



A Study of Women Entrepreneurship Development

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Abstract

This paper studies the factors that Motivate and Constrain the Women Entrepreneurship Development and creation of 30 million women-owned enterprises in India. Women in India are no longer able and remain confined to within four walls of the house. This study has tried to find out the motivational factors to be an entrepreneur and the constraints that hinder their entrepreneurial abilities. To find out a justified result the study was based on both primary and secondary data. However the factors that have been revealed as a motivational tool for women entrepreneurs are helping husband, financial independence, availability of loan, social position, family support, creativity development, helping society etc. Beside that the de-motivating elements are less capital, limited market access, unavailability of raw material, lack of education and training, social value constraints etc. After justifying the situation of women entrepreneurs some recommendation has come up with practical solution. Based on the general concept of an entrepreneur just discussed in the previous chapter, women entrepreneurs may be defined as a woman or group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are called “women entrepreneurs”. The Government of India has defined women entrepreneurs based on women’s participation in equity and employment of a business enterprise.

Key words: women entrepreneurs, enterprise, determination, development.

Introduction

In nutshell, women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise. Women in India constitute around half of the country’s population. Hence, they are regarded as the “better half of society”. In the official proclamation, they are on par with men. But, in real life, the truth prevails otherwise. Our society is still male-dominated and women are not treated as equal partners both inside and outside four walls of the house. They are treated as weak and dependent on men. As such, the Indian women enjoy a disadvantageous status in the Society. Let some facts be given. The low literacy rate

(40%), low work participation rate (28%) and low urban population share (10%) of women as compared to 60%, 52%, and 18% respectively of their male counterparts well confirm their disadvantageous position in the society. Our, age-old sodocultural traditions and taboos arresting the women within four walls of their houses also make their conditions more disadvantageous. These factors combined!)’ serve as non-conductive conditions for the emergence and development of women entrepreneurship in the country. Given these unfavorable conditions, the development of women entrepreneurship is expectedly low in the country.

Objective:

This paper intends to explore women’s entrepreneurship can help advance the cause of financial inclusion of women in the country and the challenges, opportunities.

Several national and international organizations and agencies have appreciated the need for and importance of developing women entrepreneurs in recent years. A brief review of it is given here.

To develop better half of the society, the United Nations declared the decade 1975–85 as the Decade for Women. The UNIDO Preparatory Meeting on the Rote of Women in Industrialisatim in Developing Countries held at Vienna during 6–10 February 1978 identified several constraints such as social, altitudinal and institutional barriers, inadequate employment opportunities, inappropriate and inadequate training, insufficient information and so on-which held women back from participating in industrial activities. The World Conference of the United Nations Decade for Women held at Copenhagen in Denmark on 30th June 1980 also adopted a program aimed at promoting full and equal opportunities and treatment of women in employment and their access to non-traditional skilled hades.

The Tirsllldatiaml Conference of Women Entrepreneurs held at New Delhi in November 1981 advocated the need for developing women entrepreneurs for the overall development of the country, ft called for priority to women in allotment of land, sheds, a sanction of power, licensing, etc.

The Second International Conference of Women Entrepreneurs organized by the National Alliance of Young Entrepreneurs (NAYE) held in 1989 at New Delhi also adopted certain declarations involving women’s participation in the industry.

The Government of India has been assigning increasing importance to the development of women entrepreneurs in die country in recent years.

The Sixth Five Year Plan, for example, proposed for promoting female employment in women-owned industries. The Government moved a step forward in the Seventh Five Year Plan by including a special chapter on the Integration of Women in Development. The chapter suggested:

- To treat women as specific target groups in all development programs.

- To devise and diversify vocational training facilities for women to suit their varied needs and skills.
- To promote appropriate technologies to improve their efficiency and productivity.
- To assist in marketing their products
- To involve women in the decision-making process.

In her recent Industrial Policy 1991, the Government of India further stressed the need for conducting special entrepreneurship development programs for women to encourage women to enter the industry. Product and process,-oriented courses enabling women to start small scale industries are also recommended in the Policy Statement.

