



## WOMEN ENTREPRENEURS IN INDIA

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### ABSTRACT

Women entrepreneurs can be viewed as means of creating new social environment in which one of them makes decisions and choices either individually or collectively for transformation, acquiring knowledge, power and experience. Women development activities must be given importance to eradicate poverty, increase the employment opportunity and for better living. Entrepreneurs play a vital role in the economic development of a country. Frank Young describes entrepreneur as a Change Agent of entrepreneur. India has a population of 1028.01 million with 743 million living in the rural areas while the World Bank estimates that about 43% of India's population live under the global poverty line calculated at \$ 1.25 per day, estimates prepared by the country's populace are poor. Women constitute around fifty percent of the total human resources in our economy development. The United Nations (UN) declared the decade 1975-1985 as the decade for women. Women entrepreneur improves the wealth of the nation, the general and the family. Exploration of the prospects of starting a new business enterprise. International Women's Day (IWD) is celebrated on March 8<sup>th</sup> every year on all world. In 1914 International Women's Day was held on March 8, in Germany, possibly because that day was a Sunday, and now it is always held on March 8 in all countries.

**KEYWORDS:** Women Entrepreneurs, World Conference in Women, Problems, Development.

### ENTREPRENEUR

The 'entrepreneur' is very much related to the term 'entrepreneurship'. The entrepreneur is a person who runs his own business, trade, industry and commerce earning a profit from a business. An entrepreneur's three M's are manpower, material and money. He is his own boss.

### Entrepreneurial Development in India

Entrepreneurs play a vital role in the economic development of a country. In other words, economic development of a country depends primarily on its entrepreneurs. The dictionary meaning of the entrepreneur is given as a person "who starts a business". It also adds that an entrepreneur is a person who starts an enterprise, business or a firm". He works for himself and also provides employment for others.

### DEFINE ENTREPRENEUR

- Frank Young describes entrepreneur as a Change Agent of entrepreneur.
- Joseph A. Schumpeter recognized a person who introduced innovation, as an entrepreneur.
- J.B. Say, expanded Cantillon's ideas and defined the entrepreneur as an organizer of a business.
- Adam Smith described an entrepreneur as a person who only provides capital, without taking an active part in the leading role in an enterprise.

## FUNCTIONS OF ENTREPRENEUR

**\*Innovation:** According to Schumpeter, an entrepreneur is basically an innovator who introduces new combinations of means of production.

**\*Risk-bearing:** According to Richard Cantillon's and J.B.Say and others stressed risk taking as the specific function of the entrepreneur.

**\*Organization and management:** Alfred Marshall recognized and management of the enterprise as the main function of an entrepreneur.

## WOMEN ENTREPRENEURS

India has a population of 1028.01 million with 743 million living in the rural areas while the World Bank estimates that about 43% of India's population live under the global poverty line calculated at \$ 1.25 per day, estimates prepared by the country's populace are poor. Women constitute around fifty percent of the total human resources in our economy development.

Women are almost one half of the world's population having enormous potentials but being underutilized or unutilized for the economic development of nation. Majority of women do not undertake entrepreneurial ventures. According to an estimate by National Commission on self employed women, 94 per cent of the female workforce operates within this highly exploited sector. The dominant group of males does not realize the role of women in economic development of the nation.

Women entrepreneurs may be defined as a women or group of women who imitate, organize, and run a business enterprise. Women entrepreneur differences are found only in the age, personality, motivation and type of business started. Men start an enterprise between the age group of 25-35 years. Whereas women start in 35-45 years age group.

In India, women entry in to a business is a new way women entry in to business or say, entrepreneurship is traced out as an extension of their kitchen activities of monthly to 3P's viz., pickles, powder and pappad. Now women started shifting from 3P's to engross 3 modern ES viz., Engineering, Electronics and Energy, to a 3M's manpower, materials and money in recent year.

## DEFINITIONS

- In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are women entrepreneurs.
- According to Govt. of India (GOI 2006) has defined women entrepreneurs 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 of women".
- The Govt. of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise.

