



# ATMANIRBAR BHARATH ABYAN- A STUDY ON THE ROLE OF WOMEN ENTREPRENEUR IN INDIAN ECONOMY

**Dr.Y.Geethanjali**

**Assistant Professor**

**St.Josephs Degree and Pg College**

**Project Co-Director ICCR**

**R.Sreelakshmi**

**Assistant Professor**

**St.Josephs Degree and Pg College**

**Abstract:** Self-Reliant India is the vision of new India introduced by our Honorable Prime Minister Shri Narendra Modi on 12 May 2020. as a part of the scheme a special economic and comprehensive package of INR 20 Lakh Crore -equivalent to 10% of India's GDP-to fight COVID-19 pandemic in India. The particular paper aims to show the development policies and programs which tend not to view women as constitutional to the economic development process. This is reflected in the higher investments in women's generative rather than their productive roles. Yet women throughout the developing world engage in economically productive work and earn incomes. They work primarily in agriculture and in the informal sector and, increasingly, in formal wage employment. Their earnings, however, are generally low as they are offered small jobs like knitting, stitching, which have limited markets and mostly there has been cases of middle man of the welfare schemes taking advantage by misleading the women. The study is mainly focused on to know the various schemes offered under Atma Nirbar Bharat for women empowerment and to understand the success stories and challenges faced in women entrepreneurship in the growth of Indian economy.

**Key words:** Women, Entrepreneur, Indian Economy, Challenges, entrepreneurship, empowerment

## INTRODUCTION

Women empowerment refers to the idea of making changes in a woman's life that allow her to live a full human life. It results in a rising internal capability, increased self-confidence, and an inner shift of one's awareness, according to Sen and Batliwala (2000), which empowers one to overcome external barriers. The Human Development Index (HDI) was first introduced by UNDP (1990). It was intended to be a more comprehensive indicator of a country's social-economic development, but it quickly gained popularity as a gauge of average advancement in human development for both sexes. Developing self-reliance, freedom, independence, self-esteem, confidence to deal with any challenging social situations, and participation in many social and political endeavours are all aspects of empowering women. Only if women receives education, women's empowerment becomes more important. The main drive of social change and national progress is education. Women can benefit from education by improving the information, abilities, and self-assurance which is necessary for development. Women's education is useful in eradicating issues like the dowry system and unemployment, among others. Napoleon, a Greek warrior, famously remarked, "Give me a few educated mothers, and I shall

give you a heroic race." Women in India are protected from all forms of crimes against them by a variety of safety regulations. Health, education, political engagement, financial security, and the absence of violence are just a few of the numerous topics they discuss. Women receive complete and in order to achieve human rights, peace, security, and sustainable development, women must be provided full and equal access to all types of discrimination. NGOs play a significant role in the empowerment of women. The government offers a number of programmes and projects to empower women. India's overall development is greatly influenced by the empowerment of women. On the other side, women's entrepreneurship refers to a woman or a group of women who join forces to launch or run a commercial endeavour.

## Review of literature

1. **Nayak Purushotham et al (2009)** in his study has attempted to analyse the status of women empowerment in India using various indicators like women's household decision making power, Financial freedom, acceptance of unequal gender role etc. The study also revealed that in India women are still disempowered and maintain low status than men in spite of so many schemes offered by the government. The conclusion reveals that education and employment are the only factor which enables women to empowerment and reaching towards the goal. It also depends upon the attitude of the people towards gender equality.

2. **K.V.Shoba (2021)** has studied the social status of women in vedic period where equal importance was given to men and women and the need for women empowerment during the present situation and the various schemes offered by the government. It has been concluded that not only government initiative but society must take initiative to create the climate in which there is no gender discrimination and women should be given opportunities in decision making and participation in political and economic activities.

3. **Prof.Seema singh and Antra singh( 2020)** has critically examined that though women equality and empowerment has always remained a priority area and has been taken care by the stock holders. The paper critically investigates the Indian status among other countries and tries to find out preparedness to achieve Sustainable development Goal -5 of the United Nations. It has been concluded that comparing to other countries our country ranks low. There is a need for reassessing and modifying programmes.

4. **Brush, De Bruin & Welter(2009)** have done a gender awareness framework for women's entrepreneurship. Their work builds on an existing framework articulating the "3Ms" (markets, money and management) required for entrepreneurs to launch and grow ventures. Through

their paper they have also considered to construct a "5M" framework to enable the study of women's entrepreneurship in its own right.

