



ROLE OF WOMEN ENTREPRENEURS IN MSME's IN INDIA

***K.N.B.Kumari,**

Research Scholar,
Department of DCMS,
Andhra University,
VISAKHAPATNAM.

****Dr.M.Uma Devi,** M.B.A., Ph.D.,

Professor,
Department of DCMS,
Andhra University,
VISAKHAPATNAM.

ABSTRACT:

The Number of MSMEs in India growing day by day, the Government has tried to give an advantage to India by launching various initiatives to incentives the MSMEs to support the Economic Environment of the country. The gender equality becoming a major concern in policy drafting the MSMEs Ministry has permitted women by setting up more than 1.38 lakh projects under the Prime Minister's Employment Generation Programme (PMEGP). Even though Total percentage of Women Entrepreneurs is only 13.76% in India, their contribution to the MSME stands close to 30% under various schemes. These numbers highlight the potential of women in terms of contribution to these new growth instruments. India still ranks third highest in Entrepreneurship-Gender-Gap across the world, with only eight million Female Entrepreneurs against Male Entrepreneurs over fifty million. Women Entrepreneurs are more willing to take up activities that were once considered the preserve of men and proved that they are second to no one in regard to contribution to Indian Economy in India. Women Entrepreneurs can make significant qualitative changes in Economic landscapes of the Country. The Office of DC(MSME) has also opened a Women Cell to Provide Co-Ordination and Assistance to Women Entrepreneurs.

KEY WORDS: Entrepreneurs, Economic Environment, Employment Generation MSMEs.

INTROUDUCTION:

The term “Entrepreneurship” is gender-free. Therefore, it is not an easy task to define a women enterprise or women Entrepreneur. The ministry of Small Scale Industries, Government of India, defined a women enterprise as ‘SSI units/industry related services or business enterprises managed by one or more women entrepreneurs in property concerns, or in which she/they individually or jointly have a share capital of not less than 51% as partners/shareholders/directors of private limited company member of Co-operative Society. “The modern world has been witnessing a positive trend in the enablement of women in spite of their short comings in education and literacy, health and nutrition, training and generation, legislative and judicial reforms. However, the empowering strategies need substantial fine tuning to ensure that they are effective and result oriented. Termed as the “New Age Catalyst” for the Indian Economy, the MSME has largely contributed to the growth curve of the Indian Economy over the past decade. Educated Women Entrepreneurs for the Nation’s Development and Overall growth of the Economy.

The MSME sector has added strength to India’s flexibility to ward off various global economic slowdown and shocks. The sector is a major contributor to economic and social development in the country for entrepreneurship while making large employment opportunities at a relatively lower capital cost than other sectors. The Women role in MSMEs largely support to large industries as their ancillary units contribute expressively to the industrial growth of India. Years together MSMEs have expanded their purview across sectors of the economy and have created important pillars of the Indian Economy which have been able to support both domestic and global demand. For example, during the Covid-19 Pandemic, the MSMEs sector contributed expressively to the manufacturing of PPE kits, making India the second-largest manufacturer of PPE kits in the world. The MSME sector accounts for 45% of our country’s exports. But only 20% of the MSMEs in India are women-owned, they are mainly in the informal sector and not covered under Government.

The Central Government has been key role in designing the packages for the MSMEs especially for development of Women Entrepreneurship in India. Women Entrepreneurs are increasing presence in India have influenced the social and economic demographics of the country. The preparation of women in the labour force

has helped millions of families to pull out of poverty and led to Job creation. Women are well known for their leadership skills and hence dominate in new-age Industries in MSMEs.

REVIEW OF THE LITERATURE:

Darrene, Harpel and Mayer (2008) performed a study on finding the relationship between elements of human capital and self -employment among women. The Study showed that self-employed women differ on most human capital variable as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self-employed woman than that for other working women.

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes.

Sukthankar et al.,(2021) Women Entrepreneurs participation in various entrepreneurial activities has strengthened them in Economic, social and cultural spheres. The ability to make choices on their own in family and commercial affairs has made Women even more self-confident than ever before. Women Entrepreneurs require the backing of proper policies and processes. However, there are issues with the execution of government programmes. Rural Women Entrepreneurs are still subjected to discrimination since some government services are not accessible in rural regions but are available in metropolitan ones. Despite facing several challenges, Women Entrepreneurs have effectively managed their businesses.

OBJECTIVE OF THE STUDY:

To Study the Role of Women Entrepreneurs in MSMEs Sector. And to ascertain the factors to encourage women to become Entrepreneurs in MSMEs Sector.

METHODOLOGY:

This paper is Conceptual and Descriptive. The Secondary Data have been collected from different sources like research articles, journals, websites, and Ministry of MSMEs Reports etc.

NEED FOR WOMEN ENTREPRENEURSHIP:

Women Entrepreneurship is a Useful Financial Development tool in difficult economic times and Women Entrepreneurs are often an untapped and undervalued resource with the potential to boost Economic Success. Entrepreneurship is believed to enable women to balance work and family commitments at home while fulfilling their business objectives. Women Entrepreneurs emerge in society mainly due to two reasons forces of circumstances or change and ambition. Some Women enter into the Entrepreneurial field due to forces of circumstances that are merely by chance. Thus, Entrepreneurship is their only choice and there is no second option of some other career.

