

Growth Of Women Entrepreneurs In India – An Over View

Dr. K. Amuthavalli

Assistant Professor,

PG and Research Department of Commerce

Dr.R,K.Shanmugam College of Arts and Science

Indili, Kallakurichi, Tamilnadu, India.

ABSTRACT

The research paper is discussed with growth of Women entrepreneurs have been changing since 21st century as a result of growing industrialization and urbanization. More and more women are going for higher education, technical and professional education women have shifted from kitchen handicraft to nontraditional higher levels of activities. Financial institutions like banks have also set up special cells to assist women entrepreneurs in today's world, women entrepreneurs are playing very vital role and they have become important part of the global business environment and it's really important for the sustained economic development and social progress. In India, though women are playing key role in the society, but still their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. The main purpose of this paper is to find out the status of women entrepreneurs in India. This paper includes rationale grounds behind the women entrepreneurship. Another main purpose of this paper is to analyze policies of Indian government for women and also to analyze that are those policies adequate for the growth of women entrepreneurship. Main reasons for women to become an entrepreneur, the institutions that are serving the women to put their views into action are also included in this study. On the basis of this study some suggestions are given to encourage spirit of women entrepreneurship to become a successful entrepreneur.

KEYWORDS: Economic Necessity, Family Occupation, Technical And Professional, Education, Employment generation.

1. INTRODUCTION

Women constitute around half of the total world population. They are, therefore, regarded as the better half of the society in India also. In traditional societies, they were confined to the four walls of house performing household activities. In modern societies, women participate in all sorts of activities and are involving in the various types of business. They are: politics, administration, social work, management, cine field, and so on. Now they have started plunging into industry also and running their enterprises successfully. In advanced countries of the world there is a phenomenal increase in self – employed women after the II world war. In USA women owned 26% of the total business in 1980 and it increased to 32% in 1990 in Canada. In India, because of culture & traditions, women are supposed to perform household activities & take care of family because of these reasons women entrepreneurship is very low. But due to the widespread of education and social awareness during last three decades now women are showing interest in starting their own venture. Hence there is a considerable growth of women entrepreneurs. Eg:- Mujumdar Shaw of Biochem, ShahanajHusana, MahilakhadiUdyog. Now a day's in Indian women are willing to accept challenges & assume responsibility in economic social, political group. Generally, they engage them in tiny or small cottage industries But recent study show women have been starting ventures in all the sector equivalent to male.

Women entrepreneurs may be defined as a women or group of women who initiate organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called “Women Entrepreneurs”. The Government of India has defined women entrepreneurs based on women participation in equity and employment of business enterprise. Accordingly, a women entrepreneur is defined as “an enterprise owned and controlled by a women having a minimum financial interest of 51% of capital and giving at least 51% of the employment generated in the enterprise to women”. However this definition is subject to criticism mainly on the condition of employing more than 50% women workers in the enterprises owned and run by the women. In nutshell, women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise. Women entrepreneurs are the women or group of women who initiate, organize and operate a business enterprise. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world

2. REVIEW OF LITERATURE

Shanta Kohil Chandra (2012) in her study entitled, “Development of Women entrepreneurship in India” has made an attempt to analyze the various public policies and programmes which develop the women entrepreneurship in India and the roles and various effects of the programmes.

S. Kavitha and V. Ramajayam (2013) in their article on “Role of Social Entrepreneurship in Sustainable Development” have stated that social entrepreneurship is essential to achieve the goal of sustainable development. Further they stated that social entrepreneurship promotes the social wellbeing in the form of distributing goods and service for the benefit of poor households.

Thomas and Padmakumar (2013) in their article entitled, “Entrepreneurship in India” have found that a large number of individuals attending entrepreneurship development programmes at present are not genuinely interested in becoming industrialists. To inculcate entrepreneurial talents, to identify real potential individuals and to impart entrepreneurship related development training through EDPs and to stimulate them to start new enterprises a definite shift in the emphasis and approach should be initiated.

