

“Women Entrepreneurship Development”

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Abstract

The women force will get another dimension, if the entrepreneurial skill among them is developed and channeled appropriately. Constant efforts in this direction would lead to a better human resource development and strengthen the nation's economic development. In the present time global competitive business and industrial situation the women entrepreneurs in India, can play a greater role and emerge themselves, in yet another new dimension to the entire universe. A micro enterprise suits the life style of Indian women, caught up in the dual responsibility roles her entry in to the business need re-organizing the quantum of time. She allocates to other facts of her life. These micro enterprises owned by women, produce either consumer goods or inter- mediate goods. There has been a positive growth in women entrepreneurship, more and more encouragement and support be provided to them as it would certainly enhance their socio-economic status, which is a pre-requisite for economic development.

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Introduction

Indian women are considered as source of power (Shakti) since mythology times. Goddesses are being worshipped as, mother in the major religions of Indian, which means the mother is the source, giving life to everyone. Moreover, the mother is the first teacher for the young ones, who help to recognize the world from the beginning. At the same time, in the sociological set-up, the Indian society is a male dominant one; women are considered as weaker sex and are left with closed commitments only. Such sociological and cultural habits, have been keeping the women sector of the Indian population, a dormant one for quite a long time. It is quite common in India families that the women taking more responsibility in bringing up children and

maintaining a better home with love and affection. This aspect of women being the nucleus of the family is being envied at by the western since they lack such family affirmative. The task of co-ordination of various activities in a much useful manner, without feeling any pinch of it, is being well managed, by Indian women in the families.

The transformation of the social fabric of India society in terms of increased literacy among women and varied aspirations for better status, have witnessed a growing volume of unemployment. This problem necessitates a change in the life style of men and women in the country. Self-employment is recognized as a panacea, which generates a category of entrepreneurs, who own economic enterprise at micro and macro levels. In the modern era, women education is given importance all levels. The percentage of women's participation in working group is increasing. The education gives liberation to them, to act independently to some extent and is made to take decisions relating to their professional and house- hold matter.

In this process, women at employment level must be directed towards entrepreneurial status. The potentiality capacity of Indian women to manage a home can be extended to the level of managing a firm. The development of micro enterprises in general and particularly for women would be the appropriate approach to fight against poverty at the grass root and generate income at the house-hold level. Development is a dynamic process in the desirable direction. The desirability of direction and propriety of process have changed over the years in search of alternative strategies for sustained growth. From an unbridled development, the thrust was shifting gradually to development with justice and to self-sustainable development (Joseph, 2007).

The Entrepreneurs: Entrepreneurship refers to the function of seeking investment and production opportunity, organizing an enterprise to undertake ventures on production or service, by co-coordinating men, money, machinery and material, and introducing new techniques in the overall administration of an enterprise. The essential function, an entrepreneur must possess some basic qualities as follow:

- . Accepting changes in right time.
- Access and alertness to latest scientific and technological information.
- Ability to Marshall Resources.
- Effective and quick decision making capacity.
- Innovative thinking and farsightedness.

- Preparedness to take risks.
- Strong determination and self-confidence.

Entrepreneurial development is a complex phenomenon. Entrepreneurs play a key role in the economic development of a country. Entrepreneurship may be regarded as powerful tool for economic development of a predominantly agricultural country like India. Since independence small scale entrepreneurship programmers have contributed significantly to the economic growth. There is a great need to create new generation of entrepreneurs especially among the women. The following strategy for entrepreneurship development may be suggested:

- 1 Public entrepreneurship should remain confined only those industries and sectors where private enterprise, individual or corporate is generally not attracted.
- 2 There is a need to develop management education and industrial training as an effective supplement for development of entrepreneurship.
- 3 Better economic administration would go a long way in ensuring and increasing the supply of entrepreneurship.
- 4 Greater emphasis should laid on search from within i.e. research realign to process and enhancement of the value and indigenous techniques.

Some research studies on women, entrepreneurs are:

In India, 94 percent of the women are engaged in the unorganized sector of the economy, 84.4 percent in agriculture and the rest in non-agriculture occupation (Government of India, 1974).

In India, economic development has brought about change in women's lives in also changes the position of women from being job-seekers to job givers (many ways, because of advancement in medicine, availability and access to birth control devices, modern household work." But with the tiring cost of living, the middle class family finds it very difficult today to manage with the husband's income alone"(Roguradha Reddy,1986). Studies of N.P.Singh et al.(1986)of Delhi women entrepreneurs, Kohli Chandra (1997)of the beneficiaries of National Alliance of young entrepreneurs (NAYE) In Delhi. The International center for research on women estimates that 36

percent of the third world's small entrepreneurs are women. Kerala, where the literacy among woman is the highest in India, entrepreneurship among women (Social Welfare, 1987). At this critical position, self-employment is the safe way to generate income. Economic development is based on the high individual income. In addition, self-employment (Tapurich, 1988). Self-employment women in the country, which was 5.2 percent of the total self-employment person in the country. Women are participating in starting small-scale industries which are reining exclusively by women entrepreneurs (Government of India, 1989).

