



WOMEN ENTREPRENEURSHIP AND SKILL DEVELOPMENT: ISSUES, CHALLENGES & DEVELOPMENTS

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Abstract: With the new policy of liberalization, globalization and privatization, the Indian economy has witnessed drastic changes since mid-1991. India has enormous trade potential, the concepts of entrepreneurship and skills are interrelated. Skills are essential, but not sufficient to obtain decent work. Increasing productivity through skills development must be complemented by economic growth and employment. Overall, they are a prerequisite for the government to pursue nationwide development on women entrepreneurship. Entrepreneurship is traditionally defined as the process of planning, launching, and managing a new business, which typically begins as a small business, such as a startup offering a product, process, or service for sale or for rent. Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs and building their capacity to develop, manage and organize marketing taking into account the associated risks. Entrepreneurship is central to the overall development of any nation and in recent years has gained prominence with the participation of women. Women today are more progressive and play an important role in meeting their economic needs and gaining social status. Women entrepreneurs in society mainly depend on the change of social, psychological, economic and cultural dimensions, which have a positive impact on the economic participation of developed and developing countries. In India, women play an important role in society, but their entrepreneurial potential is not recognized due to the low level of female presence in society. It is necessary to modify the mentality of women to give equal problems as defined in the Constitution. There are now various factors that motivate women to enter the field of entrepreneurship, these factors include education, the desire to be independent, the desire to earn money and make a mark in the society.

Index Terms - Women Entrepreneurship Development, Empowerment, Financial Burden, Women Entrepreneurs, Family Support

I. INTRODUCTION

Female business visionaries, otherwise called ladies business people, incorporate around 1/3 of all business people overall. It is a perspective, which grows normally, in light of his/her encompassing and encounters, which makes him/her contemplate life and vocation in a given manner. The development of the extent of ladies business visionaries in non-industrial nations has drawn the consideration of both the intellectual and the advancement area. Givers, worldwide public foundations, public and nearby legislatures, NGOs, privately owned businesses, noble cause, information organizations and business affiliations have started projects or strategies to advance and foster ladies' business venture. They start programs for limit working of enterprising abilities, fortifying ladies' organizations, give money and phases of preparation, or plan arrangements that empower more and more grounded new companies and business development. They all guarantee that ladies business is fundamental for development and improvement. Some even contend that ladies business visionaries' commitment will in general be higher than that subsequent from innovative action of men. The place of ladies and their status in any general public is a file of its development. Ladies are to be considered as equivalent accomplices during the time spent improvement^[1,2]. But, since of hundreds of years of abuse and oppression, Indian ladies have stayed at the less than desirable end. They have not been effectively associated with the standard of improvement despite the fact that they address equivalent extent of the populace and workforce. Ladies as a free objective

gathering represent 495.74 million and address 48.3% of the nation's populace, according to the 2001 statistics. No nation can accomplish its true capacity without enough putting resources into and fostering the abilities of ladies. In light of a legitimate concern for long haul improvement working with their empowerment is vital. In many non-industrial nations, including India, ladies have considerably less admittance to instruction, occupations, pay and power than men. Indeed, even following five and half many years of arranged improvement Indian ladies have not made anticipated progress in the standard of life. Our nation will not be able to have a strategic advantage over others until and except if the status and job of ladies is gotten to the next level.

A. Concept of Women Entrepreneurs

“Women Entrepreneurs” are defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.

B. Push and pull factors for entrepreneurship by women

It is primarily due to the push and pull factors that despite the support extended by the family in general and by the life partner in particular, women opting to become entrepreneurs find it challenging to stand in the business independently

II. POLICIES AND SCHEMES FOR WOMEN ENTREPRENEURS IN INDIA

The concept of developing women entrepreneurship lays emphasis of the productive utilization of women labour force to generate income and output. the sixth five year plan for the first time highlighted the problem of women integration in economic development in India and exploit the need for women employment in household sector by providing adequate support in the areas of technology upgradation, training credit raw material requirements and development of financing loans. For this purpose sincere efforts have been taken under various policies and programmes [8,9]. Development of women has been a policy objective of the government since independence. Until the 70s the concept of women's development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach that recognized the mutually reinforcing nature of the process of development. Emphasis on three core areas of health, education and employment. Women were given priorities in all the sectors including SSI sector. Government and non government bodies have paid increasing attention to women's economic contribution through self employment and industrial ventures. For the first time in India, GoI laid emphasis on women development in the Fifth Five-Year Plan (1974-79) [3,4] by providing training to women, who were in need of income and protection. This plan coincided with International Women's Decade and the submission of Report of the Committee on the Status of Women in India. In 1976, Women's welfare and Development Bureau was set up under the Ministry of Social Welfare. The Sixth Five-Year Plan (1980-85) saw a definite shift from welfare to development. It recognized women's lack of access to resources as a critical factor impeding their growth. The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. For the first time, emphasis was placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regards to rights and training in skills for better employment. The Eight Five-Year Plan (1992-97) focused on empowering women, especially at the Grass Roots Level, through Panchayati Raj Institutions. The Ninth Five-Year Plan (1997-2002) adopted a strategy of Women's Component Plan, under which not less than 30 percent of funds/ benefits were earmarked for women related sectors. The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach.

