

Women Entrepreneurship: An Untapped Resource for the Indian Economic Growth

Dr. Neha Jain¹, Diyanshi Matani²

^{1,2}Professor, Sant Hirdaram Girls College, Bhopal (M.P.) India.

ABSTRACT

The Women Entrepreneurs are aspiring these days. An entrepreneur is a person who arranges, coordinates, and bears the risk of a business organization. Now-a-days women are decamping from the conventional, gender-specified roles and entering into the business world. And it's not only that they are acquiring high corporate positions but they are also successful women entrepreneurs. The transition of the Indian society, in terms of increased qualification of women and various aspirations for career, required a change in the life style of Indian women. She has competed with man and equally stood up with him in every walk of life and business too. These women entrepreneurs are positive, persuasive and willing to take risks. The rise in women entrepreneurs can be contributed to many reasons, such as passion for their ideas, zeal to become their own boss, and the need to address philanthropic causes. Women's entrepreneurship needs to be analysed separately for three main reasons; a) Negligence in the society, b) Sectoral Issue and 3) Recognition as an Employer. Thus this paper attempts to explore the Purpose, Problems & Prospects of women entrepreneurship in lieu of economic growth.

Keywords: Entrepreneurship, Purpose, Problems, Prospects, Gender & Economic Growth

I INTRODUCTION

Entrepreneurship is very essential for the process of economic development of developed and developing countries too. It is also necessary in sustaining the process of economic development. Every nation tries to achieve economic growth for the betterment of the people living in. So, the contribution of both men and women is essential in the well-developed economy. But in India, women have to face many problems in carrying out economic activities or any entrepreneurial activity. Women have to face several socio-economic and other problems as entrepreneurs as they are not treated at par with men due to social and cultural traditions. In recent times, it is observed that there has been increase in number of women entrepreneurs in India. Both men and ladies are participating in sizable amount within the present world of business. They are playing very crucial role in socio-economic development of all the nations. Only because of their participation, global economy is being changed at present. It is estimated that about one third of the business enterprises are owned by women. In India, the position during this regard is near about an equivalent.

II WOMEN ENTREPRENEURSHIP

Women Entrepreneurship as defined by Manohar Vais, as an adult woman who undertakes to organize own and run an enterprise. Her elucidation about women entrepreneurs in India, represents a group of women who have broken away from the beaten track and exploring new vistas of economic participations. The job of women entrepreneurs has been full of challenges and yet they have steer clear of prejudice opposition, constraint and despite they have established themselves as successful entrepreneurs. The term “Women Entrepreneurship” is an act of business ownership and business creation that

empowers women economically, increases their economic strength also as position in society. In India “Entrepreneurship” is extremely limited amongst women especially within the formal sector, which is a smaller amount than 5% of all the business. Women are very well striking a balance between their personal and professional front. In recent years, it is observed that in the developed countries like USA and Canada, the Women's role in terms of their contribution in small business has been increasing.

According to Kamlesh Singh “A woman entrepreneur are often defined as a confident, innovative and artistic woman capable of achieving self economic independence individually or together.”

III STATUS OF WOMEN ENTREPRENEURS IN INDIA

The educated women do not want to restrict their lives in the four walls of the house. They demand equal respect from their companions. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are contemplated as weaker gender and always made to depend on the opposite gender in their family and outside, throughout their life. Female entrepreneurship has gained increasing attention in recent years in light of concrete evidence of the importance of new business creation for economic growth and development. These benefits are rarely leveraged in a systematic way, however given that female entrepreneurship talent and potential is still remain largely untapped in many aspects.

Women entrepreneurship in India is still growing. The representation of women as entrepreneurs is quite less. The given is the representation of women entrepreneurs in India as per the available government publications. The position of India on criterion of women entrepreneurship according to the Global reports is also very dismal. As per the “Female Entrepreneurship Index Report”, 2019

compiled by Global Entrepreneurship Development Institute. India crawled behind even African countries. According to the Global Entrepreneurship Monitor Report on Women’s Entrepreneurship 2019-20, India calls a lot of upgradation as far as women entrepreneurial activity is concerned. Entrepreneurial activity in women is displayed in the given Table 1.

Table 1
Women Entrepreneurial Activity in India

Parameter	Value
Female total early stage entrepreneurial activity	7.6 %
Ratio of female/male TEA	0.6
Percentage of necessity driven women entrepreneurs	33.1
Percentage of opportunity driven women entrepreneurs	61.6
Percentage of Indian women having entrepreneurial intentions	16.7
Percentage of women established business activity	3.4

Source: Global Entrepreneurship Monitor Report on Women’s Entrepreneurship 2019

IV ECONOMIC CENSUS

The following data related to Women entrepreneurship in India is represented in Table 2.

