

A reflection of Indian women in entrepreneurship

Lovedeep Singh Sidhu¹, Shabina², Hina Sharma³

Assistant Professor, Shaheed Bhagat Singh State Technical Campus, Feorzeper, Punjab, India^{1,2,3}

Abstract: Entrepreneurship development among women is important for the achievement of broader development objectives such as growth with equity. Studies indicate that many women entrepreneurs are found working in difficult situations when compared to their male counterpart. Factors like political instability, poor infrastructure, high production costs and non-conductive business environment affect women entrepreneurs more than men. Limited access to key resources like land and credit, legal and socio-cultural environment also act as serious impediments. This paper based on performance and role of women entrepreneurs and swot analysis. Women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this competitive world and willing to apply their core competency with their hard work, diligence and perseverance.

Keywords: perseverance. women entrepreneurs, growth, infrastructure, production

1. INTRODUCTION

Women entrepreneurs have been designated as the new engines for growth and the rising stars of the economies in developing countries to bring prosperity and welfare. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as—an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. The growth of the proportion of women entrepreneurs in developing countries has drawn the attention of both the academic and the development sector. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs.

A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

In a recent survey it is revealed that the female entrepreneurs from India are generating more wealth than the women in any part of the world.

Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India.

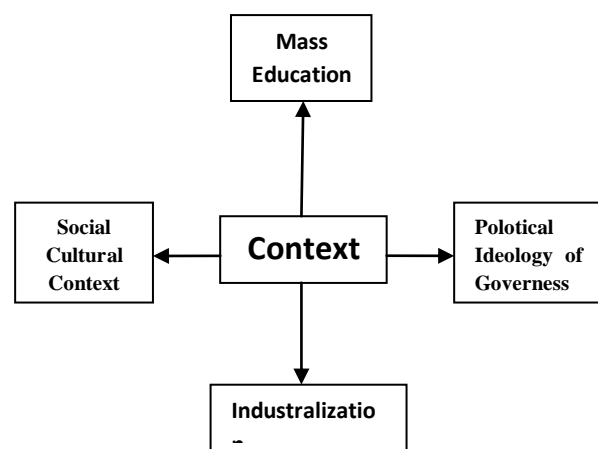
2. OBJECTIVES OF THE STUDY

- To study the Government cooperation against the women entrepreneurs development program in India.
- To study the SWOT Analysis of Women Entrepreneurs in India.

- To evaluate the factors responsible for encouraging women to become entrepreneurs

3. CONTEXT OF CHANGE

- Increasing globalization
- Impact of technology
- Impact of media and impact of other cultures
- Impact of economic ,social and political cross currents of world



- The socio-cultural context of Women's growing up remained the same for thousands of years.
- Political ideology and Governance of a nation emerged from the 1940's in India.
- Industrialization took roots.
- Mass education for both men and women became reality.

4. WHY WOMEN ENTREPRENEURS ARE RARE IN INDIA & WHAT CHALLENGES THEY FACE

Globally women are considered as weaker gender physically and emotionally, therefore prospects open for them to develop into business professionals is an area still quite unexplored and needs attention (S.Wennekers, 1999). Most women are taught from childhood that the rough and tumble of doing business is the domain of men.

Many cooperatives and start ups run by women do not have resources to market their products. They end up being exploited by the middle men. Rural women and the urban poor have no means of training themselves to do business. Yet within their limited resources, they turn out to be most enterprising. Union leaders use together pressure tactics, police don't take business related harassment complaints seriously, bankers likely to take budding women entrepreneur less seriously. Thanks to exposure, men are inherently at ease giving a bribe and getting an electricity connection, for instances. Women have a problem dealing with bribe seekers. There are simply not enough schemes to train women as entrepreneurs schools where they could update their knowledge.

The growth issue is particularly important in high income countries where women are increasingly entering into technology based business ventures. As compared to males females-owned firms show that businesses headed by women tend to be smaller and grow more slowly than those headed by men. Generally, smaller in size & slower growth rates are perceived as problems (Shane and Venkataraman, 2000). Indeed women face multi dimensional challenges like external financing & credibility as business owners & managers. Additional barriers include socialization networks & practices, family roles and possible lack of business contacts. Disadvantages experienced by women in all these areas are widely believed to result in higher failure rates and lower growth rates for women owned businesses (Bowen, and Hisrich, 1986)

5. TEN LEADING WOMEN ENTREPRENEUR IN INDIA

- Chitra Rajan | Founder, Radix Lifespaces
- Sneha Roy, SanandaMisra | Founders, Toptomato.in
- Pallavi Gupta | Co-Founder, Mast Kalandar
- Jeyalakshmi Venkatanarayanan | Founder, Universe Power Systems
- Anjana Vivek | Founder, Venturebean Consulting
- Vinita Ananth | Founder, Gitgrow
- Richa Kar | Founder, Zivame
- Rashmi Vallabhajosyula | Founder, Altius Cnsulting
- Indhu Radhakrishnan | Co-Founder, India Syndicate
- Shrilakshmi Desiraju | Founder, Triphase Pharmaceuticals

6. SWOT ANALYSIS

A parameter to examine the growth and performance of women

Strengths

- Women entrepreneur can be defined as a confident, innovative and creative women capable of achieving self economic independence individually or in collaboration, generate employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.
- Women prefer to work from their own residence, difficulty in getting suitable jobs and desire for social recognition motivates them self-employment.

Weaknesses

- Absence of proper support, cooperation and back-up for women by their own family members and the outside world people force them to drop the idea of excelling in the enterprise field.
- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations.
- Achievement motivation of the women folk found less compared to male members.
- The greatest deterrent to women entrepreneurs is that they are women.

Opportunities

- Women inculcate entrepreneurial values and involve greatly in business dealings.
- Business opportunities that are approaching for women entrepreneurs are eco-friendly technology, Bio-technology, IT enabled enterprises, event management, tourist industry, Telecommunication, Plastic materials, Mineral water, Herbal & health care, Food, fruits and vegetables processing.
- Women entrepreneurs avail new opportunities in the rural areas such as Ice cream, channel products, papads and pickles and Readymade garments.

Threats

- Fear of expansion and Lack of access to technology.
- Lack of self-confidence, will power, strong mental outlook and optimistic attitude amongst women creates a fear from committing mistakes while doing their piece of work.
- Credit discrimination and Non Cooperative officials.
- Insecure and poor infrastructure and Dealing with male labourers.
- Indian women give emphasis to family ties and relationships

7. FINDINGS

1. Women entrepreneurs are having basic native knowledge, skill, potential and resources to establish and manage enterprise, but at the same time women entrepreneurs faced lots of problems like lack of education, social barriers, legal Role of Women Entrepreneurs in India:A SWOT Analysis 237formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence, harassment and not fulfillment of rules and regulation etc.
2. Various factors like positive reinforcement and negative reinforcement influencing women entrepreneurs.
3. Government takes various steps for the upliftment of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan.
4. Women have the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India

8. CONCLUSION

Women entrepreneur are those women who think of a business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise. Finally it is found that women entrepreneurship has a definite impact on economy both in its ability to create jobs for themselves and to create jobs for others. There exists an immense scope for growth. Various Networks and Women Entrepreneurship Unions have now come up to provide assistance, advice and informations and make WES to raise their profile and expand their business. The art of becoming a successful Entrepreneur lies in getting acquainted to the existing state of the art technological tools and getting access to available business networks. Women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men.

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