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. 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^[10] 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 x Schemes of Ministry of Women and Child Development

Support to Training and Employment Programme for Women (STEP)

Swayam Siddha Schemes started by various states for women development

Delhi Government's Stree Shakti Project Schemes of Delhi Commission for Women (Related to Skill development and training)

Incentives to Women Entrepreneurs Scheme, 2008, Financing Schemes by Banks/ Financial Institution'

III. ASSOCIATIONS PROMOTING WOMEN ENTREPRENEUR

A brief analysis of various associations and agencies that are functioning at state and national levels to promote women entrepreneurs is made for reference.

1. Self-Help Groups (SHGs) This is a voluntary association of small group of self-employed rural or urban women entrepreneurs who join together to take care of group welfare. The group with the help of financial institutions and other NGOs get their needs satisfied. Each member contributes little amount to cover seed money. Rest will be taken care off by FIs or NGOs. Governments also provide funds through FIs. For example, in Karnataka "Stree Shakti" scheme by Government of Karnataka. SHGs provide facilities to its members in the form of loan or raw material for production or skilled labor etc. These associations are helping small women entrepreneurs to start and develop home-based business. Women belonging to weaker sections of the society have been greatly benefited in their entrepreneurial^[12,13] activities.

2. Federation of Indian Women Entrepreneurs (FIWE) FIWE is the outcome of resolution passed in 4th International Conference Women Entrepreneurs held at Hyderabad. This was founded in 1993. It mainly interacts with various women associations of the country through a network to facilitate the members in diversified activities. Activities of FIWE are as follows: A.. To provide network facilities to women entrepreneurs in the country and abroad to develop their business. B. To provide facilities to member associations in the areas of marketing, quality control, export management, standardisation and also provides training facilities in these areas. C.Facilitates the member associations to participate in national and International conference, fairs, exhibitions, to provide greater exposure to women entrepreneurs in local, regional, national and global business environment and provide an access to various business opportunities available. D.. Provides facilities to expand the business of members and of member associations. It may be new project or extension of the existing business.

3. Women's India Trust (WTI) This trust was established in 1968. The promoter Kamila Tyabji made a small beginning with two shops in Mumbai and a training and production centre at Panvel. The trust was started with the main objective of helping women entrepreneurs. Encouraged by the growth of the activities of the trust, it further extended its activities which are as follows. A.. Establishing Kamila Trust in UK in 1994 to market the products of WTI members. The trust made its beginning by selling the products from door to door and then opened a shop in London under the name "KASHI".

B.Encouraged by its success in London, WIT extended the export activities to Australia, Europe and Germany from 1995 onwards. C. Has started educational programme in “Nursing” and Kindergarten training. D.Has plans to launch computer training for women.

IV. MATERIALS AND METHODS

This is an empirical study and the data is collected from the secondary sources of articles published in the journals, books on the themes of entrepreneurship and its allied areas, websites, census surveys and from the published reports of RBI and NABARD. Reports relating to entrepreneurship that come on the newspaper are also taken into consideration as a source of referral. The entire article is written descriptively and therefore, it is said to be descriptive research design.

Objectives of the Study

The study was planned with the following objectives:

The need of more women entrepreneurs has to be studied for two reasons, the first one is that women entrepreneurship is an important untouched source of rural economic growth and the second reason is that the women entrepreneurs create new jobs for themselves and others; they can provide different solutions to management, organization and business problems.

1. To provide a platform for academicians, NGOs and policymakers to discuss problems being faced by the women entrepreneurs in contemporary India.
2. To offer a platform for discussion and exchange of ideas on effective policies that would help to empower and support women entrepreneurship.
3. To analyze the various programs related to the development of women entrepreneurship and skill development.
4. To exchange experiences in promoting the empowerment of women through entrepreneurship
5. To discuss the theoretical issues arising from the practice of the Entrepreneurship, Innovation, Entrepreneurial Education and skill development;
6. To discuss the problems faced by rural women entrepreneur and to segregate the personal and professional problems of rural women entrepreneurs
7. To reinforce the current alliances and networks of women entrepreneurs to express their ideas and experiences and to support women’s capacity building at the national level.
8. To discuss strategies, affirmative action, and policy proposals to address various issues related to entrepreneurship and skill development.

