

MEASURING THE BENEFITS OF WOMEN ENTREPRENEURSHIP DEVELOPMENT POLICY

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Abstract

Entrepreneurship, as an economic development strategy has been growing in popularity at all levels of government. The analysis in the future to obtain a better measure of the welfare consequences of economic development policies and programs in general and entrepreneurship based programs in particular. Recently, the role of women in the Indian society has changed considerably. Women today are no longer confined to the kitchen and the four walls of the house. But they have been actively participated in every economic activity and successfully providing that they can excel in any activity. There are many successful women entrepreneurs, educationalists, professionals, scientists, economists, etc., To justify the role played by women in various field of development activities towards removal of gender inequality, workforce in agriculture, political participation, entrepreneurship development and rural development. Therefore, development of the Indian economy is not possible without the participation of women who constitute a large segment of the society. Like both hands are necessary to do any work properly. It is essential that men and women are given equal opportunities to work, so that they can increase their family income in particular and the country's income in general.

Introduction

The economic development of a country means a process by which the per capita income of that country moves upward over a period of time. Like many other countries of the world, India is endowed with rich natural and human resources; and these have to be used properly by adopting modern technology, for the growth and development of the economy. Therefore, entrepreneurship is essential for proper use of renewable and non renewable natural resources and to provide employment to the unemployed youth. Many women entrepreneurs are playing a vital role in this direction through creation of utilities and generation of employment. However, many women entrepreneurs have also been facing problems from different angles and this need to be resolved through the provision of necessary support in financing, production, marketing and improvement in socio - cultural environment.

Concept of entrepreneur

The word “entrepreneur” derives from the French word “Entreprendre” (to undertake). In the early 16th century it was applied to persons engaged in the military expeditions, and extended to cover construction and civil engineering activities in the 17th century; Many authors have defined “entrepreneur” differently. Generally, an entrepreneur is a person who combines capital and labour for production . According to Cantillon, “entrepreneur is the agent who buys means of production at certain prices, in order to sell at prices that are certain that are certain at the moment at which he commits himself to his cost”. According to P.F. Drucker , he is one who always (1) searches for change (2) responds to it (3) Exploits it as an opportunity.

Major problem of women entrepreneurs

Capital plays a vital role of the production and distribution of a product. Capital is required from the day of inception of the enterprise, till its wind up. Therefore, Capital is called the lifeblood of any enterprise. But Capital is the scarcest resource in our country. In view of this, many of the women entrepreneurs have been suffering from shortage of capital. The opinion of women entrepreneurs regarding shortage of capital in this study.

Concept of Women entrepreneur enterprise

“A Small scale industrial unit or industry - related service or business enterprise, managed by one or more women entrepreneurs in a concern, in which she / they will individually or jointly have a share capital of not less than 51% as partners/ shareholders / directors of the private limited company, members of corporate society”.

Essential qualities of the entrepreneur

The entrepreneur needs to have the following characteristics:

- (1) Need to achieve
- (2) Perseverance
- (3) Moderate risk taker
- (4) Ability to find and explore opportunities
- (5) Analytical ability
- (6) Making proper use of feedback
- (7) Taking uncertainty into consideration
- (8) Independence
- (9) Flexibility
- (10) Planner
- (11) Motivator
- (12) Stress taker
- (13) Having positive self - concept

- (14) Future oriented
- (15) Studious and keen to learn
- (16) Enthusiastic and
- (17) Having unquenchable ambition.

Entrepreneurship education and training

Entrepreneurship education provides the potentials entrepreneurs with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. While the entrepreneurship education is distinctive for its focus on realization of opportunity.

Today entrepreneurship education gained its own importance as people realized that it is one of the key tools which reduce the unemployment and provides the knowledge to face the challenge environment in the contemporary business. States can effectively utilize these entrepreneurial training programs to reduce chronic unemployment and at the same time create more jobs,. Now, the State and Central Governments have established various training centers and nodal centers which impact entrepreneur education to the people at all taulks, towns, districts headquarters and city levels. The need of women entrepreneurs are given preference through various government and bank schemes.