Table 2
Overview of Women Entrepreneurs in India

Total number of set-ups owned by women entrepreneurs	8,050,819
Rural set-ups owned by women entrepreneurs	5,243,044 (65.12 %)
Urban set-ups owned by women entrepreneurs	2,807,775 (34.88 %)
Women owned set-ups without hiring workers	6,697,354 (83.19 %)
Women owned set-ups with hiring workers	1,35,3465 (16.31 %)
Women owned agricultural set-ups	2.76 Million (34.3 %)
Women owned non agricultural set-ups	5.29 Million (65.7 %)

Source: All India report of Sixth economic census 2019.

According to the recent Economic Census, 8.0 million women owned setups comprise around 13.76 per cent of the total number of 58.5 million set-ups. Women owned and run set-ups capture 13.48 million

persons which is 10.24 percent of the total workers engaged in variety of economic activities in India. The given is the State wise profile of women entrepreneurs exhibited in Table 3.

Table 3
State wise Women Entrepreneurship in India

State	Total Women Set-ups	Percentage of Total Set-ups
Andhra Pradesh	84912	10.56
Arunachal Pradesh	6413	0.08
Assam	154158	1.91
Bihar	153610	1.91
Chhattisgarh	77976	0.97
Goa	16656	0.21
Gujarat	528623	6.57
Haryana	124524	1.55
Himachal Pradesh	49173	0.61
Jammu and Kashmir	31292	0.39
Jharkhand	54732	0.68
Karnataka	545806	6.78
Kerala	913917	11.35
Madhya Pradesh	223405	2.77
Maharashtra	664300	8.25
Manipur	88286	1.1
Nagaland	13657	0.17
Orissa	249600	3.1
Punjab	110921	1.38
Rajasthan	247992	3.08
Sikkim	5304	0.07
Tamil Nadu	1087609	13.51
Uttarakhand	31419	0.39
Uttar Pradesh	482379	5.99
West Bengal	831337	10.33
Andaman and Nicobar	2513	0.03
Chandigarh	5783	0.07
Daman & Diu	805	0.01
Delhi	70434	0.87
Lakshadweep	460	0.01
Pondicherry	10169	0.13
Telangana	356486	4.43

Source: All India report of Seventh economic census 2019

V CHALLENGES FACED BY WOMEN ENTREPRENEURSHIP

Although entrepreneurship has its own merits, it is not free of demerits. Hence, there are a number of factors responsible as the basic factors that affect entrepreneurs in two broad categories – economic and social. The economic factors comprises market competition; lack of access to the market, lack of access to raw material, lack of finance, lack of

marketing skills; lack of production; poor infrastructure; lack of power supply and business skills. The social factors comprise lack of social acceptability; having limited contacts outside prejudice and class bias; society looks down upon; attitude of other employees; and relations with the work force.

- (a) **Symmetry between family and career-** Women in India are very devoted to their families. They are assumed to attend to all the domestic chores and to look after the children and other family members. And apparently, it is very tough for them to focus and run an enterprise effectively and efficiently.
- (b) **Poor access to finance -** Access to finance is a major issue for women. Approaching credit, specifically for starting an enterprise, is one of the key constraints faced by women entrepreneurs. They also face financial problem due to blockage of funds in raw materials, inventory, work-in-progress, finished goods and non receipt of payment from customers on time.
- (c) **Illiteracy or low level of Education-** Even after more than 70 years of independence many women are still illiterate. Those who are educated are provided either less or insufficient education than their male counterpart. And because of this factor most women entrepreneurs are unformed about the development of new technology, new methods of production, marketing, networking and other governmental support which will encourage them to rise in the field of management.
- (d) **Socio-cultural barriers-** The traditions and customs prevailing in the Indian society often act as an obstacle before women which stop them from growing as an entrepreneur. Even in the rural areas it is still seen that women are facing the social hindrances.
- (e) **Access to networks -** Women have lesser business contacts, less knowledge of how to deal with the governmental bureaucracy and less bargaining power, which all together limit their growth. Since most women entrepreneurs operate on a small scale, and are generally not members of professional bodies or part of other networks, they often find it difficult to access information.
- (f) **Lack of Entrepreneurial Skill-** Lack of entrepreneurial tendency is also an obstacle for women entrepreneurs. They have limited entrepreneurial abilities. Despite of attending various training programmes on entrepreneurship women entrepreneurs fail to overcome the risks and difficulties that may come up in an organisational working.
- (g) **Lack of Self-Confidence-** Women entrepreneurs lacks self-confidence which is essentially a motivating factor in running an enterprise successfully. Sometimes they have to sacrifice their entrepreneurial urge in order to strike a balance between the two which results in loss of a prospective entrepreneur.
- (h) **Mobility Constraints-** Women mobility in India is highly limited and has become a problem due to traditional values and limited driving skills. Moving alone and asking for an accommodation at night for business purposes is still looked upon with suspicious eyes.