V. RESULTS AND DISCUSSION

Motivational factors for the women getting into entrepreneurship in India

1. Some women have freedom to take decision by themselves as they would like to stand independently.
2. The educational qualification easily fetches job for women and some of them, after gaining sufficient experiences, start entrepreneurship.
3. Innovative thinking of women pushes them to explore the possibility of entrepreneurship
4. Women expect self-identity and want to be respected as that of men in the male dominated society
5. Women long to have social status that has been denied for generations.

Good support and cooperation of family members including their life partner make the women engage in business. Women need to be given awareness programmes on a mass scale, at panchayat level, about the possible areas to venture into business. Every state at district level should have a continuous plan to motivate, inspire and co-operate women entrepreneurs by supporting the business with loan facilities and required training programmes. There must be a separate forum at the state level to represent the views of women entrepreneurs and to demand their needs to be fulfilled through coordination among government and financing institutions. At next level, all India forum for the women entrepreneurs could be established and

thereby they could discuss entrepreneurial problems, grievances and issues. Any complaints or shortcomings faced by the women entrepreneurs and entrepreneurial allied problems could be filed to see the women walk in the path of economic development. It is need of the hour to enhance the quality of education imparted to women and also provide various opportunities for the aspiring women with training and practical experience of inspiring them to get into business. In order to encourage the women to embark on small business, it is necessary to develop their professional competencies through series of training programmes in the areas of managerial skills, leadership development, marketing techniques and tie-ups, different kinds of production and its process, strategic planning, profit planning, bookkeeping and maintaining the books of accounts. As a social responsibility, educational institutions should come forward to network with government and non-governmental organizations with a view to assisting the women in entrepreneurship development mainly to plan business projects. Educational institutions could take up the responsibility in helping the women to interact and discuss with successful women entrepreneurs by organizing seminars, conferences and trade fairs. Some women come out of their limitations by breaking the traditional roles and bondage and become a role model to the younger generation. Few success stories of friends and relatives in entrepreneurship encourages women to involve in business. Having a goal of setting a bright future of their wards makes them work hard and shine in entrepreneurship. The need for additional income pushes the women to engage in entrepreneurial activities. Some women plan wisely to make use of the Government policies and procedures for starting up entrepreneurial activities. Some women want to be outstanding in what they do in their business and this fetches jobs to many who have been facing the problems of unemployment and sometimes an underemployment.

VI. FUTURE OF INDIAN WOMEN ENTREPRENEURS

Journey of women entrepreneurs is not easy many hurdles still there which lurks women into taking the big leap. It is found that for the growth and development of women entrepreneurs needs their active participation which accelerated entrepreneurial development of women. Hence, a pleasant environment is needed for women to participate actively in the entrepreneurial activities. There are lots of agencies which come forward and take initiative in promoting the women entrepreneurship like Government, non-government, promotional and regulatory agencies. Indian government has finally realized that it cannot achieve the desired economic growth by ignoring half of its population i.e. women. The government by devising its various policies gives support to women entrepreneurs in India. By providing various incentives, schemes and including „integration of women in the development“ through its five year plan, government of India has shown the encouraging steps that it has taken in empowering women. Apart from government many non-governmental institutions, financial institutions, women development cells, SIDBI, ILO self help groups and such other institutions are also working towards empowering women. The „10th Five Year Plan“ designed to empowering women through translating the recently adopted National Policy for empowerment of women into action and ensuring survival, protection and development of women and children through rights base approach. Women entrepreneurs of India provide a platform to assist the women to develop new, creative and innovative techniques of production, finance and marketing. There are different bodies such as NGOs, voluntary organizations, self-help groups^[16,17], institutions and individual enterprises from rural and urban areas which together help the women entrepreneurs in their activities.

Recommendations for the Development of Women Entrepreneurship in India The following measures are suggested to empower the women to seize various opportunities and face challenges in business.

1. Women who are engaged in business can be provided soft loans and subsidies which would encourage them into industrial activities.
2. More working capital assistance could be provided to women entrepreneurs by the financial institutions
3. Women could be facilitated and also helped to tap the resources and mobilize funds from the available government schemes and incentives in order to develop their entrepreneurial activities in the state.
4. Government and non-government organizations need to take steps in disseminating various policies, plans and strategies to women entrepreneurs to engage them in the field of industry, trade and commerce.
5. It is a must that women entrepreneurs need to sharpen their skill and update their knowledge by adapting the latest technology benefits in their business.

VII. CONCLUSION

It is good to learn that Government of India enacted laws to guarantee the women to have equal rights of participation in political process, education and employments. The implementation shows that only a small sizable number of women from urban middle class have benefitted from the government sponsored development activities. Just enacting laws is not sufficient, but sustainable plans are to be done to effectively provide entrepreneurial related awareness, training, and skill development programmes to the aspiring women entrepreneurs. At the next level, it is a must that women entrepreneurs ought to be equipped with entrepreneurial traits and skills which can facilitate them to meet changes in trends and understand the challenges of global markets, and strive for excellence in the entrepreneurial arena.

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