



Women Entrepreneurship

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ABSTRACT

In The traditional ridden society women are generally accorded in inferior Social status. It is not only unconstitutional and gross social injustice to nearby half of the country's total population but also a mark of the illusory development of human resources. Women have always been the main source of development of human capital since the inception of this universe. The draft of the sixth Five-year Plan (1980-85) envisages that leadership in women, can blossom if an effective participation in national life is ensured to them and a new social environment is fostered. The village women are capable of making rich contribution not only for the development of their rural sisters but also for the progress and peace of the nation as a whole. It is her thing to note that the women's liberation movement is gaining momentum with rapid strides in india after independence. This fact is proved with the study in Maharashtra Conducted by Hazel D'Lima on women's leadership potential.

Keywords: Women Empowerment, India, Gujarat, Saurashtra, Problem, Prospects

· **Evolution and growth of women Entrepreneurship:**
Women make half the human resource potential available for economic activity. They perform multiple productive roles. In the industrial sector women constitute an average of 27 percent of the industrial taskforce in developing countries.

The total number of enterprises run by women is significantly low and their rate of participation remain only 28 percent of the female population and 13.6 percent of the total population.

There is a realisation that full involvement of women in industrial development would ensure effective utilisation of available labour and improve quality of life. This leads to state that action must be taken by the government to analyse current status and potential role of women in the process of industrialisation with a view to bring positive change which would result in sharing of responsibilities and benefits by both sexes. Effective and adequate legislation for social facilities, health provisions, maternity and social security benefits might enhance the process of women's involvement in the development process.

The year 1975, was declared international year for women. During the decade, several governmental and voluntary agencies carried out symposia, conferences and workshops to highlight the importance of women entrepreneurship. These conferences and workshops gave impetus to development of women entrepreneurs. Women entrepreneurship gained much importance in India after the launching of International Women's Year in 1975. Before that there were very few women entrepreneurs in India.

It is true that the entrepreneurial movement the women Community started about two decades ago. The promotional agencies are firmly determined to turn the smouldering fire into flames. This with the active support of the promotional agencies and the good family occupational background, women entrepreneurship among the fairly educated women is rapidly increasing and it is expected to develop in every nook and corner of the country in the years to come.

In India, the role of associations belonging to trade, professionals and industries had largely confined in making representations in the decision making machineries of the central and state governments. With a growth of entrepreneurial wave

in the country a few associations of women entrepreneurs have emerged extend a helping hand creating a congenial environment for the broadening the base for wide spread entrepreneurship in rural and urban areas.

· **Women entrepreneurship in India :** Women form almost 50 percent of India's population and are involved in only 5 percent of the private enterprises. This is a sad reflection on the social, cultural and lopsided economic development of the country.

It is true that the success of women entrepreneurship differs from state to state, due to difference in the composition of women entrepreneurs and their academic background, professional aptitude, entrepreneurial aptitude, socio-cultural background and the attitudes of their partners, husbands, sons and daughters. Despite of all these hurdles, difficulties and impediments women entrepreneurs are constantly flourishing in India. The progress is more satisfied in Maharashtra, Gujarat, Kerala, Punjab, Haryana, Rajasthan and Uttar Pradesh as compared to other states of India.

Once a social thinker a jocular comment that the only creed for most women in India was marriage. As a matter of fact, the Indian society threw cold water on women entrepreneurship wing the past without knowing the fact that they could form an integral part of the developmental process.

· **Women Entrepreneurship in Gujarat:**
Gujarat has been recognised as a land of traders and businessmen since ancient times, history tells us the impact made by Gujarat businessmen in the world market particularly in African, Asian and Far Eastern countries. Recently the business acumen of Gujarat has spread over USA, Canada and Europe. Though trading expertise of Gujarat people is known all over the entrepreneurship qualities have been identified in the late nineteenth century. Yet no systematic efforts appear to have been made in developing these qualities until the setting up of Center for Entrepreneurship Development (CED) in Gujarat in 1970.

Recognising the need for creating entrepreneurship among women, CED initiated EDP for women in 1987, a one and half decade ago. In this period the CED received overwhelming response from women. The centre has conducted more than 40 programmes and trained over 800 women. These programmes were conducted in 14 locations out of which half the

programmes were held in Ahmedabad and Bhavnagar. Other prominent locations were Baroda and Mehsana.

Out of those trained, nearly 300 set up their own units amounting to nearly 40% of the total trainees. they set up a variety of industries manufacturing right from the traditional and conventional items such as read ymade garments, embrodered items food products, cosmetics to sophisticated items and products of industrial applications in electronic, chemical, pharmaceuticals.