VI PROSPECTS FOR WOMEN ENTREPRENEURSHIP: TAPPING THE UNTAPPED RESOURCE

The eradication of problems for women entrepreneurship needs a major change in traditional attitudes and psyche of people in society rather than being conservative to only creation of opportunities for women. Hence, it is imperative to design programmes that will address to behavioral changes and training. The basic prerequisite in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of a nation. The basic instinct and zeal to become entrepreneurs should be tried to be reaped into the minds from their childhood.

Concentrated efforts from all areas are required in the development of women entrepreneurship. The following measures are suggested to empower the women to forge various opportunities and face challenges in business.

- (a) Women should be considered as specific target group.
- (b) Regular entrepreneurship awareness programs should be conducted with the intention of creating knowledge among women about the various areas to conduct business.
- (c) The standards of education of women should be enhanced and effective practical experience and personality development and training programs should be conducted to improvise their over-all personality standards.
- (d) Educational institutes should tie up with various government and non-government agencies to assist in entrepreneurship development mainly to plan business projects.
- (e) Training on professional competence and leadership skill should be extended to women entrepreneurs in order to develop various skills like managerial, leadership, marketing, financial, technical, production process, profit planning, etc.
- (f) Vocational training should be provided to women which enables them to understand the insights of production management.
- (g) Women in business should be offered soft loans & subsidies for encouraging them into industrial activities.
- (h) Micro credit facilities to the women entrepreneurs will overcome the financial problems to some extent.

Women holding about 50% of the total population of India and have a vital role to play as far as economic development of country are concerned. The Government has also expanded the importance of women by introducing various schemes and programs for their participation in economic activities. So, women are obtaining more opportunities not only in entrepreneurial work but

also in other contexts. Women should be motivated to utilize the benefits of policy measures introduced by the Government to promote the level of women entrepreneurs in the country. Increased and more concentrated efforts should be provided by the Government to help women entrepreneurs in order to overcome the challenges faced by them. Women entrepreneurs also need assistance from their personal front. They should be provided easy financial assistance without leveraging unrealistic conditions by banks and financial institutions. If the problems of women entrepreneurs are resolved properly, they can come out as very successful entrepreneurs far better than men entrepreneurs.

VII CONCLUSION

Through several studies various challenges faced by women entrepreneurs have come into focus. Mainly includes balance between family and career, socio-cultural barriers, male dominance, illiteracy or low level of education, crisis of financial help, lack of technical knowledge, lack of entrepreneurial skills, lack of self-confidence and the mobility constraints. Now the high time has come to get rid of the burden of household chores and give way to their creativity and entrepreneurship. The social and political transformational factors in India have also been responsible for determining the role of women in a changing society. The other factor is also being the increase in the number of women getting educated, hence there is considerable awareness among women to be self employed thus leading to change in the role of women in the society. Since the 21th century the role of women in India has been drastically changing as an out-turn to growing industrialization and urbanization, and social legislation. Over the time, more and more women are going for higher education, technical and professional education and their proportionate ratio in the Indian workforce has also been raised to a great extent. With the spread of education and awareness, women have shifted from kitchen, handicrafts and the conventional cottage industries to non- conventional higher levels of activities. Even, the government has brought the fore on the need for conducting entrepreneurial training programme exclusively for women to enable them to start their own ventures. This has recoiled the women entrepreneurs on the economic front in the recent years although several women's entrepreneurship ventures are still remained neglected ones. As far as our observation is concerned, the Women are very good entrepreneurs. Indeed we have many successful Women Entrepreneurs in our nation, but due to a male dominated society, there are still many challenges which women entrepreneurs have to face.

Women Entrepreneurship definitely improves the wealth of the nation and of the family too. Today's Women are more willing to do the tasks that were once considered to be preserve of men, and have proved that they are second to nobody in context of

contribution to the growth of the economy. Women entrepreneurship must be shaped properly with entrepreneurial traits and skills to meet the challenges in global markets and also to be effective enough to sustain and survive in the entrepreneurial sphere. Women are the prospective entrepreneurs with respect to establish, organize and administer their own enterprises in an effective manner. Adequate support and motivation from the society and family members in particular is required to help them achieve new heights in their business ventures. The fair assistance from family, society and Government can make these Women Entrepreneurs the main drivers of national economy and they can contribute to the economic progress of India in this era of globalization.

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