

A Study of Sectoral Preferences by Women Entrepreneurs in India

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Abstract—India is home to entrepreneurship and innovation with opportunities and challenges in equal proportion with over more than 4,300 startups, making it among the top startup hubs in the world. Women across India are embracing entrepreneurship with increasing support from local bodies and government. The number of women enterprises in India in the last ten years has almost doubled to 26 lakh units in 2014-2015. Women are a part of growing community of micro entrepreneurs in India which form 27% of all rural workers are engaged in small business ventures and 16.5% of all urban workers in women work place participation. Currently, India has the highest youth population in the world. However a major roadblock that exists is that 70% of the total population of India does not have access to the basic education beyond primary school which increases the skill gap requirement by industry. More than 88 per cent of the country's workforce is engaged in the unorganized sector. The lack of seed money emerges as one of the key constraints in facilitating new entrepreneurship. The need of the hour is to promote entrepreneurship skill development for the unorganized sector. The potential economic gains could be realised through India's increasing "demographic dividend", as county's working age population becomes larger than the dependent population. In India the median age is forecasted to be between 25 years to 40 years from 2020 to 2050.

Keywords: Women Entrepreneurship, Intrapreneurship, Micro, Small, Medium Enterprises, Population, Services, Sustainable development.

1. INTRODUCTION

Entrepreneurship is important for sustainable development of emerging economies like India. The population of India will surpass China by 2030 to become the most populous country in the world. This is well evident from the Table 1 shown below which forecast the population of India to be estimated at 1,353,305,278 in 2020 which will further increase to 1,620,050,850 in 2050.

The yearly percentage change is estimated at 1.08% in 2020 to 0.29% in 2050. The percentage yearly change however is projected to decrease from 1.07% in 2020 to 0.28% in 2050. However, the alarming issue is that natural resources are getting scarce with the rise in population. According to [International Food Policy Research Institute \(IFPRI\)](#) India's

hunger index score has increased over the last three years from 24 to 25.4 between 2011 to 2014.

Table 1: India Population Forecast

Year	Population	Yearly % Change	Yearly Change	Median Age	Country's Share of World Population	World Population	Global Rank
2020	1,353,305,278	1.07%	14,182,995	28.4	17.54%	7,716,749,042	2
2025	1,418,744,193	0.95%	13,087,783	29.9	17.55%	8,083,412,759	2
2030	1,476,377,903	0.80%	11,526,742	31.3	17.52%	8,424,937,474	1
2035	1,525,369,019	0.66%	9,798,223	32.8	17.45%	8,743,446,952	1
2040	1,565,508,908	0.52%	8,027,978	34.1	17.32%	9,038,687,151	1
2045	1,596,876,531	0.40%	6,273,525	35.4	17.16%	9,308,438,178	1
2050	1,620,050,849	0.28%	4,634,864	36.7	16.96%	9,550,944,891	1

Source: World population prospects 2014

2. OBJECTIVE OF THE STUDY

1. To study the percentage of enterprises managed and owned by women in various states of India.
2. To identify the potential sectors preferred by women entrepreneurs.
3. To identify various public and private initiatives/partnerships undertaken to promote women entrepreneurship in India.

3. METHODOLOGY

Exploratory research based on Primary data as well as Secondary data has been used to explore the data of women entrepreneurs under registered and unregistered enterprises in India.

4. DATA ANALYSIS

The data collected was subjected to quantitative analysis, and Percentage has been used for data analysis.

5. SECTORAL PREFERENCES BY WOMEN ENTREPRENEURS IN INDIA

As reported by Ministry of MSME women-led enterprises has increased from 12.45 lakh units in 2009-2010 to 25.4 lakh units in 2014-2015. It is apparent from the data in the table 3 above that the absorption of women entrepreneur is relatively higher in service and trading at 25% followed by food processing at 18.28%, textile and garment industry at 18%, plastic and rubber is 12.18% and agro based products is about 7.57%. The remaining about 24 % women have preference for sectors such as electrical and electronics, pharmaceutical, paper and construction. Percentage of women employed in banking sector is between 15-17%. Bhartiya Mahila Bank has 70% women staff and will add 700 more women staff by 2017.

Table 2: PERCENTAGE OF WOMEN ENTREPRENEURS ENGAGED IN VARIOUS SECTORS

Sectors	Percentage of Women Entrepreneurs in different sectors
Electrical and Electronics	4.71
Food Processing/ products	18.28
Textile and Garments	18
Leather	4.15
Plastic and Rubber	12.18
Pharmaceutical	2
Service and Trading	25.0
Construction	1.93
Agro Based	7.57
Paper	3
Others	3.18

Census 2015

6. ANALYSIS OF SSI UNITS MANAGED/OWNED BY WOMEN IN VARIOUS STATES OF INDIA

Women constitute nearly more than half of the world's total population. The total number of women enterprises in India in small scale sector was estimated at 10,63,722 (10.11 %). The estimated number of enterprises actually managed by women was 9,95,142 (9.46 %). The share of women employment was found significantly higher around 22 % in the States of Orissa, Goa, Lakshadweep, Tamil Nadu and Pondicherry.

