



A STUDY ON THE STATUS OF WOMEN ENTREPRENEURS IN INDIA

Management

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ABSTRACT

Entrepreneurship is an important factor for the development of a country's economy. Entrepreneurship is the act of setting up of own business or reviving an old business, willing to even take financial risk in the aim to make profit.

Woman entrepreneurship is the rising issue which signifies the growth of woman as corporate leaders and industrialists in the modern world. This article looks into the status of woman entrepreneurs in India. It gives views on the problems faced by the woman in establishing entrepreneurship and suggests certain ways to overcome the problems faced. It then looks into woman entrepreneurship from the 50's till the 21st century.

This article aims to study the development of women entrepreneurship in India through time and the present status of women entrepreneurship in India.

KEYWORDS

entrepreneurship, women, enterprise, corporate, development

INTRODUCTION:

First what is entrepreneurship? It is the act of setting up an own business or reviving an old business and even taking financial risks in the aim to make profit. Entrepreneurship is a budding trend in the country of India, which a developing nation.

Women are the pillars of strength in most of the Indian family structures. But once upon a time this was a male centric society. Where corporate was dominated by men and the topic of entrepreneurship was merely a fantasy for women (Borsella). The role of women in India has changed drastically and even dramatically over the course of time, from era to era. These days more number of women are coming out into the corporate world. Women have established themselves in all the fields of work. Women have proved their place among the society. There are a number of women who are practising entrepreneurship these days. They are willing to take risks, and strive among the other fellow competitors. Most women these days are well educated and are willing to make a mark in the society, and create an identity for themselves (Dhameja). They come into entrepreneurship to follow their interests and ambitions and aim to become corporate leaders or just for the sake of making a livelihood (No Title). But many studies reveal that it is not about making money, or about having great ideas or applying marketing strategy. It is all about their will for creating something new and fresh.

Opportunities in the field of entrepreneurship is increasing these days, that to in India as it a fast developing country and has great demand on the service sector. (No Title) These opportunities are vast, that to for the women entrepreneurship. Even the government supports women who try to set up a business for themselves, through various plans and actions.

But even still today even though we find such charismatic and great women entrepreneurs in the modern world there are still many women who are struggling to find freedom and come into light and create an identity and forge new paths for themselves. It is still a great feat for a country like India, which has been a male dominated and men centric society, where women were mostly oppressed for centuries, to give space and chance for the upcoming of women entrepreneurs among which most of them are successful.

MATERIALS AND METHODS:

This study used both primary and secondary data. The primary was collected through an interview schedule with simple random sampling method. By asking questions such as their personal information such as name age etc, and questions on their view on the status of women entrepreneurs. The secondary data was collected from various sources such as books, research papers and articles.

CHAPTERS:

Chapter 1: The status and condition of women entrepreneurs in India.

Chapter 2: Woman entrepreneurs from the 50's till the 21st century.

CHAPTER 1

THE STATUS AND CONDITION OF WOMEN ENTREPRENEURS IN INDIA

India is a country of great diversities and different traditions. It has been since time immemorial that women in India have been suppressed and were behind the care or protection of their husband. But since the major revolutions in India during the time of British colonialism and changes during independence and in the period of post-independence there have been significant changes in the status and condition women. They were educated, given equal rights to men, more freedom was granted which was a restriction earlier for woman. (Starcher and European Baháí Business Forum) This changed the outlook of woman in the modern society. Now women are more outgoing, confident, well educated, and have started to lead the society on equal par with men.

Woman entrepreneurship has become a common and budding idea for many women who are seeking to create an identity of their own and make a mark in this society, with new ideas, inspirations and talents. It is a common known fact that every society develops its economy by industrialisation and thereby creating job opportunities and occupational roles for both men and woman. For a developing country like India the number of opportunities are even more great and wider (Samanta).

The chances and scope for woman entrepreneurs are more and wide covering different areas and fields giving a fair chance for success in the business. To earn quick money was the basic reason for many women entrepreneurs. But on the contrary, it was also found compared to men woman were found less concerned with money.

