

Growth of Women Entrepreneurship and Empowerment in India – An Overview

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ABSTRACT

Woman constitutes the family, which leads to society and Nation. Social and economic development of women is necessary for overall economic development of any society or country. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. Women entrepreneurship development is an essential part of human resource development. Any strategy aimed at economic development will be lopped sided without involving women who constitute half of the world population.

Evidence has unequivocally established that entrepreneurial spirit is not a male prerogative. Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. Major objectives of the study are to ascertain the factors in the emergence of women entrepreneurs. Further study highlights the major constraints and challenges faced by women entrepreneur and opportunities available to them. At the end the paper makes some suggestions for increase or promotion of women entrepreneurs and healthy growth of women entrepreneurs in India.

Key words: Empowerment; Entrepreneurship Development (ED); and Emerging Economies.

Introduction

The emergence of entrepreneurs in a society depends to a great extent on the economic, social, cultural and psychological factor prevailing in the society. One of the key factors in determining the success of development is the status and position of women in the society. This means that the neglect of women in the development process of any country constitutes a human resource waste. In this premise, it will be a disservice for any country to ignore its women population in its development efforts. The task before any government, therefore, should be that of moving steadily and firmly in the direction of economic development by involving women.

True development means the development in the three categories of a woman. These are: (1) Individual; (2) Social; and (3) Economic development (Rodney, 1972).

Individual development means increased skills and capability, greater freedom, creativity, self-discipline, responsibility and material well being. Increasing capacity connects social development, while economic development is determined by the increased capacity of the members of a society in dealing with their environment. This emphasis means that development at the individual stage includes both the social and economic categories of development. Development is dynamic and therefore assumes a continuous transformation process and a movement towards better and improved conditions, locally and internationally. Globally, women's empowerment has recently gained considerable importance as an area for policy and policy interventions in most of the organizations of the world. They have recognized the benefits of the empowerment, which can be achieved through effective participation of women. Since 1970's a global concern for amelioration of the working women and raising their standard of living been expressed in many ways. In 1995, Fourth World Conference on 'Empowerment of Women' held in Beijing focused on the following areas :(1) Political; (2) Economical; (3) Legal empowerment of women.

In the traditional society, women's role was naturally limited to the family. Many factors like urbanization, Women's education, technical progress etc. have profoundly changed this traditional society. Women perceive more and more clearly that if they really want empowerment and to contribute to the welfare of their family and society, the most effective way is to go out of home and earn money.

During the last two decades employment opportunities gradually shrank and it became increasingly hard for men and women especially for less educated women to get acceptable jobs. Sooner or later, therefore, their entry into self-business leads to economic empowerment.

Objectives

The study has the following objectives

- To understand the philosophy and concept of women empowerment and ED;
- To establish the linkage between women empowerment and ED in emerging economies;
- To identify the impact of ED on women empowerment; and
- To suggest some possible solutions for encouraging; developing; and improving the women empowerment in emerging economies.

Methodology

Given the nature of the present study, it was required to collect data from the secondary sources. Secondary data were collected from research studies, books, journals, newspapers and ongoing academic working papers. The collected data may be processed and analysed in order to make the present study useful to the practitioners, researchers, planners, policy makers and academicians of the concern area.

