreneurship, liberalization, globalization, economy, education and training.

1. INTRODUCTION

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 entrepreneur constitute 10 % of the number of the number of entrepreneur in the 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.

"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 by the enterprise to women."

2. DEFINITION

"A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life."

3. OBJECTIVES

- Opportunities of woman entrepreneurs
- Challenges
- Problems

4. METHODOLOGY

The data and information has been collected from secondary sources like magazines, business newspapers, journals, periodicals, reports, text books and websites.

5. INDIAN SITUATION — STATISTICAL DATA PROBLEM

Women make the second largest target group for identification of potential entrepreneurs being slightly less than 50% of the total population. In India there are 99.4 million women workers in a labor force of 272.84 million. Majority of the women seek work, out of economic necessity, but of these a large number are unable to find employment. Their share in total unemployment (40%) is higher than their share in the labor force (33%). According to the 1981 census, there are only 150,000 self employed women, a mere 5.2% of the total number are self employed, of this a majority are concentrated in low paid, low skilled, low technology and low

Productivity jobs in the rural and recognized sectors. 90% (79.4 million) women workers are in the rural area as against only 10% (8.6 million) in urban areas. Only 2.5 million women work in the organized sector, a mere 12.4% of the total employment.

6. NEED FOR WOMEN EDP

The proportion of educated and skilled women in total employment is increasing. Hence expanding employment opportunities both to provide income and to harness the growth potential of educated unemployed women is very important. Promotion of self-employment of educated women has additional advantage of creating more jobs for desiring uneducated women. No separate allocation for women's development is made. Action in favour of women is more welfare oriented than development oriented, and no constructive steps are taken to lead women towards self-employment! entrepreneurship. It is estimated that an investment ranging between Rs. 500 - 10,000 can, on an average, generate employment for 2.5 persons and depending on the activity every Rs. 1 lakh of investment can generate jobs for 5- 27 people.

7. STATUS OF WOMEN ENTREPRENEURS IN INDIA

Nature has made a division of labor entrusting upon men and women different responsibilities for the betterment of the process of evolution. In this division of labor, the women have been endowed upon with the gift of motherhood and up bringing of the future generation. The women, the mother, has been the symbol of continuity of culture, tradition and religion, being the binding force of the family system.

Women entrepreneurs can be divided into three categories:

1. Entrepreneurs in Large and Medium Sector

In large and medium sectors, women with educational and professional qualifications, take the

initiative and manage the business as well as a man. A woman entrepreneur who has received basic managerial training and educational qualifications, sometimes even an MBA degree, usually may head the medium sector and large units.

2. Entrepreneurs in the Small Sector

Those women entrepreneurs who do not have education or any formal training in management, but have developed skills take to small scale industry. They choose that product with which they are familiar i.e. garments, weaving, pickles, dolls and handicrafts. Some have ventured into engineering, electronics, chemicals and pharmaceuticals. Some also make surgical instruments, furniture and pottery.

The Indian women are no longer treated as show pieces to be kept at home. They are also

enjoying the impact of globalization and making an influence not only on domestic but also on international sphere. Women are doing a wonderful job striking a balance between their house and career. Here are a few: (Top 10 Women Entrepreneurs and Leaders of India)



Kiran Mazumdar-Shaw



Ekta Kapoor



Neelam Dhawan



Naina Lal Kidwa



Indu Jain



Priya Paul



Mallika Srinivasan



Preetha Reddy



Ranjana Kumar



Simone Tata

- Dr. Kiran Mazumdar-Shaw, Chairman & Managing Director of Biocon Ltd.,
- Ekta Kapoor, creative head of Balaji Telefilms,
- Neelam Dhawan, Managing Director, Microsoft India,

- Naina Lal Kidwai, According to the Economic times, she is the first woman to head the operations of a foreign bank in India. (HSBC)
- Indu Jain, the multi-faceted lady used to be the Chairman of the Times Group the
- most powerful and largest Media house India.
- Priya Paul, she has a bachelor's degree specialising in Economics from Wellesley
- College, USA. She entered her family business and is currently the Chairperson of
- Park Hotels.
- Mallika Srinivasan, currently the Director of TAFE-Tractors and Farm Equipment-India.
- Preetha Reddy, Managing Director of Apollo Hospitals, Chennai.
- Ranjana Kumar, currently Vigilance Commissioner in Central Vigilance
- Commission, after her retirement as the Chairperson of NABARD- National Bank
- For Agricultural and Rural Development, is a prominent Indian Banker.
- Women like these are an inspiration for all other women who strive to achieve great
- heights in their lives. Taking them as our role models each one of us can be there
- where they are right now. All we need have is faith in ourselves, confidence and above all a fixed aim that we need work towards.
- Women setup an enterprise due to economic and non-economic reasons as well.
- Simone Tata, Tata Oil Mills into the largest cosmetic brand in India – LAKME,

8. MOTIVATIONAL FACTORS

- Economic Necessity
- Educational Qualification
- Independence
- Family Business
- Success stories of others
- Social Status

9. FACILITATING FACTORS

- Adequate Financial Facilities
- Self Satisfaction
- Innovative Thinking
- Co-operation from family
- Morale support from friends and relatives

10. OPPORTUNITIES

- Free entry into world trade.
- Improved risk taking ability.
- Governments of nations withdrawn some restrictions

- Technology and inventions spread into the world.
- Encouragement to innovations and inventions.
- Promotion of healthy completions among nations
- Consideration increase in government assistance for international trade.
- Establishment of other national and international institutes to support business among nations of the world.
- Benefits of specialization.
- Social and cultural development.

11. CHALLENGES

- Problems of raising equity capital
- Difficulty in borrowing fund.
- Thought-cut completions endangered existence of small companies.
- Problems of availing raw-materials.
- Problems of obsolescence of indigenous technology.
- Increased pollutions Ecological imbalanced.
- Problems of TRIPS and TRIMS.
- Exploitation of small and poor countries, etc.

12. PROBLEMS FACED BY INDIAN WOMEN ENTREPRENEURS

Besides the above basic problems the other problems faced by women entrepreneurs are as follows:

1. **Family ties:** Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other members of the family. They are over burden with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.
2. **Lack of education:** Women in India are lagging far behind in the field of education. Most of the women (around sixty per cent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due
3. **Social barriers:** The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinders women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.
4. **Shortage of raw materials:** The scarcity of raw materials, sometimes nor, availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

5. **Problem of finance:** Women entrepreneurs suffer a lot in raising and meeting the financial needs of the business, Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers on the ground of their less credit worthiness and more chances of business failure.
6. **Tough competitions:** Usually women entrepreneurs employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organized sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises

13. SUGGESTIONS

- Govt. should provide separate financial fund of women's entrepreneur.
- We should provide her special infrastructure facilities whatever she needs.
- Govt. should arrange special training programmes of women entrepreneurship
- Govt. should felicitate top ranked women's entrepreneur.
- Women entrepreneur should more competitive and efficient in the local &
- International market.

14. CONCLUSIONS

Women entrepreneurs have become a strong driving force in today's corporate world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but they also comprise of almost half of all businesses owned today. Many Women entrepreneurs have an average age of 40 – 60 years old because they have had previous careers in other areas. Their primary goal is not monetary reward but rather personal satisfaction and community involvement. Many of them are educated and assemble into groups in order to pool business ideas and resources together.

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