

OPPORTUNITIES AND CHALLENGES OF WOMEN ENTREPRENEURSHIP IN KARNATAKA

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Abstract : Women entrepreneurship plays pivotal role in economic empowerment of women, economic growth of nation, reduction in inequality between men and women and the like. Entrepreneurship is a big responsibility which requires education, work experience and confidence in completing the job. Economic participation by female in India is comparatively low due to certain family responsibility and social obligations. But women are expert in household activity and maintenance of her family. Therefore she selected some of the business like catering, event management, small business, tailoring, cooking to support her family. The present study is based on the secondary data under the objective of knowing the opportunities for economic empowerment of women and problems faced by the women entrepreneurs in Karnataka. The study concludes with the suggestions that education, training and change in social structure are important factors for empowerment of women.

Key words: Women Empowerment, Opportunities, Challenges,

1.1 Introduction

Women empowerment is essential in India due to unemployment problem. Large scale industries are not ready to take more number of labour resources because they run their business with large automated machines. Small scale industries are playing very important role in giving employment opportunities to weaker section of the society. Women Entrepreneurship is important for the development of women as well as development of the nations. Eradication of poverty is possible with the help of small and cottage industries. Rural women can be encouraged to start small and cottage industries. It gives employment opportunities to minimum ten members in each unit.

Women are ready to do all kinds of business. They need the training to complete their task successfully. They must be shaped up properly with other entrepreneurial skills and trained to face the challenges of the business markets and to meet the changing trends successfully. A complete entrepreneurial development is possible to achieve by the participation of women in business. Therefore the growth and development of women entrepreneurs must be accelerated.

1.2 Review of Literature:

- Sweta Saurabh(2016) “Issues and Challenges Faced by Women Entrepreneurs and Their Training Needs” the article prepared under the objective of the need for training to women entrepreneurs to manage their work perfectly.

- Danish Ahmad Ansari (2016) “Women Entrepreneurship in India” Under the study author revealed that government has introduced different schemes exclusively for women entrepreneurs. But they face multiple problems from marketing, health, family, and the other point of view. The author finally concluded that now a day’s even after facing so many obstacles the Indian women is now becoming a educated and economically independent.
- Bharathi V. Sunagara and Megha Jigalur (2013) “Critical Issues of Women Entrepreneurship with Special reference to specific business units in North Karnataka” in this study authors opined that women entrepreneurs are facing multiple problems. But today women participation in the field of entrepreneurship is increasing at considerable rate, but efforts are still to be taken as we still lack compared to other countries at global level. This is mainly because of attitude change, conservative mindset of society, less daring and risk-taking abilities of women, lack of support and cooperation by society members, . There is a need for support from all aspects from government and society.

1.3 Objectives of the study

- To know the reasons for slow growth rate of women entrepreneurship in Karnataka
- To study the facilities provided by the government for women to involve in entrepreneurial activities
- To identify the problems faced by women entrepreneurs to develop their business
- To offer suggestions for reducing hindrances in growth of women entrepreneurship

1.4 Methodology

The paper work is based on extensive study of secondary data collected from review of past literature, various books, National & International Journals and public and private publications available on various websites and in libraries focusing on various aspects of Women Entrepreneurship.

1.5 Growth of women entrepreneurship

Women entrepreneurship is not a new concept. About 126 million women have started or are running their businesses at global level. According to sixth economic census released by the ministry of statistics and programme implementations, women represents about 8 million or fourteen percent of the total entrepreneurship in India. The reasons for the rise of women entrepreneurs are changing perception of entrepreneurship, education, acceptance of women entrepreneurship by the family, better technical knowledge, access to finance and the like In accordance with US International Revenue Service (IRS), Beauty parlors, dry cleaning shops, photographic studios, textile mills, trucking firms, highway and construction firms and such

other dozens of business are owned by women. Women own 38 per cent of small business in North America. The growth rate of women owned business enterprises are comparatively more in developing countries.

1.6 Women Entrepreneurship at National Level:

Both men and women are equally important in building a nation. Women entrepreneurs in India comprise a small proportion of the total entrepreneurs. Over the past few years, India has record growth in women entrepreneurship and more women are pursuing their career in this direction. But due to the lack of technical knowledge and little competition from men, Indian women have contributed for the most part to household and small scale industries. Indian women have become more career-minded, economically independent and more achievement-oriented. Modernization, urbanization and development of education and business increased opportunities of employment for women drastically.