Empowerment

Empowerment is associated with the daily essentials. It spends out from the daily life to the state power. That is, every part of human being concerns with empowerment from security to getting access, to research, to meet demands, to political decision-making process. Empowerment has to be perceived and realized as a whole in critical process that includes social, psychological, economic and political empowerment. Empowerment is one of the key concepts of this study. The origin of the concept is found in the ideas of the Brazilian educationist Paulo Freire. The shift in development theory during the 1980s away from the assumptions of top-down change towards an alternative development model as its root, a concept of empowerment as a form of development change was brought about by local problem solving efforts and techniques. Though the term empowerment has no fixed definition, yet it is frequently used to describe a process where in the powerless or disempowered gain greater share of control over resources and decision making and since women are generally the most disempowered members of the oppressed classes, empowerment has been described as nurturing, liberating, energizing the un-affluent and the unpowerful (Barkat, Abul, Khuda, Barkat & Rhaman, 1994). In a common sense, empowerment can be defined as a process of achieving more controlling power to face the question on existing power and to control over the source of power. Empowerment is at the same time a process and this result of the process. The process of challenging existing power relations and of gaining greater control over the sources of power may be termed as empowerment (Baltiwala, 1994). Empowerment is a multi-dimensional approach and of the empowerment of a person or group of people is the process of giving them power and status in a particular situation. According to UNDP (1994) empowerment is a process which enables individuals or groups to change balances of power in social, economic and political relations in society. It refers to many different activities including but not confined to awareness of the societal forces with people and to action, which change power relationships. One of the most important instruments for empowering women is to allow them dual access to and control over productive resources such as land, capital, technology, credit as well as marketing outlets, information, education, training etc. without any discrimination (GOB, 1994).

Empowerment redistributes power from the powerful to the powerless. It is more than participation in decision making, it must also include the process that lead people to perceive themselves as able and entitled to make decisions (Prassad & Sahay, 2000). Empowerment must involve undoing negative social construction, so that people come to see themselves as having the capacity and the right to act and influence decisions (Rowlands, 1997). More than 14% of business establishments in **India** are run by **female entrepreneurs**, according to the Sixth Economic **Census** by the National Sample Survey Organisation (NSSO). There are 58.5 million businesses in **India**, of which 8.05 million are managed by **women**, employing over 13.48 million people

Entrepreneurship

Entrepreneurship is one of the most promising research fields in management over the last decades. The academic enthusiasm has resulted in a significant increase in the amount of research effort being devoted to the subject. This increased attention can be justified for approval of creation of employment opportunities for developed as well as developing nations. In addition economists and development planners are inclined to believe that entrepreneurship, a key tool in economic development process can be developed or its growth can be accelerated by initiating appropriate training program as well as imparting education. The entrepreneurial capability of a person consists of qualities of life: (i) The ability to sense opportunities and mobilise resources for attaining success in their pursuits; (ii) The ability to make competent plans, make prompt and sound decisions; (iii) The capability to take calculated moderate risks and initiative new ventures; (iv) Being innovative, imaginative and prepared to sacrifice; (v) Intelligent and hardworking; and (vi) Having managerial ability to generate profit (Rahman, 1981). Entrepreneurship is widely recognized as a critical factor in economic development. Schumpeter viewed entrepreneurship as the major conducive factor to economic growth (Schumpeter, 1934). McClelland treated entrepreneurship as the casual factor of development (McClelland, 1971). Cole and Cochran also emphasized the critical role of entrepreneurship in economic growth (as quoted in Kilby, 1971). On the other hand, Stevenson & Sahlman (1986) described that entrepreneurship is an economic behaviour characterized by strategic orientation, commitment to opportunity, resource provision and control, concept of management, and compensation policy.

The term 'entrepreneurship' is often used synonymously with 'entrepreneur'. Though they are the two sides of the same coin, conceptually they are different. The entrepreneur is essentially a business leader and entrepreneurship is the function performed by him.

Robert Hisrich states '*Entrepreneurship is the process of creating something new and assuming the risks and rewards*'. Arthur Cole states "Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain and aggrandize profit by production and distribution of economic goods and services." Higgins: "Entrepreneurship means the functions of seeking investment and production opportunity, organising an enterprise to undertake a new production process, raising capital, hiring labour, arranging the supply of raw materials, finding site, introducing a new technique and commodities, discovering new sources of raw materials and selecting top managers of day to day operations of the enterprise."

B.C Tondon: "Entrepreneurship is the ability to create something new, organizing and coordinating and undertaking risk and handling economic uncertainty."

