PERFORMANCE OF WOMEN ENTREPRENEURSHIP IN INDIA

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ABSTRACT

Women entrepreneurs play an important role in local economies and a large percentage of micro-enterprises in developing countries are undertaken by women. Rural women frequently have primary responsibility for agricultural production, in addition to domestic responsibilities and childcare. In developing countries like India where economic status of women is very pathetic especially in rural areas and opportunities of earning are very less in this scenario the Self Help Groups (SHGs) have paved the way for economic independence of rural women. This paper reviews concisely the literature in this field and addresses in particular opportunities and challenges faced by women entrepreneurs in rural areas. It examined the impact on women empowerment through micro entrepreneurship development and SHGs. Women entrepreneurship has been recognized as an important source of economic growth as they create new jobs for themselves and others and also provide society with different solutions to management, organization and business. Women’s entrepreneurship contributes to the economic well-being of the family and communities and also reduces poverty. The growth of Self-Help Groups (SHGs) is an evidence of the fact that women are coming out of their shells and maintaining their citizenship in the city. This study is carried out with the specific objective to know the socio-economic background of the women SHG’s, their knowledge, skills and earning capacity. The present paper discloses the challenge of women in entrepreneurship and also it focuses on their development in brief.

Keywords: Entrepreneurs, Women, Performance, Management.


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1. INTRODUCTION

The economic development of a Nation depends on its industrial development. The industrial development is based on the entrepreneurial competencies of the people. Hence, the concept of building entrepreneurship Promotion is need of the hour. The
term “entrepreneurship” comes from the French verb “entreprendre” and the German word “unternehmen”, both means to “undertake”. **Bygrave and Hofer** in 1891 defined the entrepreneurial process as „involving all the functions, activities, and actions associated with perceiving of opportunities and creation of organizations to pursue them”. In simple, entrepreneurship is the act of being an entrepreneur, which can be defined as "one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods".

**Peter Drucker** proposed that “entrepreneurship” is a practice. What this means is that entrepreneurship is not a state of being nor is it characterized by making plans that are not acted upon. Entrepreneurship begins with action, creation of new organization. This organization may or may not become Self-sustaining and in fact, may never earn significant revenues. But, when individuals create a new organization, they have entered the entrepreneurship paradigm.”

**Women Entrepreneurship**

Women play a very important role in the economic development of India. They are involved in business activities at all levels, making important contributions to economic growth. Now days, Indian women are increasingly active in part of economy that were previously considered male domain. But the development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence their rights and their work situation. Now days self-help groups (SHGs) is doing very important role to women motivated in entrepreneurship through micro-finance. SHGs are not only increasing in rural women entrepreneurship but also in urban women entrepreneurship.

India has adopted the Bangladesh’s model in a modified form. To alleviate the poverty and to empower the women, the micro-finance has emerged as a powerful instrument in the new economy. With availability of micro-finance, self-help groups (SHGs) and credit management groups have also started in India. And thus the movement of SHG has spread out in India. The members of SHGs now become entrepreneurs. Innovative thinking and farsightedness, quick and effective decision making skill, ability to mobilize and marshal resource, strong determination and self confidence, preparedness to take risks, accepting changes in right time, access and alertness to latest scientific and technological information these are basic qualities in women therefore they are actively running them own business with help of SHGs. They are actively running business like, food processing and preservation, catering services and fast food centres, interior decoration, DTP and Book binding, dairy, poultry, house-hold appliances, stationeries, packing and packaging, diagnostic lab and pathology clinics, communication centres with telecom, fax, browsing and Xeroxing facilities, ready made garments, embroidery and fashion designing, retail selling, art and painting works, hiring of warehouses and godowns, floral decorations, jewellery, beauty parlors. Though women entrepreneurship is a recent phenomenon in India which came into prominence in late 1970’s now we see that more and more women are venturing as entrepreneurs in all kinds of business and economic activities and service sector. Though at the initial stage women entrepreneurship developed only at urban areas, lately it has extended its wings to rural areas.
Entrepreneur
It is a process where one person getting himself self employed provides job to others also. The persons called “entrepreneur”.