REASONS FOR WOMEN BECOME ENTREPRENEURS IN INDIA:

- 
- Innovative Thinking
 - Family Occupation
 - Education and Qualification
 - Role Models to Others
 - Employment Generation
 - To Earn Additional Income
 - Support to Family Members
 - Self-Identity and Social Status
 - Freedom to take own Decision and be Independent
 - New Challenges and Opportunities
 - Government Policies and Procedures.

TYPES OF WOMEN ENTREPRENEURS:

1. CREATED ENTREPRENEURS: Created Entrepreneurs are properly recognized, motivated, inspired and developed through EDPs as a part of a strategy to develop women as proficient Entrepreneurs.

2. CHANCE ENTREPRENEURS: Chance Entrepreneurs start a business without any plans, goals. They turn out to snatch the opportunities and chances that they come-across.

3. FORCED ENTREPRENEURS: Forced Entrepreneurs start a business due to some mis happening in their families like Divorce, Accident, or death of husband or father.

ROLE OF WOMEN ENTREPRENEURS IN INDIAN ECONOMY: In India 20.37% of Women are Working in MSMEs Owners Which account for 23.4% of the labour force. 20% percentage of Women working in manufacturing and agriculture sectors. These sectors are usually credited with helping families come out of poverty and contributing to higher household income. Women Entrepreneurs in India are a precious Economic Resource that is yet to be harnessed to its fullest potential is now being collaborated by many studies. 20.37% of Women Entrepreneurs in MSMEs in India is made up of women-led business, which also employ about 23.4% of the Labour Population. The Inclusion of Women in workforce has created jobs and assisted millions of families in escaping destitution. Because of their superior leadership abilities and higher level of output, Women Predominate in new-age MSMEs Sector where they make up a sizable portion of the workforce

WOMEN ENTREPRENEURS IN MSMEs IN INDIA:

Women entrepreneurs in India play a significant role in advancing the economic growth of the country. They collectively contribute 3.09% of industrial output and employ 10% of the total workers engaged in different economic activities in the country. As per the report “Decoding Government Support Women Entrepreneurs in India’ on NITI Aayog we no official reports on global ranking of Women entrepreneurship. However, a private study “MasterCard Index of Women Entrepreneurs 2021” ranks India at 57th position out of a total of 65 countries site, published in October 2022, women’s economic contribution in India accounts for 17% of the GDP.

The Report of the Expert Committee on Micro, Small and Medium Enterprises, published by the Reserve Bank of India in June 2019 has identified access to credit as one of the major challenges faced by MSMEs, including women owned MSMEs. To encourage entrepreneurship among women, the Ministry of Micro, Small and Medium Enterprises (MSME) implements various schemes. The Ministry implements Prime Minister’s Employment Generation Programme (PMEGP), which is a major credit-linked subsidy programme aimed at generating self-employment opportunities through establishment of micro-enterprises in the non-farm sector by helping traditional artisans and rural/urban unemployed youth. For beneficiaries belonging to special categories such as Scheduled Caste/Scheduled Tribe/OBC /minorities/women, ex-serviceman, physically handicapped, NER, Hill and Border areas, etc., higher subsidy is given.

Credit Guarantee Fund Trust for Micro, and Small Enterprises (CGTMSE), which was jointly set up by the Ministry of MSME, Government of India and Small Industries Development Bank of India to strengthen credit delivery system and to facilitate flow of credit to the MSE sector, create access to finance for unserved, under-served and underprivileged, making availability of finance from conventional lenders to new generation entrepreneurs, provides guarantee cover to collateral and/or third party guarantee free credit facilities extended

by eligible Member Lending Institution [MLIs] to Micro and Small Enterprises. CGTMSE has increased the extent of guarantee coverage of credit to 85% for women entrepreneurs. As an additional concession to Women Entrepreneurs, CGTMSE has reduced the Annual Guarantee Fee by 10%.

The Ministry also implements several other schemes for promotion and development of MSMEs, including women owned MSMEs, namely, Micro and Small Enterprises Cluster Development Programme (MSE-CDP), Tool Rooms & Technology Centres, Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Procurement and marketing Support Scheme, Entrepreneurship and Skill Development Programme (ESDP) etc.

CONCLUSION:

Women Entrepreneurs must be molded properly with Entrepreneurial traits and skills to meet the changes in trends and Global Markets. The Role of Women Entrepreneurs in Economic Development of MSMEs also being recognized and steps are being taken to promote women entrepreneurship. Increased focus on Skill Development and Capacity building of Women Entrepreneurs in MSMEs to utilize their Creative and Innovative potential Remote accelerators can be designed to tackle unique constraints and skill gaps faced by women in the MSMEs in India. In addition to these, the existing incubators can be utilized to promote and support the untapped creativity of the MSMEs while promoting the adoption of the latest technologies as well as knowledge-based innovation to improve the Economic Productivity of MSMEs in India.

REFERENCES:

- www.womeninbusiness.about.com.
- www.theindu.com.
- www.timesofindia.com
- www.ministryofmsme.gov.in annual reports.
- Women entrepreneurship in india,arakeri shanta v.abhinav journal,volume-I,ISSN2277-1182.
- JoseP.Ajith kumar, and paulT.M., Entrepreneurship Development,Himalaya Publishing.