



## CONTRIBUTION AND PROBLEMS OF WOMEN ENTREPRENEURSHIPS IN MAKE IN INDIA

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**Abstract:** *In our country India, Women entrepreneurship was a neglected domain during the past, but with the spread of education and awareness among the women the picture and ideas has been changed and the women have emerged as today's most memorable and inspirational entrepreneurs. It is said that family is a chariot with wheels which are driven by both the male and female members of the family. If one of the wheels is lagging behind, the chariot i.e. the family will not be able to grow and develop. In the same way when we speak about a nation, the Women entrepreneurship plays a dominant role in the economic development and makes significant contributions to the economic growth of the country. The development of the country would be very slow if the women entrepreneurship is ignored and stopped to join the main stream of productive activities. This paper unfolds the significance of women entrepreneurship and also focuses the role of women entrepreneurs in the Indian economy and also their contributions to the economic development.*

**Key Words:** *Contributions, problems, entrepreneurial activity, Role in Indian economy, Women Entrepreneurship, some reflections.*

### 1. INTRODUCTION

Entrepreneurship is gaining importance in the modern era. It is a global phenomenon. The developed countries are already enjoying the fruits of the entrepreneurship development. On the contrary, in the developing economies like India, entrepreneurship has gained importance in the recent past. In developing countries it is considered as method of promoting self-employment. But one has to see far beyond this to improve and sustain the economic growth of the country. A developing economy like India needs entrepreneurs who will use the scarce natural resources. Competent entrepreneurs who will take risks and use every opportunity to utilize the existing physical and natural resources are required for the development of the nation. Entrepreneurship has been a male-dominating field from ancient times. But in the modern times the situation has changed and women have become the most innovative and inspirational entrepreneurs. Women entrepreneurship is a recent phenomenon which has come into existence in 1970. But this concept became prominent in the year 1991, when the new industrial policy came into existence. This policy promoted globalization, liberalization and privatization which created maximum self-employment opportunities to both men as well as women. The urge of women to be economically self dependent and the spread of education also encouraged the entry of women in the entrepreneurship. The Government schemes and incentives are indeed major factors influencing the increasing number of women entrepreneurs. Today the role of women in the economic development cannot be ignored, rather their contributions in the economic development is quite significant. But still there is lot of scope in development of women entrepreneurship. The self-employment and the entrepreneurship development opportunities will have to be extended to both the male and female entrepreneurs without any gender discrimination. The discussion of significance of entrepreneurship will be incomplete if the significance of women entrepreneurs is ignored. Women entrepreneurs can be termed as new engines for the growth or the rising stars of the economic development of the developing economies.

### 2. OBJECTIVES OF THE STUDY :

- I. To study the role of women entrepreneurship in make in India.
- II. To study the factors responsible for the success of the WE.
- III. To study the challenges faced by the women entrepreneurs.



IV. To study the contribution of women entrepreneurs in make in India.

**3.METHODOOGY:**

The study is based on the extensive survey of secondary data which is collected from published research papers, websites, reference books, journals and reports etc.

**4. REVIEW OF LITERATURE :**

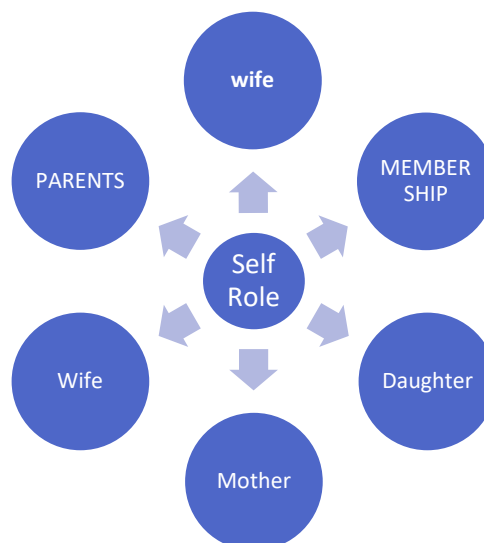
Entrepreneurship is an economic activity which is undertaken by an individual or group of individuals. Entrepreneurship can be defined as the making of a —new combinationl of already existing materials and forces; that entrepreneurship throws up as innovations, as opposed to inventions and that no one is entrepreneur forever, only when he or she is actually doing the innovative activity. (Joseph Schumpeter)