## FUNCTION OF WOMEN ENTREPRENEURS

A women entrepreneur has also to perform all the function involved in establishing an enterprise. Frederick Harbison (1956) has enumerated the following of a women entrepreneur.

- Exploration of the prospects of starting a new business enterprise.
- Undertaking of risks and handling of economic uncertainties involved in business.
- Introduction of innovation or imitation of innovations.
- Supervision, leadership and control.

## GROWTH OF WOMEN ENTREPRENEURS IN INDIA

Women in India constitute around half of the country population. Hence, they are regarded as the "better half of the society". In India, women entry into business is a new phenomenon. Kerala, an increasing number of women are entering the business, in the state of Maharashtra also started in business.

### STATEMENT OF THE PROBLEM

Women entrepreneurs in India can be better understood on the basis of the rate of growth of employment designs the nineties. Development of entrepreneurial skill and hence entrepreneur in additional to spread of professional education in growing economic like India, therefore assume immense importance for its present as well as future growth prospects of the nation. The central and state government in India have sponsored various employment generation and poverty all aviation programmers for emerging new employment opportunities and entrepreneur climate in the country. Entrepreneur development should be viewed as a way of not only solving the problem of unemployment but also of overall economic and social advancement of the nation.

### OBJECTIVE OF THE STUDY

1. To study about the women development and growth of India.
2. To study on women in difference field of India.

### METHODOLOGY OF THE STUDY

The present study is undertaken to the women entrepreneurs in India. The study is based on secondary data. The secondary data collected from various books, journals, and published thesis.

### INTERNATIONAL WOMEN'S DAY (IWD)

International women's day (IWD) is celebrated on March 8<sup>th</sup> every year on all world.

Thought there have been claims that the day was commemorating a protest by women Government Workers in New York on March 8, 1857.

In August 1910, an International socialist women's conference was organized by precede the general meeting the socialist.

On March 19, 1911, (IWD) was marked for the first time, by over a million people in Austria, Denmark, Germany and Switzerland.

In 1913 Russian women observed their FIRST International Women's Day (IWD) on the lost Saturday in February.

In 1914 International women day was held on March 8, in Germany, possibly because that day was a Sunday, and now it is always held on March 8 in all countries.

In London there was a March in support of women's suffrage on March 8, 1914.

On March 8, 1917, on the Gregorion calendar, in the capital of the Russian, Empire, Petragrad, woman textile workers began a demonstration, covering the whole city. After women gained suffrage national holiday there.

Germany was dedicated to women's right to vote, which German women did not with until 1918.

The day was then predominantly celebrated by the socialist movement and communist countries until it was adopted in 1975 by the United Nations. Today, International women's day is a public holiday in some countries and largely ignored. In some places, it is a day of protest; in others, it is a day that celebrates women hood.

### WOMEN AND POVERTY

- Education and training of women.
- Women and health.
- Violence against women.
- Women and armed conflict.
- Women and the economy.
- Women in power and decision making.
- Institutional mechanism for the advancement of women.
- Human rights of women.

- Women and the media.
- Women and the environment.

### WOMEN WORLD CONFERENCE (WWC)

1. The First World Conference on Women Entrepreneurs in Mexico City, on 1975.
2. The Second World Conference on Women Entrepreneurs in Copenhagen, Denmark, on 1980.
3. The Third World Conference on Women Entrepreneurs in Nairobi, on 1985.
4. The Fourth World Conference on Women Entrepreneurs in Beijing, on 1995.
5. The Fifth World Conference on Women's Studies (WCWS) which will be held on from 25<sup>th</sup> to 27<sup>th</sup> April, 2019 in Bangkok, at Thailand.

### CONFERENCES

#### First World Women Conference

The First World Conference on Women Entrepreneurs in Mexico City, on 1975. The Commission on the Status of Women called for the organization of the first world conference on women entrepreneurs to coincide with International Women's year in 1975. The World Conference of the International Women's Year was subsequently held in Mexico City, 133 governments participated, while 6000 NGO representatives.

