



Women Entrepreneurship Increasing In India During Recent Years And After (Covid-19) Urban As Well As Rural Areas.

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Abstract:-

In recent years, there has been a surge in the number of women entrepreneurs in India. According to a report by NASSCOM, the percentage of women-led startups in India has increased from 8% in 2014 to 13% in 2019. The reason of increasing women entrepreneurship is widespread of education and social awareness during last three decades now women are showing interest in starting their own venture. Hence there is a considerable growth of women entrepreneurs. There are more than 45% of Indian women in rural areas were driven to start a business for gaining recognition. In this above paper we will try to find out the reason of increasing entrepreneurship in India.

Keywords:- Entrepreneurship, Employment, GDP growth, SHG etc.

Introduction:-

Understanding the „Woman Entrepreneur“

Women entrepreneurship is generally considered to be an economic activity initiated and organized by women, such that they combine the factors of production and operate the enterprise, alongside undertaking the inherent risk and uncertainty. The woman entrepreneur has been defined as —the female head of a business who has taken the initiative of launching a new venture, who is accepting the associated risks and the financial, understanding the „Woman Entrepreneur

head of a business who has taken the initiative of launching a new venture, who is accepting the associated risks and the financial, administrative and social responsibilities, and who is effectively in charge of its day-to-day management" (Lavoie, 1985). An alternative definition from the Indian context describes a woman entrepreneur as —a person who is an enterprising individual with an eye for opportunities and an uncanny vision, commercial acumen, with tremendous perseverance and above all a person who is willing to take risks with the unknown because of the adventurous spirit she possesses" (Vinze, 1987). Usually, thus, the term „women's entrepreneurship' represents firms owned and managed by women (OECD, 2004). The Government of India (2012) defines „women entrepreneurs' as a Small-Scale Industrial Unit/Industry related service or business enterprise, managed by one or more women entrepreneurs in proprietary concern. Additionally, research studies on this subject have justifiably considered varied female samples in entrepreneurship studies for the same reason. Different studies have considered women who have established and are operating the business (Toulouse, 1979), or those who possess a majority ownership stake in the business (Buttner & Moore, 1997), or whose businesses have annual revenues or number of employees exceeding a certain set standard (Sexton & Bowman-Upton, 1990; Orser, Riding & Manley, 2006). Others, alternatively, have considered as entrepreneurs —all women who have a financial stake in, and day-to-day personal management

responsibility for, a business. The latter classification may not also discriminate between the different modes through which the women have come to own the business. For the purpose of the present study, therefore, the terms 'women entrepreneurs' and 'women business owners' will be used interchangeably to refer to all women who have founded and/or are operating an enterprise in which they not only have a personal financial stake, but also personal responsibility for management of at least one important business function. This may also include women who are jointly operating a family owned enterprise with a personal business ownership stake. Women having an ownership stake on paper but lacking management control, i.e. 'innovation', would be an essential condition for respondents to be considered entrepreneurs.

Evolution of Women Entrepreneurship

Before the onset of industrial era in the mid 18th century, men and women shared complementary and well-defined economic roles (Clark, 1919). As agriculture was the backbone of the economy, the farmer household in its entirety operated as a producer. Hence, the family as an institution exercised immense influence on the socio-economic conditions of the times. Women's responsibilities included making and marketing various dairy products, weaving and producing clothing, and maintaining the garden and orchards. Many farmlands were not adequate for the family to make a living, forcing the men to look for work outside. As a result, women were left to manage the farm, often carrying out the heavy tasks of ploughing, planting and harvesting. However, the Industrial revolution steered the manual labour and draft-animal based European economies towards efficient machine-based manufacturing. The resulting mechanization and technological improvements in areas like agriculture, mining and transportation, had a profound effect on the social, economic and cultural dynamics of the era. Consequently, a marked change transpired in the socio-economic standing of women. By replacing family earnings with individual wages.

Participation of Women in SSI sector in India While women have played a key role in Indian society, the lower status accorded to them by society has interfered with the tapping of their entrepreneurial ability towards a substantive contribution to economic growth. It is only from India's Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from welfare to the development and empowerment of women (Vasanthgopal & Santha, 2008). While several policies and programs are being implemented for the development of women entrepreneurship, the number of women pursuing entrepreneurship in India remains low. 30 lakh enterprises i.e. roughly close to 10% of the Micro, Small and Medium Enterprises (MSMEs) in India in India, are women owned (IFC, 2014), as illustrated in table 3.1. About 98% of women owned businesses (WOB) are micro enterprises, and 78% of WOB operate in the services sector. WOB employ more than 8 million people (IFC, 2014). Table 1.1: Classification of women-owned MSMEs Category Registered Unregistered Total Total versus all women owned businesses (%) Total versus all MSMEs (%) Micro 2,74,059 26,55,318 29,29,377 97.62 9.40 Small 40,722 30,414 71,136 2.37 0.23 Medium 276 - 276 0.01 0.01 Total 3,15,057 26,85,732 30,00,789 100.00 10.25 (Source: IFC, 2014) Further, table 1.2 shows the geographical location of women-owned MSMEs across India. 10 Table 1.2: Geographical distribution of women-owned MSMEs Prevalence of women-owned businesses State wise share (%) Number of states / union territories (UTs) States/UTs Combined share (%) High >10.00 4 Kerala, Karnataka, Tamil Nadu, West Bengal 51.9 Medium 5.00- 10.00 2 Andhra Pradesh, Madhya Pradesh 11.5 Low 2.00-4.99 7 Rajasthan, Maharashtra, Punjab, Uttar Pradesh, Bihar, Gujarat, Odisha 26.7 Very Low

