



ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC DEVELOPMENT

I measure the progress of a community by the degree of progress which women have achieved. - Dr.B R AMBEDKAR

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ABSTRACT

Entrepreneurship development among women is important for the achievement of broader development objectives such as growth with equity. Studies indicate that many women entrepreneurs are found working in difficult situations when compared to their male counterparts. Factors like political instability, poor infrastructure, high production costs and non-conductive business environment affect women entrepreneurs more than men. Limited access to key resources like land and credit, legal and socio-cultural environment also act as serious impediments. In the era of globalisation changing pattern of trade and evolving technologies necessitate skill enhancement that many entrepreneurs in the continent are yet to possess. This paper presents a brief view of the role of women entrepreneurs in the economic development of our country.

INTRODUCTION

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. A woman entrepreneur is therefore a confident, creative and innovative woman desiring economic independence individually and simultaneously creating employment opportunities for others. Thankfully, for the benefit of innovation, business, and society as a whole, in recent years we have seen an increase in rates of women entrepreneurship. Globally, from 2015 to 2016, women entrepreneurship rates increased by double that of their male counterparts. In the United States, not only do women own 11.3 million businesses, it is estimated that 36 percent of all businesses are owned by women, an increase of six percent from 2007.

The belief that role of the women is to build and maintain the homely affairs like bringing water, cooking and rearing children. But in recent time the role of the women has been changed now the women plays an active role in the economic development. The women's constitute of 48 percent in the population in India but there are only 34 percent of the women are participating actively in the economic development. The economic development of the women can be studied through the empowerment. When proper exposure, education and knowledge are imparted to them, Indian women will prove themselves to be highly potential productive force for the development of the nation. The present study the role of women entrepreneurs in economic development in India. To study the potential women entrepreneurs



in India and several factors contributing to the emergence of women as entrepreneurs, the sustained and coordinated effort from all dimensions would pave the way for the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and thereby gaining equality and equal importance for themselves.

Woman Entrepreneur in India – Concept of a Woman Entrepreneur

The role of women at the work place has undergone a dramatic change in the last 50 years, just as the view of entrepreneurship over the centuries. Just five decades ago, there were only a few women who owned and operated their own businesses. The Second World War brought many more women into the workforce, but such accepted social values as the male being the head of the house and women being dependent and staying indoors did not create an environment conducive for women to work unless there was a necessity.

Of late, women have tried to shed this traditional mould. Also, there have been significant social, political, and economic changes that have created opportunities for women as well as given them greater acceptance and recognition in the corporate world. A woman entrepreneur includes a woman or a group of women who initiate, organize, and operate a business enterprise.

Slowly they are making their mark as business women and giving their male counterparts a run for their money. Women entrepreneurs have been on the Indian business scene for quite some time now and have achieved remarkable success. However, their number in relation to the overall number of small scale enterprises is still very small. Worldwide too, the trend is not very much different.

The situation is rather alarming in India. Statistics have revealed that almost all the non-working women (including the ones in the unorganized sector), who comprise the majority of womenfolk in the country, are in a state of complete dependence. With a view to improve the present situation, a number of steps were taken at the national level to address various issues pertaining to them.

Development Initiatives:

As far back as 1954, recognizing the presence of women as a distinct group with special needs, the State—at the Union and State levels—introduced a number of programmes that were basically social welfare and health schemes targeted at motherhood, family care, child welfare, etc.

The approach towards women was welfare-oriented where they were seen as the objects of state benevolence rather than participants in the development process. In the 1970s, there was a shift in the approach of the schemes from welfare to development. In 1974, the Committee on Status of Women in India recommended that only active participation of women would ensure their integration into mainstream economy. As a result, a number of development programmes aimed at improving the lot of women and girls children as an important human resource were introduced. These included education and social development schemes for the girl child at primary level and adult education for women. The plan document then also envisaged giving joint titles to both the spouses in all legal activities such as – transfer of assets, distribution of land/house sites, etc.



The results of such schemes are bearing fruit now and we have seen a perceptible and meaningful improvement in the living standard of women even though a monumental task remains to be achieved in this field.