Kamala Singh’s study (1992) on Women Entrepreneurs has made an attempt to diagnose the women entrepreneurs profile and has identified dominating entrepreneurial traits, their motivational forces and performance both quantitatively as well as qualitatively. This work aimed at understanding the entrepreneurial development among women is a unique attempt for highlighting their existing status and contribution in the national economy.

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes. .

Kalim (2009) described entrepreneurship is an encouraging concept in whole of the world to overcome the economic challenges. Women, have the great potential, abilities and capacities to contribute in economic development of Nations. The culture of Women entrepreneurship can be promoted among the youth by making the favorable program and policies for women entrepreneurship and its proper implementations. In entrepreneurial development media can play a very important role through crating and highlighting those platforms which can excel the creative potential and innovation of both genders to grow entrepreneurial culture in society. Developing countries have the great urge to promote the women entrepreneurship because this workforce is promptly available to explore the unexplored dimensions of enterprises. To develop the women entrepreneurship developed nations should primary focus on entrepreneurial education program. All types of business and marketing challenges can be overcome only through entrepreneurship promotion so the business World is working on war footing to promote the culture of entrepreneurship.

**5. Women and Social- Role Interface :**



\*Women has to play multiple roles



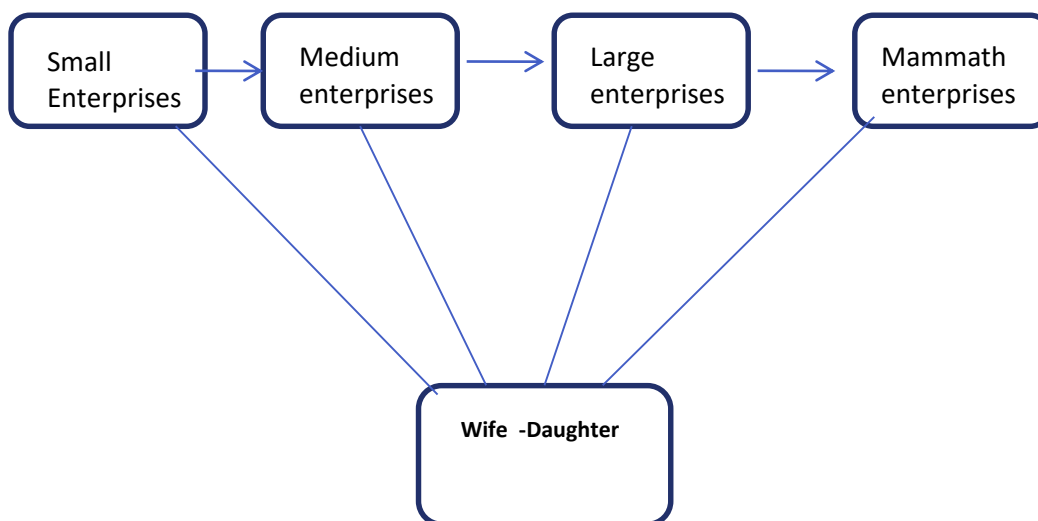
- \*Sometimes she has to play the role of mother or wife
- \*Or she has to adorn the role of parents or daughter
- \*Simultaneously in the social setting she has to play the roles in community, playing these roles women sometimes submerged her own self role and her own real identity.

