



STATUS OF WOMEN ENTREPRENEURSHIP AFTER 75 YEARS OF INDEPENDENCE

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Abstract: Women Entrepreneurship plays a vital role for raise the economy of the country. Time Management and Family Budgeting are the skills for creating the environment of the business. Efficiency of women is for balancing diverse tasks and maintaining employees and customers. When women are fully contributed in the economy than the process of economic development would be impartial and balanced. Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. The prominent example of this is Start-ups. The increasing rate of start-up has been registered over a couple of years and in maximum Start-up Founders is male. Females are increasing number of enrolment in education has contributed to innovate the products and niche markets. But women participation is insignificant as far as entrepreneurship concern. In the 21st century, as women empowerment has become the main focus of discussion, the government and the societies have identified the potentially women's participation and their importance but still while creating policies women entrepreneur is ignored. For Socio-Economic progress, it is necessary that to generate the participation of the women because they are the 50% of the population. This study we analyze the current status of the women entrepreneurs in India and what causes to affect low growth rate of women enterprises. This research paper tries to recommend some measures that can assist women's entrepreneurial empowerment. We also analyze start-up schemes of government to empower women entrepreneurs and the challenges they face.

Keywords: Women Entrepreneur, Start-up, Challenges for Women entrepreneur, Socio-Economic progress.

Introduction: An Entrepreneur is an individual who creates a new business, bearing most of the risk and enjoying most of the rewards. The process of the setting up a business is known as Entrepreneurship. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business/procedures. Entrepreneurship development act as a catalyst in developing key element in strategies that allows economies to benefit from the talents, energy and ideas. A large gap still existing among the goals mentioned in the constitution, legislation, policies and the situational truth of women in India (National Policy for the Empowerment of Women, 2001).

The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders. With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Startup India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders in the startup ecosystem.

At present, there are at least two or three female in every family but the role and the position of female and mindset towards women is still similar to pre-independence.

Objectives of the Study:

1. To analyze the present status of Women Entrepreneurs in India.
2. To assess the factors influencing the Encouragement of Women Entrepreneurship in India.
3. To examine the challenges faced by the Women Entrepreneurship.
4. To suggest regarding effective policy making for improving Women Entrepreneurs.

Research Methodology: This is an empirical study research study is based on secondary data collected from Census Surveys, books, SSI Reports, Magazines, Journals, Websites etc. Reports relating to entrepreneurship that come on the newspapers are also taken into consideration as a source of referral.

Women Entrepreneurship in India: Women's involvement in economic activity is common from very long ago. There have been several transitions in the role of women which took centuries to move in the current position. Indian women entrepreneurship in India has explored a new ideology of economic contribution by participating in diverse sectors and managing the industries.

Women in India entered the industry due to pull and push factors with full of challenges, like male-dominated society, Problem of finance, Limited mobility, Legal formalities, Exploitation by middleman, underestimated, Lack of information regarding resources. Even after having lots of hurdles, many women have proved themselves independent and flourishing entrepreneurs. The emergence of women entrepreneurs and their important contributions to the nation are visible and these businesses are equipped for sustained growth prospects. Women comprise half of the total population in India, but their contribution to economic activity is negligible. The female work sharing rate was 25.7 percent in 2001.

Participation of Women in the SSI Sector in India: Women's participation in the SSI sector has been recognized as owners, as managers and the employees. Kerala had the largest number of units managed by women.

S. No.	Year	Number of Self-employed Women	Percentage of the Total Self-employed persons in India
1	1981 Census	1,50,000	5.2%
2	1988-89	More than 1,53,260 women	9.01% of the total 1.70 million entrepreneurs
3	1995-96	2,97,696	11.2%
4	2001-02	10,63,721	10.11%
5	2022	More than 11,00,000 women	13.76% of the total 8 million entrepreneurs.

Government initiatives for development of Women-Startups:

- Since independence women's development has been a mission for the government. Health, education and employment were always areas of attention early 80's. Women are given preference in all the sectors. Government and other agencies have regularly put efforts to increase women involvement through self-employment and industrial ventures.
- In the First Five-Year Plan (1951-56) some welfare schemes for women were initiated Central Social Welfare Board (CSWB), Mahila Mandals and the Community Development Programmes (CDP).
- In the Second Five Year Plan (1956-61), the women empowerment policies were closely linked with the agricultural development programmes.
- In the Third and Fourth Five Year Plans (1961-66 & 1969-74) encouraged female education as a primary welfare measure.
- In the Fifth Five Year Plan (1974-79) gave priority to women training, who were in need of income and protection. Women's welfare and Development Bureau (WWDB) was set up in 1976, under the ministry of Social Welfare.
- In the Sixth Five Year Plan (1980-85), it was found that women's growth is poor due to lack of access to resources and there was a shift from welfare to development.
- The Seventh Five Year Plan (1985-90) identified the need for gender equality and women empowerment. Emphasis was given to the generation of awareness and confidence through training in skill development.
- In the Eighth Five Year Plan (1992-97) Panchayati Raj Institutions was introduced which was inclined on women empowerment at the Grass Root Levels.

