

Vol 6 Issue 3 Dec 2016

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Welcome to Review Of Research

RNI MAHMUL/2011/38595

ISSN No.2249-894X

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Dr. T. Manichander

Sanjeev Kumar Mishra

Advisory Board

Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Delia Serbescu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Ecaterina Patrascu Spiru Haret University, Bucharest	Xiaohua Yang University of San Francisco, San Francisco	Ruth Wolf University Walla, Israel
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Jie Hao University of Sydney, Australia
Anna Maria Constantinovici AL. I. Cuza University, Romania	May Hongmei Gao Kennesaw State University, USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Romona Mihaila Spiru Haret University, Romania	Marc Fetscherin Rollins College, USA	Loredana Bosca Spiru Haret University, Romania
	Liu Chen Beijing Foreign Studies University, China	Ilie Pinteau Spiru Haret University, Romania
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology, Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC), Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [M.S.]	Maj. Dr. S. Bakhtiar Choudhary Director, Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMARALAGAPPA UNIVERSITY, KARAIKUDI, TN
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	C. D. Balaji Panimalar Engineering College, Chennai	V.MAHALAKSHMI Dean, Panimalar Engineering College
Awadhesh Kumar Shirotriya	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S.KANNAN Ph.D , Annamalai University
	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust), Meerut (U.P.)	Kanwar Dinesh Singh Dept.English, Government Postgraduate College , solan

More.....

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.oldror.lbp.world



WOMEN ENTREPRENEURSHIP IN INDIA - A CONVICTION TRANSFORMED MATERIALITY

Dr. Suresh Kumar Jain¹ and Arti Badgel²

¹Head , Department of Business Administration,
SRLS Government P.G. College ,Kaladera (Jaipur).

²Assistant Professor , Department of Business Administration,
Agrawal P.G. College ,Jaipur.

ABSTRACT :

Entrepreneurship is the integration of available resources of production in an innovative way so that it will provide the society the goods and services in a more satisfactorily way. Every entrepreneur acts as a catalytic agent of change. It helps to sustain the whole process of economic development. This development is unimaginable without the development of the pillar of the society i.e. the women. They are the potential emerging human resource of the 21st century. Women have a major contribution in a healthy nation building. The women entrepreneurs have always been recognized as an important and untapped source of economic growth worldwide. The Indian women entrepreneurs have stood tall from the rest despite of all the social hurdles. This paper tries



to bring out the problems faced by women entrepreneurs in Indian society and suggest measures to remove the obstacles faced by them. It also brings out some of the main schemes of government for the development of women entrepreneurs.

KEY WORDS: Women Entrepreneurship , women empowerment , training , challenges, selfconfidence .

INTRODUCTION:

When will the legend of women's empowerment be surreal?

When shall we learn the truth that placing women at the top of affairs is a profitable venture?

Women's entrepreneurship is undoubtedly synonymous with women's empowerment ... so the questions above stand irrelevant today with the heartening facts that powerful women head equally hefty financial institutions today. To name a few : Chanda Kochar – ICICI Bank , Kalpana Morparia – J.P.Moorgan , Nainala Kidwai – HSBC , Shikha Sharma – Axis Bank , Shubhalakshami – Allahbad Bank , Zarin Dauwala – Stanadard Chartered Bank.

A woman on top can act as an author of heft conveying the entire catalogue of emotions ... a perfection laced with affection , unwavering dedication,

empathy, distress, disillusionment that the role requires. We should not forget that women throw light on the fascinating cast that lights up the entire scenario and are capable of finding their way in an embattled socio-economic millennium. But the unvarnished truth remains... the women's empowerment faces a standoff with conservative male perception. Entrepreneurship has always been thought as a male dominated phenomenon. But with the change of time, the situations have changed and so has the perception. Women are now being considered as the most inspirational entrepreneurs. They comprise about 10% of the total entrepreneurs in India. The number is growing every year. The reason can be attributed to the increase in the educational status of the women. She has developed aspirations to have a better living.

These aspirations have necessitated to have a change in the life style and perception of the Indian women. A house wife is an excellent example of women entrepreneur since she manage house chores , her time, plans and makes strategies to secure the future of her children and plays innumerable roles at the same time.

Women entrepreneurship is not a very new concept in the Indian society. A house wife is an excellent example of women entrepreneur since she manage house chores , her time, plans and makes strategies to secure the future of her children and plays innumerable roles at the same time.

In the modern context she has been given the name of 'entrepreneur' because she has stepped out of the arena of the house. She has scaled greater heights at all levels. Gone are the times when women were considered low before all powerful men. The new generation of today is striving hard and has overcome all negative notions. They have proved themselves in all spheres of life, entrepreneurship being the most intricate and cumbersome one.

AIMS OF STUDY

1. To analyze the status of women entrepreneurs in general.
2. To evaluate the opinion of the society in general about women entrepreneurship.
3. To find out various external and internal factors which motivate and de-motivate women entrepreneurship.
4. To study the problems faced by women entrepreneurs in India.
5. To suggest ways to eliminate and reduce obstacles in the development of women entrepreneurship in India.

