

Breaking The Glass Ceiling : Find out Gap Between Social Barriers and Fostering

Nandini Bhatnagar¹, Dr. Deepti Maheshwari²

¹Research scholar , Dept of Commerce & Management, Rabindranath Tagore University Bhopal (M.P.) India.

²Dean, Faculty of Commerce, Rabindranath Tagore University Bhopal (M.P.) India.

I INTRODUCTION

Women is the most beautiful creation of nature . women's are born entrepreneurs they are multitasking , intelligent , and emotionally strong . women entrepreneur are the combination of all the qualities which nature give it to him . women entrepreneur define by Schumpeter – “ women entrepreneur are those women who innovate , initiate or adopt a business activity “ . Frederick Harbison define women entrepreneur as – “ any women or group of women which innovates , initiates or adopt an economic activity may be called women entrepreneurship “ . modern women know a days not only manage the house hold activity as well as professional activities .

As per the zinnov-intel 2019 gender diversity study , the representation of women in corporate India has risen from 21% over five year to 30% . As per Centre for monitoring Indian Economy (CMIE) Data shows that far fewer women who lost work during lockdown , by august 2020 , only 40% of the women employed in December 2019 were still employed , versus 88% of men , according to CMIE .

Independent and strong women are up bring by browed and free mind families ,who give equal treatment , equal respect , equal responsibilities to their girl child . Independency , decision making skills and risk taking capacity comes when gender equality are their . Modern women know a days break the glass ceiling by prove themselves in different fields and specially as start up owners . Self-reliant and well balanced women entrepreneurs in India have the capacity to enhance the country's economy and at the same time boost the level of sexual equality.

Directly and indirectly independent and well balance women affects income, employment and capital formation which also benefitting household-level resource allocation. Equal opportunities and enhancing women entrepreneur is a gift to the society, which enhance quality livelihood and creates more jobs opportunities . It is estimates that an determined yet helpful push can enable India to achieve a important contribution from women through direct , indirect and promoted employment .

Gillian Kidson, head of IT, Coal Services:’ They [mentors] can be somebody you work alongside who inspires you.”

“Don’t think your mentor has to be female,” says Kidson. “They don’t have to be at the top of the leadership tree, either. They can be somebody you work alongside who inspires you.” Sometimes, she adds, potential mentors are the most unassuming people in the room—they may not stand out as a shining star, but the way they work resonates with you.

II FOSTERING WOMEN

Foster self-confidence and self-belief make a girl feel unique , girl's self esteem drops 3.5 time then the boys , said by the American association of university women, a national organization . Teenage is when a girl start to understand their identity , that is the time girl want to know that she is unique .

Failure and imperfection are important for becoming strong and balance women, teach girls about handling failure and accept their imperfection because imperfection leads to perfection and mistakes lead to problem-solving behavior, so teach them that it's ok to fail or imperfect by which problem-solving and ability to observation skills are developed.

Social life is being the line leader , but tough situation start earlier than we think. Research of Penn state Erie , the Behrend college shows that on average , half of kids , adolescents , a disproportionate number of them girls , experience “ relational aggression “ . Rosalind wiseman, author of the best – selling book QUEEN BEES AND WANNABES “ and for that very reason , you need to teach your daughter how to handle it “ . Social Confidence build up skills make her more confidence to handle tough social situation on their build up stage .

Ocean with lots of interesting fields, but girls are more restricted about the subjects and stems because she taught about stems selections and benchmarks by which girls ability to risk-bearing, stems selection as per their choice get narrow. Encourages girls in different stems to make more female role models and mentorship, by which more and more girls do participate in different fields as per their choices and perform well.Introducing girls to different career fields at a young age is a key to narrowing this gap. Mentorship will also help break gender roles in an otherwise male control industry.

Entrepreneurship training should start at a young age. Instilling self-confidence in young girls is critical to helping them achieve their full potential, including entrepreneurship.