Entrepreneurship Development

ED refers to the process of enhancing entrepreneurial skills and knowledge through structured training and institution-building programmes. ED aims to enlarge the base of entrepreneurs in order to hasten the pace at which new ventures are created. This accelerates employment generation and economic development. ED focuses on the individual who wishes to start or expand a business. To develop entrepreneurship in a country requires comprehensive effort that covers various activities right from the stimulation to its long-term survival. The scheme of such a comprehensive intervention effort is suggested by Dr. M.M.P.Akouri, Former Executive Director of National Institute for Entrepreneurship and Small Business Development (NIESBUD) Delhi, in the form of entrepreneurship development cycle. The cycle identified three groups of activities concerning ED. They are (1) Stimulating activities: It comprises entrepreneurial education, provision of entrepreneurial opportunities and guidance in selecting industries, supply of techno-economic information, are needed to help emergence of entrepreneurship in the society. The support ensures a good supply of entrepreneurs to start a new venture and developed potentiality to succeed in a venture. (2) Supporting activities: It refers to those which enable the entrepreneurs in setting up and running the enterprise successfully. They help in mobilizing resources and assistance. They include arranging finance, providing land, shed, power and other utilities, supply of capital machinery, scarce raw materials, offering management consultancy, help marketing products etc. (3) Sustaining activities: It includes the challenge of actual operation. Many enterprises starting well, meet immature death subsequently because of some problems. Such cases are many and they are particularly more significant in the field of small enterprises.

Empowerment of Women through Entrepreneurship

In the early 1980s the United Nations reported that globally women performed two thirds of the world's work, earned one tenths of the world's income and owned one-hundredths of the world's economic resources (Lavoie, 2000). Instrument of women empowerment is self-employment or entrepreneurship. Why women are choosing self-employment or entrepreneurship? One study revealed that autonomy was rated high as a means to obtain personal freedom. This level of autonomy provides the opportunities to: (1) Able to make their own decisions:-decision making indicates the choice which is the basis of empowerment; (2) Able to do preferable work- work in non:- traditional fields implies opening to more powerful networks, which leads directly to the empowerment. (3) Attain financial independence:- financial independence is a major contributing factor in the empowerment of women. The following are the impact of ED on Empowerment.

WOMEN ENTREPRENEURS

* Total number of establishments owned by women entrepreneurs was 8.05 million (13.76%). These establishments provided employment to 13.45 million persons (10.24%), out of which 83.19% were without hired workers. About 88.8% of the workers were employed in the establishments hiring less than 10 workers. Total number of Self Help Groups (SHGs) were 0.19 million out of which all women Own Account Establishments were 89%.

* Out of establishments under women entrepreneurs, about 34.3% belonged to agricultural activities, with livestock dominating therein having a share of 31.6%. Among non-agricultural activities owned by women entrepreneurs, manufacturing and retail trade were the dominant ones with corresponding percentages being 29.8% and 17.8% respectively.

* Out of the total establishments under women entrepreneurs, percentage share of various social and religious groups was as follows: OBC: 40.60%, SC: 12.18%, ST: 6.97% and Others (40.25%); Hindus: 65.6%, Muslim: 12.84% and Christian: 5.2%.

* Among the states, the largest share in number of establishments under women entrepreneurship was held by Tamil Nadu (13.51%) followed by Kerala (11.35%), Andhra Pradesh (10.56%), West Bengal (10.33%) and Maharashtra (8.25%).

* Average employment per establishment for women owned establishments was found to be 1.67.

Self-confidence of Women

Increased self-confidence through entrepreneurship development gave the women a prosperous future.

2. Economic Solvency

The most important changes come through increase in income, which not only upgrades the individual's life but also increases her standard of living, bringing economics solvency within the family. The increase in her income is also an increase in the family income and as such it provides family members to a better life style, including education for the children and improvement of family health.

3. Capital Building

Their (Women) economic success enables women to expand their business, procure new machinery, tools, accessories and relevant necessities. Modernization of the work-place, introduction of new technology for increase production, increase of labourers, along with the increase in purchasing power, upgrade their status both socially and economically.