- A strategy of Women's Component Plan was adopted in the Ninth Five Year Plan (1997-2002) under which not less than 30 percent of funds/ benefits were earmarked for women related sectors.
- With an aim of empowering women, in the Tenth Five Year Plan (2002-2007) the National Policy for Women Empowerment (2001) was put into action and to ensuring their Survival, Security and Development.
- During the Eleventh Five Year Plan (2007-2012), Government found that at least 33 percent of all beneficiaries of all government schemes were women and girl children. Support of Training and Employment Programme for Women STEP provides training for skill development to weak and asset less women in traditional sectors of agriculture, animal husbandry, handicraft, Khadi, sericulture and village industries.
- In framing policies/ Schemes for the Twelfth Five Year Plan (2012-2017) the Mahila Kisan Sashaktikaran Pariyojana (MKSP) which is the sub-component of National Rural Livelihood Mission (NRLM) was launched to meet the specific needs of women farmers and help them social, legal, economical and technical empowerment.

Civil society's efforts for development of women-startups: Civil Society's increasing involvement in the process of women's empowerment.

- Implementing programme or facilitating agencies at the grassroots;
- Providing training to women and to government staff in women's programmes; working with the State and Central Governments and commercial banks in pilot projects;
- Doing field research, providing feedback and critiquing policies.

Financial Institutions Assisting Female-Startups in India: For several years, financial institutions have been playing a critical role in giving financial support and consultancy services to women entrepreneurs. These institutions include:

- National Small Industries Corporation (NSIC)
- All India Development Banks (AIDBs), viz. IDBI, IFCI, ICICI, IIBI, IDFC and SIDBI,
- Specialized Financial Institutions (SFIs), viz. EXIM Bank and NABARD,
- Investment Institutions, viz. LIC, GIC, NIC, NIA, OIC, UII and UTI,
- Regional/ State Level Institutions, viz. NEDFI (North Eastern Development Finance Corporation), SIDCs and SFCs,
- Commercial Banks,
- Co-operative Banks, etc.

Central Government Schemes for encouraging the Women Entrepreneurship:

1. **Skill Up gradation and Mahila Coir Yojna:** This Scheme is introduced by Coir Board Department of Ministry of Micro, Small and Medium Enterprises for rural women artisans in regions producing coir fiber. It is an exclusive training programme aimed at the skill development of women artisans engaged in the coir industry. Two months of training in coir spinning is imparted through this programme. The candidates who undergo this training are given a stipend of Rs. 3000/- per month. The trained artisans under the scheme are encouraged to avail assistance through Prime Minister's Employment Generation Programme (PMEGP) scheme to set-up coir units.
2. **Mahila Samridhi Yojna:** This Scheme is introduced by National Schedule Castes Finance and Development Corporation Department of Ministry of Social Justice and Empowerment for women belonging to backward classes, as per the government norms, and whose family income is less than Rupees Three Lakhs per annum. It is a Micro Finance Scheme for Women with a rebate in interest. Financial Assistance up to the cost of Rs. 1,40,000/- is provided.
3. **Women Entrepreneurship Platform (WEP):** This scheme is introduced by the Niti Aayog for existing and aspiring women entrepreneurs.
 - As an aggregator platform, WEP hosts information and services relevant to women entrepreneurs. It enables key partnerships to bring crucial content, workshops, campaigns and other avenues of learning and growth to its users from trailblazers in the industry.
 - Through its partnerships, services are provided in 6 main focus areas.
 - Community and networking.
 - Funding and financial assistance.
 - Incubation and acceleration.
 - Compliance and tax assistance.
 - Entrepreneurship skilling and mentorship.
 - Marketing assistance.
4. **Trade Related Entrepreneurship Assistance and Development (TREAD):** This scheme is introduced by Ministry of Micro, Small and Medium Enterprises for a legal entity with a minimum registration of three years. Having experience in thrift and saving programmes with Self-Help Groups (SHGs). Be engaged in income generation activities for women entrepreneurs. Have basic infrastructure, qualified support staff and services to undertake micro-entreprise development for women. Prior experience in preparing project proposals on behalf of women entrepreneurs/ women SHGs for income generation activities and taking loan for financial institutions for onward disbursement to them. Assistance in the form of the Government of India (GoI) grant of up to 30 percent of the total project cost, as appraised by the lending agency is provided to the Non-Governmental Organizations (NGOs) for promoting entrepreneurship among target groups of women. The remaining 70 percent of the project cost is finance by the lending agency as a loan for undertaking activities as envisaged in the project. The NGOs can utilize the grant for training, counseling, tie-ups for marketing on behalf of the beneficiaries etc. besides their capacity building

for assisting women. Selected training institutions and NGOs conducting training programmes for the empowerment of the women beneficiaries identified under this scheme can also avail a GoI grant of up to Rs. 1.00 lakh per programme, for imparting training to the women entrepreneurs, provided such institutions also bring their share of at least 25 percent of the grant.

