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TRAINING NEED TO WOMEN ENTREPRENEURSHIP DEVELOPMENT- A STUDY

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ABSTRACT

Training contributes quite a huge part to the growth of women entrepreneurship. Giving emphasis on training is the best way to improve entrepreneurial competencies in women. Therefore training needs assessment is used to determine whether training is the right solution to the problems of women entrepreneurship. There are several reasons why women entrepreneurs need training. One of them is that there is a need for entrepreneurs to be updated with the latest development in their career. Learning is a continuous process and even if existing entrepreneurs are the best, they still need to refresh and update themselves with the latest technologies and trends. Training is used to improve the ability of the entrepreneurs. This paper aims to investigate the profile of women entrepreneurs, reasons for entering entrepreneurship and the need for entrepreneurial training.

KEYWORDS : EDP: Entrepreneurial Development Programme

INTRODUCTION

Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfill dual roles. Women have been taking increasing interest in recent years in income generating activities, self employment and entrepreneurship. This is seen in respect of all kinds of women both in urban and rural areas. Women are taking up both traditional activities (knitting, pickle making, toy making, jam and jelly) and also non- traditional activities (like computer training, catering services, beauty parlor, gym etc.).It is clear that more and more women are coming forward to set up enterprises. Generally, women who initiate a micro-enterprise do it because of the factors which limit their capacity to start large ventures-low levels of self-confidence, little access to technical information, poor local market conditions, regulatory barriers and no access to capital. On the other hand, for some micro enterprises offers a meaningful source of income and satisfaction. The problems expressed by the women entrepreneurs in utilizing the existing training inputs of support systems. ·Men are the participants in most of the training programmes. In mixed groups, women hesitate to ask questions and tend to defer to the men who end up dominating discussions. This is not conducive to learning. Issues pertaining to women cannot be addressed in mixed group situations. Women traditionally think they need verification from others; they are not brought up to look at business start up as an option.

WOMEN ENTREPRENEURS: PROFILE

Women entrepreneurs may be defined as a 'woman or a group of women who initiate, organize and run a business enterprise'. Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman enterprise is defined as "an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women".

Generally a woman enters into the fields of entrepreneurial venture at the age of late 30's or early 40's when her children are somewhat self-sufficient. She is usually from a middle class family and her biggest problem is lack of sufficient business training especially in the financial area. However in the recent years, with increase in literacy level the women have gained confidence to do all the work, which was hitherto considered as the prerogative of men. They have shown excellent results and proved that no field is unapproachable to trained and determined modern women.

Women in India feel proud to display that they are well protected and pampered by their husbands without realizing that they are making themselves helpless. Such women's economic literacy is so low that they cannot play any role in family's decision regarding family's budget, savings and investments. To such women, the national budget discussion is for men only and soap operas are for them. Such women suffer a lot if something untoward happens to their husbands. This type of extreme dependency is not good for the development of women. Women should remember that they are also rational, intelligent and thinking human beings. Dependent women are not empowered women. If modern women think that they are empowered, it's a myth for them. Empowerment means to inspire women with the courage to break free from the chains of limiting beliefs, patterns and societal or religious conditions that have traditionally kept women suppressed and unable to realize their true beauty and power. Some qualities to be acquired by women to become truly empowered are awareness about risk prevailing at home, in work place, in traveling and staying outside home. They should have political, legal, economic and health awareness.

QUALITIES OF A WOMAN ENTREPRENEUR

Some of the outstanding qualities of a woman entrepreneur are given below:

- Accepts challenges
- Adventurous
- Ambitious
- Conscientious
- Full of drive
- Educated
- Enthusiastic
- Determined to excel
- Hardworking
- Keen to learn and imbibe new ideas
- Patient
- Experienced
- Industrious
- Intelligent
- Motivated
- Perseverance
- Skilful
- studious
- Optimistic

WOMEN ENTREPRENEURS IN SEVERAL INDUSTRIES

The participation of women in SSI sector has been identified in three different roles. Some women are owners of enterprises; some are managers of enterprises and some are employees. Woman entrepreneurs engage themselves in different type of activities such as: Engineering, Electronics, Readymade Garments, Textile Designing, Jewelers Designing, Handicrafts, Doll-making, Toy- making, Painting, Knitting, Plastics, Soap, Ceramics, Crèches, Canning, Leaf Paper Prod-

ucts, Mushroom farming, Bee keeping etc.

