

Exploring Growth Prospects of Women Entrepreneurship in India: A Conceptual Study

Dr. Muskaan Arora *

Dr. Aneet Bedi **

Abstract

Entrepreneur is a person who wishes to become economically and financially independent and is also ready to accept challenges in order to meet their personal needs. Every woman has the ability to become an entrepreneur but they never got a platform to represent their forte. Although, the women in India are regarded both as source of power and also as weaker sex who is dependent on men folk. Although, in India it is always discussed that both the genders are equality however entrepreneurship in our nation is dominated by males. However, slowly and steadily with great efforts of government, changing socio-cultural environment and an increase in educational opportunities women entrepreneurship is making remarkable change. Therefore, the Indian women needs to go a long way to get their equal rights and position as social traditions are ingrained in the Indian society. The present conceptual paper endeavors to discuss about women entrepreneurship in India—Rational for women choosing career as entrepreneurship, challenges faced by women entrepreneurs in India, Government steps taken for the upliftment women entrepreneurship and suggestions for the overall development of women.

1.1 Introduction

Women in India are regularly treated as weaker sex who throughout their life mostly depends upon men in their family as well outside the family. The power of decision making in the Indian Family culture lies only in the hands of males while the females only act as subordinates and executors of their decisions. Though the law makers in India talks about equality between genders but

entrepreneurship in India is mostly observed as a male dominated. The definition of women entrepreneurs' given by Government of India—an organization which is 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 (GOI, 2006).

* Assistant Professor, Gian Jyoti Institute of Management and Technology, Mohali

** Director, Gian Jyoti Institute of Management and Technology, Mohali

In the recent years, the number of women owned firm has increased to three times the rate of all other firms and remarkable growth has been observed in their businesses (Fairlie 2004). But still the proportion of women in high-growth firms is very low. This has drawn the attention of both the academic as well as the development sector. The modern era is demanding the change in the traditional set up of India. To transform the social fabric of the Indian society a remarkable change is necessitated in the life style of both urban and rural area women such as educational status, varied aspirations for their better living and others. Therefore, the Indian women needs to go a long way to get their equal rights and position as social traditions are ingrained in the Indian society. The present conceptual paper endeavors to discuss about women entrepreneurship in India–Rational for women choosing career as entrepreneurship, challenges faced by women entrepreneurs in India, Government steps taken for the upliftment women entrepreneurship and suggestions for the overall development of women.

1.1 Objectives and Research Methodology of the Study

Following objectives have been formulated after the review of secondary the data which is taken from newspapers, journals, websites, published reports on of RBI, NABARD, Census Surveys and the published research papers.

To examine motivational factors which are responsible for inspiring women to become entrepreneurs

To evaluate the challenges faced by women entrepreneurs.

To study the policies and steps taken by the Government for promoting women's

entrepreneurship.

1.3 Motivational Factors Leading To Woman Entrepreneurs:

In the Globalized world, the doors opened for women to get indulged in every line of business. It started with the extension of three essential activities of kitchen commonly known as 3P's, Pickle, Powder and Pappad and now in new generation with awareness of education 3P's transformed to modern 3E's i.e., Energy, Electronics and Engineering. Management Skills, Education and Versatility in business are the key reasons for women to emerge into entrepreneurship. The inborn quality of entrepreneurial women to keep a passion of doing something positive enabling them to do wonders in both family and social life. Additionally, the development of technology and the opportunities in digital era are helping in transforming the job seekers into job creators. Earlier, at most of the time women start a business due to unforeseen circumstances, such as widow, divorce, financial reasons and others. However, in today's world as more women are willingly opting to draft their own destinies. They are flourishing in all different areas of industries.

There are different determinants for women entrepreneurship in India are classified into personal, family, market, society and legal factors but personal motivation is the key factor. Rathna et. al., 2016 found that the key factors for women entrepreneurship are economic and financial need to supplement their family income, improve social status and overcome unemployment. Socio economic cultural, government policy, family status, personal characteristic, financial, market and network, ambition, skills and knowledge, family support, market opportunities, independence, Government subsidy and job

satisfaction and economic independence, achievement, equal status and establish own identity in society are the major factors (Hemavathy & Sheeba, 2015; Krishnamoorthy & Balasubramani, 2014; Behara & Niranjana 2012). The motivating factors that influence women from other countries. Financial independence and autonomy was the key factors for women entrepreneurship in Afghanistan (Freshta. Nehad, 2016). Self-motivation, family support, social networking and information and communication technology are the predominant factors for Pakistani women entrepreneurs (Abbas, Abrar, Saleem and Iqbal 2016). The push factor were unemployment, supporting family financially were prominent factors in South Africa (Olawale Fatoki, 2014) and in Malaysia independence, recognition, challenges were the pulling factors (Ismail, Shamsudin, and Chowdhury, 2012). In a summary following are few motivational factors:

1. Being Entrepreneur is Lifelong goal
2. To materialize their idea into a capital
3. Availability of infrastructural facilities
4. To share the family economic burden
5. Dissatisfaction with current job
6. Freedom from supervision
7. To improve the quality of life of their children
8. Gaining respect from other/Social Status
9. No other income Sources available
10. Responsibilities to run business due to death of a member