3. OBJECTIVES OF THE STUDY

1. To introduce the concept and the importance of women entrepreneurship
2. To discuss the issues and prospects of women entrepreneurship
3. To understand the empowerment of women entrepreneurship.

STATEMENT OF THE PROBLEM

Women Entrepreneurs are faced many problems to get ahead their life in business. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal – male

dominant social order is the building block to them in their way towards business success. The financial institutions are skeptical about the entrepreneurial abilities of women. Low – level risk taking attitude is another factor affecting women folk decision to get into business. Low – level education provides Low – level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic cession making profession. Investing money, maintaining the operations and plugging back money for surplus generation requires high risk taking attitude, courage and confidence. The risk tolerance ability of the women folk in day-to-day life is high compared to male members. Achievement motivation of the women folk found less compared to male members. The low level of education and confidence leads to low level achievement and advancement motivation among women. Finally high production cost of some business 0perations adversely affects the development of women entrepreneurs.

ANALYSIS AND INTERPRETATIONS OF DATA

TABLE -1 AGE PROFILE OF THE RESPONDENTS

AGE GROUP	NO OF RESPONDENTS	% OF THE RESPONDENTS
<25	5	5%
25-35	25	25%
35-45	40	40%
>45	30	30%
Total	100	100 %

Source: Primary data.

INFERENCE: From the above table 1, it is derived that majority (40%) of the women entrepreneurs are from the age group of 35 – 45 years. Followed by 30% of them 45years and above. Only 5% of the respondents are below 25 years and 25% of them between 25-35 years. From this study, it is noticed that the youngsters should come forward to initiate new ventures. Futher, Government should give motivation through financial assistance and Training assistance.

TABLE – 2 MARITAL STATUS OF WOMEN ENTREPRENEURS

MARITAL STATUS	NO. OF RESPONDENTS	% OF RESPONDENTS
Married	85	85%
Unmarried	15	15%
Total	100	100 %

Source: Primary data

INFERENCE: From the above table2, it is found that 85% of the women entrepreneurs are married women. Even though, they were involved in family affairs, they have come and concentrating in their respective business enterprise. It is concluded that the married women entrepreneurs have more life responsibility than the unmarried women entrepreneurs.

TABLE- 3. EDUCATIONAL PROFILE OF THE RESPONDENTS

QUALIFICATION	NO OF RESPONDENTS	% OF RESPONDENTS
Schooling	55	60%
H.S.C	20	20%
UG	10	10%
Un Educated	15	15%
Total	100	100 %

Source: Primary data

INFERENCE: From the above table -3 it is known that 55% of the women entrepreneur's educational qualification is below 10th standard and 10% Under Graduate holders. According to this study, it is concluded that women entrepreneurs in this area require proper education to promote entrepreneurship.

TABLE -4 SECTOR OF ACTIVITY OF THE RESPONDENTS

SECTOR	NO. OF RESPONDENTS	% OF RESPONDENTS
Beauty Parlop	10	10%
Tailoring	25	25%
Cloth business	10	10%
Others(Like small Business)	55	55%
Total	100	100%

Source: Primary data

INFERENCE: Frpm the above table -4 it is cleared that 55% of the women entrepreneurs are doing small business like Oil Store, Xerox Shop, and Super Market ect., which following by Tailoring processing business (25%) Beauty parlor (10%) and Cloth business (10%)of the women entrepreneurs in this study are doing business. According to this study, it is concluded that the Women Entrepreneur should come forward to initiate business lick, cloth business,tailoring, and beauty parlor etc.

TABLE 5: OBSTACLES IN DEVELOPMENT OF WOMEN ENTREPRENEUR

OBSTACLES	NO. OF RESPONDENTS	% OF RESPONDENTS
Male Domination	20	20%
Lack of Awareness	25	25%
Society Acceptances	45	45%
Others	10	10%
Total	100	100%

Source: Primary data

INFERENCE: From the above table 5, it is derived that 45% of the women entrepreneurs says that they are facing obstacles like Social Acceptance which followed by lack of awareness (25%), male domination (20%). It is concluded that society should come forward to accept the Women Entrepreneur.

