



Entrepreneurial Role of Women in the Development of Indian Economy

A.Rajalakshmi

Research Scholar, Part-time Ph.D-Category-B, Bharathiar University & Assistant Professor, Commerce Department, Bhaktavatsalam Memorial College for Women, Chennai – 80.

ABSTRACT

Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. Women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. The reasons for women to run organized enterprises are their skill and knowledge, their talents, abilities and creativity in business and a compelling desire of wanting to do something positive. It is high time that countries should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women. The development of women entrepreneurship is low in India, especially in rural areas. Women entrepreneurs face lot of problems right from the beginning till the enterprise functions. In India, the women role has been explicitly recognized with a market shift in the approach from women welfare to women development and empowerment from the Fifth Five Year Plan (1974-79) onwards and today the significant role of women in entrepreneurship is constantly increasing due to various global factors. The Government of India has been implementing several policies and programmes for the development of women entrepreneurship in India. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. 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. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut-throat competition with their hard work, diligence and perseverance. The present paper focuses on the role of women entrepreneurs in the development of India economy.

KEYWORDS : Women entrepreneurs, Entrepreneurial Development, Indian Economy, Motivating factors

INTRODUCTION:

Women owned businesses are highly increasing in the economies of almost all the countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business-ventures. With the advent of media, women are aware of their own traits, rights and also the work situations. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. 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. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. Women's entrepreneurship has been recognised during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others. They also provide the society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities.

DEFINITION OF WOMEN ENTREPRENEUR:

"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 in built quality of entrepreneurial women, who is capable of contributing values in both family and the social life.

OBJECTIVES:

1. To assess the factors motivating the women entrepreneurs in their business.
2. To analyse their role in the development of Indian Economy.
3. To bring out the measures taken by the Government to develop women entrepreneurs.

LITERATURE REVIEW:

- A study by Chinonye Okafor, Roy Amalu (2010) revealed that positive relationship exists between motivational factors and women entrepreneurial challenges.
- A study in Taiwan by Saikou E. Sanyang and Wen-Chi Huang (2008) proves those women entrepreneurs are capable as men running a business. From findings also suggests that women in middle ages, between mid-30s and mid-40s, are more likely to set up their own businesses.
- In the study from Poland, Hanna Mizgajska (2007) confirmed that education and professional experience of women were decisive in prioritizing them the external and internal factors which impacted the decision of setting up a company. The study showed that a significant factor influencing company growth and company performance was training courses.
- Dr. Sunil Deshpande and Ms. Sunita Sethi (2009) in their study concluded that because of attitude change, diverted conservative mindset of society to modern one, daring and risk-taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various upliftment schemes to women entrepreneurs etc., the percentage of women participation in the field of entrepreneurship is increasing at a considerable rate.
- S. Vargheese Antony Jesurajan & Dr. M. Edwin Gnanadhas (2011) in their study revealed that husbands/fathers were the main motivators for taking up entrepreneurship. So motivation of husbands/fathers/family members would certainly prove to be fruitful.

FACTORS MOTIVATING WOMEN ENTREPRENEURS:

Motivation is a significant factor in the start-up and success of the business. Behavioral psychologists point out that individual job performance is a function of ability and motivation originates from both internal and external stimulations. The motivations caused by push and pull factors, stimulate the potential entrepreneur's expectations. It is the motivation that gives rise to entrepreneurial decisions directly. Push and pull motivational factors determine personal entrepreneurial behavior, stimulate a person's expectations, and create the

existence of entrepreneurial need, resulting in the formulation of entrepreneurial motivation. Thus there appears to be a need to identify motivational factors of women entrepreneurs that give rise to their decision to start a business.

PUSH FACTORS: Push factors are those factors that relate to necessities such as (1) unemployment, (2) redundancy, (3) recession, (4) inadequate family income, (5) dissatisfaction with current job, and (6) the need to accommodate work and home roles.

