

## **Women Entrepreneurs - A Step Towards Women Empowerment**

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### **Abstract**

Today women entrepreneurship becomes significant tool for women empowerment. Women entrepreneurs need to enhance their living standard into a comfortable level along with their family which in turn helps in development of the country. Generally entrepreneurs are strength of any successful economy in the world. Today with growing population we have to take necessary step for women empowerment through entrepreneurship. In the process of women empowerment women need to realize their strength, weakness, opportunities and move forward to come out their own potential in order to achieve their goals through self development. Moreover they want new challenges for self fulfillment. Women entrepreneurs must have an intention to fulfill their dreams and it must be transferred into in an ideal enterprise. This paper is focuses on women empowerment through entrepreneurship, role of women entrepreneurs in India, their importance, challenges, their contribution in economy of India and some suggestion for promotion of women entrepreneurs.

### **Introduction**

A large numbers of women are entering into entrepreneurship in some form or the others. Women skills, knowledge, talents, abilities and desire to do something for themselves and their children or family are some of the reasons for the women to become entrepreneurs. “Women entrepreneurs” 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 inbuilt quality of entrepreneurial women. Who is capable of contributing values in both family and social life?

Government of India has defined women entrepreneur is “an enterprise owned and controlled by an women having a minimum financial interest of 51% of the capital and giving at least 51% of

the employment generated in the in the enterprise to women.” According the World Bank, investing more in women enterprise rather in men reduces the inequalities and poverty and there after ensures the economic development of a nation. But the challenges and opportunities for women entrepreneurs are growing rapidly. In India entrepreneurial world still seems a male dominated one which exposes women entrepreneurs to often face some major constraints in running their enterprise successfully. Many entrepreneurs are either housewives or illiterates with no previous experience of running a business enterprise. These features made their job more difficult.

Women entrepreneurship becomes significant tool for women empowerment. The empowerment of women through entrepreneurship would leads to benefits not only to the individual women and women groups but also the families and community as a whole through collective action for development. Indian women business owner were in traditionally women oriented business like garment, beauty care and fashion designing which either do bit requires any formalized training or are developed from a hobby or an interest into a business. The classic example will be of herbal queen Lady Shehnaz Hussain who started herbal based treatment from a relatively small scale. In fact she started literally from her kitchen domain to a chain of beauty parlors spread out across the nation and world.

### **Objective Of The Study**

- ❖ To know the role of women Entrepreneurs.
- ❖ To study challenges faced by women entrepreneurs.
- ❖ To know the contribution of women entrepreneurs in economy.
- ❖ To study women empowerment through entrepreneurship.
- ❖ To identify the weakness and strength in the working of women enterprises.
- ❖ To study the problem faced by women to promote and run their units and.
- ❖ To suggest possible solution for promotion of women entrepreneurs.

### **Role Of Women Entrepreneurs In India**

Women Entrepreneurs play a very important role in economic and social development. Since the 21<sup>st</sup> Century, the role of women in India has been changing as a result to growing Industrialization and Urbanization. With the spread of education awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher level of activities.

## Women And Social Role Interface

Self – role	
Community	Mother
Parents	Daughter
Wife	Membership

In the above figure we can see that women have to play multiple roles. Sometimes she has to play the role of wife or mother or she has to play the role of parents or daughter, or she has the role of community and membership on the social she has to play the different roles in community. Playing these roles, women sometimes submerged her own self role and her own real role.

### Importance Of Women Entrepreneurs

- ❖ A good share of the population.
- ❖ Traditionally outside the domain of income activities.
- ❖ They must be made part of the economic development, because it will endure the economic and social development of the women along with providing more human resources to strengthen the economy of the country.
- ❖ The economic status of women is now accepted as an indicator of a society in stage of development.

### Reasons For Women Becoming Entrepreneurs:-

Many studies indicate that women start businesses for fundamentally different reasons such as gaining feeling of achievement.

These are following different reasons for women becoming entrepreneurs:-

- ❖ Family occupation.
- ❖ Employment generation.
- ❖ Need for additional income.
- ❖ Bright future wards.
- ❖ Freedom to take own decision and be independent.
- ❖ Support of family members.
- ❖ Educational qualification.
- ❖ Role model to other.

- ❖ New challenges and opportunities for self – fulfillment.
- ❖ Self identity and social status.
- ❖ Innovative thinking.
- ❖ Government policies for their promotion.

The gender engagements in entrepreneurship vary across the countries as demonstrated in the figure. It's shows the percentage of male and female entrepreneurial activity by geographic reasons. The female entrepreneur's activity is lower than male in all the reasons presented.

### **Contribution Of Women Entrepreneurs In Economy Of India :-**

Women comprise 74% of these employed with in the micro enterprise sector quite 65% of all women in cottage, handicrafts industry (micro enterprise) were engaged in processing of food products and beverages. Women's economic activities contributes directly to growth and poverty reduction is one of the main problem for policy makers

- ❖ **Capital Formation-** Entrepreneurs mobilize the ideal savings of the public through the problem of industrial securities. Investment of public savings in industry leads to productive uses of national. The spread of capital formation increases, which is crucial for fast economic process.
- ❖ **Improvement In Per-Capita Income-** Women entrepreneurs in India have also been exploiting the opportunity. They convert their talent and ideal resource like land, labour and capital into national income and wealth within the form of product and services. The help in increase the country's net national product and per capita income.
- ❖ **Generation Of Employment-** Women entrepreneurs in India are playing a very important role in generating employment by setting of small scale industries they provide jobs to many people in India.

