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“WOMEN ENTREPRENEURSHIP IN INDIA - EMERGING ISSUES AND CHALLENGES”

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Abstract

Entrepreneurs play a significant role in any economy. Women entrepreneurship development is a crucial part of human resource development. In Comparison to other countries, the development of women entrepreneurship is very low in India, especially in rural areas. However, middle class women are not too eager to alter their role due to fear of social criticism. The progress is more evident amidst upper class families in urban areas. Participation and their prominence have been commendable in the country's economic growth and development. Many initiatives have been started by United Nations to promote and motivate women entrepreneurship in developing and under developed countries, such as efforts in Sub-Saharan African countries. Looking at the above opportunities, India has also supported many women entrepreneurs by providing loans and advances, helping them to establish their business, making them self- sufficient by providing vocational skills, and constructing many jobs for other women in the respective areas. This paper focuses on current status of women entrepreneurs in India. Data has been collected from number of articles, books, periodicals and websites. The present study has been an exertion to generate awareness and to understand meaning, underlying principle for diversification.

Keywords- Women Entrepreneurship, key to Success, challenges, steps taken by the Indian government.

Introduction:

Entrepreneurship is necessary to initiate the process of economic development of both developed and developing countries as it is the back bone of economy of any country. Entrepreneurship refers to combining the available resources of production in such a new way that it produces the goods and services more satisfactory to the customers. Entrepreneur is a catalytic agent of change. It is also instrumental in sustaining the process of economic development. Every country tries to achieve economic development for prosperity and better life standard of its people. Development has economic, social and political dimensions and is incomplete without the development of women who constitute about 50 per cent of total population. So, contribution of women is essential in economic activities for healthy nation building. Women entrepreneur has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different solutions to management. In today Indian scenario when India is turning out to be an economic power house the recent financial crisis which has affected countries has had its impact on the minds of women as they have understood the need to earn more.

In Indian scenario, women have to face many problems in carrying out any economic activities or undertaking any entrepreneurial task. Women have to face various socioeconomic and other problems as entrepreneurs as they are not treated equally to men due to social and cultural traditions.

Now in recent India, it is observed that there has been an increasing trend in number of women-owned enterprises as the result of drastic change in the present world. Women are participating in large number in the present world of business.

Today, more and more women are undertaking various economic activities. Female entrepreneurs are active at all levels domestically, regionally and globally. Women entrepreneurs encounters only one third of all entrepreneurs. In the era of globalization the challenges are far greater for women entrepreneurs. They are playing very important role in socio-economic development of all countries. Because of their participation, global economy is being changed at present. All over the world, it is estimated that approximately one third of the business organizations are owned by women. In India, the position is near about the same.

The exquisite contribution of women in the area of entrepreneurship can be summarized as:

1. Promotion of capital formation by mobilizing the idle saving of the public
2. Creation of immediate employment so it helps to reduce unemployment problem
3. Promotion of balanced regional development
4. Encourage effective mobilization of capital and skill, which might remain unutilized
5. Promotion of India's export trade

Objectives of the Study:

1. To study the role of women entrepreneurs
2. To study Development of Women Entrepreneurs
3. To find the problems encountered by women in starting business Enterprises
4. To study the various schemes introduced by Indian government for growth and development of women entrepreneur.

Methodology:

The prepared paper is a descriptive study in nature. The secondary data and information have been analyzed for preparing the paper extensively. The secondary information have been collected from different scholars and researchers published books, articles published in different journals, periodicals, conference paper, working paper and websites.

Women Entrepreneurs

Women Entrepreneurs may be defined as the woman or group of women who initiate, organize and co-operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. The Indian women are no longer treated as show pieces to be kept at home. They are also enjoying the impact of globalization and making an influence not only on domestic but also on international sphere. Women are doing a job striking a balance between their house and career. Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. In recent years, even among the developed countries like USA and Canada, Women's role in terms of their share in small business has been increasing.

The Rise of Women Entrepreneurship in India

Over the past few years, India has record growth in women entrepreneurship and more women are pursuing their career in this direction. According to online studies conducted earlier this year for rankings on the best places for female entrepreneurship, India went up on the list compared to its position in 2013! What's more, India's female entrepreneurship environment exposes statistics of improvement with respect to women finding opportunities to start ventures (60%), validation with respect to skills (52%) and do not feel the impending doom of failure for their startup (57%). On this happy note, we've compiled a list of top women entrepreneurs in India who have made a significant dent in the startup ecosystem.

At a global level, about 126 million women have started or are running their businesses and whereas in India, there are about 8 million women have started or are running their businesses. Apart from that, women have 24% share in corporate senior management positions and in India it's 30% for the same. Not only that,

round about 37% of formal enterprises owned by women around the globe whereas 10% of formal enterprises in India are being operated by women.

Reasons for the rise of women entrepreneurs:

- Overall changing perception of entrepreneurship
- Better access of education
- Increasing social acceptance of women entrepreneurship
- Better infrastructure, especially in technology
- Better access to finance
- Rise of role models

Challenges Faced By Women Entrepreneurs:

Even though the growth rate is exponential, still, there are some challenges like access to technical and financial assistance, pro-gender policies, family responsibilities, lack of e-service options and competition from the male-dominated sector, which needs to bring under control.

