

Women's Role in Entrepreneurship: Indian Scenario

Isha Rani (Researcher)

Introduction:

As we all know; we are today standing amongst women who have shown the path of entrepreneurship to many a younger set of girls who will one day lead the Indian Scene. We have seen women in all walks of life who are very successful entrepreneurs but still await the awakening of the general masses of women. It is worth mentioning that many factors are holding women back and suggest means to overcome the same. Let us get our women out of the conventional role of mothers and housemakers and move them (at least in thought) to achievers.

The Essence of Entrepreneurship:

As we grow up and move ahead in our educational system, we learn many simple scientific facts. The difference between an entrepreneur and others is that the entrepreneur sees what is there between the lines. He can well learn all facts from books but what lies in between and to where his mind wonders is really best solved by able teachers. It is the inquisitiveness of the entrepreneur which gets encouraged and suddenly what appeared as something very small takes the shape of something big in the world of entrepreneurship / an entrepreneur is born. Entrepreneurs the world over were at some stage disappointed / high school dropouts. A tiny idea born in an entrepreneur's mind may lie dormant for many a year and only be seen in its fully developed and blossomed form many years later. Bill Gates example would be apt. Why go far for the hot news is that Harbhajan kaur of Chandigarh of 94 years of age is declared 'women Entrepreneur of the year' by Anand Mahindra. I need not mention the success stories of VLCC, Flipkart, Biocon, Nykaa and countless others.

The Path to Entrepreneurship:

The normal tendency seen today amongst parents and teachers is to snub the question which is slightly away from the main subject or its prescribed depth. Also seen is the fact that anyone who wishes to explore further is snubbed. This needs to stop and there must be a faculty to where such ideas may be presented and processed. Let this be a policy from classroom to IITs and beyond. We today talk of 'Make in India' and yet Do not have any encouraging organization from where we can seek help. Let the flame of entrepreneurship never be put off and infact rekindle it. Alexander Fleming, the inventor of penicillin nearly wiped out his mother's entire domestic cattle stock before he finally saved countless lives of wounded soldiers of world war II. Why forget Marie Curie the two times novel laurate and the inventor of the world of radiation. So, the gist is to encourage and rekindle every small idea in everyone's head.

Role of Women In entrepreneurship:

Seemingly we all know but seem to ignore the fact that behind every successful man there is woman. Let us not get bogged down here but shift to women entrepreneur who are a foundation onto themselves. I need not stress that the story of every women entrepreneur is journey laced with difficulties, yet many a woman in our country made it to the very top. Not only to the top but they ran institutions to perfections and never shown too much strain onto themselves. The sixth Economic Census stated that out of the total 58.5 million businesses in India women owned 8.05 million which is 13.76 %.

Conclusion:

Present day census states that in India 58 % of the students are girls. Going by averages we should be having half of all entrepreneurs as female/women. These scores are very encouraging. However, we still need to change our mindset and encourage our girl to take on new field in life and to forget gender disparity. We must encourage

our girlchild to think a new and away from the old mindset. The role of both mother and father to bring up their daughter in scientific world needs all the force. The policies of government of India to have a very encouraging setup in its Child and Women Welfare Ministry needs to be achieved. It is a known fact though many a time put in the background that given the same scenario a women entrepreneur will outperform her male counterpart. Very soon India will see and experience a whole new world of women entrepreneurs touching world standards.