Table-1
Numbers of Women Entrepreneurs Registered in India

Women Entrepreneurship States	No of Units Registered	No of Women Entrepreneurs	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
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84

(Source: Report of MSMEs, 12th Five year plan 2012-2017)

The data presented in the above table shows that Tamilnadu is at the top followed by Uttar Pradesh in terms of women entrepreneurs registered in India. Karnataka's position in women entrepreneurs registration in India is the lowest in comparison to other states. The percentage of growth in registration of women entrepreneurs in Karnataka went up from 8 percentage in 1970-71 to 26.84 percentage in 2012-2017 five year plan. Some of the successful Indian women entrepreneurs in India are Indra Nooyi, Naina Lal Kidwai, Kiran Mazumdar Shaw, Vaidya Manohar Chhabria, Neelam Dhawan, Lalita Gupte & Kalpane Morparia, Ekta Kappor, Shahnaz Hussain, and the like.

1.7 Women Entrepreneurship at Karnataka level

Karnataka has more women entrepreneurs compare to other states of India. Karnataka government announced some schemes for women to start their business with full confidence. The Karnataka government has launched a Rs 10-crore fund for women entrepreneurs, through which the Department of Information Technology, Biotechnology and Science & Technology can sanction up to Rs 50 lakhs for any woman innovator looking for funds for proof of concept validation, certification, and for other purposes such as to cover costs in manufacturing pilot devices. The new fund for women entrepreneurs was set up by the IT, BT and S&T Department, under the Multi Sector Startup Policy of Karnataka.

1.8 Women empowerment programmes in Karnataka state

Karnataka government initiated women empowerment programmes through education, training, providing financial assistance and gender sensitization. Women and child welfare department of the government aims at economic development of women through different schemes.

The growth rate in Karnataka is slow due to following reasons.

- Capital is one of the barriers to women entrepreneurs in Karnataka. Investors think that it is a big risk in financing the ventures run by women.
- Women entrepreneurs have to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women entrepreneurs.
- Some of the women entrepreneurship are in the hands of less educated women. Lack of proper training, self confidence, reduce their ability to bear risks and uncertainties involved in a business.
- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again.
- Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and family. The business success also depends on the support the family members extended to women in the business process and management.
- Women may have required the expertise, skill, knowledge to exercise their idea in the business. But she has not enough practical experience to eliminate mistakes and to take better decisions.
- Women contribution to the development is underestimated and therefore the social recognition is limited.
- Half of the total population is women. But large business units, trade, commerce, and industry are still in the control of men. Entrepreneurial work has also been largely a man's world in India.

The problems and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship.

1.9 Facility provided by the government under special schemes for women

- Rural women are encouraged by the government to start cottage industries through various schemes such as Integrated Rural Development Program (IRDP), Training of Rural Youth for Self Employment (TRYSEM), and Development of Women and Children in Rural Areas (DWCRA). Government of India announced exclusive training programme for the promotion of women entrepreneurship.
- The National Credit Fund for Women (NCFW) also known as Rashtriya Mahila Kosh (RMK) was set up by Government of India to meet the credit needs micro enterprises.
- Trade Related Entrepreneurship Assistance and Development (TREAD). Scheme envisages economic empowerment of women through the development of their entrepreneurial skills in non-farm activities.
- Government of India grant to training institutions and NGOs for imparting training to the women entrepreneurs

1.10 Suggestions

There is a need of some suggestions to give solutions to the problems faced by women entrepreneurs to start and continue their business successfully. They are;

- There is a need of good support from the family members to inspire, encourage, motivate and co-operate women entrepreneurs.
- Training, practical experience and personality development programmes should be provided to improve their over-all personality standards including communication skills
- Banks and financial institutions should offer seed capital, capital funds and easy finance schemes at concessional rates for economically strengthening the position of women.

1.11 Conclusions

Highly educated, technically sound and professionally qualified women must be encouraged for managing their own business, rather than being employed in any outlets. The uncultivated talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector as well as the nation. Our government has come forward with so many productive schemes like facilities, concessions and incentives exclusively for women entrepreneur. Women's active participation in decision-making has a positive impact on education, health, nutrition, employment and social protection. Women's empowerment has a multiplier effect not only on their own lives but also on the family and the society. Now a day's women entrepreneurship has got a vast popularity all over the world due to successful lead of the small and medium scale business by the women entrepreneurs.

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