Few of the problems faced by women entrepreneurs are:

- Absence of Definite Agenda of Life
- Absence of Balance between Family and Career Obligations
- Poor Degree of Financial Freedom
- No Direct Ownership of the Property
- Paradox of Entrepreneurial Skill and Finance
- No Awareness about Capacities
- Low Ability to Bear Risk
- Problems of Work with Male Workers
- Negligence by Financial Institutions
- Lack of Self-confidence Lack of Professional Education
- Lack of Interaction with Successful Entrepreneurs

Start-Up India Scheme for Women Entrepreneurs

To uplift the participation of women in entrepreneurship, the central government is planning to launch a new scheme. The government is working on 'Start Up India' initiative which will give women entrepreneurs a chance to make it big..

NITI Aayog has finalized the scheme to promote the participation of women in workforce. The scheme would be unveiled on 1 April 2017 with the initial funding of Rs. 100 crore. The scheme will help and encourage women to become entrepreneurs in the field of technology with the coordinated efforts by the government and NASSCOM. Initially, the Start Up India scheme for women would be launched in 10 cities to make it result oriented. The scheme will address the concern with government funding and venture capital funding to nurture the business ideas brought by women. The government has consulted to NASSCOM and discussed with the US based technology giants, including Facebook and Google to give a robust backing to the Start Up scheme for the women. The programme will work like platform for women to achieve their dream of becoming an employer.

NITI Aayog is working on the 15-years Vision Document draft for the scheme with key reforms which would enable women participation in various sectors.

The government is collecting the stories of successful women entrepreneurs for providing the courage to the participants. The scheme will be a force multiplier to achieve the Goal 5 of the SDG (Sustainable Development Goal), besides spurring inclusive growth in the country.

The NITI Aayog also National Institution for Transforming India, is a policy think tank of the Government of India, established with the aim to achieve Sustainable Development Goals and to enhance cooperative federalism by fostering the involvement of State Governments of India in the economic policy-making process using a bottom-up approach. Its initiatives include "15 year road map", "7-year vision, strategy and action plan", AMRUT, Digital India, Atal Innovation Mission, Medical Education Reform, Agriculture reforms (Model Land Leasing Law, Reforms of the Agricultural Produce Marketing Committee Act, Agricultural Marketing and Farmer Friendly Reforms Index for ranking states), Indices Measuring States' Performance in Health, Education and Water Management, Sub-Group of Chief Ministers on Rationalization of Centrally Sponsored Schemes, Sub-Group of Chief Ministers on Swachh Bharat Abhiyan, Sub-Group of Chief Ministers on Skill Development, Task Forces on Agriculture and Elimination of Poverty, and Transforming India Lecture Series.

SCHEMES FOR WOMEN ENTREPRENEURSHIP IN INDIA

Women Entrepreneurs can be seen everywhere in the startup-up ecosystem of India. Women too are seen leaving their high-profile jobs as well as some stepping out of the four walls of their homes and joining the pool of Entrepreneurship in India. The major factor to jumpstart the entrepreneurial journey is capital and various banks offer specialized loans for women entrepreneurs that have slightly different and more flexible set of terms and conditions pertaining to collateral securities, interest rates, etc..

Here is a list of various schemes and loans exclusively for women that aim at promoting and easing out the process for them –

The Annapurna Scheme:

This scheme is offered by the State Bank of Mysore for those women entrepreneurs who are setting up food catering industry in order to sell packed meals, snacks, etc. The amount granted as a loan under this scheme can be used to fulfill the working capital needs of the business like buying utensils and other kitchen tools and equipment.

Stree Shakti Package For Women Entrepreneurs:

This scheme is offered by most of the SBI branches to women who have 50% share in the ownership of a firm or business and have taken part in the state agencies run Entrepreneurship in Entrepreneurship Development Programmes (EDP) organised by state level agencies are eligible to apply.

Bharatiya Mahila Bank Business Loan:

This loan is a support system for budding women entrepreneurs looking to start new ventures in the fields of the retail sector, loan against property, MICRO loans, and SME loans.

Dena Shakti Scheme:

This scheme is provided by Dena bank to those women entrepreneurs in the fields of agriculture, manufacturing, micro-credit, retail stores, or small enterprises; who are in need of financial assistance.

Udyogini Scheme:

This scheme is offered by Punjab and Sind Bank so as to provide women entrepreneurs involved in Agriculture, retail and small business enterprises to get loans for business at flexible terms and concessional interest rates.

Cent Kalyani Scheme:

This scheme is offered by the Central Bank of India with the aim of supporting women in starting a new venture or expanding or modifying an existing enterprise. This loan can be availed by women who are involved in village and cottage industries, micro, small and medium enterprises, self-employed women, agriculture and allied activities, retail trade, and government-sponsored programs.

Mahila Udyam Nidhi Scheme:

This scheme is launched by Punjab National Bank and aims at supporting the women entrepreneurs involved in the small scale industries by granting them soft loans that can be repaid over a period of 10 years.