PULL FACTORS: The decision to become self-employed that stem from the pull effects induced by a thriving economy producing entrepreneurial opportunities relate to such factors as (1) need for independence, (2) need for a challenge, (3) improved financial opportunity, (4) self-fulfillment, (5) desire to be own boss, (6) flexibility for balancing family and work, (7) potential to develop a hobby, (8) personal achievement, and (9) role models and other people's influence (friends and family).

ROLE AND CONTRIBUTION OF WOMEN ENTREPRENEURS IN INDIA:

In India, women dominate the micro enterprise sector both in rural and urban areas. Women comprise 74 per cent of those employed in the micro enterprises sector. More than 65 percent of all women in cottage/handicraft industries (micro enterprise) were engaged in processing food products and beverages.

ECONOMIC CONTRIBUTION:

Women's economic activities contribute directly to growth and efficiency in dealing with informal business problems and poverty reduction is one of the main issues for policy makers.

i) Capital formation:

Entrepreneurs mobilise the idle savings of the public through the issue of industrial securities. Investment of public savings in industry results in productive utilisation of national resources. The rate of capital formation increases, which is essential for rapid economic growth.

ii) Improvement in Per capita Income:

Women entrepreneurs in India have also been exploiting the opportunities. They convert the latent and idle resources like land, labour and capital in to national income and wealth in the form of goods and services. They help increase the country's net national product and per capita which are important yardsticks for measuring the economic growth.

iii) Generation of employment:

Women entrepreneur in India are playing an important role in generating employment both directly and indirectly. By setting up small scale industries, they offer jobs to people.

SOCIAL CONTRIBUTION:

Women entrepreneurs are also contributing towards improving the balanced regional development and improvement of living standards in the country.

i) Balanced Regional Development:

Women entrepreneurs in India remove regional disparities in economic development. They set up industries in backward areas to avail the resources, concessions and subsidies offered by government.

ii) Improvement in living standards:

With the setting up of small scale industries, reduction of scarcity of essential commodities and introducing new products can be achieved. Women entrepreneurs in this country are producing variety of goods on a large scale and offering them at low rates, as a result, achieving improvement in the standard of life.

iii) Innovation:

Innovation is the key to entrepreneurship. It implies the commercial application of an invention. As an innovator, the entrepreneur assumes the role of a pioneer and an industrial leader. Entrepreneurs have contributed many innovations in developing new products and in the existing products and services. All these have resulted in economic development by way of generating employment, more income etc.

OTHER CONTRIBUTIONS:

Women entrepreneurs are the main actresses in changing the culture of the society. In our country, women participate outside the house and develop the sense of independence and the like. Thus women entrepreneurs in our country are directly or indirectly playing an important role in environmental protection, back ward and forward integration and are acting as change agents, thus contributing to the economic growth of the country.

INITIATIVES BY THE GOVERNMENT OF INDIA TO DEVELOP WOMEN ENTREPRENEURS:

Development of women has been a policy objective of the government since independence. Government and non government bodies have paid increasing attention to women's economic contribution through self employment and industrial ventures.