Institutional Framework for Promotion of Women Entrepreneurship The Government of India ordains a proactive role in promoting women entrepreneurship, especially among first generation women entrepreneurs, by announcing various facilities and services from time to time. It acts through the central Ministry of MSME to support the individual State Governments' efforts at boosting women's contribution to industry in areas such as Infrastructure Development, Technology Upgradation, Credit Support, marketing & Export Promotion. Policies brought out by the Ministry of MSME are implemented through a modality of apex organizations, namely the MSME Development Organization (MSME-DO), National Small Industries Corporation (NSIC), Khadi and Village Industries Commission (KVIC), the Coir Board, Mahatma Gandhi Institute for Rural Industrialization (MGIRI), as well as three training institutes, i.e. NIESBUD, NIMSME, and IIE, located in Noida, Hyderabad and Guwahati respectively. The above mentioned organizations together offer an integrated compendium of interventions aimed at both empowering women to choose self-employment and enabling women entrepreneurs in operating their business competently. This includes a plethora of benefits, concessions and assistance (as illustrated in table 1.3), 11 organized under the stewardship of two wings of Ministry of MSME – Small and Medium Enterprises (SME) Wing and Agro and Rural Industry (ARI) Wing. As the present study focuses only on urban women entrepreneurs, the schemes of the agro and rural wing will not be discussed.

S No. Schemes	offered by the SME wing of M/o MSME	Benefit /Concession / Assistance to Women
1	Women Cell	The MSME-DO, previously known as the Office of Development Commissioner (MSME), has also created a Women Cell to provide support for issues faced by women entrepreneurs.
2		A National Award is given every calendar year to honour an Outstanding woman entrepreneur from the country to recognize modernization, innovation, quality upgradation and technological improvement successes. • Small Scale entrepreneurs whose units are permanently registered with the State Directorate of Industries and established within the preceding eight years from the year of the awards and is in continuous production since last four years before the year of award are eligible for the awards. • The awardees are selected through initial recommendation of the State/UT level Selection Committee and final selection of the National Level Selection Committee. • The awardees are given a Cash Prize of Rs. 1,00,000/- along with a certificate and a trophy. The prize amount is exempted under Section 10(7) of Income Tax Act 1961.

Deen Dayal Antyodaya Yojana- National Rural Livelihood Mission (DAY-NRLM) is one of the self employment programs of the government of India. It seeks to organised about 10 crore household into self help group (SHG) and link them to sustainable livelihood opportunities by building their skills and making available financial, and marketing resources at a grassroot level. In the order to achieve its objectives, the mission focus on 4 crores areas namely :-

1) Social mobilization and promotion of sustainable community institution of the rural poor. 2) Financial inclusion of the poor. 3) Sustainable livelihood and 4) Social inclusion development and convergence. Under the mission target group are to be identified by a well defined transparent and equitable process of participatory identification of poor at a community level. All household identified as poor through the PIP process are part of NRLM target group and are eligible for all the benefits under it .

Present Status of Deen Dayal Antyodaya Yojana National Rural livelihood Mission

For focus of formation of SHGs and various components of mission have been given in the table-1 The progress have been given in the three period namely financial year 2011-2012 to 2013-2014, FY 2014-2015 to till may 2022, and cumulative achievement till may 2022.

Table-1 Progress Made Under Various Components of the DAY-NRLM

s.no.	Indicators	FY 2011-12 to Fy 2013-2014	Fy 2014-15 to may 2022	Up to may 2022
1	Number of women mobilised into SHGs (Cr)	2.35	5.96	8.31
2	Number of SHGs promoted (lakh)	19.29	56.92	76.21
3	Amount of loan disbursed (Cr)	80357.32	489690	570047.32
4	Amount of capitalisation support (Cr)	123.76	16695.24	18119
5	Non Performing Assets	9.58%	2.35%	
6	Number of producer enterprises	34	149	183
7	Number of Mahila Kissan covered (lakh)	24	146	170

In above data the women entrepreneur support in mobilised SHGs 2013-2014 is 2.35 crore and 2014-15 5.96 crore and till may 2022 its becomes to 8.31 crore, amount of loan disbursed to them is in 2013-14 8.357.32 cr 2014-15 489690 cr and till may 22 570047.32 cr, NPA of them is in 2013-14 is 9.58% and 2014-15 is 2.35% which is decreasing and good sign for them. Number old Mahila Kisan covered is 24 lakh in 2013-14 and 146 lakh is in 2014-15 and till may 22 170 lakh.

Table-2 Sector wise impact on number of employee during the lockdown period.

s.no	Sector	Number employees in lakh		Number of employees in lakh	
		Period of lockdown before 25 march 2020		Period of lockdown as on 1 july 2020	
		Male	Female	Male	Female
1	Manufacturing	98.7	26.7	87.9	23.3
2	Construction	5.8	1.8	5.1	1.5
3	Trade	6.1	4.5	14.8	4.0
4	Transport	11.3	1.9	11.1	1.9
5	Education	38.2	29.5	36.8	28.1
6	Health	15	10.6	14.8	10.1
7	Accommodation and Restaurant	7	1.9	6.2	1.7

Interpretation:-

In above table the number of employment is engaged in different sector like manufacturing sector male employment was 98.7% and women employment 26.7% till march 2020 during lockdown, in construction sector male employment was 5.8% and female employment 1.8%, in trade sector 6.1% male and 4.5% female is working but in education sector there are almost women are doing best where male employment is 38.2% the women employment is also 29.5% which is better than all the above sectors. So we can say that women are also performing best in all sector.

Conclusion:-

In above discussion we can say that women id performing best but still needs to improve their selves and need to support by government for providing small amount of loan without any security so that they can do best in all field.

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