Women Entrepreneurship
Women entrepreneurship is the process where women take lead and organize a business or industry and provide employment opportunities to others.

Entrepreneurship Development
Entrepreneurship development means all those activities that aim at stimulating the individuals for becoming entrepreneurs.

2. REVIEW OF LITERATURE
1) Lalitha Shivakumar (1995): Pointed out that the small savings by rural women can generate the requisite resources which can wean the people away from the exploitation of moneylenders savings depend on habits and voluntary savings constitute the key for economic progress. It has also been proved that the poor people can save substantially through group efforts. Promotions of Self-Help Groups have the potential to bring women into the mainstream of economic development paving the way for sustainable development.

2) Karl (1995): Studied the role of SHGs of women on decision-making and concluded empowerment as a multifaceted process, involving the pooling of resources to achieve collective strength and countervailing power and entailing the improvement of manual and technical skills, administrative, managerial and planning capacities and analytical reflective abilities of local women.

3) Gurumoorthy (2000): pointed out that women’s participation play significant role in rural employment activities. The self-help would concentrate on all round development of the beneficiaries and their village as a whole. The groups would undertake the responsibility of delivering non-credit service such as literacy, health and environmental issues. The concept of Self-Help Group would mould women as responsible citizens of the country for achieving social and economic status. It has also proved that it would bring on the mindset of the conservative and tradition bound illiterate women in rural areas.

4) Vijay Kulkarni (2000) has described in his article “Empowerment of Women through Self-Help Groups” the difference between women who have become part of SHGs and those who are not members of the SHGs from the same village. Empowerment has taken place across caste/class. It has also helped to some extent to go beyond caste politics and to bring them together as women.

3. STATEMENT OF THE PROBLEM
Women in India have been oppressed culturally, socially, economically and politically for centuries. They are exploited at home, in the families, in the society and in the country. In the Multi ethnic and multi cultural society like that exists in India, such exploitation takes various Forms. The core of the problem is that they shoulder number of responsibilities, but they are not given adequate participatory or decision-making power in the family or elsewhere. Women can gain such power, if their economic status, cultural and social status improves. Such type of Overall improvement can be taken care by SHGs. Involvement in Self Help Groups has
enabled women to gain greater control over resources like material possession, intellectual resources like knowledge, information, ideas and decision making in home, community, society and nation.

From the whole situation of women Entrepreneurship in India the researcher has thought on the following investigative questions.
1) Which factors affects on the women Entrepreneurship in India?
2) What are the Challenges faced by the women Entrepreneurship in India?
3) How many opportunities available for women entrepreneurs in India?

4. OBJECTIVES OF THE STUDY
   1. To study the Women Entrepreneurship Development in India.
   2. To identify the problems faced by women entrepreneurs.
   3. To know the role played by SHGs in Women Entrepreneurship Development.
   4. To suggest appropriate suggestion for women entrepreneurship development.

5. SCOPE OF THE STUDY
   Topical Scope: The topical scope of the present study is confined to the “A Study on performance of women entrepreneurship in India”.
   Analytical Scope: The analytical scope of the present study challenges, problems, opportunities, performance and development of women entrepreneurship in India.
   Geographical Scope: The present researcher has selected on women entrepreneurship in India.

6. METHODOLOGY
   The data used for the study is secondary data comprising of official websites, journals, magazines and articles Since the data is secondary it is more dependable and reliable. The present study covers only women entrepreneur who are the members of SHGs. The primary data is supplementary.