The goals of women entrepreneurship education and training

The goal of the women entrepreneurship education and training are:

- Empower women through entrepreneurship to enable them achieve economic self - sufficiency;
- To help women gain strong business and life management skills that will enable them to become leaders in their work and personal lives, and become strong role models;
- To spur the growth of locally controlled business and create new jobs within neighborhood;
- To provide business experience;
- To promote entrepreneurship by emphasizing the importance of small business as the creator of jobs, leading to prosperity;
- To enable to potential entrepreneurs to emerge by assisting them in evaluating their training program;
- To encourage business start-ups by offering a comprehensive entrepreneurship their training program;
- To develop new markets and help mobilize the capital resources needed; and
- To introduce new technology, industries and products and to create new employment opportunities.

Development of women entrepreneurship

In the light of the typical problems being faced by women entrepreneur the question whether they can tackle the work-home role conflict adequately with the co-operation and support of the family members, institution and society, and emerge as successfully entrepreneurs has been amply answered in a number of studies. The proposition is whether women can become successful entrepreneur after overcoming the initial problems in the Socio-economic environment. It is important to create the conducive business environment to provide opportunities to women to be treated equally in industrial, business, and service enterprise, as well as in the other sectors. Bringing about gender equality and minimizing gender discrimination through specific steps by institutions, the society, and the fellow male entrepreneurs is one of the important directions for facilitating women entrepreneurship. All Central and state level bodies, and institutions directly involved in promoting entrepreneurship among women in various sectors should take initiative in this direction.

(1) Financial institutions and research and development

Various institutions apart from financial institutions and research and development organizations, at state and national level, have been making special provisions to assist women entering SMEs. National Bank for Agriculture and Rural Development (NABARD) and small Industries Development Bank of India (SIDBI), as apex refinancing institutions, commissionerate of Industries at the state level, and a number of other institutions provide opportunities and incentive to women entrepreneurs. Union Ministers of Micro, small and medium enterprise, and Agro and Rural enterprise have released in February 2007, a comprehensive package of promotional measure for micro and small manufacturing and service enterprise, in continuation of the facilities already offered to this sector.

(2) Women participation in workforce

Women participation in the workforce has been increasing over the decades. This was mainly due to the increase in the literacy rate over the years. The female workers are mainly confined to rural areas. They are a great role in rural areas by participating in the workforce. Although their rate of participation is less, their service as worker is very important in the development of economy as well society. The female participation rate in India was more in Himachal Pradesh, Andhra Pradesh, Madhya Pradesh and Maharashtra. While in some other states, like Punjab the female participation is very less.

(3) Contribution to economic development

The 2001 and 2011 census revealed that the contribution of female workers in the workforce was less than that of male workers. The paying rates of female workers are less as compared to male workers. The only positive change in female employment in primary

sector was the marginal growth in employment in allied agricultural activities such as livestock, fishery, forestry, and mining activities. But female workers are playing a significant role in the economic sector.

(4) Women in political development

In ancient India, women were highly placed in the society, but they were forced to carry a double burden, that of the home and the workplace. But times have changed and as a result of increased literacy of women during the last few decades, they are coming forward to take responsibility in the political scenario also. As a result of which, the government has already declared reservation for women in Indian Politics. However Women's participation in politics is still very low as compared to men's participation. The seats in Parliament held by women in different countries as , the developing countries, the women participation is too less, compared to those of developed countries.

In lok sabha, the women participation has increased from 22 in 1952 to 54 in 199. In politics highlights the role of women in the economic development by taking some political decisions which are important for economic development in a country like India. Their participation compelled the government to implement some development schemes particularly for rural women for self-development as well as to create awareness of various programs of economic development. Women's empowerment is critical to the socio-economic progress of the community and bringing women into the mainstream of national development has, therefore, been a major concern of the government. The Ministry of Rural Development has special components for women in its programs, and funds are earmarked as "Women components" to ensure flow of adequate resources for the same.

(5) Women in entrepreneurship development

Nowadays, women are engaged in entrepreneurship activities. They become independent by taking the several enterprise as business of their own. The government as well as financial institutions are coming up to support women for entrepreneurship development. National Bank for Agriculture and Rural development (NABARD) has implemented many programs such as rural Entrepreneurship Development program (REDP), Assistance to rural women in Non-Farm Development (ARWIND), Assistance for marketing of Non-Farm Products of rural women (MAHIMA) , development of Women through Area Program (DEWTA) ETC., To create capacity building for skill development and enterprise management. Accordingly, women are benefited from these programs and they play an important role by motivating the other women to take up the advantage of those programs.

Women are playing a great role in the marketing sector also. They have more motivating power than men in this market. But the difficulties are greater for women in the marketing sector. Either female do a lot of running or they turn to middlemen for around raw material and finished goods.