The role of women participation in workforce can categorically be divided into three categories: - owners of enterprises, managers, and employees. About 13% of the women enterprises were in the registered as small and medium enterprises while the remaining 87% registered under micro enterprises. Gujarat, Delhi, Himachal Pradesh, and Maharashtra score highest in Infrastructure support provided by the government.

TABLE 3: EMPLOYMENT OF FEMALES IN SSI SECTOR, STATE-WISE

S. No.	Name of State/ UT	No. Of Female Employees		
		Regd. SSI sector	Unregd. SSI sector	Total
1	JAMMU & KASHMIR	3313	8153	11466
2	HIMACHAL PRADESH	4016	4134	8150
3	PUNJAB	11757	36013	47770
4	CHANDIGARH	659	1975	2634
5	UTTARANCHAL	2940	13240	16180
6	HARYANA	15651	14889	30540
7	DELHI	6306	35798	42104
8	RAJASTHAN	15003	46065	61068
9	UTTAR PRADESH	23506	180918	204424
10	BIHAR	8353	68908	77261
11	SIKKIM	212	9	221
12	ARUNACHAL PRADESH	342	104	446
13	NAGALAND	637	2574	3211
14	MANIPUR	3853	19485	23338
15	MIZORAM	2188	4636	6824
16	TRIPURA	4294	3325	7619
17	MEGHALAYA	3139	5664	8803
18	ASSAM	9077	16988	26065
19	WEST BENGAL	26549	304969	331518
20	JHARKHAND	5105	8907	14012
21	ORISSA	11723	213123	224846
22	CHHATTISGARH	10177	52476	62653
23	MADHYA PRADESH	29612	111703	141315
24	GUJARAT	41189	79990	121179
25. & 26	DAMAN & DIU & DADRA & NAGAR HAVELI	6106	126	6232
27	MAHARASHTRA	78731	162700	241431
28	ANDHRA PRADESH	60693	270026	330719
29	KARNATAKA	117934	223142	341076
30	GOA	5309	1833	7142
31	LAKSHADWEEP	26	405	431
32	KERALA	189640	224491	414131
33	TAMIL NADU	270936	223050	493986
34	PONDICHERRY	5613	2670	8283
35	ANDAMAN & NICOBAR ISLANDS	125	295	418
All India		9,74,714	2,342,784	3,317,498

Source Census 2014

The total number of women employed in the registered SSI sector is 9,74,714 whereas unregistered sector constitutes 2,342,784. The total number of female employees under registered and unregistered SSI sector is estimated at 33,17,496. About 57.62 % of the female employees were employed in the SSI units located in the States of Tamil Nadu, Kerala, Karnataka, West Bengal and Andhra Pradesh.

Table 5: Percentage of Female Employment in the various states of India

S. No.	Name of State/ UT	Percentage of Female employment in the state
1	JAMMU & KASHMIR	7.51
2	HIMACHAL PRADESH	6.26
3	PUNJAB	5.26
4	CHANDIGARH	5.46
5	UTTARANCHAL	8.28
6	HARYANA	5.52
7	DELHI	6.72
8	RAJASTHAN	7.04
9	UTTAR PRADESH	5.11
10	BIHAR	7.14
11	SIKKIM	16.72
12	ARUNACHAL PRADESH	12.1
13	NAGALAND	5.65
14	MANIPUR	17.06
15	MIZORAM	27.46
16	TRIPURA	13.38
17	MEGHALAYA	13.42
18	ASSAM	6.08
19	WEST BENGAL	15.28
20	JHARKHAND	5.08
21	ORISSA	24.36
22	CHHATTISGARH	11.78
23	MADHYA PRADESH	10.51
24	GUJARAT	9.57
25. & 26	DAMAN & DIU & DADRA & NAGAR HAVELI	14.83
27	MAHARASHTRA	11.77
28	ANDHRA PRADESH	15.46
29	KARNATAKA	20.81
30	GOA	24.37
31	LAKSHADWEEP	26.31
32	KERALA	37.15
33	TAMIL NADU	24.48
34	PONDICHERRY	23.52
35	ANDAMAN & NICOBAR ISLANDS	5.59
	**All India	13.31

Source msme.gov.in/2015

In Karnataka, Goa, Lakshadweep, Kerala, Mizoram, Orissa, Tamil Nadu and Pondicherry, the share of women employment is found to be significantly higher (more than 20 %) compared to the total employment in other respective States. The proportion of female employees in the total employment in the SSI sector is 13.31%.

7. CONCLUSION

There is a great need to promote women entrepreneurship in various states of India. Studies reflect that large number of

women are unregistered under MSME Act. The knowledge economy is creating opportunities for women in almost every field including ICT, online retailing, health care, tourism, education, etc. Diversity in terms of skills and demographics significantly enhance the productivity of the firm. Effective steps are needed to harness the economic potential of enterprising women participation in strengthening entrepreneurial ecosystem. Entrepreneurial initiatives in Micro enterprises can bring a multiplier effect in the economy.

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