7. ENTREPRENEURSHIP DEVELOPMENT OF RURAL WOMEN THROUGH SELF HELP GROUPS: SHG
   The SHG is an association of people belonging to similar socio-economic characteristic, residing in same locality. The SHGs are voluntary associations of people formed to attain some common goals. (Peoria et al.) Found that a typical rural women’s SHG is a good example of capacity building for prospective entrepreneur. Its aims include enabling members with no educational or industrial or entrepreneurial background to become self dependent and self reliance. A Self help group is a small economically homogenous and significant group of rural urban poor voluntarily formed to save and mutually agreed to contribute to a common fund to be lent to its members as per group decisions. These are groups, which have similar social identity, heritage, caste or traditional occupations and come together for a common cause and manage resources for the benefit of the group members.
Table 1 Performance of Women Entrepreneurs in India

<table>
<thead>
<tr>
<th>State</th>
<th>No of units Registered</th>
<th>No of women entrepreneurs</th>
<th>% of women entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamil Nadu</td>
<td>9618</td>
<td>2930</td>
<td>30.36</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>7980</td>
<td>3180</td>
<td>39.84</td>
</tr>
<tr>
<td>Kerala</td>
<td>5487</td>
<td>2135</td>
<td>38.91</td>
</tr>
<tr>
<td>Punjab</td>
<td>4791</td>
<td>1618</td>
<td>33.77</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>4339</td>
<td>1394</td>
<td>32.12</td>
</tr>
<tr>
<td>Gujarat</td>
<td>3872</td>
<td>1538</td>
<td>39.72</td>
</tr>
<tr>
<td>Karnataka</td>
<td>3822</td>
<td>1026</td>
<td>26.84</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>2967</td>
<td>842</td>
<td>28.38</td>
</tr>
<tr>
<td>Other States &amp; UTS</td>
<td>14576</td>
<td>4185</td>
<td>28.71</td>
</tr>
<tr>
<td>Total</td>
<td>57,452</td>
<td>18,848</td>
<td>32.82</td>
</tr>
</tbody>
</table>

(Source: CMIE report 2011)

Performance of Women Entrepreneurship In India

![Performance of Women Entrepreneurship In India](image)

SELF HELP GROUPS ACROSS INDIA.

Table 2 SHGs across India:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total No. of SHGs Formed</th>
<th>No. of Women SHGs</th>
<th>Percentage of women SHGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-2010</td>
<td>3708410</td>
<td>2651450</td>
<td>71.49</td>
</tr>
<tr>
<td>2010-2011</td>
<td>3988926</td>
<td>2955287</td>
<td>74.08</td>
</tr>
<tr>
<td>2011-2012</td>
<td>3943127</td>
<td>2865212</td>
<td>72.66</td>
</tr>
</tbody>
</table>

(Source: Source- [http://rural.nic.in](http://rural.nic.in))
The total number of SHGs formed in India in 2009-10 is 3708410 out of which 2651450 are women SHGs. In 2010-11 the total number of SHGs formed is 3988926 out of which 2955287 are women SHGs and in the year 2011-12 number of SHGs is 3943127 out of which 2865212 are women SHGs. From above chart it is found that the women SHGs are slowly increasing.

8. THE MAIN CHALLENGES OF WOMEN IN BUSINESS
The main challenges faced by rural women in business are lack of technical knowledge and skills and to make balance their time between work & family. Some of the challenges faced by rural entrepreneurs are as follows:-

i. Dual role of women overlapping of responsibility of Business and family:
As the boundaries between the business and the family tend to be indistinct, women operating family businesses face a unique set of issues related to personal identity, role conflict, loyalties, family relationships, and attitudes towards authority. Additionally, family businesses owned by women are at disadvantage financially and are forced to rely on internal resources of funding rather than outside sources.

ii. Problem of finance
There are several bottlenecks and a gap in availability of credit for women. The multiplicity of schemes is not adequately listed nor is there networking among agencies. As a result, clients approaching one institution are not made aware of the best option for their requirements.

iii. Illiteracy among rural women
The literacy rate of women in India is found at low level compared to male population. The rural women are ignorant of new technology or unskilled. They are
often unable to do research & gain the necessary training. The uneducated Rural women do not have the knowledge of measurement and basic accounting.

iv. Less risk bearing capacity
Women in India lives secure and protected life in family. Decision making power related to business activities is less due to economic dependent and domination of male headed society.

