

# An Economic Study on Role of Women Entrepreneurship Development in Indian Economy

Dr. S. Meenakshi<sup>1</sup>, P. Mohammed Hither Ali<sup>2</sup>

<sup>1</sup>*Assistant Professor, Department of Economics and Centre for Research in Economics, The Madura College (Autonomous)-11*

<sup>2</sup>*Ph.D. Research Scholar (Full-Time), Department of Economics and Centre for Research in Economics, The Madura College (Autonomous)-11*

**Abstract** - This study investigates the role of women entrepreneurs and Issues looked by the women entrepreneurs in this society. The term entrepreneurship characterized as the toward setting up of business to earn profits with his innovativeness and through to run an enterprise exclusively and obligated uncovers hazard. To be women it is always honored. Women are enabled and special in this society. Women are these days taking part in every single piece of society as equivalent man. That to women entrepreneurs assumes a tremendous role in this patriarchal society. They face part changes and issue winning in this society. Women Entrepreneurs can be explained as the female or gathering of the female, who starts, systematizes, and control a business enterprise. Women entrepreneurs create pacts in society by developing people to make agreements in the general economic status in the society. Fundamentally women entrepreneurs start their business with small scale and long scale business. Each woman entrepreneurs strives hard to secure and serve the country by making their business as a gainful. The improvement of the nation would be very slow if the women entrepreneurship is ignored and stopped to join the mainstream of productive activities. These papers aim to discuss the role of women entrepreneurship development in the Indian economy.

**Index Terms** - Entrepreneurial Activity, Role in Indian Economy, Women Entrepreneurship, Government Policies, and scheme.

## I.INTRODUCTION

Entrepreneurship is gaining noteworthiness in modern times. It is a worldwide phenomenon. The created nations are now getting the fruits of entrepreneurship development. Actually, in the creative economies like India, entrepreneurship has picked insignificance in the recent past. In developing nations, it is considered

a technique for promoting self-employment. But one has to see a long way past this to improve and sustain the economic growth of the nation. The powerful and optimum utilization of the available resources in general and human resources specifically is fundamental for the development of any region or nation. competent human resources will utilize different assets. A developing economy like India needs entrepreneurs who will utilize the scarce natural resources. capable entrepreneurs who will take risks and seize every opportunity to use the existing physical and natural resources are required for the improvement of the country.

Entrepreneurship has been a male-dominating field from old occasions. Be that as it may, in modern times the circumstance has changed, and women have become the most inventive and inspirational entrepreneurs. Women entrepreneurship is an ongoing marvel that has come into existence in 1970. But this concept became got conspicuous in the year 1991, when the new strategies appeared. This policy advanced globalization, liberalization and privatization which made the greatest independent self-employment opportunities to both men as well as women. The desire of women to be monetarily self-dependent and the spread of education likewise supported the entry of women in entrepreneurship. Prior individuals looked strangely at the woman who was running a xerox center or STD booth. But in any case, today the situation has changed absolutely, and we see women entrepreneurs in almost every type of industry – a manufacturing or service industry or any exchanging business. The explanation for this may be the favorable response shown by the women towards the changing conditions and the mindfulness among the women regarding the financial strength and autonomies.

The Government plans and motivating are indeed major factors influencing the expanding number of women entrepreneurs. Today the role of women in economic improvement cannot be ignored, rather their commitments in economic improvement quite significant. But still, there is a lot of scope in the development of women entrepreneurship. Women entrepreneurs need to be prepared trained to acquire the entrepreneurial skills and traits to face the difficulties in the changing worldwide situation.

#### Women Entrepreneurs

The Government of India has defined women entrepreneurs based on women's participation in the value and employment of a business undertaking. Accordingly, the Government of India (GOI2006) has defined women entrepreneurs as “an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving 51 percent of the employment generated in the enterprise to women”.

A woman entrepreneur is a woman or gathering of women who start, organize and operate business enterprise for personal gain. The idea of a woman entrepreneur is identified to the idea like the women empowerment and emancipation. Today we discover women in various fields as compared to the earlier days where the activities of the women were limited only to the domestic work. Today we find women not only in papad, pickles and powder businesses but also in the manufacturing, trading and service sectors. Most likely the speed is very low, but women are entering into the entrepreneurial field and certainly, they are making their effect.