REASONS FOR WOMEN BECOMING ENTREPRENEURS

New challenges and opportunities for setting up an enterprise is not an easy job for women entrepreneurs. At the same time running the enterprise is a greater task. A challenge is always there for these women entrepreneurs to run their enterprise successfully earning profit and ensuring the growth of the enterprises which will severely test their entrepreneurial skill and survival of the unit. Despite various odds against them, several women are off to run their own enterpries.

- Self fulfillment
- Employment generation
- Freedom to take own decision
- Be independent
- Government policies and procedures
- Family occupation
- Need for additional income
- Bright future of their wards
- Success stories of friends and relatives
- Role model to others
- Support of family members
- Education and qualification
- Self identity and social status.

The entry of women into business in India is traced out as an extension of their kitchen activities, mainly 3P's, Pickle, Powder and Pappad. But with the spread of education and passage of time women started shifting from 3P's to modern 3E's i.e., Energy, Electronics and Engineering. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women entrepreneurs to run their enterprise successfully earning profit and ensuring the growth of the enterprises severely tests their entrepreneurial skill and survival of the unit. Despite various odds against them, several women are off to run their own enterprises.

TRAINING NEED TO WOMEN ENTREPRENEURSHIP Today there is a greater awareness among women. Educating women is absolutely essential in straightening their personality. The need of the hour is to provide an opportunity in a conducive atmosphere, free from gender differences. Today no field is unapproachable to trained and determined modern women. To make the movement of women entrepreneurship a success, both the government and non-Government agencies have to play a vital role. Possession of competencies is necessary for superior performance in entrepreneurship. The following are the major competencies, which can be inculcated in a person by proper training.

- Initiative: It helps the person to be a daring entrepreneur who initiates a business activity.
- Looking for opportunities: It helps persons to always look out for opportunities, as and when these arise.
- Information seeker: Training persons to always search for information from all quarters in the pursuit of reaching business goals.
- Persistent: Trains persons to face failures and how not to be cowed down by failures and beliefs and encourages them to try and try again.
- Quality conscious: The spirit of excelling in quality and to beat existing standards is instilled.
- Commitment to work: The entrepreneur is made prepared to put in everything, at her command for accomplishment of goals.
- Efficiency seeker: She is to make an earnest effort for completing the desired task and that too within minimum cost and time.
- Proper planner: She is firm believer in meticulous planning and proper execution for the attainment of desired goals.
- Problem solver: She is all time busy in finding out ways and means for tiding over the difficult times.
- Self confidence: She has full confidence on her strengths and abilities.
- Assertive: She is ready to put her firm foot ahead for promotion of interest of her ventures.
- Persuasive: Building up a convincing ability and to make people do what she wants them to do.
- Efficient monitor: She keeps an eye over the work thereby ensuring that everything happens the way she wants that it should happen.
- Employee's well-wisher: She is ready to undertake all necessary measures aimed at promoting welfare of workers, working in his enterprise.
- Effective strategies: She is trained to device most effective strategies aimed at promoting the objective of an enterprise.