Mudra Yojana Scheme For Women:

This scheme has been launched by the Govt. of India for individual women wanting to start small new enterprises and businesses like beauty parlors, tailoring units, tuition centres, etc. as well as a group of women wanting to start a venture together. The categories are:

- i. Shishu – loan amount is limited to ₹50,000 and can be availed by those businesses that are in their initial or starting stages.
- ii. Kishor – loan amount ranges between ₹50,000 and ₹5 lakhs and can be availed by those who have a well-established enterprise.
- iii. Tarun – loan amount is ₹10 lakhs and can be availed by those businesses that are well established but require further funds for the purpose of expansion

If the loan is granted, a Mudra card will be given to you which functions the same way as a credit card however the funds available are limited to 10% of the loan amount granted.

Orient Mahila Vikas Yojana Scheme:

This scheme is provided by Oriental Bank of Commerce to those women who hold a 51% share capital individually or jointly in a proprietary concern.

Policies and Schemes for Women Entrepreneurs in India

In India, the Micro, Small & Medium Enterprises development organizations, various State Small Industries Development Corporations, the nationalized banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems.

There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned

and managed by women entrepreneurs, contribution of the M/o MSME could be upto 90% of the project cost. Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally available upto 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women.

Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provided below.

Schemes of Ministry of MSME

- Trade related entrepreneurship assistance and development (TREAD) scheme for women
- Mahila Coir Yojana

Schemes of Ministry of Women and Child Development

- Support to Training and Employment Programme for Women (STEP)
- Swayam Siddha

Schemes of Kerala State Women's Development Corporation

- Self employment loan programmes
- Educational loan schemes
- Single women benefit schemes
- Job oriented training programmes
- Marketing support for women entrepreneurs
- Autorickshaw / school van's driver scheme
- Kerala Government's Women Industries Programme
- Delhi Government's Stree Shakti Project

Schemes of Delhi Commission for Women (Related to Skill development and training)

- Incentives to Women Entrepreneurs Scheme, 2008, Government of Goa
- Magalir Udavi Scheme, Pudhucherry Government
- Financing Schemes by Banks/ Financial Institution's

SUCCESSFUL WOMEN ENTREPRENEURS IN INDIA WHO HAVE MADE A MARK IN THE STARTUPS:

- Akhila Srinivasan-Managing Director, Shriram Investments Ltd.
- Chanda Kocchar-Executive Director, Icici Bank
- Ekta Kapoor-Creative Director, Balaji Telefilms Ltd.
- Jyoti Naik-President, Lijjat Papad.
- Kiran Mazumdar Shaw- Chairman & Managing Director, Biocon Ltd.
- Lalita D.Gupte, Jmd -Icici Bank.
- Naina Lal Kidwar- Deputy Ceo , Hbse.
- Preetha Reddy- Managing Director, Apollo Hospitals.
- Priya Paul-Chairman, Apeejay Park Hotels.
- Rajshree Pathy, Chairman, Rajshree Sugars & Chemicals Ltd.
- Ranjana Kumar, Chairman, Nabard.
- Aditi Gupta-Founder, Menstrupedia
- Anisha Singh-Founder & Ceo, Mydala.Com
- Debadutta Upadhyaya-Co-Founder, Timesaverz Dotcom Private Limited.
- Falguni Nayyar-Ceo, Nykaa
- Namrata Singh-Founder, Dark Horse Network Media
- Neeru Sharma-Co-Founder, Infibeam.Com
- Pranshu Bhandari-Co-Founder, Culturealley
- Preeta Sukhtankar-Founder, The Label Corp
- Radhika Ghai Aggarwal-Co-Founder & Cmo, Shopclues.Com
- Rashi Narang-Founder, Heads Up For Tails
- Richa Kar-Co-Founder & Ceo, Zivame
- Sabina Chopra-Founder, Yatra.Com
- Sairee Chahal-Founder, Sheroes.In
- Sneha Rasoni-Founder, Tappu Ki Dukaan
- Suchi Mukherjee-Founder & Ceo, Limeroad.Co
- Suruchi Wagh-Founder And Co, Jombay.Com
- Upasana Taku-Co-Founder, Mobikwik. Founder, Zaakpay

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. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. Even though we have many successful Women Entrepreneurs in our country, but it should be cross-checked with the real entrepreneurs. These factors may vary from place to place and business to business but women entrepreneurship is necessary for the growth of any economy whether it is large or small. They are competent to balance their duties of both motherhood and entrepreneurship but they comprise of almost half of all businesses owned today. Woman can pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to 10 more women at least..!! Highly educated, technically sound and professionally qualified women must be encouraged for managing their own business, rather than being employed in any outlets. The uncultivated talents of young women can be identified, trained and exploited for various types of industries to increase the productivity in the industrial sector as well as the nation. Now a days even after facing so many obstacles The Indian women is now becoming educated and economically independent. Government has come forward with so many lucrative schemes like facilities, concessions and incentives exclusively for women entrepreneur. Women entrepreneurs face so many problems from financial, marketing, health, family, and other problems point of view. The governments and financial institutions must enforce some measurable guidelines for women entrepreneurs from time to time.

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