5. **Support to Training and Employment Programme for Women:** This scheme is introduced by the Ministry of Women and Child Development for Women of age 16 years and above across the country. The scheme has 2 fold objectives viz. to provide skills that give employability to women. To provide competencies and skills that enable women to become self-employed/ entrepreneurs.

Challenges for Women Entrepreneur in India: There are various challenges for encouraging the Women Entrepreneurship, which is given below:

1. **Lack of Education:** Indian women's are unaware of the latest technological development and market trends due to lack of education. This creates further problem in the setting up and running of business enterprises. Uneducated women do not have the knowledge of measurement as well as basic accounting. They have their own system of accounting which may be sufficient to run a petty business, but certainly not a business enterprise.
2. **Male-dominated Society:** Though the constitution of India assures equality of opportunity, and often an improved status for women, in reality this is not the case. Equal treatment to women is absent even at home. When a female becomes a middle manager in an organization she has to face hostile reactions from her colleagues and even subordinates. The ego complex of men creates a barrier which may women find difficult to break. This situation can be found even between husband and wife. Very often women prefer to succumb to male domination.
3. **Low-risk Bearing Capacity:** Women in this country have led a protected life. This has reduced their ability to bear economic and risks of business. Moreover, the impacts of losses are more severe on women since they lack sufficient social support. They live in a society where people wait to chastise the enterprising and the intensity will be greater in the case of women. Besides, many women entrepreneurs lack the necessary initiative, suffer from inferiority complex and are easily disheartened by failure.
4. **Problem of Finance:** Women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have property in their names. Banks have also taken a negative attitude while providing finance for women entrepreneurs. They discourage women borrowers on the belief that they can at any time leave their business and become house wives again. The result of women entrepreneurs are focused to rely on their own savings and loan from family friends. The quantum of such funds is often negligible leading to failure of enterprises.
5. **Limited Mobility:** Women entrepreneurs are greatly handicapped by their inability to travel from one place to another for business reasons. At the Governmental level, the licensing authorities, labour officers and sales tax officials make life miserable for women by often asking all sorts of

humiliating questions. Many are the cases where women have dropped out of business due to the difficulties caused to them by the officialdom forcing them to run from pillar to post.

6. **Social Attitudes:** This is regarded as the most important stumbling block in the path of women entrepreneurship. Despite constitutional equality, there is widespread discrimination against women. In a male dominated society women do not get equal treatment. This is specially, so in the rural areas of India. Rural women have the potential, but they lack adequate training. There is common belief that skill imparted to a girl is lost when she gets married. Therefore, girls continue to be helpers in agriculture and handicrafts and the rigid social attitudes prevent them from becoming successful and independent entrepreneurs.
7. **Exploitation by Middlemen:** The enterprises run by women are characterized by inefficient arrangements for marketing and sale. The women entrepreneurs are most often dependent on intermediaries who pocket a major part of the profits. Further, women entrepreneurs find it difficult to capture the market and make their products popular.
8. **Our Culture and Value System:** Entrepreneurship necessarily involves various exposure including travel and even stay outside. But in the tradition bound culture of our society, very often women find it difficult to respond to the requirement of entrepreneurship. If a man stays for several days anywhere, it is not questionable. But the same thing is not permitted for women and consequently she has to remain back at home not bothering about the venture with which she went out.

Conclusion & Analysis: After 75 years of independence status of women entrepreneurship have not changed. The contribution of women is 13.76% in 2022 but the women is 50% of the total population. Indian social values, lack of education and male dominated Indian societies are the major factors which create insignificant growth of women entrepreneurship. The life of Indian women is survived around the husband, children and family. The decision making process is the work of male in the family, so they have face oppose of the family. Nowadays women are educated but they do not choose the technical and professional credential. Maximum women entrepreneurs start their startups of nursing homes, boutique, small manufacturing enterprises and garment businesses. The main reason of the low growth rate of women entrepreneurship is gender inequality in India. In each Five year plan Central government of India to initiate the various policies and schemes but their result is insignificant.

Suggestions & Recommendations:

1. Government officials should conduct to organizing the campaigns, seminars and meetings for encouraging the women for start-ups.
2. For raising the women's capability that to increase the contribution in labour forces.
3. To facilitate entrepreneurial endeavors in a worldwide economy, promoting the development of national and international women entrepreneur networks.

4. Before introducing any schemes and policies, it is required that frequently evaluation of the impact on women entrepreneurship.
5. Improve the factual and rational basis of thoughtful to the role of women entrepreneurs in the economy.

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