

Women Entrepreneurship Development In India

Dr. Yasmeen Ismail Shaikh

Associate professor
Dept. of Commerce
Shri Shahu Mandir
Mahavidyalaya
Parvati Pune, India

Abstract

Rural women are key agents for achieving the transformational economic, environmental and social changes required for sustainable development. But limited access to credit health care and education are among many challenges they face which are further aggravated by the global food and economic crisis and climate change. Entrepreneurship is a very important criteria for economic development. The role of women entrepreneurs cannot be ignored in this process. There is a significant contribution of women entrepreneurs in the growth of developed nations. The development of women entrepreneurship is low in India, especially in rural areas. Women entrepreneurs face a lot of problems right from the beginning till the enterprise functions. This paper focuses on the status of women entrepreneurs.

Introduction

This brochure describes the United Nations Industrial Development Organization (UNIDO) “Rural and Women Entrepreneurship (RWE)development Programmer”, which is managed by the Small and MediumEnterprises Branch. As a core contribution of UNIDO to poverty reduction,the program supports rural people and women in their aspirations for entrepreneurial initiatives.the program supports rural people and women in their aspirations for entrepreneurial initiatives.

People living in the rural peripheries, and especially women, shoulder the burden of the world’s poverty, particularly in the Least Developed Countries and sub-Saharan Africa. They have been deprived for too long from participating in the opportunities and benefits of economic growth and globalization. Reducing urban-rural disparities and gender inequalities is a crucial element for any poverty reduction strategy.Mobilizing the potential productivity of rural people and particularly of women is indispensable to achieve the resilient economic growth that will pull people above the poverty line.

Therefore, the RWE Programmed aims at promoting a conducive business environment and at building institutional and human capacities that will encourage and support the entrepreneurial initiatives of rural people and women.

Part 1 of this brochure describes the challenges to be addressed, followed by a description of UNIDO’s approach, services and methodologies for rural and women

entrepreneurship development in Part.

Part 2 Project experiences are presented in part.

Part 3 illustrating the results UNIDO has achieved through its technical cooperation projects.

Meaning of Women Entrepreneur

In simple words we can say that a woman entrepreneur is any woman who organizes and manages any business enterprise. According to J.A.

Schumpeter & quote Woman who innovates, imitates, or adopts a business activity is called woman entrepreneur & quote

Government of India, defined women entrepreneur as & quotes enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women & quote

Thus, it is concluded that women entrepreneurs are those women who initiate, organize and run a business enterprise and provide employment to others.

Importance of Entrepreneurship among Rural Women

Empowering women, particularly rural women, is a challenge. Micro enterprises in rural area can help to meet these challenges. Micro – enterprises not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among rural women. Following are some of the personal and social capabilities, which were developed as

result of taking up enterprise among

1. Economic empowerment
2. Improved standard of living
3. Self confidence
4. Enhance awareness
5. Sense of achievement
6. Increased social interaction
7. Engaged in political activities
8. Increased participation level in gram sabha meeting
9. Improvement in leadership qualities
10. Involvement in solving problems related to women and community
11. Decision making capacity in family and community

Economic empowerment of women by micro entrepreneurship led to the empowerment of women in many things such as socio-economic opportunity, property rights, political representation, social equality, personal right, family development, market development, community development and at last the nation development.

Objective of the study

The aim of UNIDO's Rural and Women Entrepreneurship (RWE) Programme is to contribute to poverty reduction through entrepreneurship development—with a focus on rural development and gender equality. The essential elements in this Programme are to create a business environment that encourages the initiatives of rural and women entrepreneurs and to enhance the human

and institutional capacities required to foster entrepreneurial dynamism and enhance productivity.

1. To study the present position of women entrepreneurs.
2. To identify the socio economic constraints for women entrepreneurs.
3. To suggest remedial measures to overcome the problems of women entrepreneurs.

Methodology

This study is based on secondary data. The data has been collected from various published sources, books and websites.

Present Position of Women Entrepreneurs

In India though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspects of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India.

Table shows the women's work participation in India in comparison to select countries of the world. In India it has been increasing continuously. In 1970-71 the percentage of

women work participation in India was 14.2, it increased to 31.6 in 2010-11. But it is still less in comparison to other countries. In Sri Lanka and Brazil the percentage of women work participation is 35, France 38, Indonesia 40, Canada 42, UK 43 and highest in USA 45.

Country Percentage

1. India (1970-1971) 14.2
2. India (1980-1981) 19.7
3. India (1990-1991) 122.3
4. India (2010-2011) 31.6
5. USA 45
6. UK 43
7. Canada 42
8. Indonesia 40
9. France 38
10. Sri Lanka 35
11. Brazil 35

Conclusion

From the above analysis it can be said that women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same society. Women entrepreneurs face many obstacles specifically in marketing their product that have to be overcome in order to give them access to the same opportunities as men. Particularly the entry of rural women in micro enterprises will be encouraged and aggravated. Rural women can do wonders by their effective and competent involvement in

entrepreneurial activities. The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprises.

References

1. *Reddi P N (1991) "Problems of women entrepreneurs in Goa: A pilot study" Khadi*
2. *Gramudyog 37(4)*
3. *Kamulan N and A Kumar (1992) "Entrepreneurship development in Orissa: some issues"*
4. *Yojna 16(2)*
5. *Dhameja S K (2002) "Women entrepreneurs, opportunities, performance, problems",*
6. *Deep Publications (P) Ltd. Delhi.*
7. *Hisrich, R D and Brush, C G (1984) "The women entrepreneurs: Management skills and*
8. *business problems" Journal of small business management 22 (1)*
9. *Siddiqui S "Women entrepreneurship: Problems and inhibitions, Nation and the World,*
10. *Vol.14, No. 346, pp 30-33*
11. *[http://msme.gov.in /](http://msme.gov.in/), log on dated 21 Feb 2012*