#### Second World Women Conference

The Second World Conference on Women Entrepreneurs in Copenhagen, Denmark on 1980. The Second Conference in 1980 at Copenhagen, in 145 member states gathered for the mid-decade World Conference of the United Nations Decade for Women in Copenhagen. It aimed to review progress in implementing the goals of the first world conference, focusing on employment, health and education. A programmed of action called for stronger national measures to ensure women's ownership and control of property as well as improvements in protecting women's rights to inheritance, child custody and nationality.

#### Third World Women Conference

The Third World Conference on Women Entrepreneurs in Nairobi, on 1985. The World Conference to Review and Appraise the Achievements of the United Nations (UN) Decade for women took place in Nairobi. The conference's mandate was to establish concrete measures to overcome obstacles to achieving the decade's goals. Participants included 1900 delegates from 157 Member States; a parallel NGO Forum attracted around 12000 participations. Governments adopted the Nairobi forward looking strategies for the advancement of Women, which outlined measures for achieving gender equality at the national level and for promoting women's participation in peace and development efforts.

#### Fourth World Women Conference

The Fourth World Conference on Women Entrepreneurs in Beijing, on 1995. The 1995 Fourth World Conference on Women in Beijing marked a significant turning point for the global agenda for gender equality. The Beijing Declaration and the Platform for Action, adopted unanimously by 189 countries, is an agenda for women's empowerment and considered the key global policy document on gender equality. It is a focal point in the movement for women's rights. It sets strategic objective and actions for the advancement of women and the achievement of gender equality in 12 critical areas of concern.

The General Assembly (GA) decided to hold a 23<sup>rd</sup> special session to conduct a five-year review and appraisal of the implementation of the Beijing Platform for Action, and to consider future actions and initiatives. "Women 2000 gender equality, development, and Peace for the Twenty First Century" took place in New York, and resulted in a political declaration and further actions and initiatives to implement the Beijing commitments.

A 10-Year review and appraisal of the Beijing Platform for action was conducted as part of the 49<sup>th</sup> session of the commission on the status. The Beijing Conference built on political agreements reached at the

three Previous Global Conferences on women, and consolidated five decades of legal advances aimed at securing the equality of women with men in law and in practice. More than 17000 participants attended including 6000 government delegates at the negotiations, along with more than 4000 accredited NGO representatives, a host of International Civil Servants and around 4000 media representatives. A parallel NGO Forum held in Huairou near Beijing also drew some 30000 participations.

### **Fifth World Women Conference**

The Fifth World Conference on Women's Studies (WCWS) which will be held on from 25<sup>th</sup> to 27<sup>th</sup> April, 2019 in Bangkok, at Thailand. The International Institute of Knowledge Management (IIKM) invites participants from all over the world to attend the 5<sup>th</sup> World Conference on Women's Studies (WCWS) 2019, which will be held from 25<sup>th</sup> to 27<sup>th</sup> April, 2019 in Bangkok, Thailand.

A discussion about the implications of the proposed United Nations (UN) Fifth World Conference on Women in 2015 is urgently needed among feminists and women's rights activists from all regions of the world. On March 8 2012, International women's day, the president of the United Nations General Assembly (UNGA) H.E.Mr.Nassir Abdulaziz Al-Nasser (Qatar) and the secretary-general H.E.Mr.Ban ki-moon jointly proposed convening a Fifth United Nations World Conference on Women (5<sup>th</sup> UNWCW) in 2015. In their announcement they stated that convening such a world conference is implementation of the Beijing Platform for Action but also at the emerging issues and the enormous changes taking place in the world which are having "both positive and other implications for women".

Their proposal will now have to go before the 193 member states of the General Assembly (GA) for discussion during the 66<sup>th</sup> session of the general assembly in September.

The proposed 5<sup>th</sup> World Conference Women (WCW) would take place twenty years after the 1995. Fourth World Conference on Women (WCW) held in Beijing where the landmark platform for action was adopted. The 1990's was a decade marked by strong global mobilization on the part of social movements including the feminist movement that sought to advance women's human rights and gender equality as well as other key agendas for social justice within the fields of population and development, the environment, and human etc.