III SOCIAL BARRIERS AND CHALLENGES

- (a) **Family Restriction:** Entrepreneurship is a exploring game, innovation and risk-taking, but women are restricted to spend more time with their family and homecare. They do not encourage women extensively traveling.
- (b) **Lack of Education:**Women are generally not promoted for higher education, especially in rural areas. Lack of education narrows down the career opportunities for womens.
- (c) **Lack of Finance:**Generally family members do not encourage any start up initiated by a women which leads to know financial support by the family.
- (d) **Lack of Self Confidence:**Women entrepreneurs because of their belongingto nature, lack of self-confidence which is essentially a motivating factor in running an enterprise successfully. They make it very difficult when it comes to the balance between family and venture handling.
- (e) **Unfavorable Environment:**The society is dominated by males. Many business men are not interested to have business relationship with women entrepreneurs. Male generally do not encourage women entrepreneurs.
- (f) **Lack of Mentoring :**Mentoring is done in each stage of fostering , but lack of mentoring problem are there by which women are direction less.

(g) **The Lack of Women In Positions of Power:**Amy Klobuchar is a Democratic U.S. senator from Minnesota. She is running for president in 2020:”One of the struggles that underlies all of our policy battles is the continued lack of women in positions of power. From corporate boardrooms, to the courts and political leadership around the world, the lack of women in senior positions continues to stymie progress on issues from pay to humanitarian aid to discrimination in all its forms”.

IV ASSESSMENT CRITERIA

Today India has 13.5–15.7 million women-owned enterprises, representing 20% of all enterprises. While large in absolute numbers, these are overwhelmingly comprised of single person enterprises, which provide direct employment for an estimated 22 to 27 million people. Further, a number of enterprises reported as womenowned are not in fact controlled or run by women. A combination of financial and administrative reasons leads to women being “on paper” owners with little role to play. Benchmarks from high performing countries and Indian states provide a good yardstick for India to accelerate overall female entrepreneurship. Accelerating quantity and quality of entrepreneurship towards such benchmarks can create over 30 million women-owned enterprises, of which 40% can be more than self-employment. This can generate potentially transformational employment in India, of 150–170 million jobs, which is more than 25% of the new jobs required for the entire working age population, from now until 2030.

Indian women of working age between 15–64

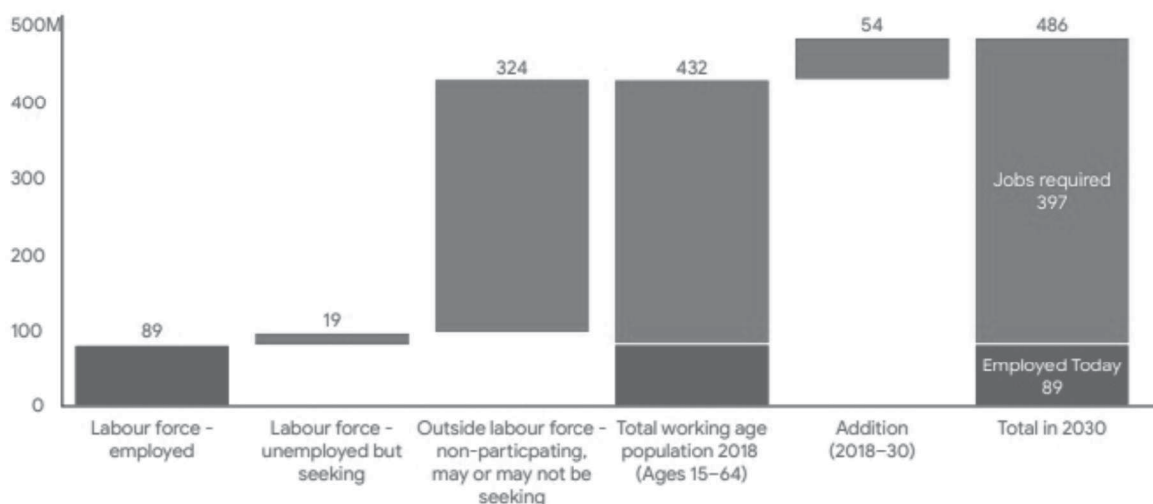


Fig.1 There is need to unlock the economic potential of up to 400M women by 2030

Of the approximately 432 million working age women in India, about 343 million are not in paid formal work. An estimated 324 million of these women are not in the labour force; and another 19 million are in the labour force but not employed.

