

WOMEN ENTREPRENEURSHIP– NEED OF THE DAY

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Cantillon for the first time in mid 18th century coined the term entrepreneur and labeled it with risk bearing functions. Entrepreneur is the one who is not only the owner of the manufacturing unit but also holds the responsibility to manage the industrial unit which includes every thing from mooted the ideas of establishing the concern and arranging capital to exploring and creating the market for the product. Basically, there are two major criterions for identifying the women entrepreneurial activity. These are level of women participation in equity and employment position of the enterprise. In this way, women entrepreneurship is defined as an enterprise owned and controlled by a woman having minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.

Traditionally, women were concentrated to their family life and were satisfied with 3Ks-kitchen, kids and knitting. Apart from the household activities, they were engaged mostly in agriculture or at the most in families trade activities. But, with the development of small scale industries in the post independent era, there was extension of kitchen activities of women from 3Ks to 3Ps viz. pickles, powder and pappad. With the spread of education and awareness, the women entrepreneurs had further shifted from the 3Ps to the higher level of activities. i.e. 3Es viz. engineering, electronics and energy. Although the number of such units is not large, but the situation is changing slowly. The Harvard school experts feel that women have a natural deeper sense of commitment towards their work than their male counterparts. The basic quality of efficient management of having a futuristic outlook and planning for the unknown, hard work, patience and perseverance comes naturally to women.

The definitions of entrepreneur as given by different social scientists: • **Beaudeau (1979)** describes “entrepreneur as a person bearing risk, planning, supervising, organizing and owning his business. • **Quesnay (1991)** recognized a rich farmer as an entrepreneur who manages and makes his business profitable by his intelligence and wealth. •

Economists define an entrepreneur as one who brings resources, labour, raw material and other assets into combinations that increase their value from before and also one who introduces changes, innovations and a new order. • **Psychologists** define an entrepreneur as a person who is typically driven by some forces, which create a desire to obtain or attain something. • **Sociologists** define ‘entrepreneur’ as a person whose actions would determine his social status and who contributes to the development of society. • **Management experts** define ‘entrepreneur’ as a person who has a vision and generates an action to achieve it.

QUALITIES A WOMEN ENTREPRENEUR HAS TO INCULCATE- • Accept challenge, Ambitious, Keen to learn, Conscious, Enthusiastic, • Industrious, Motivator, Skillful, Unquenchable optimism, Adventurous, • Educated, Experienced, Intelligent, Perseverance and studious.

FEATURES OF WOMEN ENTREPRENEURS ❖ **Value of Self-Fulfillment over Money:** Generally, women entrepreneurs are not driven by the desire to make money. To the contrary, self-fulfillment seems to be women entrepreneurs’ basic motivating force because women possess creative urge to them. Money is simply a way of keeping the enterprise running. • **Sense of Responsibility:** Women entrepreneurs feel a deep sense of personal responsibility for the outcomes of ventures they start. • **Imagination:** Women entrepreneur’s possess a good sense of imagination, fantasy and creativity. They always remain innovatives and thinking for the new. • **Persistence:** Women entrepreneurs have strong desire to convert their dreams into reality. They prefer to achieve self-determined goals. • **High Level of Optimism:** Women entrepreneurs generally succeed in their venture due to their confidence in their ability and a high level of optimism. • **Tolerance for Ambiguity:** Women entrepreneurs have a high degree of patience and tolerance for ambiguous and risky situations. Most often they can operate in ever-changing environment. • **Flexibility:** Due to feminine nature, women entrepreneurs have their ability to adapt to the

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changing demands of their customers and their businesses. •**Organizing Capacity:** Women are good managers. That is why women entrepreneurs know how to put the right people and resources together to accomplish a task or to achieve a goal.

THE ACTIVITIES WHICH TAKEN UP BY THE WOMEN ENTREPRENEURS?

• Professional entrepreneurs like architects, beauticians, pathological laboratory owners and computer center owners etc. • Manufactures, Trading • Printing, publication, running nursery school, advertising agencies, catering business, hostels and tailoring jobs • Agriculture and animal husbandry like landscaping, poultry farming, pisciculture, silk rearing, floriculture, gardening, farming etc. • Handloom and Handicraft