ROLE OF WOMEN AS ENTREPRENEUR

Women entrepreneurship has a greater role to play in the economic growth of the nation. They not only create new jobs for themselves but also provide the society with more avenues of employment and act as solution provider to various management problems. Women entrepreneurs are active at all levels and are proving themselves domestically, regionally and globally. They tend to be highly motivated and are self directed. They have high sense of control and achievement. They have the special ability to promote creativity and can generate new ideas. They have the inner sense to do things in an innovative manner.

Women entrepreneurs have a double role to play. They have to maintain a great balance, economically and financially, both at the home front and career as well. She needs to prove her role in every aspect of life viz. work, family life, personal life and social life.

One of the main characteristic of all successful women entrepreneurs is the vision. This vision not only helps them to keep focussed but also motivates them to develop new products and services for the market. They are self motivated. They don't wait for anybody to tell them to get to their work. They have a self propelling quality. They do the work not because someone has told them to do so but because they want to do. They have a higher degree of self discipline and self sacrifice which helps to make them their dream come true. They have learnt to manage in the cut throat competition with their hard work, perseverance and diligence. She has got the ability to win also lose gracefully.

REASONS FOR SLOW DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

The process of entrepreneurship is same for both men and women. They both have to undergo the same circumstances, same motivation and same challenges. However in practice the case is somewhat different. The women entrepreneurs have to face problems that are different from men, are of different magnitudes and different dimensions. The major problem of women entrepreneurship is the unequal treatment given to them as compared to men mainly because of social and cultural traditions. But challenges are far greater for them in this era of globalization. According various researches made to study the development of woman entrepreneurship in various leading countries, it was found that USA is at the top followed by United Kingdom in terms of participation of women in work. India's position still remains very low, 31.6% in 2010-11.

Various researches have been done to find out causes of slow progress of women entrepreneurship in India. The problems and constraints faced by women entrepreneurs restrict them from getting expanded. India still has a patriarchal society that restricts the way of women entrepreneurs to attain success in business. The

dominant society still believes that there is a high level of risk in financing the women led ventures. Another problem is of male chauvinism. The male dominant society still considers the women as the weakest in all respects, be it household, finance or management. This acts as a barrier to woman entry to a business.

Another problem associated with development of women entrepreneurship is their own mental thinking. They lack self confidence and will power. They do not have that mental outlook and optimistic attitude as they should have to run a business. The family and the society are always there to imbibe the fear of committing mistake while they are trying to stand up on their own. They are reluctant to stand beside their lady in her entrepreneurial growth. The male dominated society does not understand the fact that mistakes are made by one who works and these mistakes only give an insight to experience and confidence to anyone, irrespective of gender.

The women entrepreneurship is not able to reach heights due to old and social outlook of the society that stops them from entering into the field of entrepreneurship. They always remain under a social pressure which restricts them to prosper and achieve success. The men adopt a humiliating attitude towards women instead of having a spirit of surviving and struggling in an enterprise together.

The major obstacle which restricts women from becoming a successful entrepreneur is her family obligation both in developed and developing nations. The financial institutions hesitate to finance since they have a hitch that women can leave their business any time to become a house wife again.

GOVERNMENT ENCOURAGEMENT TO WOMEN ENTREPRENEURSHIP IN INDIA

Women have travelled a long way from just being a home maker to an entrepreneur. The Government of India has also joined its hands to pave the way for women entrepreneurs in the country. The start up friendly environment initiated by our Hon'ble Prime Minister Sh. Narendra Modi has proved to be blessing for women entrepreneurs. Such start ups are instrumental in fighting gender stereotyping in the Indian business community.

Various programmes are being conducted by the Micro, Small and Medium Enterprise Development Organisation, Small Industries Development Corporation, nationalised banks and the NGOs to support and cater the needs of potential women entrepreneurs in tackling their problems. The government has also started various schemes at central and state level. Such schemes provide assistance to women entrepreneurs in training so that they are engaged in income generating activities and make them economically independent.

There are also various special incentives and concessions for woman entrepreneurs. Preference is given to woman entrepreneurs under Prime Minister's Rozgar Yojna (PMRY). The scheme also provides various reservations to women entrepreneurs in order to encourage their participation. The following are some of the special schemes initiated and implemented by the government for the development of women entrepreneurs –

1. Ministry of MSME has started Trade related Entrepreneurship Assistance and Development Scheme (TREAD) and Mahila Coir Yojna.
2. Ministry of Women and Child Development provides to Training and Employment Programme (STEP) for women and a special scheme called Swayam Siddha.
3. Various women associations and NGO; are equally playing an important role to facilitate women empowerment. Some of the main Women Entrepreneur Associations in India are Federation of Indian Women Entrepreneurs (FIWE) , Consortium of Women Entrepreneurs (CWEI) , Self Employed Women's Association (SEWA), Women Entrepreneurs Promotion Association (WEPA) , The Marketing Organization of Women Enterprises (MOOWES) , SSARC Chamber Women Entrepreneurship Council , Women Empowerment Corporation etc.
4. Various loan schemes have also been launched by the Government for female entrepreneurs such as Annapurna , Cent Kalyani (a scheme by Central Bank of India) , Dena Shakti Scheme (by Dena Bank), Udyogini (by Punjab and Sind Bank) etc.
5. The Small Industries Development Bank of India (SIDBI) has also launched and been implementing two special schemes for women entrepreneurs in the name of Mahila Udyam Nidhi . This scheme exclusively aims at providing equity to female entrepreneurs. The second one is the Mahila Vikas Nidhi Scheme. This scheme

developmental assistance to female entrepreneurs for income generating activities. The SIDBI has also set up an informal channel for credit needs on soft terms which gives special emphasis to women entrepreneurs., SIDBI has also made arrangements for training for credit utilization for the executives of voluntary organizations working for women.

