



Govt Policies Towards Women Entrepreneurship

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ABSTRACT

The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. Overall development of a country requires the participation of woman in all sectors, particularly in the growth process. Including women financially is a major step towards inclusive growth. In the competitive era of diminishing job opportunities in all the sectors, importance of women entrepreneurship & the contribution of women in the growth of nation increasing. The present paper analyses the initiatives of Government of India towards inclusive women entrepreneurship.

KEYWORDS : women Entrepreneur Enterprise, problems, MSME schemes

INTRODUCTION

In India, women constitute around 48 per cent of the population but their participation in the economic activities is only 34 per cent. As per the Human Development Report (2007), India ranks 96th on the gender related development index of 137 nations. The gender empowerment measures, which estimate the extent of women participation in the country's economic and political activities, rank India as 110th of the 166 nations. In the emerging complex social scenario, women have a pivotal role to play. Now women have taken up entrepreneurial role in order to create a meaning or themselves. The traditional roles of housewives are gradually changing into women entrepreneurs. Some of the factors responsible for these changes are better education, changing socio cultural values and need for supplementary income. When proper exposure, education and knowledge are imparted to them, Indian women will prove themselves to be highly potential productive force for the development of the nation.

The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, during the last two decades, increasing numbers of Indian women have entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should be.

women Entrepreneur Enterprise- "A small scale industrial unit or industry -related service or business enterprise, managed by one or more women entrepreneurs in a concern, in which they will individually or jointly have a share capital of not less than 51% as shareholders of the private limited company, members of co-operative society".

Classification of Women Entrepreneurs

- Women in organized & unorganized sector
- Women in traditional & modern industries
- Women in urban & rural areas
- Women in large scale and small scale industries.
- Single women and joint venture.

Reasons for women becoming entrepreneurs

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 of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation

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Problems of Women Entrepreneurs in India

Women Entrepreneurs in India are faced many problems in the life of their business. A few problems can be detailed as;

1. The major problem towards women entrepreneurs is that 'they are women'. A kind of male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures run by women.
2. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs. According to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence those women's loan repayment rates are higher than men's, women still face more difficulties in obtaining credit," often due to discriminatory attitudes of banks and informal lending groups (UNIDO, 1995b).
3. The women entrepreneurs are suffering from inadequate financial resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand.
4. The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The result is that they are forced to rely on their own savings, and loan from relatives and family friends.
5. Indian women give more emphasis to family ties and relationships. The interest of the family members is a determinant factor in the realization of women folk business aspirations.
6. Another argument is that women entrepreneurs have low-level management skills. They have to depend on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business. Marketing means mobility and confidence in dealing with the external world, both of which women have been discouraged from developing by social conditioning.
7. The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition.
8. Lack of knowledge of availability of the raw materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneur's business adventures.
9. Knowledge of latest technological changes, know how, and education level of the person are significant factor that affect business. The literacy rate of women in India is found at low level

compared to male population. Many women in developing nations lack the education needed to spur successful entrepreneurship.

10. Low-level risk taking attitude is another factor affecting women folk decision to get into business.
11. Achievement motivation of the women folk found less compared to male members.

Initiatives for Women Entrepreneurs

Women entrepreneurs have achieved remarkable success. The Micro, Small, Medium Enterprises Development Organisation (MSME-DO), the various State Small industries Development (SSIDCs), the nationalised banks and even NGOs are conducting various programmes including Entrepreneurs, who may not have adequate educational background and skills, MSME-DO has introduced process/product oriented EDPs in area like TV repairing, printed circuit boards, leather goods, screen printing etc. A special prize to “Outstanding Women Entrepreneur” of the year is being given to recognise achievement’s made by and to provide incentives to women entrepreneurs.

Schemes and incentives

S.NO	NAME OF SCHEMES
1.	Credit Linked Capital Subsidy Scheme for Technology Up gradation
2.	Credit Guarantee Scheme
3.	ISO 9000 certification and reimbursement scheme (application form and beneficiaries listing)
4.	Participation in International Fairs
5.	Purchase and Price Preference Policy
6.	Prime Minister’s RozgarYojana (PMRY)
7.	Small Industry Cluster Development Program Scheme
8.	Integrated Infrastructural Development Schemes (IID)
9.	Mini Tool Rooms
10.	Support for Entrepreneurial and Managerial Development of SMEs through Business Incubators
11.	MSME MDA Scheme
12.	Assistance to Entrepreneurship Development Institutes
13.	Promotional schemes for women
14.	Schemes for weaker sections
15.	Scheme of Micro Finance Programme
16.	Scheme on (TREAD) for Women
17.	Other MSME Schemes

Conclusion

At present women have broken the monopoly of men and proved that they are not inferior to men. Over the past few decades the women has been breaking traditional role of a mother or a house wife. But the rural women entrepreneurs ‘movement in India is still in transitory stage and has a long way to go. The movement requires pre and post-follow-up support to utilize women power in the country’s economic development. A coordinated role of government and voluntary agencies with an integrated approach will help to develop women entrepreneurship. Only joint efforts of both men and women entrepreneurs can change an underdeveloped India into a developed country.

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