#### Literature Background

N.K.Susruthan (2018) this study investigates the role of women entrepreneurs and problems faced by women entrepreneurs in this society. Women Entrepreneurs can be clarified as the female or a gathering of the female who starts, systematizes and control a business enterprise. Women entrepreneurs make pacts in society by developing economic status in society. Essentially women entrepreneurs start their business with small scale and long scale business. Each woman entrepreneurs strives hard to verify and serve the country by making their business as a gainful. So this paper unfurls the essentialness of women entrepreneurship and the role of women

entrepreneurs and difficulties faced by women entrepreneurs.

Luisa De Vita (2014) this study, Entrepreneurship has the main role in economic development. The role of the sexual orientation factor rose the entrepreneurship. Role of female entrepreneurship in rising economies and the significance of foreigner female entrepreneurs in developed.

Shabana A. Menon (2012) clarified, Entrepreneurship is a key component of development and growth. It develops the nation in all methods by creativity and various thoughts.

Hughes et al (2012), examined, women entrepreneurship as should to be various voices and apply constructionist approaches to consumer traditional and nontraditional inquiries. Research joint effort in the women entrepreneurship area still confined inside national limits and future needs.

Ahl and marlow (2012) clarified, there exist occluded gender biases within the entrepreneurial reveal. Gender orientation suppositions limit the epistemological extent of research in this area and position of women entrepreneurs.

Reynolds (2005) clarified that entrepreneurship is constantly conceptualized it is a revelation of opportunities and new development by which another organization is shaped.

Gloria V Javilionar and Jeorage R.Peters (1973) Clarified, Entrepreneurship of the country was a family phenomenon rather than individual wonder.

Kameshwar Jha (1970) clarified; positive economic conditions have a good effect on change in entrepreneurship. Change in a social structure which is because of education.

Berna (1966) clarified, Found that the entrepreneurs hailed from diverse cast occupation and class. Scale activity they came up to their present positions and enhanced the generation.

Everett H.E.hagen (1962) characterized, Origin of entrepreneurs in many nations, entrepreneurial have emerged mainly from a specific socio economic class.

Joseph Schumpeter, (1930) examined the Capacity Of the business visionary is to change or change the example of generation through misusing an advancement or all the more regularly, an untried mechanical technique of making a pristine product or creating old one in new manner, opening a new source of supply of material or another outlet for items by a another industry.

**Objectives**

1. To identify the women empowerment and planning process.
2. To important the role of women entrepreneurship development in India.
3. To study the women entrepreneur associations in India.
4. To determine the challenges faced by women entrepreneurs in India.
5. To understand the women and future prospects.
6. To discuss the suggestion of women entrepreneurs.

**Methodology**

This study has only based on secondary data. secondary data will be a collected from published journals, magazines, newspapers, reports, websites and books, government report, statically report, government of India, government of tamilnadu, financial report and etc.,

**II. WOMEN EMPOWERMENT AND PLANNING PROCESS**

All-round improvement of women has been one of the central purposes of the planning process in India.

Table: 1

Women Empowerment and Planning Process

Five Year Plan	Goals in Women Entrepreneur
First Five-Year Plan (1951-56)	Envisaged various welfare of welfare measures for women. Foundation of the central social welfare board, the association of Mahila Mandals and the community Development Programmes were a few steps in this direction.