1.4 Challenges faced by women Entrepreneurs

Though we are part of modern era and more

number of firms are owned by women but still the women face many problems and these hurdles quite vary from those experienced by men. Challenges faced by women are discussed as following:

- 1. Limited access to funding:** Generally the women entrepreneurs do not have sufficient levels of financial assets and start-up capital in comparison to men. This fact necessitates their move toward to financial agencies for availing additional resources. Many times, women lack alertness about the financial assistance offered by different institutions. They also have a incomplete experience and knowledge in the preparation of business plans which are necessary for obtaining the required finance to start a business. Moreover, most women are short of the information and the contacts essential to obtain credit. Banks also sometimes discourage women from taking loans because women entrepreneurs generally need a small credit amount.
- 2. Lack of training:** Women entrepreneurs often do not have the required technical and managerial skills which are necessary to start and run a business. This might increase their reliance on intermediaries and office staff, especially for marketing and sales.
- 3. Struggling to be taken seriously:** Most of the women CEOs find themselves in a male dominated industry or workplace that does not want to admit their leadership role. As a female entrepreneur in a male-dominated industry, earning esteem has been a struggle.
- 4. Defying social expectations:** Majority of the female business owners who have attended networking events can relate to this scenario: There are only handfuls of

women in the crowded seminar. When women entrepreneurs speak business with mainly male executives, it can be unnerving.

5. **To Counterbalance between work and family:** Parent as entrepreneurs have to really strive hard to dedicate time to both work and life.
6. **Coping fear of failure:** Letdown is a very real possibility in any business venture, but Kristi Piehl, founder and CEO of Media Minefield, advises women to not let their insecurities keep them from dreaming big. She cheer women to work through the moments of self-doubt that each business owner faces and not wait for flawlessness before initiating their business or taking on a big promotion. Collapse also should not be viewed as a unenthusiastic or an excuse for relinquishing your goals.
7. **Higher levels of illiteracy amongst women:** Low level of literacy is the foundation of socio-economic biasness in the Indian society which leads for women to struggle hard to set up their own ventures.

1.5 Steps taken by the Government

The predominant objective of the government since independence is Steps to be taken by the Government for the development of women. Earlier, welfare oriented was the only purpose for women's development. However after 1970 there was a shift from welfare approach to development approach. Thereafter, the 80s opted a multi-disciplinary approach for the upliftment of women that is in the fields of health, education and employment. Opportunities were given to women in all the sectors even in SSI sector. Both

Government and non-government bodies became alert to contribute women's economic growth through their self-employment. Central Social Welfare Board, organization of Mahila Mandals and the Community Development Programmes were established in the First Five-Year Plan for the welfare of women. Agricultural development programmes and the empowerment of women were intensively linked in the second Five-Year Plan (1956-61), for the overall development. Female education was considered as a crucial welfare measure in the third and Fourth Five-Year Plans (1961-66 and 1969-74). The Fifth Five-Year Plan (1974-79) gave importance for training women who required income and protection. In 1976, Women's welfare and Development Bureau was established under the Ministry of Social Welfare. There was a definite shift from welfare to development in Sixth Five-Year Plan (1980-85). Women's lack of access to resources was identified as an imperative factor for managing their growth. The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. Additionally, priority was given to inculcate confidence, creating awareness among them for their rights and enhancing skill development for better employment. The Eight Five-Year Plan (1992-97) focused on Panchayati Raj Institutions to empower women at the Gross Roots Level,. The Ninth Five-Year Plan (1997-2002) adopted a policy of Women's Component Plan, under which not less than 30 percent of funds/ benefits were reserved for women related sectors. The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National

Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach. Presently, different departments and ministries of Government of India are operating over 27 schemes for women. Some of these are as follows:

1. Prime Minister's Rojgar Yojana (PMRY)
2. National Banks for Agriculture and Rural Development's Schemes
3. Marketing of Non-Farm Products of Rural Women (MAHIMA)
4. Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
5. Entrepreneurial Development programme (EDPs)
6. Management Development programmes
7. Women's Development Corporations (WDCs)
8. Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
9. Trade Related Entrepreneurship Assistance and Development (TREAD)
10. Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)

1.6 Future Prospects of Development of Women Entrepreneurs:-

The organizational structure in the organization is undergoing a drastic change. The methodology of doing business is IT and the Internet is revolutionizing. New types of ventures are created and there are new types of vacancies with respect to the organization of work, qualifications and management. The emergence and development of women

entrepreneurs is clearly visible in India and also their over-all contribution to Indian economy is also highly significant. Therefore, the government wants to continue this trend. Several of the initiatives were found to be very fruitful for women entrepreneurs such as easily availability of small loans, business networks and regional contact. These initiatives bring motivation among the women entrepreneurs and enabling them to utilize their managing skills and risk taking abilities while doing their business.

1.7 Conclusion

There is no doubt that the number of women entrepreneurs had grown tremendously in the recent years and they will just double and triple in the coming years if the government supports and conditions will prevail through a long period of time.

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