According to the gender-focused global entrepreneurship survey, released in July 2013 by PC maker Dell and Washington based consulting firm Global Entrepreneurship and Development Institute (GED) India has been ranked worst in woman entrepreneurship, ranks 16th, just above Uganda, even though entrepreneurship is considered as one of the most important factors contributing to the development of society. It is also to be noted that most of the women entrepreneurial role is only in the large scale industries and technology businesses and some small business.

The most common jobs are, interior designers, beauticians, exporters, publishers, designers and garment fabricators etc. they have also started to venture into new avenues in which they find interest of their own and seek to make a mark of their own.

Obstacles and problems for women in entrepreneurship:

- Even though women are being educated at primary and secondary levels most of the time they do not possess adequate knowledge, experience, and other technical skills to start or run a successful high productivity business. (No Title)
- The main block and problem to be faced by them is that they are woman. In this patriarchal and male dominated society it is hard for a woman to come up along with men.

- The mobility and freedom of woman in India is very limited and restricted. The pressure for starting an enterprise along with the criticism and humiliation faced by the woman makes them abandon the idea for even starting the enterprise.
- The educational level and family background of husbands also influences women participation in the field of enterprise ([Dsouza et al.](#))
- The heavy household responsibilities of woman also make it nearly impossible for them to become a successful entrepreneur. They have to balance with both their household and their hectic work of running and over seeing a company or enterprise.
- The lack of support from family also makes it hard for woman in India to become an entrepreneur. It is woven in this society that a woman must take care of only her house hold and that is her ultimate purpose, and thus a woman would not get adequate support to establish herself as an entrepreneur([Dsouza et al.; Murugesan](#)).
- Another important factor which poses as a problem for women is the lack of capital and inability to invest. Most banks are reluctant in giving women loans to start an enterprise without the support or backing of either her husband or her family.
- Many cases such as male child inheriting the property or the husband owning the property or articles which makes it hard for woman to secure loans from banks as they cannot use those as assets.
- The lack of confidence and faith is also a major factor hindering their growth. They lack inspirations and moral support which they are in need of to start or run an enterprise.
- High costs and investments for some business operations make it vividly hard for women to develop in their field and also this factor prevents them from exploring new ideas and platforms.

SUGESSTIONS AND RECOMMENDATIONS FOR THEIR GROWTH:

Women must be given adequate training and made aware of the existing practical scenario of the world and be given vocational and technical training beforehand so that they would be able to run a high productive business.

There should be attempts to increase the standards of education in woman, along with giving them basic training and over all personality development programs to make them competent in all levels.

Suitable infrastructure must be made available for them, like the government must set priorities for women entrepreneurs([Dsouza et al.; Murugesan; \[No Title\]](#)).

Mass scale awareness programs should be conducted on entrepreneurship among women among the rural areas to increase their understanding on the concept and scope of woman entrepreneurship.

They must be able to access finance and loans from companies independently, and policies should be brought forth to encourage and support women entrepreneurship.

They must be continuously motivated and also supported by their families and relatives. This in turn would give them confidence on themselves which would help them a lot.

And most of all they must believe in themselves for success.

CHAPTER 2

Women entrepreneurs from the 50's till the 21st century

Woman entrepreneurship has been in play in India since the 50's, though many people believe that this is a modern development in women. The frequency of woman entrepreneurs was low during the beginning that is during the 50's, but it grow along with time and progression of the country from an under developed country to a developing country. This growth in the number of women entrepreneurship from era to era was due to the revolutions in the rights for women, their right to education, and their exposure to the outside

world and the modern phenomenons.

WOMEN ENTREPRENEURS IN THE 50'S:

These women entrepreneurs of the 50's are broadly classified into two categories. Where one category are the ones who sacrificed their priorities, their interests, their education and their aspirations just for the cause to provide for their family and generate income.

The next category are the ones who were left with the enterprise or work by her husband after him, or by their father after he has passed or retired, these woman had to take the responsibility just for the sake of the family.

But it is also to be noted that the woman who faced these conditions in the 50's were very few, as in most of these cases the family would take away the business or other relatives would get hold of the enterprise.

WOMEN ENTREPRENEURS IN THE 60'S:

This was the period of blossoming of the idea of entrepreneurship among woman. It was during this period that most women in India started to study and go to school and were being educated. These women had their ideas and aspirations for starting an enterprise of their own or become a woman entrepreneur. Still all most every woman settled down got married. But they started small businesses at home, which were all mostly home centric and behind these activities was the seed of aspiration of entrepreneurship.

