



## STATUS OF WOMEN ENTREPRENEURSHIP IN HARYANA

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## ABSTRACT

The role of women within the entrepreneurial environment is of significant importance. The women entrepreneurship has to be studied separately for two reasons. The first thing that women entrepreneurs have emerged as an untapped source of economic growth during the last decade. They not only create jobs for themselves and others but also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. Haryana state is one of the leading as well as fast developing states. The state has faced a lot of criticism time to time in case of level of women entrepreneurship. A lot of schemes such as HSRCW, HWDC and MAHILA MANDAL SCHEME etc. have been launched by government time to time yet there are some problems to be faced in empowering women in Haryana state. In this paper light has been thrown on the status of women entrepreneur and the challenges faced by them and scheme launched by government of Haryana to help them has been focused.

**KEYWORDS :** Challenges, Entrepreneurship, Haryana, Schemes, Women

## INTRODUCTION

Women are the backbone of any progressive society. In our country, however, we have been fighting to save the girl children and set right skewed sex ratios in many states. While women across the world have been carrying the credit of ushering in pioneering innovations, our women have a tough time securing basics, such as education and healthcare. The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. There is no field where women have not shown their skills. Now a day the women are well educated, they have talent in all the fields. 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 Haryana women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. Despite all the social hurdles, Haryana is brimming with the success stories of women. The entry of women into business in India is traced out as an extension of their kitchen activities, mainly 3 P's: Pickle, Powder and Pappad. But with the spread of education and passage of time women started shifting for 3 P's to modern 3 E's Energy, Electronics and Engineering. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. In developed economies, women have made their work in business due to the following reasons:-

- They want to assume new and fresh challenges and opportunities for self-fulfillment.
- They want to prove their personalities in innovative, daring and competitive jobs.
- They want to undertake changes to control the balance between their families' responsibilities and obligations. They are willing to be inspired by role models-the experience of other women in the business arena.

## WOMEN ENTREPRENEURSHIP:

**"Women Who Innovate Initiate or Adopt Business Activity are Called Women Entrepreneur" - J. Schumpeter**

Women Entrepreneur may be known as the Women or a group of women, who start, organize and operate a business enterprise. Women Entrepreneurs defined by Government of India as an enterprise owned and controlled by woman whose minimum

financial interest of 51% of employment generated in the enterprise to Women. Women entrepreneurs have assumed a key role in the process of industrial development. They have emerged as the integral component and instrument of social change. The need of the day is that women entrepreneurs should increase the utilization of modern technology, investment, finding a niche in the export market, creating a sizeable employment for others and setting the trend for other women entrepreneurs in the organized sector. Motivational factors which are affected the Women to become an Entrepreneur like Economic difficulties and Changing atmosphere, Family background and interest, Economic support and knowledge, Social freedom, Career prosperity, Name and fame. Now Women have realized their importance in the society and their participation in economic activities is also increasing. The emergent role of women is considered to be closely linked to social, cultural, religious and psychological variables and these changes seem to have become acceptable norms in the context of women at work in the Indian scenario today with more and more women participating in the economic development.

## OBJECTIVE OF STUDY:

The main objective of the study is to analyse the status of women entrepreneurship in Haryana. With this following is supportive objective:

- To evaluate the factors responsible for encouraging women to become entrepreneurs
- To study the impact of assistance by the government on women's entrepreneurship
- To critically examine the problems faced by women entrepreneurs
- To know the socio-economic profile of the women entrepreneurs

## RESEARCH METHODOLOGY OF THE STUDY:

The endeavor the above objectives study is based on secondary sources which are from the published reports, articles, conferences, journals, websites, etc.

## Why there is need of Woman Entrepreneurs:

**"If you want something Said, ask a Man; if you want Something Done, Ask Women"**

**-Margaret thatcher**



'Freedom depends on economic conditions even more than political. If a woman is not economically free and self-earning, she will have to depend on her husband or someone else, and dependents are never free'.

