



“WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP DEVELOPMENT”

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ABSTRACT

A Nation can only be developed if it's women are given ample opportunities. Developing entrepreneurship among women will be right approach for women empowerment. This would enhance their socio-economic status. Once a woman feels that she is economically strong, she will feel equal to man in all respect and this is the need of the hour. Women perform 66 percent of the world's work, produce 50 percent of the food, but earn 10 percent of the income and own 1 percent of the property. Globally, women represent 49.6% of the total population, but only 40.8% of the total workforce in the formal sector. Since ages India has been men-dominated country. But, time is changing now. Women in India have outraged the fact that since hundreds of years they had been following the orders of men. They now know their rights and duties and with the spreading awareness amongst the women they are now no less than the men. Existing gender ratio in demographic structure of India indicates that women comprise almost 50% of its total population, of whom >80% live in rural areas. Women in rural India are considered as a vulnerable group and the poorest of the rural poor. The main objective of this Paper is to show the process of women's empowerment through the development of micro entrepreneurship in rural India. This research is based on the review of study and the secondary data collected from various book and studies, the nature of the present paper is in descriptive mode.

KEYWORDS: opportunities , woman feels , Developing entrepreneurship.

INTRODUCTION

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered indifferent fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio-economic conditions. Government of India has given due importance to women empowerment in the country and several schemes have been introduced for the upliftment of women entrepreneurs. Women workforce ratio in the country is increasing due to the increase in the women literacy rate in India.

Women's participation in the workplace, leadership role in the political and social arenas and access to credit may be regarded as empowerment of women. It is a process that enables women to gain access to and control over the physical resources as well as in the power structure. It is a mechanism of awareness and capacity building leading to greater participation in the decision making process. Globally women's empowerment has recently gained considerable importance as an area for policy and policy interventions in

most of the organizations of the world. They have recognized the benefits of the empowerment that can be achieved through effective participation of women. And of course, promotion of entrepreneurship plays a vital role in empowering the womenfolk. In the US economy, Women owned businesses are the fastest force, prompting President Clinton to call women business owners ‘the new face of our economy.

OBJECTIVE AND METHODOLOGY

This work is based principally on the secondary sources of materials that include books and research articles written on empowering women through entrepreneurship development. The archives and documents preserved by government and nongovernment agencies have widely been consulted. The various articles relating to women’s empowerment have been extensively reviewed which have provided some more recent information. Objective for the paper is defined to know the meaning, introduction, objective of the women empowerment and the role of entrepreneurship development for the empowerment of the women and specially rural women and last with the conclusion of the paper.

WOMEN EMPOWERMENT

Half of the brainpower on Earth is in the heads of women. They provide an essential opportunity for economic and social development and progress. Women’s participation in any kind of economic activity is of a complementary nature to their family incomes; their participation in no way reduces their family duties. Women’s equal rights are now defined by women’s economic empowerment and the ultimate empowerment is through entrepreneurship. So, Government and private sector interventions have generally accelerated income-generating activities of women both in the urban and rural areas with entrepreneurship development. The ways in which women are involved in this sector are through selling labor (Wage labor), engaging in trading activities (self employment) and operating small industrial productions (enterprise owners). Working as labor may give them temporary employment but it does not improve their conditions or promote their advancement. Scope of trading activities especially in the rural areas, in view of extensive poverty and the large number of people who need to engage in income earning activities, is limited. Engaging in production or rural industrial activities seem to be the most viable avenue for which the women should be assisted to take up. Non-government organizations have equally joined hands with the government efforts for economic salvation and provided various forms of opportunities for women to help them earn living, paving the way for greater entrepreneurship development. Women have now become aware of their socio economic rights and have ventured to avail the opportunities initiated for them. Rural Bangladesh is now a changed scenario for the women who have gathered courage to break barriers and enter the off house working force as entrepreneurs and workers- a situation not appropriate for women or accepted by the society in the past. The urban areas have greater opportunities for business development but the areas where women lack assistance are in the access to credit, provision of skill training, and market facilities.

WOMEN ENTREPRENEURSHIP

Entrepreneurship is an idea or vision which a woman holds to explore and optimize which could help her create new jobs & economic empowerment among her fellow beings. Across the globe, generations of women from very different backgrounds show very encouraging sign of entrepreneur spirit. It is to be hoped that governments at all levels will work to provide an environment in which this spirit may flourish (Delmar, 2000). Over 200 million women are employed across all industry sectors, with half of this number is in developing countries (Gem report, 2007). Women entrepreneurship is expanding around the world. Studies have shown that women owned businesses comprise between one-quarter and one-third of businesses in the formal economy & are likely to play an even greater role in informal sectors (Gem report, 2007).

Today’s women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO’s, Social Scientists, Researchers and International Agencies have started showing

interest in the issues related to entrepreneurship among women in India. Women entrepreneur's explore the prospects of starting a new enterprise; undertake risks, introduction of new innovations, coordinate administration and control of business and providing effective leadership in all aspects of business and have proved their footage in the male dominated business arena.

Majority of the women entrepreneurs are dynamic in the leadership, style management, are capable of contributing much more and they are interested to keep their knowledge up-to-date of industry and management.