WOMEN ENTREPRENEURS IN THE 70'S:

This was the time or period when most of the woman, a huge mass of woman were all educated and employed, most of them as professionals. These women were the ones who brought major change in the thinking of possibilities for woman.

For these critical mass entrepreneurship was not forced upon nor had to be done out of the compulsion to look out for their family, but was out of choice, these woman not only had aspirations anymore, they had ambitions. The wanted to prove theme selves out to the world and create one woman enterprise or create one and employ others.

For these classes of woman income and career choice both became of interests. They started to regard work or profession as an integrated part of their lives. These women wanted home marriage children family as well as occupation and job. These were the ones who created a major turn of events for the upcoming generations.

WOMEN ENTREPRENEURS IN THE 80'S:

All the generations before this, i.e the 50's 60's and 70's all balanced their work and domestic life and accepted their social situations and accepted those responsibilities. But this was not the case in the 80's, by this time most woman had started to do higher studies and they even started to undergo education in much sophisticated technological sciences, they even started to get professional degrees like doctor, engineering, law etc. by this time they even started to take over their fathers company and started leading it. But this was not an easy task for women as still it was a male dominated society, but still they strived hard and tried as much as possible, and battled against all the oppositions they faced, most of the families did not still support them, they even had the guilt of choosing over their families and deviating from the societies social norms. But they knew it wouldn't be as easy as it might seem. Most women started nursing houses, boutiques, started garment trades and other small enterprises.

WOMEN ENTREPRENEURS IN THE 90'S:

The 90's were the time when many women entrepreneur names began to spread across and came into light. This was the time when there was the highest rate of change ever noted. These women had their role models in the 80's 70's and 60's.

This generation was very quick to adapt, learn, and innovate. They were not afraid to express themselves and seven stood up for their own causes and believed in their work. They were no more dependent on their family as by this time most/all of the woman were well educated and could stand on their own without any need for support.

Some women were even prepared to be single for their lives and giving up a family life for the cause of establishing their ambition and dreams. While some married but opted not to have children so as they can focus on the development of the enterprise, while some had only a single

child. These people were the ones who questioned the traditional suppression and even came out of it successfully. Their only focus was work.

WOMEN ENTREPRENEURS IN THE 21st CENTURY:

This is the era of technologies, IT, tele-communication and finance. This era, is where womEn are equally on par with men in almost all the aspects of business and all together life itself. We observe more in this era as we are the ones who are witnessing the revolution of woman as we are people who are of this generation.

The globalisation of the Indian market has created an opportunity for woman to venture into a wide range of platforms, they are now able to d business on international standard with various clients and companies all across the globe.

This is none the less to the other era's, it is significant to note the opportunity and market for womEn entrepreneurs keeps increasing as time goes by and the community develops along with new vivid possibilities.

It is probable in the forthcoming millinia women entrepreneurship would jump through leaps and bounds. Even though there are problems, like those of which were discussed in chapter one of this article, which would be eventually overcome.

RESULTS:

Do you think women are as successful as men in Entrepreneurship?

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.614a	6	.023
Likelihood Ratio	14.795	6	.022
Linear-by-Linear Association	5.101	1	.024
N of Valid Cases	1477		
a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .24.			

Do you think the chances of becoming a successful woman entrepreneur has increased over the years?

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.173a	6	.522
Likelihood Ratio	5.136	6	.526
Linear-by-Linear Association	.455	1	.500
N of Valid Cases	1477		
a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .28.			

CONCLUSION:

It can be seen clearly that, along the course of time, the scope and opportunities for women entrepreneurship in India has increased by leaps and bounds, women have faced many hardships to get to where they are now. But at the same time along the course of time the hardships they have had to face, which still they face, has increased and came as a challenge to them in new forms. The problems of the modern woman must be taken care of, so that it would permit the further development of women entrepreneurship, which would in turn develop the society as a whole. The future of women entrepreneurship in the coming milliniam would face drastic change and would enter into a realm of the unknown, which cannot not be predicted. But as the time goes so will the opportunities and the scope for woman entrepreneurship grow.

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