Second Five-Year Plan (1956-61)	The strengthening of women was closely linked with the overall approach of concentrated agricultural development programs.
Third and Fourth Five-Year Plans (1961-66 and 1969-74)	Supported female training and education as a major welfare measure.
Fifth Five-Year Plan (1974-79)	Emphasized training of women who needed income and assurance. This plan concurred with international women’s decade and the submission of the report of the committee on the status of women in India. In 1976, women’s welfare and advancement authority was set up under the ministry of social welfare.
Sixth Five-Year Plan (1980-85)	Saw a positive more from welfare to development. It perceived women’s lack of access to resources as a critical factor impeding their development.
Seventh Five-Year Plan (1985-90)	Emphasized the requirement for gender equality and strengthening. For the first time, accentuations were placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regards to rights and training in skills for better employment.
Eighth Five-Year Plan (1992-97)	Focused on empowering women, particularly at the grassroots level, through Panchayat Raj Institutions.
Ninth Five-Year Plan (1997-2002)	Adopted a strategy of women’s segment plan, under which not less than 30 percent of assets/benefits were reserved for women-specific projects.
Tenth Five-Year Plan (2002-07)	Focused on engaging women through translating the recently adopted national policy for strengthening women (2001) energetically action and ensuring survival, protection and advancement of women and children through the rights-based methodology.
Eleventh Five-Year Plan (2007-12)	Aims at guaranteeing that at least 33% of the immediate and indirect beneficiaries of all government plans are women and girl children.

**III. ROLE OF WOMEN ENTREPRENEURSHIP DEVELOPMENT IN INDIA**

During 70s and 90s, the women in India were not really occupied with an independent work. During this period, the women were pulled in towards different

opportunities of employment in various banks, LIC, teaching jobs and so on. They were additionally found in the low productive sectors like agriculture and household exercise. A woman engaging in innovative exercise like medium and small-scale enterprise was a remote through. They were seen as a homemaker and a through that a woman can take up entrepreneurial movement was a joke. It was predominantly a male commianded field till the ascent of 90s. After the presentation of the policy of privatization, liberalization and globalization the women began preaching to the changes in the environment and their entrance in the entrepreneurial activities was taken note. The procedure of computerization additionally was an aid for women in their manner. The starting time marked the presence of women in the businesses identified with to home made products like pickles and papads. But later the centre was moved towards the entrepreneurial activities related to the small and medium enterprises related to the manufacturing, exchanging and ministration segment.

Planning commission and furthermore the Indian Government has perceived the requirement for women to participate in the mainstream of economic development. Women entrepreneurship is understood as a successful procedure to solve both the rural and urban poverty. The government of India through various policies and programs is encouraging the Indian women to come forward and involve in various entrepreneurial activities. The Integrated Rural Development Programme (IRDP), Training of Rural Youth for Self-Employment (TRYSEM), Development of Women and Children in Rural Areas (DWRCA), Entrepreneurship Development Programs (EDPs), Prime Minister Rojgar Yojna (PMRY) are a very few examples of the various programs undertaken by the Government of India and Planning Commission. The government has additionally extended sponsorships, tax waiver plan and concessions for the women entrepreneurs.

1. Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women - Provided by the Ministry of Micro, Small and Medium Enterprises.
2. Integrated Support Scheme gave by the National Small Industries Corporation (NSIC)
3. Prime Minister's Employment Generation Programme (PMEGP) gave by the Khadi and

Village Industries Commission (KVIC) and Coir Board

4. Priyadarshini Yojana Scheme by Bank of India
5. Support to Training and Employment Programme for Women (STEP) gave under Schemes of Ministry of Women and Child Development
6. Swayam Siddha gave under Schemes of Ministry of Women and Child Development
7. Micro and Small Enterprises Cluster Development Programme (MSE-CDP)
8. Credit Guarantee Fund scheme
9. SIDBI Marketing Fund for Women (MFW)
10. Management Development Programs
11. Indira Mahila Yojna
12. Mahila Samiti Yojna
13. National Banks for Agriculture And Rural Development plan
14. SBI s Stree Shakti Scheme
15. NGOs Credit Schemes
16. Micro Credit Schemes
17. Integrated Rural Development Programme (IRDP)
18. Women's Development Corporations (WDCs)
19. Marketing of Non-Farm Products of Rural Women (MAHIMA)
20. Assistance to Rural Women in Non-Farm Development (ARWIND) plan

The endeavors of the Government of India, Banks, NGOs and different other associations have encouraged the women to start up and support in the entrepreneurial activities. They have additionally encouraged the woman empowerment. Women Empowerment is viewed as basic for achieving the goals for sustainable and comprehensive advancement. The bottlenecks frustrating the development of women empowerment must be eradicated to qualifies them to fuller participation in business. The progress from homemakers to is not so natural. In spite of the fact that women have travelled a long journey in this field, the future is difficult and requesting.