Women Entrepreneurship FICCI

There are several institutional arrangements both at the centre and the state levels like nationalised banks, state financial corporations, state industrial corporations, district industry centres and voluntary agencies like FICCI's Ladies Organisation (FLO), National Alliance of Young Entrepreneurs (NAYE) Which have been engaged in protecting and developing women entrepreneurs in the country. This is well indicated by a dismally low level of women (5.2%) in total self-employed persons in the country. Further, women entrepreneurs in India accounted for 9.01% of the total of 1.70 million entrepreneurs during 1988–89 A cross-country comparison reveals that the emergence and development of entrepreneur-ship is largely caused by the availability of supporting conditions in a country. To quote, with improving supporting conditions, the share of women-owned enterprises in the United States has risen from 7.1% in 1977 to 32% in 1990. It is likely to reach 50% by the turn of the 20th century. In India, women's entry into business is a new phenomenon. Women entry into the business, or say, entrepreneurship is traced out as an extension of their kitchen activities mainly to 3 Ps, viz.. Pickles, Powder, and Pappad. Women in India plunged into business for both pull and push factors. Pull factors imply the factors which encourage women to start an occupation or venture with an urge to do something independently. Push factors refer to those factors which compel women to take up their own business to tide over their economic difficulties and responsibilities. With growing awareness about a business and the spread of education among women over the period, women have started shifting from 3 Ps to engross to 3 modern Es, viz., Engineering, Electronics, and Energy. Urey has excelled in these activities.

Women entrepreneurs manufacturing solar cookers in Gujarat, small foundries in Maharashtra and T.V. capacitors in Orissa have proved beyond doubt that given the opportunities, they can excel their male counterparts. Smt. Sumati Morarji (Shipping Corporation), Smt. Kirloskar (Mahila Udyog Limited), Smt. Neena Malhotra (Exports) and Smt Shahnaz Hussain (Beauty Clinic) are some exemplary names of successful and accomplished women entrepreneurs in our country Case studies of two successful women entrepreneurs are given at the last of the book. In India, Karnataka is a state, with the highest literacy (including women literacy) reflecting a congenial atmosphere for the emergence and development of women entrepreneurship in the State. According to a study, the

number of women's industrial units in Karnataka was 358 in 1981 which rose to 782. in March 1984. These 782 units included 592 proprietary concerns, 43 partnership firms, 42 charitable institutions, 03 joint-stock companies and 102 co-operative societies covering a wide range of activities. On the whole, the proper education of women in Karnataka resulted in high motivation among them to enter into business.

The financial, marketing and training assistance provided by the State Government also helped motivate women to assume an entrepreneurial career. Women's desire to work at the place of residence, the difficulty of getting jobs in the public and private sectors and the desire for social recognition also motivated women in Karnataka for self-employment. Like Karnataka, an increasing number of women are entering the business in the State of Maharashtra also. Added to these are national and international women associations set up with a purpose to create a congenial environment for developing women entrepreneurship in rural and urban areas.

Walmart has an ongoing commitment to empowering women around the world and helping Women-owned Businesses (WOBs) succeed and grow. More importantly, Walmart aims to develop the supplier base for sustainable sourcing from WOBs through unique market-driven solutions by using a selection of global and local tools and resources. Strategies are tailored by market and Walmart works with a variety of organizations to identify WOBs.

Besides, Walmart establishes baselines, assesses the types of WOBs in its supplier base, seeks to understand the common challenges for buyers and suppliers, and fosters solutions that help bridge these challenges while keeping the business goals and local culture in mind.

Women Entrepreneurship Development Program

Walmart has launched a unique program in April 2016 -- Women Entrepreneurship Development Program (WEDP) in India to build a pipeline of robust businesses for the industry at large. In partnership with Vrutti and WEConnect International, the first edition of WEDP was started with 32 selected WOBs in the first batch. In its second edition, 61 women owned businesses underwent training to enhance professional and soft skills to help strengthen their businesses.

A flagship program now, WOBs under WEDP undergo capacity building training, mentoring and technical support customized to the needs of their businesses. This initiative is designed to help women entrepreneurs achieve higher levels of business growth and help make them more competitive and resilient in today's dynamic business environment.

Conclusion

With growing awareness and spread of-education over the years, women have started engrossing modern activities like engineering, electronics, and energy popularly known as 3Es. In certain businesses, women entrepreneurs are doing exceedingly well and excelling their male counterparts. Women entrepreneurs account for about 10 percent of total entrepreneurs in the country. Women entrepreneurs face two types of problems, one, general problems

faced by all entrepreneurs and, second, problems specific to women. Male dominating society, family ties, education and risk-bearing abilities are examples of problems specific to women entrepreneurs. Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence their rights and their work situation. However, women of middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities. This paper focuses on women entrepreneur. Any understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have lived and internalized various role models.

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