### **First Female Entrepreneurs of the World**

The women entrepreneur new ways started on venture capital business and risk capital business. Women started on education, arts and culture, media service sectors, science and technology, innovations etc. started in recent years.

1. Katherine.C. Adams from USA. She is the Senior Vice President and General Counsel at Honeywell International, the world's biggest maker of cockpit electronics.
2. Sophia Aggelonitis from Canada. She is also a member of the legislative assembly of Ontario, representing the riding of Hamilton Mountain and is the Province's Minister of Revenue in the Liberal Government of Premier Dalton McGuinty.
3. Lynn Jurich from USA. She is 32 years old young successful entrepreneur from USA. She is the co-founder and President of Sun Run, in San Francisco, California. Previously Lynn was a member of investment term at summit partners, a venture capital and private equity firm with over \$9 billion under management.
4. Anousheh Ansari from Iran. She is an engineer and the Iranian-American co-founder and chairman of prodea systems. Her previous business accomplishments include serving as a founder and CEO of Telecom Technologies, Inc. (TTI).

### **First Female Entrepreneurs in India**

1. Priyanka Malhotra is India. She is successful women entrepreneur in operating the business of book publications and also devotes her time in café business.
2. Bhawana Kakkar is young graduate women in painting and arts. She has huge experience in fashion designing in India and she opened art gallery.

3. Manju Bharatram was a simple child for whom school wasn't a happy experience. Just like many others.
4. Rajashree Birla is a successful women entrepreneur and chairperson of Aditya Birla Centre for community and rural development. Her focus is on the all round development of the communities around our plants located mostly in distant rural areas and tribal belts.
5. Shruti is a started his own hotel business and became successful women entrepreneur in India.

### Political Women in India

The political party women in India for service sectors First women Prime Minister in India Indira Gandhi for an aggregate or average of fifteen years is the world's longest service women Prime Minister. There are many empowered women like J.Jayalalitha Chief Minister of Tamil Nadu in service in political 20 years and others political party in India for women like as Sonia Gandhi, Sunitha Williams, Kiranbedi, Swati Parimal, Sushma Swaraj, Sheila Dikshit, Mamata Benerjee, Mayawathi, Vasundhara Raje Scindia, Ambika Soni, Supriya Sule, Agatha Sangma, etc.

### Sports Women's

Sania Mirza, Malala Yousafzai, Saina Nehwal, P.V.Sindhu Many Kom, Dipika Pallikal Karthik, Mithali Raj, P.T.Usha, Sakshi Malik Jwala Gutta, Karnam Mallerswari, Sharmila Nicollet, MC.Mary Kom Bula Choudhury, Geeta Phogat, Deepika Kumari, Akanksha Singh, Chhanda Gayen, Tanya Sachdeva, Anjali Bhagwat, Nameirakpam Kunjarani Devi etc.

### All filed of Women in India

Savitribai Jyotirao Phule, she is first women teacher in India, a social reformer, post and educationist, who revolutionized women education in the country.

Sucheta Kriplani, she is first women Chief Minister in India, serving as the head of the Utter Pradesh government an Indian freedom fighter and politician.

Anandi Gopal Jothi, she is the first women doctor in India, from the erstwhile Bombay Presidency of India to study and graduate with a two year degree in western in the United States.

Anna Rajan Malhotra, she is first female IAS officer in India, and India's first female IPS officer Kiran Bedi, but few know about the first women IAS officer of India.

Constance Markievicz was the first women elected to the British House of Commons in 1918, but as an Irish nationalist she did not take her seat, instead joining the first dail. In 1919 she was appointed as minister for labour, the first female minister in a democratic government cabinet.

Lydia Chapin Taft, now simply known as Lydia Taft, voted in an official New England Open Town Meeting, at Uxbridge, mass achosetts, on October 30, 1756. This is recorded in the records of the Uxbridge Town Meeting. Lydia Taft of Uxbridge became the first women to ever vote in the nation.