#### IV. WOMEN ENTREPRENEUR ASSOCIATIONS IN INDIA

The endeavors of government and its various agencies are enhanced by NGOs and affiliation that are assuming a similarly significant role in encouraging

women empowerment. List of different women relationship in India is given below.

*Details of Women Entrepreneur Associations in India*

1. Federation of Indian Women Entrepreneurs (FIWE)
2. Consortium of Women Entrepreneurs(CWEI)
3. Association of Lady Entrepreneurs of Andhra Pradesh Association of Women Entrepreneurs of Karnataka (AWAKE)
4. Self-Employed Women's Association (SEWA)
5. Women Entrepreneurs Promotion Association (WEPA)
6. The Marketing Organisation of Women Enterprises (MOOWES)
7. Bihar Mahila Udyog SanghBihar Mahila Udyog Sangh Mahakaushal Association of Woman Entrepreneurs (MAWE)
8. SAARC Chamber Women Entrepreneurship Council Women Entrepreneurs Association of Tamil Nadu (WEAT)
9. Tie Stree Shakti (TSS)
10. Women Empowerment Corporation

**V. CHALLENGES FACED BY WOMEN ENTREPRENEURS IN INDIA**

Even as India proceeds a rapid economic development, still women in the nation struggle against gender orientation and separating. Today women face a horde of social, financial, and structural barriers which prevent them to succeeding in their interest. A high extent of women entrepreneurs in creating nation operate in informal economy, which confines the potential for their business to development. Some of the challenges looked by women entrepreneurs in India are:

- a. **Lack of Finance:** Finance is the life blood of the association whether a major or small. However, women entrepreneurs suffer from lack effect of money on two counts. Banks consider women are less credit worthy and demoralize women borrowers on conviction that they can whenever leave their business. Women have issues get to access required loans from financial institutions that need to develop their business due to lack of collateral securities. As indicated by Tory Burch, chief executive and designer, women face specific hurdles, from lack of collateral to oppressive

guidelines and ingrained gender bias. Lack of funding is the most serious issue face by women in a man driven world. According to review, 72 percent of women entrepreneurs still face lack of access capital challenge.

Figure: 1Challenges faced by Women Entrepreneurs in India



- b. **Lack of Training:** Usually women in India face lack of access to preparing and access to business improvement benefits that would help them with expanding the business. Large number of women is no legitimate and adequate experts and technical training to set up new venture (Vijaykumar A. and Jayachitra S).
- c. **Lack of Education:** Because to low rate of education and a hole in financing for women entrepreneurs are working past the micro level. Different studies prove that lack of education resulted in low achievement inspiration among women in India.
- d. **Lack of Network:** Women entrepreneurs have lack of getting to viable system that can support learning and leveraging of resources, such as knowledge, business advice and mentorship.
- e. **Lack of Support:** Women lack the support from their companions and networks to seek after their entrepreneurial pursuits.
- f. **Credibility:** Being a woman itself present different issues to women entrepreneurs in India. Indian women relate to her obligation towards family, society, and profession.
- g. **Hiring:** At the point when woman owns a business in male overwhelmed society, enlisting dealing with a male employee and being a manager can be struggle. Woman had work more diligently to pick up the regard with her colleagues and

- employees. Indian women entrepreneurs' tress over enlisting representatives.
- h. Partnership: When chipping away at association with different companies, woman faces outrageous sexism.
  - i. Male dominated society: One of the issues faced by women as an entrepreneur is for getting equivalent treatment in the society. Constitution of India talk balance between genders. Practically speaking, women are looked around as week in all angles. Their entrance to business requires the endorsement of the head of the family. Male part thinks it a major hazard financing the venture run by women in turn, severs as an obstruction to women entry into business (Rajni and Mehta S, 2014).
  - j. Scarcity of Raw Material: the greater part of the women possessed businesses plagued by scarcity of raw material and required sources of information. The disappointment of many women owned co-operatives in 1971engaged in battle making struggle to get raw material to make container (Gupta and Srinivasa, 2009).
  - k. Cut-throat Competition: Women entrepreneurs face cut-throat challenges not only from male owned enterprises but also from MNC's. Surviving this cut-throat challenge and accomplishing the aim of producing good quality item at focused price is not an easy task for female entrepreneurs in India (Sweaty Gupta and Aanchal Aggarwal, 2015). Women entrepreneurs do not have enough association arrangement to pump in a lot of money for campaigning and advertisement. Along these lines they face solid challenges while promoting their products (Ranbir Singh, 2012).