Present scenario of Women Entrepreneur- Traditionally, women were concentrated to their family life and were satisfied with 3Ks-kitchen, kids and knitting. Apart from the household activities, they were engaged mostly in agriculture or at the most in families' trade activities. But, with the development of small scale industries in the post independent era, there was extension of kitchen activities of women from 3Ks to 3Ps viz. pickles, powder and pappad. With the spread of education and awareness, the women entrepreneurs had further shifted from the 3Ps to the higher level of activities. i.e. 3Es viz. engineering, electronics and energy. With the spread of education and awareness, the women entrepreneurs had further shifted from the 3Ps to the higher level of activities. i.e. 3Es viz. engineering, electronics and energy. Now women entrepreneurs have come to occupy a significant place in most of the countries, particularly in terms of their contribution towards economic development. Even in developed countries like U.S.A, Canada, U.K, France, there has been a phenomenal increase in the number of self employed women in recent years. While in U.S.A. women own 1/4th of the small business, it is 1/3rd in Canada, 1/5th in France and 1/4th in China. In U.K since 1980, there has been over three times increase in the number of self employed women. Japan too has noticed a similar trend. However, picture is quite different in the case of India, though it started earlier than China and Japan. In India, as per 1991 census, only 185900 women accounting only for 4.5 percent of the total self employed persons were recorded. Majority of them were engaged in unorganized sectors. In 1995-96, there were more than 2,95,680 women

entrepreneurs claiming 11.2 percent of the total 2.64 million entrepreneurs in India which was almost double of the total self employed population in 1981.

The survey pointed out that women entrepreneurs have been undertaking activities in almost all industry groups and concentrated in units of beverages, tobacco, and tobacco products, hosiery, garments, wood products, cotton textiles and food products. Women entrepreneurs in the urban areas have a better concentration in capital intensive industries as paper and paper products, leather products, rubber products, chemical products, machinery and transport equipments. The Harvard school experts feel that women have a natural deeper sense of commitment towards their work than their male counterparts. The basic quality of efficient management of having a futuristic outlook and planning for the unknown, hard work, patience and perseverance comes naturally to women. Since the inceptions of the National Awards to small entrepreneurs instituted in 1983, 10 women entrepreneurs have received special recognition awards. Women face the following main problems as entrepreneurs:-

Functional problems:- a) Lack of awareness of potentials b) Lack of training c) Start up problems like seeking approvals and licences d) Obtaining seed capital: lack of own savings. e) Providing guarantees to lenders: no own assets f) Recruitment of skilled manpower: cultural constraints g) Problem in financial management : lack of exposure h) Problems in production: physical limitations. i) Raw material procurement: less mobility and unable to make longer tours j) Administrative problems: social cultural factors k) Marketing problems in the era of globalisation: less mobile.

Cultural problems:- a) Fear of success: may loose affiliation with friends if successful as an entrepreneur b) Low recognition in society c) Pardha system d) Family and religious duties given more importance in life.

Social problems:- a) Discriminating treatment: do not get a share in father's business/ property b) Family notions about "Ideal woman" c) Conflicts with values d) Role conflicts: professional Vs personal life e) Low image associated with working women f) Male dominance in family and market g) Problems in production: physical limitations and can not stay out at night.

Psychological problems:- a) Susceptibility to

negative attitudes b) Low level of motivation c) Lower level of self-confidence d) Lower self-conceptualization e) Easily fall into depression f) Lack of persistence

PROMOTIONAL EFFORTS SUPPORTING WOMEN ENTREPRENEURS IN INDIA- Women's entrepreneurship is a relatively new concept in India. The concern to develop more women entrepreneurs emerges from the fact that women represent 50 per cent world population, but receive only per cent of the world income and less than 1 per cent of the world's assets. Efforts have been made by various governmental and non-governmental agencies all over to promote women entrepreneurs. The results are somewhat encouraging. Entrepreneurship development in India has received much attention during the last few years. Several policies, Programmes, procedures and institutions have been formulated to support development of entrepreneurship among women in India. The following measures may be adopted to solve the problems faced by women entrepreneurs in India:-

1. Finance Cells: In various public financial institutions and banks, special cells may be opened for providing easy finance to women entrepreneurs. Women officers and clerks should man these cells. Efforts should be made to provide finance at the local level. Finance to women entrepreneurs may be provided at concessional rates of interest and on easy repayment basis.

2. Marketing cooperatives: - Encouragement and assistance should be provided to women entrepreneurs for setting up cooperatives. These cooperatives will pool the inputs of women enterprises and sell them on remunerative prices. Such cooperatives will help to eliminate the middlemen. Central and State Government should give priority to women entrepreneurs while purchasing for their requirements.

3. Supply of Raw materials: - Scarce and imported raw materials may be made available to women entrepreneurs on priority basis. A subsidy may also be given to make the products manufactured by women entrepreneurs cost competitive.

4. Education and Awareness: - It is necessary to change negative social attitudes towards women. Elders particularly mothers and mother-in-law need to be made aware of the potential of girls and their due role in society. Unless the social attitudes are made positive, not much progress can be made by women

entrepreneurs.