4. FINDINGS

1. Indian women's access to risk capital is also limited. They are refused by bankers/money lenders on the basis of lack of collateral security.
2. Many women co-operative societies have to face shortage of raw material due to pressure tactics adopted by male entrepreneurs in the market.
3. Indian women face the problem of labour, i.e. human resources, infrastructure, legal formalities, and overload of work and lack of Government assistance in the form of subsidies or grants.
4. Majority (40%) of women entrepreneurs are from the age group of 35 – 45 years in this area.

5. 90% of the women entrepreneurs are married women in this study. It is concluded that the married women entrepreneurs have more life responsibility than the unmarried women entrepreneurs.
6. 70% of the women entrepreneur's educational qualification is below 10 standards and 1% is Under Graduate holders in this study area.
7. 90% of the women entrepreneur's having family. Most of the women entrepreneurs in this study are doing dual job of family and business.
8. All the women entrepreneurs are required help from their family.
9. 55% of the women entrepreneurs are doing small business like Oil Store, Xerox Shop, and Super Market, tailoring beauty center and fancy stores etc.,

5. SUGGESTIONS

1. It is noticed that they young women entrepreneurs should come forward to initiate new ventures, Further; Government should give motivation through financial assistance and Training assistance.
2. Women entrepreneurs in this area require proper education to promote entrepreneurship. The government should give vocational education in this area.
3. The women entrepreneur should come forward to initiate business like, cloth business, milk product and DTP centre and other organized businesses etc.
4. No business was found above 15 employees in this area. It is encouraged the other form organizations like partnership, company etc.
5. The women entrepreneurs had self confidence in this area. Further they should be motivated by training and guidance.

6. CONCLUSION

Women entrepreneur are those women think of business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise. Women participation in the field of entrepreneurship. in increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance women's involvement in the enterprise sector educated women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas, traditionally dominated by men.

In the present scenario, due to modernization, urbanization, globalization and development of education, with increasing awareness, women are now seeking gainful employment in several fields. Women are entering into entrepreneurship even in the face of socio – cultural, economic, technical and managerial difficulties. Women entrepreneurship movement can gain momentum by providing encouragement, environment finance and support. This would definitely enhance their socio-economic status, a pre – requisite for women's empowerment.

7. REFERENCE

1. ShantaKohil Chandra, "Development of Women Entrepreneurship in India", Mittal Publications, New Delhi2012.
2. S. Kavitha and V. Ramajayam, "Role of Social Entrepreneurship in Sustainable.
3. Development" Indian Journalof Social Development, Vol.13, No.2, December 2013, pp.199 -210.

4. Thomas and Padmakumar “The Setting of Entrepreneurship in India”, Quarter Journal of Economics Vol.LXIX, No.4, November, 2013, pp.15-25.
5. Anderson, Durston and Poole Thesis and Assignment Writing, Wiley Eastern Ltd. New Delhi. 1991
6. Ashok Kumar – Editor Rural Industrialization in India, Anmol Publications Pvt.Ltd.,New Delhi. 1995
7. Bedabati Mohanty – Editor Employment Prospectives in Rural India, A.P.H. Publishing Corporation, New Delhi. 1997
8. Giri. V.V Labour and Development vol.6, No.1&2 National Labour Institute. Noida. 2000
9. Gupta.C.B&Srinivasan. N.P. Entrepreneurial Development Sultan Chand & Sons, New Delhi. 2005
10. Gupta .S.P Statistical Methods, Sultan Chand & Sons, New Delhi. 2009
11. Jhingan . M.L The Economics of Development and Planning. Vrinda Publications (p) Ltd. Delhi. 1998