Becoming an entrepreneur did arouse a little dilemma in many women who have the potentialities to becoming one. However to earn quick money was the basic reason for women to start entrepreneurship. Most women business owners in Indian organization were either housewives or fresh graduates with no previous experience of running a business. These women business owners were in traditionally women oriented business like garments, beauty care and fashion designing, which either do not require any formalized training. The classical example will be of herbal Queen Lady Shahnawaz Husain who started her herbal based treatment from a relatively small scale. In fact she literally started from her kitchen domain to a chain of beauty parlors spread out across the Nation and World –Shahnawaz started her business as a hobby on a relatively small budget and made an herbal empire to be inherited by her family.

### 6. Women Entrepreneurs :

A woman entrepreneur is a woman or group of women who initiate, organize and operate business enterprise for personal gain. The concept of woman entrepreneur is related to the concepts like the women empowerment and emancipation. Today we find women in different fields as compared to the earlier days where the activities of the women were limited only to the domestic work. Today we find women in not only in papad, pickles and powder businesses but also in manufacturing, trading and service sector. No doubt the speed is very low, but women are entering into the entrepreneurial field and certainly they are creating their impact.

#### i. Women Entrepreneurial Chart



### 7. Women Entrepreneurship in India :

Women entrepreneurship in India is still at a nascent stage. Official statistics in India reveal that women constitute 60% of the rural unemployed and 56% of the total unemployed (GEM, 2002: 11). Traditionally, for Indian women, marriage and family are the primary concerns. However, from the last decade, women have become more employment/career oriented. It has resulted in some positive outcomes. Women entrepreneurs have broken away from the beaten track and are exploring new vistas of economic participation. The pull and push factors encouraged Indian women to enter into entrepreneurial world. The push factors are responsible for entrepreneurship, wherein women establish enterprise due to financial hardships and family responsibilities. The pull factors work where women see opportunities and start small enterprises that can also lead to professional satisfaction (GEM, 2002: 12).

According to Chaudhary and Arumbaka (2009), the motivation for being an entrepreneur for women is also changing. Women are turning to entrepreneurship as an option to stay independent, create employment and take it up as a challenge. The growth of women entrepreneurship is also a result of changing social values, increasing educational facility and increasing value of economic activity.



## 8. Problems faced by Women Entrepreneurship :

Women have to face various problems in both the cases--while entering into any entrepreneurial activity and also while they are continuing with their business. No doubt even men entrepreneurs also have to face challenges but being a woman 'or the womanhood has created certain challenges which the women have to face exclusively.

**Conflicts between domestic and entrepreneurial commitments:** A woman primarily has to look after the domestic work. Her family obligations are obstacles for her most of the times for conducting her entrepreneurial activities. Her responsibilities towards her children and the old members and family as whole, results in very little time left for her to engage herself in any business activity.

**Gender gaps in education:** In many families in India girls/women are avoided to go to schools and colleges due to various reasons. The family members stop their education at different levels before graduation, thus the question of higher education doesn't come into picture. There is a lack of combination of education, vocational courses and other courses necessary for taking up any entrepreneurial activity.

**Not Being Taken Seriously:** Women who take up any business are not taken seriously. The people around her feel that it is her hobby or any side project to her family duties. Women's opinions and advice are not always viewed as expert compared to a man's opinion. (Dr.Vijaykumar A.and Jaychitra S.) This gender bias becomes a major hindrance for a woman entrepreneur.

**Fear of taking risks:** Women are considered as being more afraid of taking risks and moving forward. Women are more comfortable in their safe zone. They are afraid of moving out of their comfort zones. This fear may be fear of failure, fear of success, fear of being on their own.

**Wanting to please everyone:** Women, right from their childhood, are taught to be nice with everyone. They are taught to say Yes 'always and please everyone and due to this women are taken for granted many a times. They feel difficult to say no to anyone who may be at the cost of their needs, business or otherwise.

**Wanting to be perfect in all tasks:** Women want to be always perfect in all the tasks may it be in their personal life or their professional life. They feel that they are the best ones who can perform any task in front of her perfectly. This makes them poor in delegation of authority which may be an obstacle for their success in their business.

