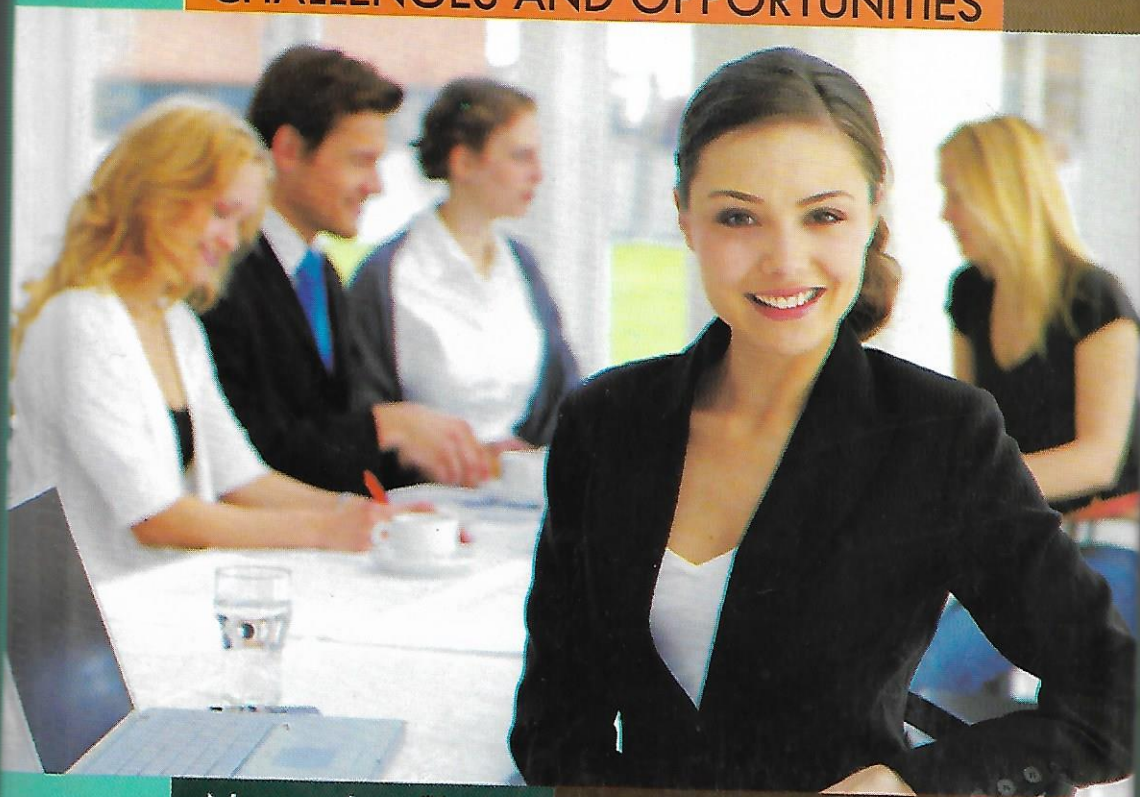




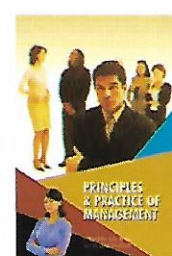
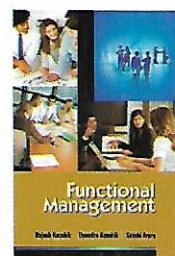
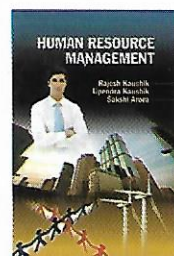
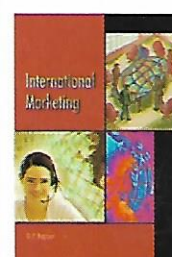
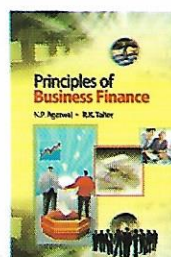
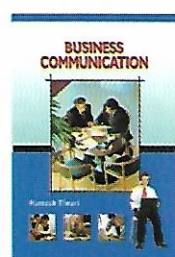
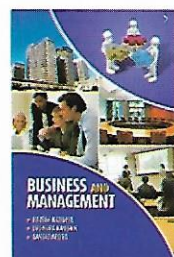
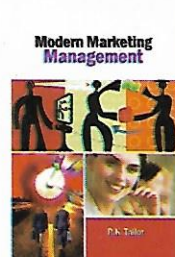
WOMEN ENTREPRENEURSHIP