### **Women Empowerment Through Entrepreneurship**

- ❖ **Women Empowerment-** Women's economic empowerment refers to the ability for women to enjoy their right to control and benefit from the resources, assets, income and their own times, as well as the ability to manage the risk and improve their economic status and well being. Literacy of women is an important key to improving health, nutrition and education in the family and to empowering women.

The government of India declared 2001 as the year of women's empowerment (sewa - shakti). The national policy for the empowerment of women came was passed in 2001. In the

welfare programs of ninth five years plan (1997-2002). The Indian government adopted the approach of self help groups (SHGs) to uplift the rural poor women. The empowerment of women through self help groups (SHGs) would leads to benefit not only to be individual women and women groups, but also the families and community as of whole through collective action for development

- ❖ **Women Empowerment Through Entrepreneurship-** Entrepreneurship is an important tool to empower the women in the country by increasing family, economic, financial and social status. Women entrepreneurs need to be encouraged positively in terms of understanding the reality of entrepreneurship. They have to be directed in a right way to come up with lots of ideas into their focus.
- ❖ To encourage were passive women entrepreneurs the women training program should be organized that taught to recognize her own psychological needs and express them.
- ❖ Activities in which women are trained should focus on their marketability and profitability making provision of marketing and sales assistance from government part.
- ❖ Financial institutions should permit to extend purely trade related finance to women entrepreneurs.
- ❖ The financial institutions should provide more working capital assistant both for Small scale venture and large scale ventures.
- ❖ Making provision of micro credit system and enterprise credit system to women entrepreneurs at local level.
- ❖ Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- ❖ A women entrepreneur's guidance cell set up to handle the various problems of women entrepreneurs all over the state.
- ❖ Programme for encouraging entrepreneurship among women are to be extended to local level.
- ❖ More governmental schemes to motivate women entrepreneurs to engage in small scale and large scale business venture.
- ❖ Better educational facilities and schemes should be extended to women entrepreneurs from the government.

- ❖ Involvement of non-governmental organizations in women entrepreneurial programmes and counseling.

### **Challenges Faced By Women Entrepreneurs In India:-**

- ❖ **Lack Of Finance-** There is contradiction of "have and haven't" finance of entrepreneurship. Indian women belonging to economically poor and reach families women who belonging to economically rich families have the capital support.  
At the alternate side of the society many women from economically poor families. They have not financial support from their families.
- ❖ **Lack Of Self Confidence-** Indian women have lack of self confidence in their strength and skill which is essentially a motivating factor in running an enterprise successful. They have to work hard to strike a balance between managing a family and managing a enterprise.
- ❖ **Socio-Cultural Barriers-** Family and personal obligations generally work as a good barriers for succeeding in business carrier of women entrepreneurship. Only few women are capable for managing both home and business.
- ❖ **Lack Of Education-** In India literacy among women is extremely low. Even in 21st century, rural women in India are lagging far late within the field of education. Largely women of the rural areas are uneducated. Women in rural areas how are educated whichever less education than their male equivalent partly because of poorness, early marriage, low socio-economic status, partly because of son's higher education
- ❖ **Low Level Of Risk Taking Attitude-** In India women lead a protective life. They are even less educated, economically not stable nor self-dependant which reduce their ability to bear-risk.
- ❖ **Male Dominated Society-** In a male dominated society, women are not treated equal to men that act as a barrier to women entry into business.
- ❖ **Competition From Male Entrepreneurs-** Women entrepreneurs have to face a stiff competition with men entrepreneurship who easily involve in the promotion and development area and carry our easy marketing of their products with the organized sector and their male counterparts.
- ❖ **Old And Outdated Social Outlook-** Old and outdated social Outlook to stop women from entering in the field of entrepreneurship is one of the reasons of their failures.

These are the some major problems and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship.

### **Suggestions For Promotion Of Women Entrepreneurs**

There are some following suggestions are given below for solving the problems and for promotion of women entrepreneurs:-

- ❖ Government should provide separate financial support for women entrepreneurs so that they do not face any difficulty in setting up their organization.
- ❖ Social infrastructural facilities should be provided to help women in establishing their enterprise easily and quickly.
- ❖ Training programmes specially directed at women entrepreneurs should be conducted to enhance their entrepreneurial skills and abilities which help them in entrepreneurship and in empowerment also.
- ❖ Provisions for better education facilities should be providing starting from school and further for higher education and also several vocational studies.
- ❖ Women entrepreneurs guidance cell should be opened in all cities to handle problems related to day to day functioning like production, marketing and distribution problem
- ❖ Monthly importantly the support of family members is required so that women can make out of their homes with confidence they can give better output when it is known to them that their decisions are supported by their family.
- ❖ Organization of fairs, exhibitions and a worm-shop for women entrepreneurs which will help to connect with each other and share ideas and problem. It will also provide guidance to new women entrepreneurs who can take help and suggestions from their already established counterparts.
- ❖ Making provision for marketing and sales assistance so that women entrepreneurs are not cheated by middle men.

### **Conclusion**

Women are very important human resources of the nation and every state try to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurs is one among the wages for that. Even how ever sadly it is seen that the traditional way of thinking of the society and negligence of the state and respective authorities are important obstacles in the women entrepreneurship development in India.

Time has come for women to come out of the burden of house work and give way to their creativity and entrepreneurship. Social and political developments in India have also been responsible for determining the role of women in a changing society. The government schemes, incentives and subsidies have provided supports measures to women entrepreneurs. With the increase in the number of women getting education there is considerable awareness among women to empower and to be self employed has leading to change in the role of women in the society.

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