The educated and self-employment girls prefer relatively late marriage and further with this attitude the role of dowry gets reduced. In the case of entrepreuneuring women, her physical and social mobility are increasing. She is getting scope for more interaction with cross-section of people and obviously gets social interaction (Sapru, 1989).

The quest for economic independence and better social status and sometimes sheer need for the family's survival, force women into self-employment and entrepreneurship (Pillai and Anna, 1990). In North India, women involved in trade are 2 percent to 6 percent and while in south this figure is 11 percent to 17 percent. In Eastern Nigeria half of the trade is done by women and in Ghana 80 percent of the trading persons are women (Arya, 1991). In United States, US Bureau of census has revealed that women owned 26 percent of the business in 1980. That increased to 32 percent in 1990 and half if the rate at which the number of women entrepreneurs are increasing is maintained it would be 50 percent by the year 2000 (Jose Paul et al.,) Both men and women of working age constitute the main strength of economic development of nation. Women an important segment of the labor force and the economic role played by them cannot be isolated from the frame work as the role and degree of integration of women in economic development is always an indicator of women's economic independence and social status (Lalitha Rani 1996). There were more than 2, 95,680 women entrepreneurs claiming 11.2 percent of the total 2.64 million entrepreneurs in Indian during 1995-96. During the Eighth Five Year Plan, the number of SS/s expected to rise from 1.5 million to 2.5 million, adding 0.8 million in the SS/s entrepreneurs (Vasant Desai, 1997). Many research studies confirm that women go for enterprise creation, often to get identity for themselves. In most cases,

women acquire skill and then they venture to develop an enterprise. Family traits and motivations are the supporting forces, which persuade women to set up business ventures.

The results of some research studies on women, entrepreneurs are:

- Interested in routine matters only and not involving in innovative venture
- Inability to distinguish entrepreneurial functions from other functions like management, production and speculations.
- Lack of interest and proper exposure to the things leading to run
- Enterprises with binominal names of women.
- Lack of proper training before entering in to the business.
- Lack of marketing orientation in entrepreneurship.
- The personality trait of the women in communicating with others.
- To share family member responsibility also, simultaneously along with their entrepreneurial responsibility.
- Psychology dependency of the business women on their family members in decision-making.

The requirements of women entrepreneurs are:

- ✓ Building up a good relationship and working auto sphere for the employees within the organization. Elimination of unnecessary activities.
Involving in risk taking and taking effective decisions appropriately.
- ✓ Must have to learn new things and undergo training on various skills of entrepreneurship.
- ✓ Production orientation must be changed to real market orientation, to gain the maximum satisfaction of the maximum number of customers.
- ✓ To build up courage and self-confidence.
- ✓ To fix priorities in family and business activities by allocating adequate time for both appropriately.

The essential components of any effective programme for women are:

1. Assertiveness training to make them efficient in quick decision-making at appropriate timings.
2. Career on building up of self- confidence.
3. Effective communication skills and practices.

4. Post-training support and follow-up services like promotional meetings, advertisement and publicity and so on.
5. Providing aptitude on increasing their knowledge on latest development and technologies.
6. Specific emphasis on attitudinal change, giving preference to business.
7. Training on assuming responsibilities for action.
8. Training on marketing strategies and financial management.
9. Training on professional management skills.
10. Training on project formulation and implementation.

The women force of Indian will get another dimension, if the entrepreneurial skill among them is developed and channeled appropriately. Constant efforts in this direction would lead to a better human resource development and strengthen the nation's economic development. In the present day global competitive business and industrial situation the women entrepreneurs in India, can play a greater role and emerge themselves, in yet another new dimension to the entire universe.

Conclusion:

To conclude, the barriers for achieving the goal can be removed with effort of all concerned, viz., the individual women organization and society. Out of them the most important things is the individual. They only know about their strengths and weaknesses. Higher education imparts the required knowledge and skill to reduce the weakness so that women's access to top managerial position would become a reality. Younger and more highly educated generations of female managers experience greater compatibility between family and work responsibility and this trend is on the risk. Acknowledging this trend one can for see that a man has to put a lot of efforts to reach the top slot when the new century drawn. The women entrepreneurs are taking up challenging entrepreneurial activities. Large amount of potential remain untapped due to lack of supportive means and management. The constraint they face is basically related to finance which must be removed by attending immediately by concerned authorities. There has been a positive growth in women entrepreneurship, more and more encouragement and support be provided to them as it would certainly enhance their socio-economic status, which is a prerequisite for economic development. The women force of India will get another dimension, if the entrepreneurial skill among them is developed and channeled appropriately. Constant efforts in this direction would lead to a better human resource

development and strengthen the nation's economic development. In the present day global competitive business and industrial situation the women entrepreneurs in India, can play a greater role and emerge themselves, in yet another new dimension to the entire universe.

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