v. Lack of visibility as strategic leaders
Changing the perceptions about the likely success of women-owned businesses depends on increasing women’s visibility in leadership positions within the greater business community. In an assessment of women’s presence as CEOs or Directors of large business enterprises, it has been anticipated that the exodus of women to entrepreneurial growth firms might be because women believe that have greater representation in strategic leadership positions in privately-held or family-owned firms as they provide better opportunities for leadership than available to women in publicly-traded companies.

vi. Lack of information and assistance
Another significant need of many women business owners is obtaining the appropriate assistance and information needed to take the business to the next level of growth. In a study conducted to gather information needs of women entrepreneurs, those who were just starting their ventures, requested assistance and training in implementing the business idea, identifying initial sources of financing, and advertising/promotion.

vii. Need of training and development
Furthermore, in business schools where most of the professional advisers today were trained, the male model of business is still being taught by an overwhelming majority of male professors. Examples of women entrepreneurs have been left out of textbooks, and rarely is a female business owner used as the example or case study. Neither the women nor the men students are learning about the natural abilities and talents women are using to succeed as business owners today. Unfortunately, without some very strong initiatives on the part of educators, the process will be slow to change.

viii. Male dominated society
The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process.

Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared tamale entrepreneurs. This shows the low level freedom of expression and freedom of mobility of the women entrepreneurs.

ix. Lack of infrastructure and widespread corruption
These are also the other problems for the rural women entrepreneurs. They have to depend on offices staffs and intermediaries to get the things done, especially the
marketing and sales side of business. Here is the more probability for business fallacies like the intermediaries take major part of the surplus or professional dependence. Rural women lack training and advisory services on managerial and technical skills to solve production problems. Here the competitiveness is greatly challenged by a lack of business management, marketing and technical skills besides the overall weak infrastructure and complicated legal frameworks for business processes, especially in global online transaction context.

x. Mobility constraints
Rural women in Indian society have got restricted mobility. The carrier of women is limited in four walls of kitchen. The women confined themselves to three Ks, Kitchen, kids & knitting. There is hardly any opportunity to cross this boundary. The mobility problem has been solved to certain extent by the explosion of Information technology & telecommunication facilities.

9. SUGGESTIONS
1. There should be continuous attempt to inspire, encourage, motivate and co operate women entrepreneurs.
2. SHGs should be provided with more loans from the government.
3. The government should introduce entrepreneurial development programme for women.
4. Finance should be made available to women entrepreneurs at a reduced rate of interest.
5. Better educational facilities and schemes should be extended to women folk from the government.
6. Extension participation programme may be arranged with extension agencies for the SHGs to visit their business houses to know the functions and its administration so that it creates awareness among the women group

10. CONCLUSION
Women participation in Self Help Groups have obviously created tremendous impact upon the life pattern and style of poor women and have empowered them at various levels not only as individuals but also as members of the family members of the community and the society as whole. Now Self Help Groups are giving credit as and when needed for their basic requirements. They have injected a positive change in their socio-economic behaviour and enhanced their status and value at the grass root level. Self employment is better suited to women. If she is her own master of any of her work schedule, she can adjust her work. At present women have broken the monopoly of men and proved that they are not inferior to men. Over the past few decades the women has been breaking traditional role of a mother or a house wife. It is clear from the study that women entrepreneur of SHGs has good work force, under the dynamic setting of business, if women entrepreneur is given a proper guidance and training to enhance the profitability of the enterprises the future will be bright and prosperous.

On the basis of above discussion it is observed that women enterprises facing lot of problems in India. Indian women entrepreneurs are facing social, financial, personal, marketing, technological, educational, competition, managerial etc. challenges. The country economic policy environment must be favorable for organizations to achieve efficiencies in today’s global market. It should enable the
entrepreneurs to provide a magical touch to an organization, whether in public or private or joint sector, in achieving speed, flexibility, innovativeness, and a strong sense of self-determination. More than increasing national income by creating new jobs, entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and market place.

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