- The First Five-Year Plan (1951-56) envisaged a number of welfare measures for women. Establishment of the Central Social Welfare Board, organization of Mahila Mandals and the Community Development Programmes were a few steps in this direction.
- In the second Five-Year Plan (1956-61), the empowerment of women was closely linked with the overall approach of intensive agricultural development programmes.
- The Third and Fourth Five-Year Plans (1961-66 and 1969- 74) supported female education as a major welfare measure.
- The Fifth Five-Year Plan (1974-79) emphasized training of women, who were in need of income and protection. This plan coincided with International Women's Decade and the submission of Report of the Committee on the Status of Women in India. In 1976, Women's Welfare and Development Bureau was set up under the Ministry of Social Welfare.
- The Sixth Five-Year Plan (1980-85) saw a definite shift from welfare to development. It recognized women's lack of access to resources as a critical factor impeding their growth.
- The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. For the first time, emphasis was placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regards to rights and training in skills for better employment.
- The Eight Five-Year Plan (1992-97) focused on empowering women, especially at the grass roots level, through Panchayati Raj Institutions.
- The Ninth Five-Year Plan (1997-2002) adopted a strategy of Women's Component Plan, under which not less than 30 percent of funds/ benefits were earmarked for women related sectors.
- The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach.
- The Eleventh Five-Year Plan (2007-2012) aims at empowering women politically, educationally, economically, legally.
- The Twelfth Five Year Plan (2012-2017) is to ensure dignity & equality of all women, in a manner that enables them to gain control over their choices, resources, societal perceptions & attitudes, through enhancement of their economic, social & political freedom by engendering all national Policies, schemes & programmes. At present, the Government of India has over 27 schemes for women operated by different departments and ministries. Some of important schemes are:-
 - (a) Integrated Rural Development Programme (IRDP),
 - (b) Khadi and Village Industries Commission (KVIC),
 - (c) Training of Rural Youth for Self- Employment (TRYSEM),
 - (d) Prime Minister's Rojgar Yojana (PMRY),
 - (e) Entrepreneurial Development Programme (EDPs),
 - (f) Management Development Programmes (MDPs),
 - (g) Women's Development Corporations (WDCs),
 - (h) Marketing of Non-Farm Products of Rural Women (MAHIMA),
 - (i) Assistance to Rural Women in Non-Farm Development (ARWIND) schemes,
 - (j) Trade Related Entrepreneurship Assistance and Development (TREAD),

- (k) Indira Mahila Yojana ,
- (l) Indira Mahila Kendra,
- (m) Mahila Samiti Yojana,
- (n) Mahila Vikas Nidhi,
- (o) Micro Credit Scheme,
- (p) Rashtriya Mahila Kosh ,
- (q) SIDBI's Mahila Udyam Nidhi ,
- (r) Mahila Vikas Nidhi,
- (s) SBI's Shree Shakti Scheme ,
- (t) NGO's Credit Schemes,
- (u) Micro & Small Enterprises Cluster Development Programmes (MSE-CDP),
- (v) National Banks for Agriculture and Rural Development's Schemes ,
- (w) Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP),
- (x) Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains,
- (y) NABARD- KFW-SEWA (Support to Training & Employment Programme) Bank Project,
- (z) Exhibitions for women, Promotional package for Micro & Small enterprises approved by CCEA(Cabinet Committee on Economic Affairs) under marketing support.

CONCLUSION:

The position of women in the Indian society is clearly in the process of transformation and have important impact of future social development. Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same society. Indian women play an important role in initiating socio-economic progress of the country. The hand that rocks the cradle rules the world. Women should be empowered so that they can lead India to glory. Women in urban and rural areas should be given access to good opportunities so that they can bring about positive social change and contribute to the growth of the country.

REFERENCES

1. Deshpande S and L.K Deshpande (1992), "New Economic policy and female employment", Economic and political weekly, 27.41:2218-225. | 2. Das M.(1999), "Women entrepreneurs from southern India: An exploratory study", Journal of Entrepreneurship, 8-147. | 3. Eshetu B. and w.Zeleke (2008) , "Women entrepreneurship in micro, small and medium enterprise, Journal of International women's studies, Nov-12.2:n.p | 4. Government of India (2009-10) , Economic Survey , New Delhi: Ministry of finance | 5. Khanka S.S.(2001), Entrepreneurial Development, New Delhi's Chand and Co. | 6. Sinha U.P. (2010), "Women Development and entrepreneurship in India in 21st century :A synoptic view" women's link, 16.2:22-24, April-June. | 7. Singh, Kamala (1992), women entrepreneurs, New Delhi: shish Publishing house. | 8. WEBSITES: www.google.com, www.unu.edu.org. |