## VI. WOMEN AND FUTURE PROSPECTS

Indian women entrepreneurs see the world through a alternate lens and they do thing in various way. Financial activities made by women boost the economy. Here are a few reasons why women entrepreneurs have incredible future in India as an entrepreneur in and coming year.

- 1. Women are better connectors and capability in systems administration.
- 2. Multitasking has been in their blood since ages.

- 3. They build organization that conveys value for numerous partners.
- 4. Women think achievement comes from difficult work rather than good luck.
- 5. Women share the credit. They constructed the companies where employee feel valued for their commitment and information.
- 6. Women realize the articulate methodologies to adjust profession and their personal life.
- 7. VI. Suggestions of Women Entrepreneur
- 8. Finance cells should be opened all together that the ladies marketers will get finance and lot of financial plans which are available to them.
- 9. Women entrepreneurs shall have to make help support business organize.
- 10. Women entrepreneurs the art of balancing life and work.
- 11. Women entrepreneurs shall hire a talented and proficient representative.
- 12. Women entrepreneurs will have a good education to have good information for maintaining a business.
- 13. Women entrepreneurs will have awareness of relating their business.
- 14. Women entrepreneurs will know the market procedure to run the enterprise to have a worldwide reach.
- 15. Women entrepreneurs will have proper and procedural training to enhance their business.
- 16. Women entrepreneurs will know the market procedure, direction, and focus, so that to have a smoother running of business.
- 17. Women entrepreneurs will have a self-confidence and self-motivation while running an enterprise.

## VII.CONCLUSION

The Golden age of women entrepreneurs started. Along these lines, Women entrepreneurs can change families and society others that a commitment to business improvement. Expanding the number of women entrepreneurs is an indication of solving monetary issues. Indian women entrepreneurs face many difficulties for example, lack of money, hiring, lack of education, lack of network and so on. Government as to take initiative to provide interest free loan, conduct skill improvement programs to educate women entrepreneurs about business methodologies.

The importance of women entrepreneurs is being expanded because they are the backbone of our nation's development. It has been rightfully depicted by our first Prime Minister Pandit Jawaharlal Nehru, that "when women move forward, the family moves, the village moves, and the nation moves". The role of women entrepreneurs and their commitment towards this nation is high. Their sacrifice and support of this society are strengthening.

#### REFERENCE

- [1] Vargheese Antony Jesurajan S. and Edwin Gnanadhas M. (2011), "A study on the factors motivating Women to become Entrepreneurs in Tirunelveli District", Asian Journal of Business and Economics, Vol. 1, No.1, p.2.
- [2] Vijaykumar A and Jayachitra S. (2013), "Women Entrepreneurs in India – Emerging Issues and Challenges", International Journal of Development Research, Vol. 3, Issue.4, p.014.
- [3] Rajini and Mehta S. (2014), "Challenges faced by Women Entrepreneurs in India", TMIMT International Journal, Vol. 1, Issue -2, p.3.
- [4] Sweety Gupta and Aanchal Aggarwal (2015), "Opportunities and Challenges faced by Women Entrepreneurs in India", Journal of Business and Management, Vol. 17, Issue-8, p.70.
- [5] Ranbir Singh (2015), "Women Entrepreneurship Issues, Challenges and Empowerment through Self Help Groups: An Overview of Himachal Pradesh", International Journal of Democratic and Development Studies, Vol. 1, No.1, p.52.
- [6] N.K.Susruthan, Dr.A.JencyPriyadharshany "Role of Women Entrepreneurship" International Journal of Pure and Applied Mathematics Volume 120 No. 5 2018, 4199-4210 ISSN: 1314-3395 pp4199-4209