These data indicate that women entrepreneurs are spread all over the state. Many of them are well educated. A average investment in the unit is Rs. 25 Lakhs and generate employments upto 6 persons.

From the above mentioned studies it can be observed that women entrepreneurship is not in developing process in Gujarat state but it has gone a long way to enable us to describe it as having attained some level of maturity. EDP is an important approach for helping women in non traditional high skill, male dominated activities. It is, Therefore necessary to streng then this approach to meet the specific needs of women and attract them from all sections of society. If this is achieved in coming years with the concentrated efforts of various instrtu tions, which have come foreword to give encouragement and special incentives to women, women's entrepreneursh ip will have definitely abright future.

• **The Saurashtra : Historical and Industrial background**

The region of "Saurashtra" is derived from the sanskrit term "Saurashtra" which means a "Good State" but popularly known as saurashtra only. Saurashtra region comprises six districts, viz Amreli, Bhavanagar, Jamnagar, Junagadh, Rajkot and Saurendrangar. It is a part of Gujarat state and is located on the western part of India. It assumes the shape of a peninsoula bulging out in the Arabian sea and is spread over an area of 64,338.59 kms. It is bounded on the south and west by the Arabian sea, on the north by the Gulf of Kutchh and the little Rann of Kutchh and on the east by the gulf of combay and mehshana and Ahmedabad districts. Owing to some common Gedhysical features climate Conditions, Saurashtra forms a homogeneous region of Gujarat state.

The region of Saurashtra was dea decribed as "Kathhiyawad" during the pre-british period. It consisted of sub-regions known as Zalawad, Machchhukantha, Halar, Okhamandal, Barda, Sorath, Babariyawad, Gohilwad, Undsarvaiya and kathhiyawad.

Soon after independence (1947) all princely states of shashtra were integrated into the one state of saurashtra also referred to as the union of the states of Saurashtra 15th February 1948. With this major political and administrative change saurashtra assumed the status of a part-B status of a part-B state as a component of the India Union. The united state of Saurashtra was devided into six subregions such as Madhya Saurashtra, Zalawad, Gohilwad, Halar, Sorath and Amreli Prant.

The Saurashtra state ceased to exist as a sparate state with its merger into the bolingwal Bombay state under the state Reorganisation Act, No. 37 of 1956. After the reorganisation of the Indian Union several changes as shown below were made in 1959.

The reion of again witnessed some mor administrative change when the bombay state was bifaractedon 1st May 1960 in to two separate states of Gujarat and Maharashtra. The region of Saurashtra was merged into gujarat State. The six districts have been further devided into sub-regions called talukas. The following are the talukas which constitate defferent districts of Saurashtra.

After 1948, then Government of saurashtra adopted a policy of encouraging industrial development in saurashtra, in order to formulate and implement special programmes for the development of industries in small scale sector. The saurashtra cottage Industry board was established in 1949, and the saurashtra small scale Industries and Handicrafts Board was established in 1953. The saurashtra Government also undertook some special surveys by nominating special committies.

As a result of the national policy of rapid industrial development and special programmes implemented by Gujarat Government (1960) the industrial struture of the state as well as saurashtra region has been diversified covering a wide range of consumer intermediate and capital goods.

• **Problems and Prospects of Women entrepreneursh ip in India:**

With the growth of industrialisation, urbanisation, education and democratic system in the country after independence the tradition/ bound Indian Society has undergone a sea change, one striking evidence of this is that women have started seeking not only the Gainful employment in several fields in increasing number but also started to take active interest in entrepreneurial activities. The growth of entrepreneurial field is hunted by a number of difficulties, sungs and problems faced by women entrepreneurs.

The experimets the growth of women entrepreneurship in Maharashtra and Pune city are the two glaring examples which provide inspiration to the fairly educated women of other regions of the country.

With the active support of the promional agencies and the good family background women entrepreneurship amount the fairly educated women inrapidly increasing and it is expected to develop in every nook and corner of the country in the years of come women have not lagged behind any walk of life. The unity through entrepreneurial associations among the entrepreneurs is strengthening day by day. The entrepreneurial Unions among the entrepreneurs are not merely pressing the genuine demands and difficulties of their members but they are also generation a favourable entrepreneurial leadership among the women class is progresing among the women class is progresing but it is still in its nascent stage. It needs pre and post follow up support on sound lines to reap the desired goods.

This women should be encouraged and assisted in all respects to become entrepreneurs for the prosperity of our Country. If they are neglected their interest would be stagnated as they constitute 50% of the society. So an integrated approach is necessary to make women entrepreneurship a success by the government and non government agencies. Women should be properly trained, educated and Facilitated to become a successful entrepreneurs. This leads to prosperity of any country. This realisation must be clear in the minds of women in particular and the society in general.

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