A recent United Nations report concluded that economic development is closely related to the advancement of women. In countries where women have advanced, the economy has usually been steady. By contrast, in countries where women have been restricted, the economy has been stagnant. Women's entrepreneurship is not an easy task. Becoming an entrepreneur is an evolution of encountering, assessing, and reacting to a series of experiences, situations, and events produced by political, economic, social and cultural changes. Internationally, the 1990's was designated the decade of women leadership (Naishitt and Aburdewe, 2000). This new leadership position has been most notable in the entrepreneurial pursuits of women. Rather than just climbing the corporate ladder of success, women are creating their own corporations. Women in India have been neglected lot. They have not been actively involved in the mainstream of development even though they represent equal proportion of the population and labour force. As technology speeds up lives women are as emerging economic force which cannot be neglected by policy maker. The world's modern democratic economy depends on the participation of both sexes. Today women is advance market economies own more than 25% of all businesses and women owned business in Africa, Asia, Eastern Europe and Latin America are growing rapidly. Women as an independent target group account for 495.74 million and represent 48.5% of the country's population as per the 2001 census. No country can achieve its potential without adequately investing in and developing the capabilities of women. In the interest of long-term development it is necessary to facilitate their empowerment.

RURAL WOMEN AND ENTREPRENEURSHIP

The emergence of rural women entrepreneurship and their contribution to the national economy is quit noticeable in India. The numbers of women entrepreneurs have grown over a period of time, especially in late 20th century. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the global market, creating an extensive employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. Therefore women entrepreneurs are needed to be studied separately for two more reasons. First, women entrepreneurs have been recognized during the last decade as an important unexploited source of economic growth as they creating new jobs for themselves and others and also by being different. They also provide the society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. Secondly, women entrepreneurs have been neglected largely both in society in general and in the social sciences as well. Not only have women lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. Hence, women can effectively undertake both the production and processing oriented enterprises. Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision making status in the family and society as a whole.

CONCEPT OF WOMEN EMPOWERMENT AND WOMEN ENTREPRENEURSHIP

According to United Nations Development program (1994) empowerment is a process which enables individuals or groups to change balances of power in social, economic and political relations in society. Therefore, women empowerment means giving the capacity and means to direct women's life towards desired goals. It is a process by which women gain greater control over resources (income, knowledge,

information, technology, skill and training), decision making process, enhance the self-image of women, to become active participants in the process of change and to develop the skills to assert themselves.

"Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by 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. In the simplest sense, women entrepreneurs are those women who take the lead and organize the business or industry and provide employment to others. Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision making status in the family and society as a whole.

STATUS OF WOMEN ENTREPRENEURSHIP IN INDIA

The concept of "Women entrepreneurship" is becoming a global phenomenon and in India it became prominent in the latter half of the eighties. Now women's entrepreneurship has been recognized as an important untapped source of economic growth. In India it is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs with the percentage growing every year. If the prevailing trends continue, it is likely that in another five years women will comprise 20 % of the entrepreneurial force. Even though women own around 10% of the total enterprises in the small sector, the gross output of these units is just 3.5% of the total output of the SSI sector. In contrast, in developed countries such as United States, women own nearly 91 lakh small businesses and the number of women-owned start-ups is going at nearly twice the rate of their male counterparts. India has 397 million workers, 123.9 million are women, 106 million are in rural areas, 18 million are in urban areas, only 7% of India's labour force is in the organized sector; 93% is in unorganized sector.

WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP:

Following are the impact of entrepreneurship development on women empowerment:

1. Through entrepreneurship development self confidence level of women are increased and gave them a prosperous future.
2. Now rural women are engaged in small scale entrepreneurship programs with the help of Self Help Groups by which they were economically empowered and attaining very good status in family and community.
3. Entrepreneurship also helps to bring about awareness among rural women about savings, education, health, environment, cleanliness, family welfare, social forestry etc.
4. Micro enterprise is the best tool for rural women as it enables them to add to the family income and as such it provides family members to a better life style, including education for the children and improvement of family health.
5. Some aspects of household decision making are reported to have changed as a result of women's contribution in family income. Most of the men now consult with their wives in important family matters.
6. Promoting entrepreneurship through microenterprise approach enables eradicating the rural poverty in developing economies to a larger extent.

CONCLUSION

A Nation can only be developed if it's women are given ample opportunities. Developing entrepreneurship among women will be right approach for women empowerment. This would enhance their socio-economic status. Once a woman feels that she is economically strong, she will feel equal to man in all respect and this is the need of the hour. Women perform 66 percent of the world's work, produce 50 percent of the food, but earn 10 percent of the income and own 1 percent of the property. Globally, women represent 49.6% of the total population, but only 40.8% of the total workforce in the formal sector. Since ages India has been men-dominated country. But, time is changing now. Women in India have outraged the

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The emergence of women entrepreneurs and their contribution to the nationaleconomy is quite visible in India. Women's entrepreneurship has been recognized duringthe last decade as an important untapped source of economic growth. According to ofstatistics women in India 2010, proportion of female main workers to total population inpercentage is 16.65 in rural areas and 9.42 in urban areas this shows overall lesscontribution of women in work but more percentage of women workers in rural areas.According to the quick result of the Fourth All India Census of MSMEs (2006-07), there are26 million MSMEs in India which provides employment to about 60 million people. Thesector contributes about 40 % GDP, beside 45% to the total manufacturing output and 40 %to the exports from the country. There could be many opportunities identification hiddeninside the challenges for small business concerns. This paper examines variousopportunities and challenges for Women Entrepreneurship Development in Micro Small andMedium Enterprise. More precisely the paper explores, rewards for starting a smallbusiness, myths about small businesses, new opportunities, four forms of entrepreneurship,identification practices among first generation and major challenges in small business.

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