CHALLENGES AND OPPORTUNITIES



Narendra Shukla • Mukesh Chansoria

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Contents

<i>Message</i>	
<i>Editorial</i>	<i>v</i>
<i>Contributors</i>	<i>vii</i>
1. Women Entrepreneurship	<i>xiii</i>
—Vandana Tiwari, Sushma Jhinge	1
2. Women Entrepreneurs: The Present Era	7
—Aabha Tiwari	
3. Factors Affecting Development of Women Entrepreneurship	14
—Bhavna Verma	
4. Women Entrepreneurship in India in 21 st Century	19
—Priti Dubey	
5. Women Entrepreneurship in Modern India: An Overview	28
—Uma V.P. Shrivastava	
6. 21 st Century Women Entrepreneur	34
—Aruna Pathak	
7. Role of Women Entrepreneurship	46
—Sonali Bhandari (Jain)	
8. Women Entrepreneurship in India	54
—Ashish Khare	



Role of Women Entrepreneurship

SONALI BHANDARI (JAIN)

"For every successful woman there are many others who face serious hurdles in their voyage of becoming 'complete' and realizing their dream".

INTRODUCTION

Women are half of sky, half of the earth, half of the soul of the society. No one can deny this fact because women is indeed a pivot around whom the family society and humanity moves on. Women can play an important role in retaining leadership qualities. As human resources women are always considered inferior to men but the time passed and they proved their importance and effect in industries and business along with house hold work. The development of women entrepreneurship is very low in India, especially in the rural areas.

Concept of Entrepreneur : The word 'entrepreneur' derives from the french word "Entreprendre" (to undertake), in the early 16th century. It was applied to persons engaged in military or civil engineering activities, but during 18th century the word 'entrepreneur' was used to refer to economic activities. According to P.F. Drucker

Person is one who always :

(1) Searches for change.

(2) Responds to it.

(3) Exploits it as an opportunity.

When a small scale industrial unit, industry related services or business managed by one woman or more women entrepreneurs is known women entrepreneur. Women entrepreneurship development is an essential part of Human resources development.

India is a land of enterprises where almost 70% of the population is still self employed. The development of women entrepreneurship is essential not only to solve long term problem of economic development but also to solve the problems such as unemployment, unbalanced areas of development, concentration of economic power and for growth of per capita income.

Dr. S. Radha Krishnan -

"Progress of our land cannot be achieved without the active participation of our women - wives, sisters and daughter".

The realization of women entrepreneurship development is an essential part of human resource development. The Indian economy has been witnessing a drastic change since mid - 1991, with new policies of economic liberalization, globalization and privatization initiated by the Indian Government.

WOMEN AND GLOBALIZATION

In the words of Swami Vivekananda "There is no change for the welfare of the world unless the condition of women is improved, is it possible for a bird to fly on one wing."

Any strategy aimed at economic development will be lap sided without involving women who constitute half of the world population. Global competition has made business environment volatile than before to cope with this environment developing innovative strategies has become imperative. In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, women plays a key role in the society.

In India our fifth five year (1974-78) plan onwards that their role has been explicitly recognized and has become an important aspect of our plan priorities.

Women entrepreneur are less in India. But the story of Lizzat is good example. The managing business is not different from managing families for women. The success of **White Revolution** in India has identified the closeness of women to animal husbandary. Women own a majority of milch animals in most of the states particularly in Gujarat. The advent of **labour saving technology** is yet another important socio-economic development. There are quite a few women who have been successful in business in India. Women entrepreneur are less in India because of so many reasons.

TABLE 1

Women Work Participation

Country	Percentage
India (1970-71)	14.2
India (1980-81)	19.7
India (1990-91)	22.3
India (2000-2001)	31.6
USA	45
UK	43
Sri Lanka	35

Table 1 shows that percentage of women entrepreneurs are increasing but comparatively others it is less

TABLE 2

Women Entrepreneurship in India

States	No. of Unit Registered	No. of Womenen	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12

Contd...

...Contd.

States	No. of Unit Registered	No. of Womenen	Percentage
Gujrat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.28
Other State & UTs	14576	4185	28.71
Total	57452	18848	32.82

Table 1. Women Entrepreneurship Development in India by Sanjivkta Mishra, Faculty Global Institution of Managment, Bhubneswar.

Table 2. Ibid.

Table 2 shows statewide development of women entrepreneurs of M.P. has a lowest growth rate. It shows that M.P. is a backward state from others

Categories of Women Entrepreneurs

- Women in organized & unorganized sector.
- Women in traditional & modern industries.
- Women in urban & rural areas.
- Women in large scale and small scale industries.
- Single women and joint venture.

Categories of Women Entrepreneurs in Practice in India

- First Category
- Established in big cities.
- Having higher level technical & professional qualifications.
- Non traditional Items.
- Sound financial positions.
- Second Category
- Established in cities and towns.
- Having sufficient education.
- Both traditional and non traditional items.

