



REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631(UIF)

VOLUME - 12 | ISSUE - 9 | JUNE - 2023



WOMEN ENTREPRENEURS AND SOCIAL CHANGE

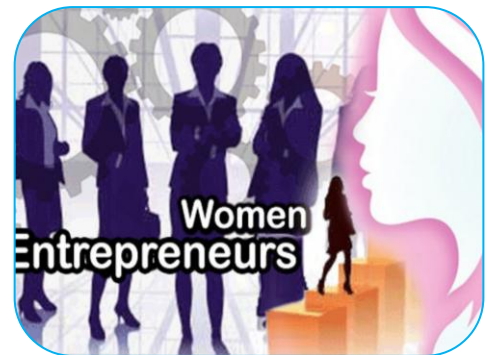
Ashwini M.¹ and Dr. Jaikishan Thakur²

¹Research Scholar Department of Sociology Gulbarga University Kalaburagi- Karnataka.

²Professor & Principal, Department of Sociology SC/ST Govt. First Grade College Gundepalli, Tal: Sedam Kalaburagi, Karnataka.

ABSTRACT-

Entrepreneurship or self-employment helps to generate income and encourage employment among women. Women entrepreneurs have various benefits such as economic independence, increase in personal and family income, social contacts, knowledge of banking, savings habits, gender equality, social status and respect. Even there is increase in family income and contribution to national income. In this way, there is greater impact of women entrepreneurs on social change. Realizing the same, the Government has already implemented various self-employment and entrepreneurship schemes such as Udyogini for women to start their own enterprises.



KEYWORDS: Enterprises, Entrepreneurship, Women, Social Change. Self-employment, Gender Equality.

INTRODUCTION

Entrepreneurship is a human activity which plays a major role in economic development. The word 'entrepreneur' is derived from the French word 'entreprendre', it means 'to undertake' (Kent, et al. 1982). Entrepreneurship is the process of creating something different by devoting the necessary time and effort, by assuming the accompanying financial, psychological and social risks and by receiving the resulting rewards of monetary and personal satisfaction (Hisrich and Bush 1985). It denotes a dealer who buys a thing at a certain price and sells it at an uncertain price making a profit out of it (Mohiuddin, 1983).

Vesper (1983) defines the overall field of entrepreneurship as the creation of new business ventures by individuals or small groups. The term entrepreneur is used to mean a person who undertakes to organize, own and run an enterprise. Schumpeter (1959) opines: "Entrepreneurship essentially consists in doing things that are not generally done in the ordinary course of business routine; it is essentially a phenomenon that comes under the wide aspect of leadership". To him, "the entrepreneur is the innovator who introduces something new into the economy".

As stated by Tami Gurley-Calvez, et al (2009), entrepreneurs play a vital role in stimulating economic growth through innovation and job creation. Researchers and policymakers have long been interested in the factors that determine entrepreneurship, but until recently, little was known about differences between male and female entrepreneurs. Women are far less likely than men to become self-employed, and recent research suggests that women enter self-employment for different reasons

than their male counterparts. For example, women appear to base their decisions on lifestyle and family factors, whereas men are motivated by earnings potential.

WOMEN ENTREPRENEURSHIP:

Woman in business is a recent phenomenon in India. The fact that almost half of the population of India comprises of females while business is owned and operated by them constitute less than 5%, is a reflection on social, cultural as well as economic distortions in the decades of development. Indeed, women's participation in economic activity and production of goods and services is far greater than formal statistics might reveal since much of it takes place in the informal sector as also in the households.

Martha Chen, et al (1999) used the term 'home based workers' for women entrepreneurs. The term "home-based workers" refers to two types of workers who carry out remunerative work within their homes - dependent subcontract workers and independent own account workers - whereas the term "homeworkers" refers to the first category only (Fisseha, 1991). The self-employed or small entrepreneurs or home-based workers include the home-based small-scale industries, street sellers, vegetable sellers, small traders, people engaged in handicrafts, etc.

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. 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. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence (Meenu Goyal and Jai Prakash, 2011).

A woman entrepreneur is deemed to be any woman who initiates business (trading and/ or manufacturing) and becomes aware of success or failure in taking standard risk associated with investment with the hope of making profit. Any adult woman, who creates owns and runs enterprises are women entrepreneurs and the ventures the women undertake are women enterprises (Akhter, 2005).

WOMEN ENTREPRENEURS AND SOCIAL CHANGE:

Entrepreneurship can help women's economic independence and improve their social status. Automatically the women get empowered once they attain economic independence. The development of women entrepreneurship enables society to understand and appreciate their abilities. It enhances their status and leads to integration of women in nation building and economic development. It provides the needed psychological satisfaction and imbues a deep sense of achievement to create their enhanced identity in society. Following are some of the important social changes of women as an entrepreneurship.