### Problems of Women Entrepreneurs

1. Problem of finance
2. Scarcity of raw materials
3. Stiff competition
4. Limited mobility
5. Family ties
6. Lack of education
7. Male dominated society
8. Low risk bearing ability

### Development of Women Entrepreneur

To encourage women entrepreneurs the Govt. of India and non-Govt. organizations (NGOs) promote various schemes.

- ✓ The United Nations (UN) declared the decade 1975-1985 as the decade for women.
- ✓ The UNIDO preparatory meetings on the Role of Women in Industrialization in Developing Countries held at Vienna from 6 to 10 February, 1978 constrains are identified upon the women's Social, attitudinal and institutional barriers, inadequate employment opportunities inadequate and inappropriate training, unsatisfactory employment conditions and environment, lack of participation in decision making and planning and so on which held women back from participating in industrial activities.
- ✓ The First National Conference of Women Entrepreneurs held at New Delhi in November 1981 advocated the need for developing women entrepreneur for overall development of the country. It called for priority to women in the allotment of land, sheds, sanction of power and industrial licensing etc.
- ✓ The second International Conference of Women Entrepreneurs organized by NAYE (National Alliance of Young Entrepreneurs) at New Delhi in 1989 also adopted certain declarations involving women's participation in industry.
- ✓ In the seventh five year plan a special chapter on women's development has been included and it details the plan of action of "integration of women in development".
- ✓ All national Govt. should promote women's involvement in social and economic development programmers, provide necessary infrastructural support, training and marketing facilities enact legislation to remove constrains in their way and arrange for transfer of relevant technology and financial assistance.
- ✓ SIDCO shall sign an agreement with NSIC under which loans up to Rs.25, 00,000 will be given to the entrepreneurs without insisting on collateral security.
- ✓ Commercial banks also have women 'entrepreneur cells' to extend financial assistance to women.
- ✓ The IDBI has set up the Mahila Udayam Nidhi (MUN) and Mahila Vikas Nidhi (MVN) scheme to help women entrepreneurs MUN provides 15% equity assistance for a new project, its cost not exceeding Rs.10, 00,000.
- ✓ Indira Mahila Yojana (IMY) was launched in August 1995 to give education awareness and empowerment to women.
- ✓ Rashtriya Mahila Kosh (RMK) was established in 1992 with a fund of Rs.31 crores to meet the needs of poor women by giving those loans.
- ✓ NORAD (Norwegian Agency for International Development) was established in 1983 to help the educated and uneducated women financially in non-traditional areas of business such as electronics, computer programming, manufacturing of watches etc.
- ✓ ARVIND was started by the NABARD. It provides loan up to Rs. 10, 00,000 to women entrepreneurs.
- ✓ DWCRE (Development of Women and Children in Rural Areas) was launched in 1982 by the Rural Development Department Scheme to support women entrepreneurs.
- ✓ TRYSEM is a sub-plan of IRDP. It gives training to the unemployed women.
- ✓ The Govt. of Tamil Nadu established Tamil Nadu Corporation for Development of Women Limited (TNCDW) for development of women entrepreneurs.
- ✓ Several central and state level nationalized banks, SFC, SIDO, DIC, and voluntary agencies like FICCI Ladies organization (FLO), NAYE are help to women entrepreneurs.
- ✓ The Association of Women Entrepreneurs of Karnataka (AWAKE), Women Entrepreneurs Association of Maharashtra (WEMA), Self-Employed Women's Association of Ahmadabad (SEWA), and Indian Council of Women Entrepreneur (ICWE) are also to promote women entrepreneurs.

## CONCLUSION

Women entrepreneur is improves the wealth of the nation is the general and the family. Women are individual participation in decision making; women are all of the area accepted in India as well as World. Women today are more willing to take up activities that were once considered the preserve of men and have proved that they are second to no once with respect to contribution to the growth of the nation. To the ever

increasing demand supply of products of products, right entrepreneur skills and innovation are much more needed. Without new business ideas and technology to support it no consumer demand will be fulfilled completely. To adequate training program on management skills to be provided to women entrepreneurs in India.

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