

Challenge for Women Entrepreneurship: A Comparative Study of India with other countries

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Abstract

In current business environment, women are the equal contributor of economic development in the country. This research paper highlights the impact of empowering the women in business sector through there continue notable headways in the entrepreneurial landscape. Indian women are facing challenges in achieving entrepreneurial dream. Few countries entrepreneurs are compared with Indian entrepreneurs. Women are making remarkable benchmark. So in this paper the challenges for women entrepreneur are compared with women entrepreneur in India with top three countries according to MIWE. The countries are New Zealand, Canada and Sweden.

Keywords

Empowerment, entrepreneurship and challenges

Introduction

Over the last ten decades, women participation in labour force increased. These are the key factors to determine the success for development of women is the status and position in the society. If we neglect the women in the development process of any country thus it means only waste human resource. The government task is to introduce the schemes and policies related to women entrepreneurship in India. For moving steadily and firmly in the direction of empowering women and improve economic development of the country. We empowered women not individually but also socially and economically developed. Development is dynamic and continuous transformation process and moving towards better and improved conditions locally and internationally. Individual development means increased the ability, capability and skill, creativity, responsibility and self-discipline. Increased capacity connected to the social development while economic development is determined when the increased capacity of the member deal with the environment and get good deals develop economically. The finding of the MasterCard Index of Women Entrepreneurs (MIWE) shows a well-built position of women entrepreneur in developed countries. New Zealand is maintaining its top rank for the second consecutive year. Women are making remarkable advancement as business owners at the global level.

Gender balance has to be maintained in the management and workforce of the company. This balance give powers to women work as manager, traders, suppliers, producers and consumers that helps in generating exponential growth of the business. Women's economic power affects their economic rights that are: equal access, owner and control over land, productive assets and resources. They fully access the economic decision making process that affect their lives of their families, society and communities. Women are contributing more than 40% at the global labour force level by year 2008 (World Bank, 2011).

Indian market is compared with top three ranking countries according to the MIWE report. India maintained its 52nd rank in 2017-2018. There is no change in the advancement, knowledge, financial instrument and tools and supportive conditions for women in India. New Zealand, Sweden and Canada secure first three ranks in the MasterCard Index. In the paper, India is compared with the countries which falls on the first three ranks. The comparison is based on the different factors on which ranking is based on.

MasterCard Index of Women Entrepreneurs (MIWE)

MasterCard is technological advanced smart payment card in the global payment industry. Our global payment processing system network connects customer, banks and institutions and business with more than 210 countries. MasterCard products and solutions make everyday commerce activities such as buying, selling and running a business easier, more secured and efficient for everyone in the world. The index indicates that beginning to develop and maintained women entrepreneurs around the world continuously making remarkable progress despite of gender discrimination that can creates a hindrances in making advancement in the businesses world. (MASTERCARD INDEX OF WOMEN ENTREPRENEURS (MIWE) 2018, 2018)

MIWE analyse the factors which are possessed by the women to become an entrepreneur. The factors are ranked and score card is prepared. Development of women depends upon the environmental condition. The women business owners who are capable and ambitious in further growing their business, the knowledge and support is provided to get access to the financial resources from different sources like banks and financial institutions. This helps the women entrepreneur to grow and capture the maximum market shares and hence helps in increasing the goodwill in the market. In some countries, there are government schemes which create an environment to help the women entrepreneur. Through these schemes, the women become free to access the higher education and financial facilities. In MIWE, on the basis of the women advancement, knowledge assets and financial access and supportive environment and many other factors related with the women entrepreneurship, the countries are scored, hence, rankings are given.

Finding and Interpretation

According to the MasterCard Index of women Entrepreneurs 2018 report, the tables are showing the changes in scorecard and ranking of the top countries and India's Women Business Ownership. Different factors are analysed for providing the ranks and scores to the different countries women entrepreneurs.

Table 1: Change in score & ranking for MasterCard index of women entrepreneurs.