**When women move forward, the family moves, the village moves and the nation moves....**

**-Pandit Jawaharlal Nehru**

These words of Pandit Jawaharlal Nehru are often repeated because it is accepted facts that only women are in the mainstream of progress, can any economic and social development be meaningful.

#### **REASONS FOR SLOW PROGRESS OF WOMEN ENTREPRENEURS IN HARYANA:**

Women entrepreneurs have to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their counterparts.

- A majority of families in Haryana prefer to have boys and most women withdraw into their homes before sunset, reveals a survey conducted over a year in four districts of the state. As many as 66 percent of those surveyed say that they don't see women in public places after sunset.
- Lack of self-confidence, will-power, strong mental outlook and optimistic attitude amongst women creates a fear committing mistakes while doing their piece of work. The family members and the society are reluctant to stand beside their entrepreneurial growth.
- Women in Haryana lead a protected life. They are even less educated, economically not stable nor self-dependent which reduce their ability to bear risks and uncertainties involved in a business unit.
- The old and outdated social outlook to stop women from entering in the field of entrepreneurship is one of the reasons for their failure. They are under a social pressure which restrains them to prosper and achieve success in the field of entrepreneurship.
- Unlike men, women mobility in Haryana is highly limited due to many reasons. A single women asking for room is still looked with suspicion. Cumbersome exercise involved in starting with an enterprise coupled with officials humiliating attitude towards women compels them to give up their spirit of surviving in enterprise altogether.
- Women family obligations also bar them from becoming successful entrepreneurs in both developed and developing

nations. The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again.

- Women give more emphasis to family ties and relationships. Married women have to make a fine balance between family and business. The business success also depends on the support the family members extended to women in the business process and management.
- The educational level and family background of husbands also influences women participation in the field of enterprise.
- 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 controlled business are often small and it is not always easy for women to access the information they need regarding technology, training, innovative schemes, concessions, alternative markets etc. Just a small percentage of women entrepreneurs avail the assistance of technology and they too remain confined to word processing software in the computer. They hardly make use of advanced software available like statistical software SAP, accounting Package like TALLY, Animation software 3D MAX, internet, etc.
- Lack of awareness about the financial assistance in the form of incentives, loans, schemes etc. by the institutions in the financial sector. So the sincere efforts taken towards women entrepreneurs may not reach the entrepreneurs in rural and backward areas.

#### **PERSUADING FACTORS BEHIND WOMEN ENTREPRENEURSHIP:**

##### **1. Role of Education:**

Government at central as well as state level is fully committed towards the education of females. "Beti Bachao, Beti Padhao" with other schemes is the biggest initiative of the government in this direction. A lot of monetary as well as non-monetary initiatives have been offered by the government. Females are more educated than ever before.

##### **2. Role of family:**

The modern generation is quite different in their thinking level if compared with the generation two or three decades ago. Modern generation is trend-setter and they don't want to bind their female counterparts and even supporting in their work.

**Family Background:** Usually, the same business is adopted by the existing members as their old ones family and the businesses are handover to the males. But if there is no male then such opportunities comes to female members and nobody wants to miss such opportunities.

##### **3. Role of Government:**

Government at central as well as state level is coming forward to promote the female counterparts through concession, training programmes as well as other modes in their policy and women are just reaping that offer.

##### **4. Path from successful Personality:**

There are a lot of women in Haryana, India as well as worldwide who got success in their respective field which initially seemed an impossible task. Such successful personalities have really energized women all over the world in direct as well as indirect way.

##### **5. Role of Networking:**

Internet has established itself as one of the most powerful tool in the hands of human beings. There are a lot of sites offering expertise in

each field. Peoples are connected through these sites professionally as well as informally which has ultimately resulted in networking. Women also have their network connected with their professional as well as expert counterparts.

This is not the exhaustive list of factors persuading women to become entrepreneurs themselves. There are other factors also which are responsible for pushing women in the ground of entrepreneurship, such as: Self-identity, better education for their children, use of their creativity, wish for earning additional income, equality with man, support for the family, self-dependency, role model for others and optimum use of EQ (emotional quotient) as well as IQ (intelligence quotient).