- Undertaking women services-kindergarten, creches, beauty parlors, health clinic etc.
- Thirs Category
- Illiterate women.
- Financial week.
- Involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loom etc.

Supportive Measures for Women's Economic Activities and Entrepreneurship

- Direct & indirect financial support.
- Yojna schemes and programmes.
- Technological training and awards.
- Federations and associations.

Direct & Indirect Financial Support

- Nationalized banks.
- State finance corporation.
- State industrial development corporation.
- District industries centers.
- Differential rate schemes.
- Mahila Udyog Needhi scheme.
- Small Industries Development Bank of India (SIDBI).
- State Small Industrial Development Corporation (SSICDCs).

Technological Training and Awards

- Sree Shakti Package by SBI.
- Entrepreneurship Development Institute of India.
- Trade Related Entrepreneurship Assistance and Development (TREAD).
- National Institute of Small Business Extension Training (NSIBET).
- Women's University of Mumbai.

Role of Women Entrepreneurship

Federation and Associations

- National Alliance of Young Entrepreneurs (NAYE).
- India Council of Women Entrepreneurs, New Delhi.
- Self Employed Women's Association (SEWA).
- Association of Women Entrepreneurs of Karnataka (AWEK).
- World Association of Women Entrepreneurs (WAWWE).
- Associated Country Women of the World (ACWW).

In male dominating world every woman has to struggle much for her identity and establishment. Right effort on from all areas are required in the development of women entrepreneurs. Rural women need special attention for development. Following efforts can be taken for the development of rural & urban women entrepreneurs.

SUGGESTIONS

1. **Attitudinal Improvements:** To overcome the initial resistance from husband and family members at the time of setting up of venture, the prospective women entrepreneurs are suggested to maintain their cool and persistently convince them, without confronting them regarding benefits of setting up of an enterprise.
2. **Crech Facility:** Child care facilities provided by the government. Government should establish some take care centres, so they leave their children there.
3. **Public Transport Facility:** Government should start number of new public transport routes in rural areas.
4. **Counseling Facility:** Counseling for encourage women's participation in decision making. Counseling through NGOs, technical persons & managerial expert to women entrepreneurs.
5. **Easy Availability of Funds:** Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
6. **Infrastructure Facilities:** Infrastructure in the form of industrial plots, sheds, shops. This is provided by state run agencies.
7. **Motivation:** More Governmental schemes to motivate women entrepreneurs to engage in small scale & large scale business ventures.

8. **Better Time Management :** The responsibilities of shouldering dual duties of entrepreneur and home management by a woman entrepreneur can be effectively undertaken by adopting better time management from family members.

9. **Home Based Business :** A woman can set up home based business. By operating her business from home woman can coordinate household and business responsibilities in a smoother way.

10. **Confidence Building Training :** Confidence building training should be given to women to do away with tradition feeling that women are inferior to men and are dependent on men.

11. **Acquiring Skills & Techniques :** For marketing of products, women entrepreneurs must establish her credibility first in terms of quality and competitiveness of product or service. She should acquire relevant techniques and skills on winning customer's loyalty.

12. **Use of Information Technology :** Effective and efficient use of information technology like internet can help in assimilating information about variety. E-commerce businesses will also help greatly in this regard. For publicity and advertisement, the women entrepreneur can work on alternatives.

13. **Workshop and Seminars :** Workshop and seminars should be organised frequently for the official of financial and support agencies and the women entrepreneurs to make their relations more cordial.

14. **Financial Management Training :** Women entrepreneur need to undertake training in various aspects of financial management to understand its finer implications.

15. **Acquiring Technological Knowledge :** Women entrepreneurs should acquire relevant training in technology and in details of their plant and machinery.

16. **Group Enterpurchasing :** Group entrepreneurship is a viable option for weaker sections of the society and it is an instrument which helps the poor women to overcome their poverty.

CONCLUSION

In present scenario due to modernization, urbanization and globalization and development of education, with increasing awareness women are now seeking gainful employment in several fields. Women

are entering into entrepreneurship even while facing socio-cultural, economic, technical, financial and managerial difficulties.

Some women are role model for other females like :

Mahila Grith Udyog

- 7 ladies started in 1959 Lizzat pappad.
- Herbal products (Herbal Beauty Queen) Ms. Shahnaz Hussain (she has a famous stores not only in India but in abroad also) etc.

These women has come a long way crossing many hurdles. Still they face many challenges in carrier as well as personal life in this fast paced world. Society needs to be more sympathetic towards women problems and thing progressively to leverage women power. At the same time women should become bold and confident.

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