Entrepreneurship among women has the power to create positive outcomes for individuals, societies and economies

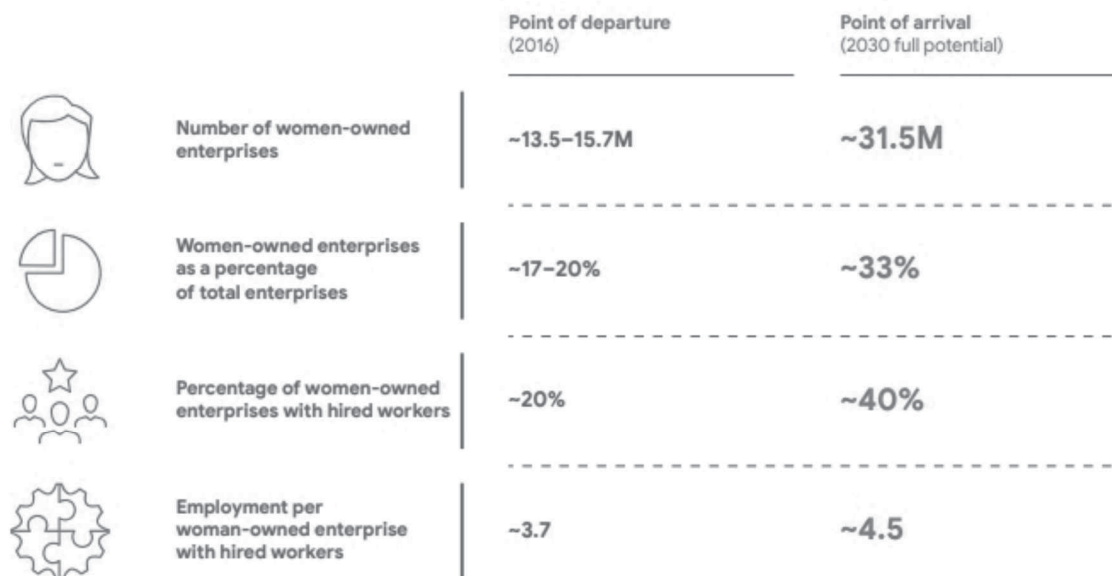
When provided with equal access to inputs, women-owned enterprises produce equally strong economic outcomes when compared with enterprises led by men.

About 59% of women believe working for themselves reduces their dependence on a spouse or family, while 46% view it as a means to break through the glass ceiling.

Over the past decade, women-owned enterprises have increased from 14% to 20%, as per government sources. This is with the help of national and state governments, investors, banks, financial and

educational institutions, and, most of all, the enterprising female workforce.

There are several examples of countries, some in similar stages of development as India, and states within India, that have structurally enabled and accelerated entrepreneurship amongst women. Examples include developed countries such as the US and Canada that have ~40% enterprises owned by women, and developing countries such as Indonesia, Vietnam and Russia, that have over 30% women-owned enterprises. Within India, several states, including Meghalaya, Mizoram, Manipur, Tamil Nadu, Karnataka lead in representation of women in the MSME sector. An all-states effort that is focused on enabling women entrepreneurs to start up and scale could, by 2030, increase direct employment by around 50 million to 60 million people and increase indirect and induced employment of another 100 million to 110 million people



Source: Sixth Economic Census; Bain & Company analysis

Fig.8 An acceleration today will bring about a full transformation of India’s entrepreneurship landscape

This will put India at par with several emerging and advanced economies where more than 40% of all enterprises are women-owned. Further, the total employment will bridge nearly 25% of the jobs required to absorb the working-age population in 2030. Given the continued scarcity of work opportunities, entrepreneurship allows women to be self-sustaining, giving them greater flexibility and control vs. salaried employment while also creating jobs.