SUGGESTIONS TO IMPROVE WOMEN ENTREPRENEURSHIP

Today's world is dynamic and the future will get tougher than it is today. It is not easy to be successful for anyone; be it man or woman. To make a business work, a woman has to have an unflinching and unending belief in herself and her idea. She should realise that it takes courage to know that the business may fail in the first few years but still she must keep a faith and give it a go. One may have to suffer setbacks and face hardships, but as an entrepreneur, a woman should know that she is going to be rewarded richly if she sticks with it. She will be able to be her own boss.

Women entrepreneurs need to have to have sharp communication skills. They should have good interpersonal skills and possess consensus building competencies. Above all, she must have a high level of emotional quotient which helps her to balance work and family. There should be a major change in the mindsets of people towards women entrepreneurship. The traditional attitudes and social perceptions must change.

The curriculum should be so designed that the basics of entrepreneurship gets imbibed in the minds of females right from their childhood. It should not only include basic knowledge but also the practical management skills of an institution. It should focus on imparting lessons on profitability and marketability. The females should be given training on information technology so that they can take advantage of the latest technology and automation system.

The society should take a special consideration in helping the females in balancing their family and work life. The well established entrepreneurs should take an initiative to interact with such upcoming women entrepreneurs and act as a morale boosting force.

CONCLUSION

The woman who are highly educated, professionally qualified and technically sound must be encouraged to start up her own venture rather than being employed by someone. The unexplored talent of Indian woman should be identified and exploited in the better being of the society and the nation. The government should also come forward in this regard and started women centered schemes which may help to remove their various problems related to finance and marketing. It should set up priorities for female entrepreneurs for allocation of infrastructural facilities like industrial plots, sheds etc.

It can be concluded that though women are extremely good at entrepreneurship, the success of women entrepreneurs largely depends on the support of the society and her own beliefs. They have proved themselves in today's competitive corporate world. With a little family support, they can easily maintain balance between their duties of business and family. They can be an excellent mother, wife, daughter and an entrepreneur all together at the same time. A single woman is capable of picking up a job any day any time but once she decides to be an entrepreneur, she is able to provide livelihood to another 10!

REFERENCES

- Anita Tripathy Lal(November 15, 2012)—Women Entrepreneurs in India - Over the Years!|| Fore School of Management
- Annapoorani, Prospects And Challenges of Women Entrepreneurship with Specific Reference To Dalits, Int. J. Res. Commerce & Management, 4 (01): 2013
- Ayesha Kalim, Women Entrepreneurship The Emerging Workforce in 21st Century: Turning Challenges into Opportunities, Proceedings of 2nd International Conference on Business Management (ISBN: 978-969-9368-06-6).
- CSR ,2000. European Survey of Consumer's Attitudes Towards Corporate Social Responsibility (CSR Europe, November 2000, London): [http:// www.csrope.org/csr_europe/Activities/activitiesframes](http://www.csrope.org/csr_europe/Activities/activitiesframes).

htm-content=Dialogue/Mori.htm

Goswami, Arun Kumar 1998 Empowerment of Women in Bangladesh : Empowerment: A Journal of Women for Women, vol. 5, pp. 45-54.

Goyal, Meenu and Jai Parkash "Women Entrepreneurship in India-Problems and Prospects", International Journal of Multidisciplinary Research, September 2011, Vol.1 Issue 5.

Nadkarni, Sulochana, "Social and Economic Study of Women Entrepreneurs with Reference to Pune", Ph.D. Thesis Pune University, 1982.

Sankar P, Woman entrepreneur in India - Opportunities and Challenges, Abhinav, International Monthly Refereed Journal of Research In Management & Technology ISSN – 2320-0073 Volume II, January'13.

Sultana, Afiya 2012, Promoting Women's Entrepreneurship through SME: Growth and Development in the context of Bangladesh, IOSR Journal of Business and Management (IOSRJBM), Vol 4, No. , pp.18-29

Dhameja S K (2002), Women Entrepreneurs: Opportunities, Performance and Problems, Deep Publisher (P) Ltd., New Delhi.

<https://www.wfglobal.org/blog/women-entrepreneurship-in-india>

www.knowstartup.com

Publish Research Article

International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Books Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ Directory Of Research Journal Indexing
- ★ International Scientific Journal Consortium Scientific
- ★ OPEN J-GATE

Associated and Indexed, USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-
413005, Maharashtra
Contact-9595359435

E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com