WAYS TO DEVELOP WOMEN ENTREPRENEURS

- Consider women as specific target group for all developmental programmers.
- Better educational facilities and schemes should be extended to women folk from government part.
- Adequate training program on management skills to be provided to women Community.
- Encourage women's participation in decision-making.
- Vocational training to be extended to women community
- Establishment of training and educational centers in rural and semi urban areas where women employees and employers are concentrated in entrepreneurial ventures.
- More support from governmental institutions, NGOs and Private institutions that take care of young women to become entrepreneurs through right education from universities and colleges.
- Foster development of an entrepreneurial attitude among students in rural and semi urban areas.
- Reorientation of the education systems to emphasize and value, entrepreneurship in order to cultivate an enterprise culture.
- More thrust to be given to experiential learning.
- To extend better training to the young generation the faculty members to be oriented though industrial training.
- Curriculum to be free from gender differentiation in entrepreneurship.
- Practical need based training should be provided to the entrepreneur aspirants in the areas of banking operations, financial management, material management, marketing, sales and operational management and quality assurance.
- Motivational factors of young entrepreneurs especially women entrepreneurs
- Need to be over looked into in designing the curriculum and course structure.
- Curriculum should be geared toward creativity, multi-disciplinary and process-oriented approaches, and theory-based practical applications
- Identifying potential entrepreneurs from the moment they are made aware of
- Enhance enterprise generation by managing the entrepreneurial attributes of young folk.
- Support the students in opportunity identification, strategy development, resource acquisition and implementation.
- To build comprehensive knowledge in entrepreneurship through corporate case studies and industrial exposure, especially in small and medium scale sector.
- Science and technology-based entrepreneurship that can lead to high growth and job creation in selected sectors.
- A transition from pedagogical based education to alternative orientation which incorporate many contents like adult education, learning and entrepreneurship.
- Clear distinction of educators among entrepreneurship, enterprising behavior and small business management.
- The Universities and colleges should support women entrepreneurial aspirants
- To get more financial support from government and private financial in situations.
- The Universities and Colleges should take more interest to understand women motivational factors to become entrepreneurs.
- Establishment of Centre of Excellence in Entrepreneurship in Colleges and Universities that support young entrepreneurial aspirants. (especially rural areas)
- More training to be imparted to young entrepreneurial aspirants in various young entrepreneurial aspects like, handling finance,

operations, marketing, market research and manpower management.

- New paradigm in business management education is required that includes functional differentiation, rationalization, flexibility and customization, practice and participation, technological receptivity and internationalization
- Job creation, economic prosperity and improvement of social welfare are to be the critical goals to be followed by the entrepreneurial education.
- The educational process should be free from gender distinction, based on present findings, where the male (past researches) and female (present
- Research) almost similarly think about maximization of profit as their basic goal to become entrepreneurs.
- Training should be given to women entrepreneurs so that they can use technology effectively
- Continuous research to be entertained to analyze the motivational factors of young generation.
- Proper technical education to the women.
- Improvement of identification mechanism of new enterprise
- Assistance in project formulation
- should be made aware of various credit facilities, financial incentive and subsidies
- Adequate follow-up and support to the women entrepreneurs.
- Women entrepreneurs should join hands to form co-operative society to see that their enterprises run effectively.
- Women Entrepreneurs research and application from time to time have to be documented.
- Entrepreneurship Development Programmes should be tailored to varying requirements
- One single nodal agency may be established to provide adequate infrastructural facilities such as flow of adequate working capital, technology, electricity, land and marketing facilities.

CONCLUSION

It is a fact that individuals can be developed, their outlook can be changed and their ideas can be given true shape of enterprise through an organized and systematic training programme. Entrepreneurial training for women aims at arousing and reforming the entrepreneurial behavior in the day to day activities and helping them develop their own ventures or enterprises as a result of their learning or training. Development of an entrepreneur means inculcating entrepreneurial traits in a person, imparting requisite knowledge, developing the technical, managerial, financial and marketing skills and building the entrepreneurial attitude. The process of entrepreneurial training involves equipping a woman with the information needed for enterprise building and sharpening her entrepreneurial skills. Though there are several factors contributing to the emergence of women as entrepreneurs, proper training alone would pave the way for the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and the nation as a whole.

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