**Patriarchal Society:** Women do not get equal treatment in this male dominated society even in these days when women work in space research centres. Ours is a patriarchal society which pampers the male ego and whims. In this scenario, a woman taking up entrepreneurial activity is a distant dream. The other challenges faced by women are those which are common to both men and women entrepreneurs. Shortage of finance, marketing problem, shortage of raw material, stiff competition, high cost of production, limited managerial ability, lack of entrepreneurial training, etc are the various challenges faced by women entrepreneurs.

## 9. Contributions of Women Entrepreneurs :

The role of women in the economic development of the nation cannot be neglected. In fact they have to be encouraged and motivated to take active part in any business activity. Women occupy a larger share of the informal economy and also in the micro and small enterprise sector in India. The acceleration of economic growth requires an increased supply of women entrepreneurs (Shah, 2012). Women entrepreneurs play the role of change makers both in the family and also in the society and inspire other members of the society to take up such activities. Women entrepreneurs are assets of the nation as they are engaged in certain productive activity and also the create job opportunities for others. This leads to poverty reduction and minimizing the problem of unemployment.

**Capital Formation:** An economy grows rapidly if the idle savings are invested in some productive activities. The idle funds mobilized and invested in the industry and thus optimum utilization of national resources is done. This phenomenon of capital formation accelerates the economic growth.

**Improvement in per capita income:** The exploitation of the opportunities to convert the idle resources like land, labor and capital in to national income and wealth in the form of goods and services is the outcome of increasing entrepreneurial activities. The per capita income and the net national product will be increased resultantly.

**Generation of employment:** Entrepreneurial activities give rise to employment opportunities. The women entrepreneurs become the job creators and not job seekers. Naturally the economic growth will be accelerated by generating employment.



**Balanced regional development:** The regional development of the nation is balanced as the women mostly start their business activities in the rural and underdeveloped regions. Government also encourages the entrepreneurs to start businesses in these areas through different schemes and subsidies.

**Improvement in standard of living:** Various products are produced by the women in their small scale businesses, which are offered to the people at reasonable rates. New products are introduced and the scarcity of essential commodities is removed. This facilitates the improvement in standard of living.

**Innovations:** Innovation is the key of entrepreneurship. (Dr. G. Malyadri) An entrepreneur through his/her innovations begins new enterprise and thus plays an important role of pioneer and industry leader. As we have seen above, the enterprise leads to acceleration of economic growth through different angles. Women entrepreneurs are transforming families and society, besides making contributions to business development. Women are more likely to reinvest their profits in education, their family and their community.

Despite of all these contributions, today we find that rate of women entrepreneurs is very low. Government and non-government agencies also have recognized their contributions and have paid increasing attention towards the empowerment of women entrepreneurs. Although the women are entering into the field of enterprise at lower speed, we see various women successfully running their businesses both in domestic markets and also international markets. Kiran Mujumdaar Shaw, Shahnawaz Hussain, Ekta Kapoor, Jyoti Naik (Lizzat Papad), Rajni Bector (Cremica) etc. etc... This is a very long list. But still we find the rate of women entering into entrepreneurial activities is very low. And in the above paragraphs we have seen the different challenges faced by the women entrepreneurs.

## 10. CONCLUSION:

The topic shows that there is direct relationship between the economic growth, poverty reduction and women entrepreneurship. It has been correctly stated by our first Prime Minister Pandit Jawaharlal Nehru, that when women move forward, the family moves, the village moves and the nation moves.

The above discussion reveals that though women entrepreneurs are gaining recognition recently, still there is a long way they have to go. The transition from homemaker to women entrepreneur is not so easy and in the same way it is also difficult for a woman to succeed and sustain in her business. She has to learn from her experiences, adapt herself and overcome the challenges in her field. She has to creatively utilize her strengths to overcome the threats and grab all the opportunities to minimize her weaknesses. This will be certainly a mantra for her to develop and grow her business successful.

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