4. Role of Status

Some aspects of household decision making are reported to have changed as a result of women's contribution in family income. Most of the men now consult with their wives in important family matters. Their power of decision making has increased because they

have money. Since women retain control over earnings, women can easily lend small and big amounts to business and others without asking for their husbands' permission. Since women perceive that their bargaining power within the family has increased as an indirect outcome of participating in the business. Women's status has changed in the family and society gradually.

Successful stories of women entrepreneurs

Indu Jain belongs to the Sahu Jain family and is the current chairperson of India's largest media group, Bennett Coleman Co. Ltd, which owns the times of India and other largest news papers. She is widowed with two sons. Indu Jain is known by many different identities such as that of spiritualists, humanists, entrepreneur, an aficionado of culture and the arts, an educationalist but her most prominent and eminent role has been the chairman. She was awarded with Padma Bhushan by the govt of india in 2016.

Kiran Mazumdar Shaw is the founder Chairman and managing Director of (CMD) of Biocorn Ltd. She is also a member of the board of govt of the prestigious Indian School of Business and Indian Institute of Technology Hyderabad. She received Padmasri and Padma Bhushan from govt of India.

Indra Nooyi the most well known face amongst Indian entrepreneur- Indra Nooyi is the CEO and President of Pepsi Co. She has been conferred with prestigious Padma Bhushan for her business achievements and being an inspiration to India's corporate leadership.

Vandana Luthra : VLCC, a beauty and wellness giant has its present in 11 countries across Asia, Africa and the GCC (Gulf Co-operation Council) and the credit goes to Vandana Luthra. She also awarded with Padmasri and she was listed as the 33rd most powerful woman in business India by Fortune India

Naina Lal Kidwani: the first Indian woman to graduate from Harvard university Business School. She is currently country Head and group general manager HSBC group India. Apart from working at HSBC, Kidwai has also held other eminent positions such as that of Global advisor, Harvard Business School, non Executive director of Nestle SA and as a member of Govt Board NCAER Auditor General Of India and several other Positions. Indian govt awarded her with Padmasri award.

Chanda Kochhar : She's the MD&CEO of India's largest private bank ICICI bank. Under her leadership. ICICI bank won the "best Retail Bank in India" award. She was awarded "Retail Banker of the Year 2004," "Business woman of the year 2005" by the economic times and "Rising star award" for global awards 2006 by Retail Bankers International.

Ekta Kapoor: The woman who changed the face of Indian television- love or hate them, you just can't ignore Balaji tele films. She won the Hall of fame award at 6th Indian Telly award during 2006 for her contributions.

Sukhi Mukherjee : Lime road was started in 2012 by Suchi along with Manish Saxena, Ankush Mehra and Prashant Malik. The company raised funding of \$20 million from Lightspeed venture partners, Matrix partners and Tiger Global. She was selected as one of fifteen women world wide "rising talent high potential leaders under 40."

Richa Kar: she is the founder of online lingerie store Zivame, she grew up in Jamshedpur and completed engineering from BITS Pilani 2002. Zivame is probably the first in the online lingerie in India and the space in India has played a role in educating women across the country about intimate wear and shaping consumer behaviour.

Adithi Gupta: the one the most on tattoos is menstruation, but with time, it is getting the attention that is needed for the society to accept the facts and talk openly about it. One such initiative has been taken by Adithi Gupta. In 2012, she co-founded Menstrupedia with Tuhin Paul, a crowd-funded initiative. with Tuhin Paul

Conclusion: The stage is set for social take off for women from a low development path to an accelerated pace of achieving high level of self sustaining economic growth is possible by women empowerment which leads to women entrepreneur. Empowerment of women leads to economic independence, the opportunity to have control over their lives- self reliance, self-determination, and a way to achieve for themselves. Empowerment through self-employment is also related to women's ability to gain control over economic resources and to participate more fully in the process of building wealth. Empowerments lead to self-fulfilment to know where women are going.

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