5. Training Facilities:- Training and skills are essential for the development of entrepreneurship. Training schemes should be so designed that women can take full advantage. Family members do not like women to go away to far off places for training. Therefore, mobile training centres should be arranged. Similarly, part time training facilities, especially during afternoons will attract more women to acquire skills. Additional facilities like stipend, good hygienic crèches, transport facilities etc. should be offered to attract more and more women to the training centres.

AGENCIES FOR HELPING WOMEN ENTREPRENEURS- Some of the agencies which helps new entrepreneurs to set up their new enterprises.

- ❖ National Laboratories and Institutes. (National physical Laboratory, New Delhi, Central Fuel Research Institute, Dhanbad, Bihar)
- ❖ Commodity Boards and other organizations. (The all India Handicrafts Board, Ramkrishapuram, New Delhi, Tea Board, Kolkata)
- ❖ Specialized Trade Publications and (Automobile India, new Delhi, Central Glass & Ceramic Research Institute Bulletin, Kolkata)
- ❖ Technical Consultancy Organisations. (Andhra Pradesh Industrial & Technical Consultancy Organisation Ltd Hyderabad, Gujarat Industrial & Technical Consultancy Organisation Ltd. Ahmedabad) However, entrepreneurs are advised to contact at least the following agencies to acquire essential knowledge about small scale industries, procedures and formalities.
- ❖ District Industries Centre
- ❖ Directorate/Commissioner of Industries Office
- ❖ State Financial Corporation
- ❖ Technical Consultancy Organisation &
- ❖ Agencies Conducting Entrepreneurship Development Programmes.

PROGRAMMES SUPPORTING WOMEN ENTREPRENEURSHIP:

- **Swa-Shakti Project:** A project for women's development, with assistance from International Funds for Agricultural Development (IFAD), was initially taken up in Tamil Nadu. That project, under implementation for the last 9 years, has shown significant results insofar as empowerment of women is concerned.
- **Rural Women Development and Empowerment Project:** The department has been exploring, for some time past, the possibility of a women's development project, with assistance from the various aid agencies. The overall objective of the

project is to launch a programme which strengthens the processes to promote the social and economic development of women and raise an environment for social change to improve their quality of life. • **Indira Mahila Yojana (IMY):** The IMY is a scheme that aims at organizing women at grass root level to facilitate their participation in decision making and their empowerment. The scheme was launched in 1995 on pilot basis in 200 blocks, over a strategy to co-ordinate and integrate components of sectoral Programmes and facilitate their convergence to empower women. • **Support to Training and Employment Programme for Women (STEP):** The programme of STEP launched in 1987 aims to upgrade the skills of poor and asset less women, mobilize, concentrate and provide employment to them on a sustainable basis in the traditional sectors of agriculture, animal husbandry, dairy, fisheries, handlooms and handicrafts. • **Employment and Income Generation-cum- Production Units (NORAID):** Under the scheme, which is assisted by Norwegian Agency for International development (NORAID), projects of skill development and training of achieving self-reliance through income generation for women are supported. These projects of training for income generation are in the non-traditional trades of electronics, watch manufacturing/ assembly, computer programming, garment making, handlooms etc. • **Rashtriya Mahila Kosh (RMK) :** The National Credit Fund for Women is an innovative mechanism for reaching credit to poor women. Through access to credit, it aims to raise the earning capacity of women by enhancing their productivity and self-reliance.

WOMEN ENTREPRENEURS IN MANIPUR- Manipur is the land of rich valleys surrounded by

beautiful hills and lakes, a land of gentle people full of laughter and joy. Growth of entrepreneurship in Manipur is lacking considerably, not to speak about women but also men. It is not that people of Manipur lack in entrepreneurial skill. Particularly women of Manipur traditionally used to manufacture and sell their products and had intimate knowledge of trading operations. There are so many activities which are taken up by women like Handloom & Handicraft, making masalas, pickles, parlour and agricultural activities etc. Handloom industry is the largest cottage industry in the State, flourishing since time immemorial. It is providing maximum employment in the State, particularly to the women. The weaving industry is well developed and each household owns a loom with the women busy in the creation of typically unique native designs. Handloom and Handicraft goods are the important cottage and home industries taken up by the people. Among the womenfolk, handloom cloth weaving is the traditional occupation of the district. Their productions of clothes are mainly household clothes for everyday use and traditional ceremonial dress etc. They feel proud to wear clothes which they themselves have made. The main handloom products of Manipur are sarees, bed sheets, curtains, towels, tablecloth, fashion garments with intricate designs, scarves, pillow covers, woolen shawls among others.

CONCLUSION-To conclude one can say that self employment is the best employment which help nation to grow, the entrepreneur to develop and to others the chance to have employment. Home science gives ample opportunity to go into self employment and we self reliant.

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