#### 6. Role of Government in Women Entrepreneurship:

Indian Government has made its sincere efforts to raise the position of women in India since from its independence through its various five year plans as well as other programmes. Some of the initiatives stepped by the Government of Haryana are indexed as follow:

##### a) Establishment of Haryana Women Development Corporation (HWDC):

HWDC has been established in 1982 with the name "Haryana Economically Weaker Sections Kalyan Limited". Haryana state by the Haryana Government to focus on the promotion of women entrepreneurship. On January 2, 2007, HWDC planned to assist women through providing them subsidies worth Rs.2.44 crore and Rs. 3.84 Crore as an aid to enable women to stand up their own ventures. In other programmes, it also provisioned to train 500 women in computer application through HARTRON (Haryana Electronic Development Corporation). For upgrading, the corporation provisioned for Rs. 3.17 crore to 97 NGO's. Presently, this organization is running two schemes: (1) Education Loan Schemes (2) Individual Loaning scheme through Banks.

##### b) Swawlamban scheme:

This scheme was implemented in Haryana w.e.f. 2010-2011. Under this scheme, the corporation has assisted 12 organizations with financial aid to train the women of Haryana in various trades such as: Readymade Garments, Shorthand and typing/ Data processing, food Processing, Dari weaving, Leather Artisan, Embroidery and Beauty Culture. Under this scheme, 550 females have been trained up to 2014-15.

##### c) Mahila Mandal Scheme:

This scheme was implemented by Directorate of Development and Panchayat, Haryana. To promote and strengthen Mahila Mandals, approximately 6714 registered Mahila Mandal have been formed at village level with the intension to raise women economically, create awareness as well as guide them regarding the various schemes launched by the government meant for their development.

##### d) Haryana State Resource Centre for Women (HSRCW):

This centre was established as well as registered on October 3, 2011 by the Government of Haryana under societies Registration Act, 1861 as a society with the name "Haryana State resource Centre for Women Society (HSRCWS)". This centre was established to assist as well as liaise with the already existing institutions for monitoring as well as reviewing and other schemes laid by the government for eliciting the needed data/information before the State Mission Authority.

Other schemes initiated by the Government of Haryana on its behalf as well as on behalf of Central government are: Gender Sensitization Training Programmes, Indira Gandhi Mattitav Sahyog Yojana,

education loan, Sakshar Mahila Samooch, Swawlamban, Sports Meet for Rural Women, Working Women hostel.

#### Conclusion:

**"Entrepreneurship is not about making women strong. Women are already strong. It's about changing the way the world perceives the strength."**

Present scenario is very fast changing with technology development, modernization, urbanization, education and development. In such conditions, entrepreneurship opportunities increased drastically for women. Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women need encouragement and support from the family members, government, society, male counterparts etc. with the right assistance from varied groups mentioned above, they can join the main stream of national economy and thereby contribute to the economic development. A lot of initiative has been taken by the state government as well as central government in the form of various schemes and programmes listed above yet the pathway is not guiding the direction of women entrepreneurship as expected due to some regional as well as administrative hurdles. But if we see the scenario in the light of last six decades since post-independence then the picture is brighter than ever and moving progressively day by day. Therefore, it is necessary to provide training to women to enhance their entrepreneurial skill and giving a path of success to women. So by adopting the above recommendation along with others the way of women entrepreneurship can be made smoother.

We always viewed that a smart woman can pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to 10 more women at least!!!! Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets.

#### SUGGESTIONS:

Following suggestions are to be implemented in Haryana for enhancing the status of women entrepreneurship in Haryana:

- Need to boost self confidence among Women.
- Relaxation in family responsibilities.
- Equal dominance of men as well as Women.
- Reservation in social position exhibiting status.
- Strict implementation of schemes as well as fair evaluation
- Strict laws against women harassment.
- More programmes for creating awareness among parents regarding women entrepreneurship.
- Compulsory implementation of some schemes of women entrepreneurship.
- Promote women entrepreneurship schemes with local sources.
- More focus on non-monetary incentives.
- More training and awareness programmes with experts in their respective fields.

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