Country	MIWE Score			MIWE Ranking		
	2017	2018	Change in Score	2017	2018	Change in Ranking
New Zealand	75.5	74.2	-2%	1	1	0
Sweden	69.3	71.3	3%	5	2	3
Canada	72.2	70.9	-2%	2	3	-1
India	42.5	42.7	0%	52	52	0

Sources: Findings of MIWE report. Changes in scorecard & ranking of MasterCard index of women entrepreneurs. (Mastercard Index of Women Entrepreneurs (MIWE), 2018)

According to the table, New Zealand has maintained its position as 1st position in 2017 as well as in 2018. The score has been reduced from 20271 to 2018. In 2017 score was 75.5 and 2018 it is 74.2. So there is the change in the score but it has maintained its position. Sweden ranked has tremendously improved from 5th in 2017 to 2nd position in 2018 As the score has improved from 69.3 in 2017 to 71.3 in 2018. Canada lost its position from 2nd in 2017 to 3rd in 2018 because there is reduction in score from 72.2 in 2017 to 70.9 in 2018. India has maintained its ranking as 52nd in 2017 as well 2018 but score has improved by 0.2 % that is 42.5 in 2017 and 42.7 in 2018.

Table 2: Change in Score & Ranking for component A: Women's Advancement outcomes.

Country	MIWE Score			MIWE Ranking		
	2017	2018	Change in Score	2017	2018	Change in Ranking
Philippines	65.9	65.9	0%	1	1	0
Colombia	61.7	64.1	4%	5	2	3
Russia	62.3	63.7	2%	3	3	0
India	29.1	29.5	1%	52	52	0

Sources: Findings of MIWE report. Changes in scorecard & ranking of MasterCard index of women entrepreneurs. (Mastercard Index of Women Entrepreneurs (MIWE), 2018)

According to the table, Philippines have maintained its position as 1st position in 2017 as well as in 2018. The score has been same in both years 2017 as well as in 2018 that is 65.9. so it has maintained its 1st rank. Colombia ranked has tremendously improved from 5th in 2017 to 2nd position in 2018 as the score has improved tremendously from 61.7 in 2017 to 64.1 in 2018. Russia has maintained its 3rd rank in 2017 as well as in 2018. The score has been improved by 2% because in 2017 the score was 62.3 the improved or increased the score is 63.7 in 2018. India has maintained its ranking as 52nd in 2017 as well as in 2018 but the score has been improved by 1% because in 2017 the score was 29.1 but the score was increased in 2018 was 29.5.

Table 3: Change in Score & Ranking for Component B: Knowledge Assets and Financial Access.

Country	MIWE Score			MIWE Ranking		
	2017	2018	Change in Score	2017	2018	Change in Ranking
Singapore	91.1	90.9	0%	1	1	0
New Zealand	89.1	89.2	0%	2	2	0
Vietnam	88.3	86.7	-2%	3	3	0
India	54.9	54.7	0%	54	55	-1

Sources: Findings of MIWE report. Changes in scorecard & ranking of MasterCard index of women entrepreneurs. (Mastercard Index of Women Entrepreneurs (MIWE), 2018)

According to the table, Singapore has maintained its ranking same as in 2017 as well as in 2018. The score was nominally changed in 2017 score was 91.1 and in 2018 score was 90.9 but it maintained its 1st position in 2017 and in 2018. New Zealand has also maintained its 2nd position in both two years that in 2017 as well as in 2018. In 2017 the score was 89.1 and in 2018 score was 89.2. Vietnam has maintained its 3rd rank in 2017 as well as 2018 but there was decrease in the scores. In 2017, Vietnam score 88.3 but the score was reduced by 2% the score in 2018 was 86.7. India has lost its ranking from 54th in 2017 to 55th in 2018 because there is reduction in the score from 54.9 in 2017 to 54.7 in 2018.

Table 4: Change in Score & Ranking for Component C: Supporting Entrepreneurial conditions.

Country	MIWE Score			MIWE Ranking		
	2017	2018	Change in Score	2017	2018	Change in Ranking
New Zealand	84.6	82.5	-2%	1	1	0
Singapore	83.2	82.4	-1%	2	2	0
Denmark	81.8	81.7	0%	3	3	0
India	54.6	54.6	0%	45	47	-2

Sources: Findings of MIWE report. Changes in scorecard & ranking of MasterCard index of women entrepreneurs. (Mastercard Index of Women Entrepreneurs (MIWE), 2018)

According to the table, New Zealand has maintained its position as 1st in 2017 as well as in 2018. The score has been reduced 2% from 2017 to 2018. In 2017 score was 84.6 and in 2018 it is 82.5 so there is change in the score but it has maintained its position. Singapore was also maintained their 2nd position but there was change in the score in 2017 83.2 and in 2018 reduced to 82.4. The score was declined by 1%. Denmark maintained its 3rd position without changing in the score from the year 2017 and 2018. India has lost its ranking from 45 to 47 but there was not change in the scores. There was only change in the ranking of the country.

