

# THE PRACTICES OF WOMEN ENTREPRENEURSHIP AND THE PROBLEMS IN INDIA

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## Abstract

The role of women entrepreneurship is an important in human resource development in India. The entrepreneurs number is also very low in India, even in the urban and rural India. The awareness is increasing about their work conditions and their civil rights. Some changes are taken places in middle and upper middle class women regarding to entrepreneurship. This study emphasized entrepreneurship of women in India, how the Indian women entrepreneurs are taking new ideas.

Keywords: Women entrepreneurs, Entrepreneurship development, Women entrepreneurship.

## Introduction to Entrepreneurship

When an entrepreneur plans to start an enterprise, the most important aspect is that the potential entrepreneur has adequate first-hand knowledge and skills required for the particular enterprise. Understanding the technical skills and technology is a crucial component in developing a successful enterprise. Entrepreneurs may play an important role in developing and contributing to the economy of a nation. We see more entrepreneurs in comparatively more developed areas. There is problem of unemployed population; seeking wage earners career and unaware about the wide open opportunities for entrepreneurial carrier. This is, by and large, because of the lack of education about entrepreneurship development. In most of the countries, entrepreneurship development has not found any place in the education curriculum.

If we talk in terms of agriculture & allied sector all round development, it can be possible only with effective exploitation of entrepreneurial behavior skills as well as material resources. But, our country is scarce of material resources but abundant of human resources. So, we can identify individuals in all segments of the population, who have the requisite entrepreneurial behavior skills. The entrepreneur is an economic man, who tries to maximize his profits by identification and adoptions of innovations, however, the entrepreneurs are not simply innovators but they are the persons with a will to act to assure risk and bring about a change through organization of human efforts. It plays a key role in economic development of the country. Importance of development of entrepreneurship as an ingredient of economic development has been recognized long time back. It was as early as in 1950 that the need for entrepreneurial behavior development was first felt and since then substantial amount of research has been done in this sphere.

Entrepreneur is an Economic Agent who plays a vital role in the economic development of a country. Economic development of a country refers steady growth in the income levels. This growth mainly depends on its entrepreneurs. An Entrepreneur is an individual with knowledge, skills, initiative, drive and spirit of innovation who aims at achieving goals. An entrepreneur identifies opportunities and seizes opportunities for economic benefits. Entrepreneurship is a dynamic activity which helps the entrepreneur to bring changes in the process of production, innovation in production, new usage of materials, creator of market *etc.* It is a mental attitude to foresee risk and uncertainty with a view to achieve certain strong motive. It also means doing something in a new and effective manner.

### **Introduction to Women Entrepreneurship**

The women entrepreneurship in India is very low as the economic activities of women in India are very limited extent. But the situation has been changed few decades after independence. After the new economic policy was implemented the women entrepreneurship in India is increased. Particularly in urban areas the educated women are showing interest in business activities. It leads to high participation rate of women in business activities. Still the women entrepreneurship in India is need to increase, when it is compared to advanced countries. Earlier 1950's in developed countries 30% of women are at business, in India it is less than 4%. After 1980's the role of women in society is increased significantly, but the entrepreneurial ability is not significantly changed. The mindset of India women should be changed. When a woman is educated, she can educate her family. Similarly, when a woman is empowered it results, empowerment of her family.

### **Women entrepreneurship**

Women constitute around half of the total world population. So is in India also. They are, therefore, 'regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now, they have started plunging into industry also and running their enterprises successfully. Therefore the development of women entrepreneurs in the country is of paramount important for economic development.

Women entrepreneurs may be defined as a woman or group of women who initiate, organize and run a business enterprise. 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 the capital and giving at least 51 % of the employment generated in the enterprise to 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. In India, women entry into business is a new phenomenon. Women entry into business or entrepreneurship is traced out as an extension of their kitchen activities mainly to 3 Ps, *viz.*, Pickles, Powder and Pappad.

Women in India plunged into business for both pull and push factors. Pull factors imply the factors which encourage women to start an occupation or venture with an urge to do something independently. Push factors refer to those factors which compel women to take, up their own business to tide over their economic difficulties and responsibilities. With growing awareness about business and spread of education among women over the period, women have started shifting from 3 Ps to engross to 3 modern Es, viz., Engineering, Electronics and Energy. They have excelled in these activities. Women entrepreneurs manufacturing solar cookers in Gujarat, small foundaries in Maharashtra and T.V. capacitors in Orissa have proved beyond doubt that given the opportunities, they can excel their male counterparts. Smt. Sumati Morarji (Shipping Corporation), Smt. Yarnutai Kirloskar (Mahila Udyog Limited), Smt. Neena Malhotra (Exports) and Smt. Shahnaz Hussain (Beauty Clinic) are some exemplary names of successful and accomplished women entrepreneurs in our country. Some women entrepreneurs in India like Kiran Mazumdar (Bio-technology), Ekta Kapoor (Balaji films), Nara Brahmini and Nara Bhuvaneshwari (Heritage foods), Simon Tata (Lizzat Pappad) are very dynamic and these women entrepreneurs are the role models for the new upcoming women entrepreneurs in India. Anoo's sisters (Anoos beauty and hair clinic), Prabha Reddy (V Care).

### **Women entrepreneurs**

Entrepreneur is the person who co ordinates the means of production. He combines the factors of production to produce goods and services and he commits himself to his remuneration i.e., profit. Woman entrepreneur is a woman who combines or who co ordinates the means of production. Or a woman who starts and runs the company by having the major share i.e., 50% plus. The women work participation in India is increased from 14% (1970) to 30% in 2000, it is 45% in USA and 35% even in Sri Lanka. Some federations are working for women enterprises like National Alliance of Young Entrepreneurs (NAYE), Self employed Women Association (SEWA), and World Association of Women Entrepreneurs (WAWWE). Some awards are giving to the women entrepreneurs by Women's University of Mumbai, Entrepreneurship Development Institute of India and Stree Shakti Package by SBI.

### **Women Entrepreneurs and their practices in India**

The women entrepreneurs are established in Metro cities, cities and town. Even in villages also some enterprises are established. Some are established high investment and some are established with low investment. Some are run by single women entrepreneurs and some are joint ventures. Many of the enterprises are established by the educated women entrepreneurs and some are established by illiterate women.

### **Indian Women Entrepreneurs – problems**

The problems facing by the Indian women entrepreneurs are illustrated below:

- The main problem of Indian women entrepreneurs is family obligations. It becomes a hurdle for their development.

- The mindset of the women entrepreneurs should be changed as they feel that the Indian women should look after their family.
- The women entrepreneurs are facing insufficient financial resources as the financial institutions are giving priority to the men entrepreneurs. They consider women loonies are high risk than the men loonies.
- The family members think that there is financial risk in the venture is run by woman.

### **How to improve the women entrepreneurship in India**

There are some measures to improve the women entrepreneurship in India by increase the economic activities. The financial institutions should give prior to the women entrepreneurs. The financial institutions should provide loans at low rate of interest. The government should encourage the women entrepreneurs by giving subsidies. The products of women enterprises are given publicity. Government should encourage the products from women enterprises. The government should encourage the women entrepreneurs by giving awards. Government should consider the women as specific group for all developmental programmers. Encourage the women's participation in all activities. Educational and training programmes to be provided to the women.

### **Conclusion**

The mindset of the family members is also changing. It results, the participation of women in economic activities is increasing. So the women entrepreneurship in India is also increasing. 30% of Indian women are in business world today. Women entrepreneurship improves the wealth of the country in general and the family in particular.

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