- 1. Decision-making power:** It is emphasized that entrepreneurship can help women's economic independence and improve their social status. The development of self-employed women enables society to understand and appreciate their abilities. It enhances their socio-economic status and leads to integration of women in nation building and socio-economic development. Women's participation in income generating activities is believed to enhance their status and decision-making power. The economic contribution of women is related to their status and role in the family and in the society. If a woman is economically a parasite, she can never claim an equal status with man. The problem of poverty cannot be tackled without providing opportunities of productive employment to women.
- 2. Shifting from handicrafts to starter programmes:** With the spread of education and awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher levels of activities. During the 1970s the decade of the International Women's

efforts to promote self-employment among women received greater attention from the government and private agencies. The new industrial policy of the Government of India has laid special emphasis on the need for conducting special entrepreneurial training programmes for women to enable them to start their own ventures (Bose, 2006).

3. **Women Maintaining Family:** Women contribute a large share of what they earn to basic family maintenance than men. Increase in women's income translates more directly into better child health, nutrition and family well-being. Economic independence of women will lead to social change and prove a necessary weapon for them to fight discrimination. If women are to be economically empowered, they are to be provided with alternative forms of informal credit, training, employment, management skills and social security. Of course, education-based employment in organized sector is not possible for every women but self-employment or home based entrepreneurship is more suitable for women.
4. **Gender Equality:** Women entrepreneurs are playing an increasingly vital role in shaping the global economy. Their innovative ideas, entrepreneurial spirit, and diverse perspectives are contributing to the creation of new businesses, jobs, and solutions to pressing social challenges. Increasing women's participation is result of women empowerment programmes of the Government. Further, women entrepreneurship has various advantages such as economic independence of women, growth in family income thereby national income, achievement of gender equality in family and society and so on.

After globalization, women entrepreneurs have proved themselves very successful entrepreneurs by engaging in one- or two-income generating ventures within the confines of their homes. The opportunity for developing the home-based small-scale entrepreneurship has grown due to increased level of education among women. There is an urgent need to promote avenues for these women to take up entrepreneurship in the 21st century in order to exploit their talents which, otherwise, go waste.

Measures To Develop the Entrepreneurship:

The following measures will help to develop entrepreneurship among women (Bais and Kukkuadi, 2007).

- ❖ Motivation of women to become economically independent and take up the challenge of starting their own business.
- ❖ Inculcation of personality traits like determination and strong will power.
- ❖ Awareness and education about policy and programmes.
- ❖ Well-equipped training and resource centers to meet the needs of women entrepreneurs.
- ❖ Complete family support.
- ❖ Involvement of all promotional agencies in providing support in the areas of infrastructure, finance, raw materials, marketing and human resource management.
- ❖ Access to saving and credit.

CONCLUSION:

Indian women are facing many of the problems and challenges due to gender inequality. Majority of women are also deprived from higher education due to such gender inequality. Realizing the same, the Government is also implemented various schemes for their empowerment. If women start entrepreneurship, then they may gain various benefits such as economic independence, socio-economic status, respect, personal income, knowledge of Banking, social contacts and so on. Then women entrepreneur may achieve social change and gender equality. In this way, women entrepreneurship is essentially needed to be encouraged especially in rural areas where poor or middle-class women get the benefits. In this context, to encourage women entrepreneurs, the Government has implemented various schemes such as Udyogini in Karnataka.

REFERENCES:

1. Akhter, Shelina (2005): Women Entrepreneurship in Urban Bangladesh: A Study. *SEDME Journal*, 32(2), June 2005, pp. 77-100.
2. Bais, Santosh Singh and Kukkudi, Jagannath B (2007): Women Entrepreneurship: Taking Risks for a Better Future. *SEDME Journal*, 34(1), March 2007, pp. 33-42.
3. Bose, A (2006): Information Technology and Women Entrepreneurs. *Third Concept*, 20(230) April 2006, pp. 45-47.
4. Fisseha, Y (1991): Small Scale Enterprises in Lesotho: Summary of a Country-wide survey. GEMINI Technical Report No. 14, Development Alternatives, Inc., Bethesda, MD, 1991.
5. Hisrich, RD and Bush, C (1985): The Women Entrepreneur: Starting, Financing and Managing a Successful New Business. USA, USDC, Health and Company, 1985.
6. Martha Chen, et al (2005): Progress of the World Women 2005, Women, Work and Poverty. New York: UNIFEM, 2005.
7. Meenu Goyal and Jai Prakash (2011): Women Entrepreneurship in India: Problems and Prospects. *Zenith International Journal of Multidisciplinary Research*, 1(5), September 2011, pp. 195-207.
8. Mohiuddin, A (1983): Entrepreneurship Development Among Women: Retrospect and Prospects. *SEDME Journal*, 11(1), March 1983.
9. Schumpeter, Joseph A (1959): The Theory of Economic Development. Cambridge: Harvard University Press, 1959.
10. Tami Gurley-Calvez, et al (2009): Self-employed Women and Time Use. A Research Report. Morgan Town: Small Business Administration, February 2009.
11. Vesper, Karl H (1983): Quoted in Najma A Hussain (1994): Women Entrepreneurs in Poverty Ridden Society: A Case Study of Bangladesh. *In: Women in Management: Champions of Change*. Edited by K.J. Sogra. Dhaka: UPL, 1994.