(6) Women in rural development

Women can play a vital role in rural development program. The rural development program have laid down emphasis on integrated women development. The Integrated rural Development program, training of rural Youth for self employment, Support to Employment Program for women etc., have given emphasis to cover substantial proportion of rural women for the benefits.

Great economic development will be achieved when there is greater participation of women in the economic development process. Since female constitute a major proportion of rural labour, it is essential that improved education, skill formation, health, voluntary action, child development are important for better development of society and economy.

Women entrepreneurship and promotional measures

It was the Industrial Policy resolution of 1978, which recognized women entrepreneurs as a special group, needing assistance and support, as a sequel to the Declaration of International decade for women between 1976 and 1985 and the International conference on women Entrepreneurs held at New Delhi in 1984.

A Women entrepreneur - promoted is defined as a Micro, small or Medium (MSM) Manufacturer or service Enterprise, managed by one or more women entrepreneurs in jointly have a share capital of not less than 51% as partner/shareholders/directors of a private limited company/members of a cooperative society. Percentage of women employed in the enterprise stipulated earlier, has since been dropped. The components of this definition can be extended to other sectors as well where women participation is significant. In about two decades time, women entrepreneurs not only entered into business in a small way but also ventured into starting and managing large enterprise on a professional lines, and have been able to sustain and survived in the competitive environment. Among the numerous areas of operation that women have entered through self-employment are education and training, information technology sector, healthcare service sector, real estate development sector, travel and tourism sector, services sector, housekeeping, services, organization conventions and trade firs, and consultancy services.

There has not been adequate research on the entrepreneurial role of women, though a number of studies have been conducted in recent years on a few aspects. Some of the aspects on which studies have been conducted so far relate to :

- (a) Socio - demographic attributes of women entrepreneurs
- (b) Factors influencing the motivation of women to become entrepreneurs and experience of conflict at home and work place;
- (c) Selection of enterprise in industry, service, and business. In the early 1990's, a few institutional studies were conducted, and in subsequent years, major part of the studies in different regions. The coverage of doctoral studies is, however, limited,

both in terms of sample size , regions covered, and objectives / foci of the study. Hence, there is a need for more representative broad - based institutional studies or projects covering a larger sample of women entrepreneurs in different regions, including areas of converge that need to be pursued.

GEM Report (2002)

According to the Global Entrepreneurship Monitor (GEM) report (2002) Women basically represent a largely unstapled pool of entrepreneurial talent, and their level of involvement in entrepreneurial activities in comparison to men is substantially less. Participation of women in entrepreneurial activities can only be triggered by the initiatives taken by their country's government as well as through an increase of normative support for women entrepreneurship. This in turn is positively related to the country's level of gender equality, and general support extended for entrepreneurship at institutional and societal level.

Policy measures and suggestion for upliftment of women

The government of India has promulgated some special schemes for the same; in addition to that, policies like reservation of women, information access with proper data base system exclusively for women are suggested towards integrated women's development in rural areas. Some specific measures are suggested for women empowerment through participation in rural economic activities:

- Efforts on development of middle aged women should be continued so that their extent of participation do not come down, with provision of training for them in income generating agricultural activities;
- Understanding the nature and intent of women's participation in ongoing rural and agricultural development programs and transfer of technology will make farm women's tasks easier, more enjoyable, less burdensome, more profitable and more productive without displacing them from the labour market.
- Proper Identification of the specific needs and problems of female - headed farm families and landless agricultural labourers are necessary; and
- Information sources like agriculture officers, village extension workers, husbands, other members of the family, contact farmers and relatives, etc., should be mobilized to increase and maintain their contact with women farmers so that more information could be supplied. More ever, sources like panchayat members and rural school teachers should also be made to understand their role as information source for agricultural activities. More information aimed at rural women may be disseminated through radio, television, newspaper, general meetings, e-governance system so that information sources may be utilized in an effective and desirable way.

Conclusion

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. But women in Indian society have been facing several problems from different spheres. Hence, Provisions of necessary support in production, financing, and marketing and improvement in the socio-cultural environment are of utmost importance to overcome this problem.

In India, women constitute nearly half of the rural population and play a vital role in the rural economy. They need to be considered equal partners along with men in the development process. Education and training will go a long way in achieving this goal and help in raising the status of women enable development of their potential as independent and equal partners. The purpose of providing education to women is to enable them to think critically, identify their strengths and take conscious, informed decisions, empower them to play a positive role on their own in the development of the nation.

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