5. **Farm to PhD: A labourer mother earns PhD in Chemistry in Andhra Pradesh(2023)** the study is based on Sake Bharathi a young women farm worker has completed her PhD in Chemistry despite facing challenges such as limited access to education and opportunities. Bharthi took up the role of an agricultural laborer while struggling he responsibilities as a mother and student. She enrolled in a PhD programme at Sri Krishna Devaraj University.

## Need and Importance of the study

Education has helped women in developing the society both politically and economically in India. Empowerment of women has driven in most of the fields like Economic empowerment, Political empowerment, Legal empowerment, health empowerment and Psychological empowerment etc. Though there are many empowerments still violence against women in India is still prevailing because of male dominated society and women are still facing various kinds of crime like dowry death, sexual harassment, girl child abuse etc. But at the same time there is a progress in certain fields like entrepreneurship where women in India are ahead compare to the western countries. Very few studies have been on women entrepreneurship and the study mainly focuses on the schemes offered by the government and the case studies of women entrepreneurship.

## Objectives of the study

1. To present various policies implemented by the Atma Nirbar Bharath Aayan for women empowerment
2. To identify the success stories and challenges faced in women entrepreneurship in the growth of Indian economy

**Research Methodology:** This paper is purely based on secondary data which is collected from the reports, journals, news papers, magazines etc

### 1. Government policies by Atma Nirbar Bharath for women empowerment

The government of India has launched women empowerment scheme on 15 January 2015 by the prime minister of India Mr. Narendra Modi for the survival, safety and education of girls. The main reason for such schemes is to eliminate the gender inequality, raise social awareness and to improve the effectiveness of welfare benefits of girls. There are 10 schemes which are implemented for the welfare of women. They are as follows

- **Beti Bachao and Beti Padhao** : The main objective of the scheme is to prevent female infanticide and various other methods of sex-selective elimination, and to safeguard the survival and protection of the girl child and to promote education and active involvement of the girl child.
- **Working women's Hostel Scheme:** The main goal of the scheme is to provide self home care and if required child care facilities for women
- **One stop center scheme:** the main objective of the scheme is to support women affected by violence in private and public spaces and to provide services including medical, legal, psychological and counseling support. They also encourage women to get immediate assistance as well as long term support, and fight against all kinds of evil against women
- **Women Helpline scheme:** 24/7 emergency service is provided for women who have experienced abuse either in public or private settings. Women can use toll free no 181 in every state and union territory across the country. This initiative also raises the awareness about women empowerment and safety.
- **Mahila Police volunteer's scheme:** the scheme was introduced in 2016 by the ministries of women and child development, in all states and union territories. As part of the strategy the scheme acts as a public police liaison to combat crimes against dowry harassment, child marriage, domestic abuse and domestic violence. Women are also encouraged to join police force by fostering a secure atmosphere.
- **Swadhar greh:** This scheme was introduced in 2018 which empowers women which gives legal support and to reintegrate into the society. The scheme's primary goal is to ensure social, economic and health security as well as to offer food, clothing and shelter.
- **STEP (Support to training and employment programme for women):** the main aim of the scheme is to give work security and to provide training in skill development. The government sponsored initiative provides institutions and organizations with funding so that they may run training programme for women.
- **Mahila Shakti Kendra:** The scheme was introduced in the year 2017. The main aim of the scheme is to offer women support services at one location so that they can grow talents, find work and improve their digital literacy.
- **Rajiv Gandhi National Creche scheme:** the scheme was introduced in 2006, the initiative offers working mothers with child care services and promise to enhance their health and nutrition status. It also increases awareness about child's health care by educating parents on how to improve child's procedures or practice.
- **Ujjwala scheme:** this scheme was introduced in the year 2007. The scheme was established by Non-Government organizations (NGO) to give direct relief and human trafficking

Apart from the above schemes the government has also introduced 27 schemes for women entrepreneurs

1. Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
2. SIDBI's Mahila Udyam Nidhi
3. SBI's Stree Shakti Scheme
4. Annapurna Scheme
5. Dena Shakti Scheme
6. Udyogini Scheme
7. Mahila Vikas Nidhi
8. Mahila Samiti Yojana
9. Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
10. Entrepreneurial Development programme (EDPs)
11. Indira Mahila Yojana
12. Indira Mahila Kendra
13. Integrated Rural Development Programme (IRDP)
14. Khadi And Village Industries Commission (KVIC)
15. Management Development programme
16. Women's Development Corporations (WDCs)
17. Marketing of Non-Farm Products of Rural Women (MAHIMA)
18. Micro Credit Scheme
19. Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
20. NGO's Credit Schemes
21. National Banks for Agriculture and Rural Development's Schemes
22. Priyadarshini Project
23. Prime Minister's Rojgar Yojana (PMRY)
24. Rashtriya Mahila Kosh
25. Trade Related Entrepreneurship Assistance and Development (TREAD)
26. Working Women's Forum
27. Training of Rural Youth for Self-Employment