Review of Literature

The female entrepreneurs were like to use smaller, personal and draw their close network of personal contracts from their own sex as they help in business development (STAN CROMIE, 1992). The women who want to get high-growth opportunity in business by reducing the conflict between the roles of their work and family. Women should choose the strategies which allow women to maintain a balance in work and family and reduce the conflict between them (Shelton, 2006). Women entrepreneurs exist in smaller number and also provide return in smaller amount. It generates smaller revenue. The significant hurdles and problems faced during the developing and growth stage of their businesses are lack of information, lack of skilled labour, low of effective networking abilities, lack of training and business opportunities. Also they have children care responsibilities and family commitments. All these are internal factors which affect the development of the business and external factors are no support services to business and national and local government attitudes. Some other research (HANKS, 1994) (Hitt, 2003) also support and mentioned that women entrepreneur show low growth rate reason is that they have less managerial and business skills which are require to perform the business activities and take managerial decisions (Muhammad Azam Roomi, 2009).

Results

- The total of female business entrepreneur in terms of percentage set as being mark able pointer of MIWE report.
- New Zealand maintained its top ranking at 74.5 but it decrease from the previous year score of 75.5. But noticeable improvement was noted in the leading economy of Sweden because it move up by 3% from 69.3 to 70.8, and got the 3rd rank.
- The Index findings showed entrepreneurs have made improvement in terms of wealth and major developed nation economies are New Zealand, Sweden and Canada where the women's advancement, women knowledge assets and financial access and supporting entrepreneurial conditions scores are higher.

- India has maintained its ranking as 52nd in 2017 as well 2018 according to the overall rank and score card of MIWE.
- India has maintained its ranking as 52nd in 2017 as well as in 2018 according to the component A: Women's Advancement outcomes, lost its ranking from 54th in 2017 to 55th in 2018 because there is reduction in the score from 54.9 in 2017 to 54.7 in 2018 according to the Component B: Knowledge Assets and Financial Access and also lost its ranking from 45 to 47 but there was not change in the scores of Component C that is Supporting Entrepreneurial conditions.
- Top countries like New Zealand and Sweden provide favourable situation to run entrepreneurship in such a easy way of doing business and traditional perceptions of women as entrepreneurs.
- High income economies are highly innovative and developed. They provide greater opportunities and better quality of education and financial facilities to the nation women.

Conclusion

Using women entrepreneurship, as a remarkable benchmark indicator of MasterCard Index of Women Entrepreneurs report. There is a positive correlation observed between the overall index rating and women's ability to be successful entrepreneur in the business world. The top MIWE countries New Zealand, Sweden and Canada generally market of these nation have the low degree of gender discrimination as compare to India to in terms of business, academics, economical and financial opportunities and resources accessibility. They are more efficient in supportive structure and more accessibility to access the resources in the form of fund, training and development. India is the developing country. Indian women entrepreneur are getting trust, acceptance and encouragement in their roles which help them in increasing their capacity to nurture and grow their business. India has maintained its ranking as 52nd in 2017 as well 2018 according to the MasterCard index of women entrepreneurs report and maintained its ranking as 52nd in 2017 as well as in 2018 according to the component A: Women's Advancement outcomes. India has lost its ranking from 54th in 2017 to 55th in 2018 because there is reduction in the score from 54.9 in 2017 to 54.7 in 2018 according to the Component B: Knowledge Assets and Financial Access and also lost its ranking from 45 to 47 but there was not change in the scores according to the Component C: Supporting Entrepreneurial conditions. This is due to the gender discrimination exist in all the markets but showed in different ways. Women face problem during start up a new business related to the lack of finance, leadership qualities, capital resources, lack of information, limited in building networks and lack of training and development facilities. Women business owner have limited business opportunities and limited educational qualification. At top ranking nation New Zealand where it provide supportive role to SMEs, quality of laws and order, calm of doing business are more favourable, women are marginalized when they came out with new exposure of good business opportunities and taking opportunity as the same level of know-how as men. Women are showing their strong position as business owner at the global level. Women are approaching towards highly innovative and developed environment where women get more opportunities, better quality of education, financial facilities, effective rules of law and order and supportive conditions for performing businesses.

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