V METHODOLOGY

The paper combines a schematic review of literature at the interface of entrepreneurship and sustainable development . Consciously chosen and compiled from secondary data . The framework for analyzing the case studies is designed around multidimensional drivers and factors that steer the women-led enterprise.

VI SUGGETIONS

- (a) Integrated policy framework for accelerating entrepreneurship amongst women, with an emphatic inclusion of semi-urban and rural India.
- (b) Equal access to finance through broad-based gender responsiveness across the financing sector.
- (c) Increased and creative access to capability development and mentorship.
- (d) Tighter integration in to formal and informal networks.
- (e) Focused skill development.
- (f) Trained them in their fostering stages.

VII CONCLUSION

Women are the strong and beautiful creation of nature , female naturally have the power to manage , emotional intelligence , ability to multitasking and perseverance . Social cultural barriers and male dominated society , women are handling from years but women standstill and strongly face the changes , glass breaking fighters and prove itself in different fields whether it is technical or non-technical . The journey from coal to diamond women nutrition them self and adaptability. Women have equal access to entrepreneurship opportunities and , in turn , were able to start accumulating wealth , the gender wealth gap could bring to reduce further. Introducing girls to career fields at a young age is a key to narrowing this gap. Mentorship will also help break gender roles in an otherwise male control industry.”Mentorship is undeniably important for women in technology. “Sixty-seven percent of women rate mentors as highly important for advancing their careers. Yet, 63 percent report that they’ve never had a mentor,” says Jen Felch, chief digital officer at Dell Technologies. “This disparity needs to be addressed to empower women to see their full potential.

REFERENCES

- [1] , & . (2019). ISSUES AND CHALLENGES OF WOMEN ENTREPRENEURSHIP IN INDIA. Retrieved from <https://doi.org/10.17605/OSF.IO/WGHQ8>
- [2] Micheni, E., Machii, J., &Murumba, J. (2019). Fostering the Fourth Industrial Revolution Technologies for Youth and Women Empowerment. Retrieved from <https://www.researchgate.net/publication/350189202>
- [3] An Analysis of Women Entrepreneurship in India. Retrieved April 17, 2021, from http://private-sector-development.com/pdf/publication/20190729_An%20Analysis%20of%20Women%20entrepreneurship%20in%20India_full%20report.pdf
- [4] Powering the Economy with Her: Women Entrepreneurship in India . Retrieved April 17, 2021, from <https://www.bain.com/insights/powering-the-economy-with-her-women-entrepreneurship-in-india/>
- [5] Analysis of Women Entrepreneurship in India. Retrieved April 17, 2021, from <http://iasir.net/AIJRHASSpapers/AIJRHASS14-545.pdf>
- [6] What Are the Biggest Problems Women Face Today? - POLITICO . Retrieved April 17, 2021, from <https://www.politico.com/magazine/story/2019/03/08/women-biggest-problems-international-womens-day-225698>
- [7] Fostering Organic Mentorships: 4 Women in Tech Share the Ins and . Retrieved April 17, 2021, from <https://www.delltechnologies.com/en-us/perspectives/fostering-organic-mentorships-4-women-in-tech-share-the-ins-and-outs/>
- [8] 8)Minority and Women Entrepreneurs: Building Capital, Networks, and . Retrieved April 17, 2021, from https://www.brookings.edu/wp-content/uploads/2016/07/minority_women_entrepreneurs_building_skills_barr.pdf