## 2. Success stories and challenges faced by the women entrepreneurs in the growth of Indian economy

Life is either a daring adventure or nothing at all Helen Keller

- Women entrepreneurs in India has lots of challenges faced which include lack of access to finance, technology and markets ,gender bias and cultural barriers. Work life balance is one of the major challenges faced by women .here are few case studies of women who has faced multiple challenges as successful entrepreneurs.
- Falguni Nair: Founder of Nykaa -Falguni Nair left her job as MD in Kotak Mahendra and started her business from scratch at the age of 50, where people start planning about their retirement. Ms Nair was an IIM Ahmadabad alumni for 20 years .she has studied the market and planned to start an online retailer of beauty product -NYKAA in the year 2012 which was established in Mumbai. the company was successful in 100% turnover which improved a growth year after year for many consecutive years. In 2020 Nykaa became first Indian Unicorn that was led by women. Today Nykaa is the home for 1000 plus beauty and luxury brand. As on 2021 the company's networth is 13 billion Dollars.
- Aditi Gupta Co-Founder of Menstrupedia Aditi's small initiative helped thousands of girls get an education about something Indians don't like to talk about openly, even today. Adito got her 1 period at the age of 12 and coming from a conservative Indian family, she was asked to sleep in a separate room, wash her own clothes, not allowed to enter into the kitchen and participate in religious rituals every time she got her period. That is what Aditi wanted to change the mind sets of rural and urban family in our country and started Menstrupedia a hindi comic book with her husband Tuhin patel in 2012. The idea behind the comic was to create awareness and knowledge about menstruation and hygiene. By now Menstrupedia has educated about 10,00,000 girls and trained more than 10000 educators to spread awareness about puberty, Menstruation and hygiene
- Upma Kapoor -Founder of Teal and Terra: Upma lost both her parents at the age of 12 and was brought up by her sister and brother in law. She completed her MBA finance from ICFAI. She worked in a corporate sector for 15 years and was fed up and had an idea of starting a venture into the beauty industry. She borrowed from friends and family members and with her small savings to fund her business. The company is based on the age old wisdom of Ayurveda and its cosmetic products are all natural. Which is priced from Rs 500 onwards, Teal & Terra primarily produces hair and skin care products . but things were no so easy and she has to face many challenges in the path, including brand acceptance and tough competition from the established players in the segment. She has to struggle to maintain a healthy work-life -balance as a single parent. But within a short period of time, with hard work and commitment she started with about 7.5 lakh and in just 2 years since its launch. Teal and Terra has reached in a revenue of Rs 2.24 crore.
- Ms.Brinda -Managing Director of Prashanti sarees: Brinda was a former engineer in research and development department of global organization is a successful first generation entrepreneur she started Wedtree a popular return gift company with Omnichannel presence in 2013. During 2016 she shifted to sarees business popularly known as prashanti sarees which was a daring decision in all situations. A huge business transformation by Brinda who introduced 100 plus varieties of sarees that that most women never even knew about its existence. She realized that not only does she love sarees, but had deep aspirations in working with weavers to create sarees that suit the taste of every woman. Sarees are woven from 'Thari' across different states with highly skilled weavers. She comes up with very innovative notions for unique designs, pattern permutations and color combinations. She travels to various parts of India to personally curate sarees and handpicks each of them to present to her customers. Business is

incredibly challenging. It can be done with passion for one or three years, but it is crucial to maintain and expand an organization. One needs to have a vision his /her goal and a strategy to carry it out really well.

### Suggestions

1. Women need to have confidence in her decisions and create awareness to the society
2. Women education need to be promoted
3. Self help groups should be established in rural areas
4. Government should reform paperwork and complicated bank loan procedures
5. Gender equality for men and women helps to overcome the problem faced by women

**Conclusion:** Women empowerment has played a significant role in achieving self reliant in Indian Economy. The initiative by the government providing various schemes has resulted in the development of women in various fields. The main aim of the paper was to highlight that women can contribute to the economy. It is these innovative minds which can cause the growth of the economy to a level which even men can't imagine. India needs women to stand up and contribute towards the economy. The primary aim of initiating the schemes is to promote women to come forward to participate in Economic empowerment, Political empowerment, Legal empowerment, health empowerment and Psychological empowerment etc.

I would like to conclude with a famous saying by **Dr. A.P.J Abdul Kalam**:

*“Empowering Women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation”.*

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