Woman Entrepreneurs in India – Importance

In modern days, women entrepreneurs are playing a very important role in business, trade or industry. Their entry into business is of recent origin. Women have already shown their vital role in other spheres like politics, administration, medical and engineering, technical and technological, social and educational services. This is true in advanced countries and now in recent years, they have been entering into these fields in our country. Their entry into business is a recent phenomenon in India. It is an extension of kitchen activities. In certain businesses, women entrepreneurs are doing exceedingly well and even they have exceeded their male counterparts. Women are successful not only in law, science, medical, aeronautics and space exploration and even in police and military services, but now they are showing their might even in business and industry. They have proved that they are no less than men in the efficiency, hardwork, or intelligence, provided they are given proper scope.

NEED FOR THE STUDY:

Women entrepreneurs have been carving out a niche for them across the globe, including India especially in niche and unconventional businesses. However, there is significant potential to harness the untapped potential of women's entrepreneurship in India", according to Mastercard Index of Women Entrepreneurs.

India has been developing fast, but not always equitably or inclusively. Our development model is very much a work in progress and deep-rooted challenges remain. The biggest issue we face is the empowerment of women. Across the world, educating and empowering women has proven time and again to be the catalyst for rapid socio-economic growth. Conversely, societies where women are repressed are among the most backward. India seems to be somewhere in-between. Women in India make up 7.5% of the world's total population. While certain development indicators show their quality of life is improving – maternal mortality rates declining; literacy rates increasing; more women gaining access to healthcare and education – the pace of change is heartbreakingly slow.

OBJECTIVES OF THE STUDY:

- To study the role of women entrepreneurs in economic development
- To study the potential women entrepreneurs in India
- Study the factor contributing the economic entrepreneurs of the women.
- The problems faced by the women in the development process.

SCOPE OF THE STUDY

The scope of the study covers the women entrepreneurs in the Hyderabad and would like to collect the data from the selected entrepreneurs in India.

RESEARCH METHODOLOGY

The data would like to collect from the both the sources primary and secondary. The primary data can be collected the through interaction with the female entrepreneurs and with the structured questionnaire. The secondary data through magazines , news papers , articles published and the recent studies on the women entrepreneur development. Using SPSS and chi square technique data can also be analysed.

SOME OF THE OBSERVATIONS

International Women's Day on March 2017 saw large scale strikes by women, the theme this year was 'A Day Without a Woman'. If women in India were to take a day off then the economy would face a serious setback, teachers in schools are mostly women and children would face a difficult time learning, household chores would not be done which would bring down the productivity and ease with which this patriarchal regime thrives upon, even though the private sector sees only a small percentage of women in the workforce that is still enough to create a loss. More women may be involved in undocumented or 'disguised' wage work than in the formal labour force. It is estimated that over 90 per cent of women workers are involved in the informal sector and not included in official statistics (The World Bank, 1991). The informal sector includes jobs such as domestic servants, small traders, artisans, or labourers on a family farm. The female labour force which is unaccounted for in the census would naturally find a seeming halt to the system.

In India, where the economy has been growing rapidly over the past 30 years, recent statistics appear to show that women's workforce participation rates (already low by international standards) have declined. Is there something about Indian society and the nature of economic growth that has led to this historically unprecedented combination of trends? Estimates of employment in India are based on surveys conducted periodically (not every year) by the National Sample Survey Office (NSSO). It said that in 1999-2000, 35% of rural women and 17% of women over 15 years old were "working", as regular or casual wage workers, self-employed or unpaid helpers in family enterprises (like farms or small shops). By 2011-12 (the most recent survey published), after a period of rapid economic growth, this has declined to 25% in rural areas and remained at the same pitifully low rate in urban areas.

CHARACTERISTICS OF WOMEN EMPOWERMENT

- ❖ Women empowerment is giving power to women. It is making women better off. It enables a greater degree of self-confidence and sense of independence among women.
- ❖ Women empowerment is a process of acquiring power for women in order to understand their rights and to perform her responsibilities towards oneself and others in a most effective way. It gives the capacity or power to resist discrimination imposed by the male dominated society.
- ❖ Women empowerment enables women to organize themselves increase their self-reliance and it provides greater autonomy.
- ❖ Women empowerment means women's control over material assets intellectual resources and ideology. it challenges traditional power equations and relations.



- ❖ Women empowerment abolishes all gender base discrimination in all institutions and structures of society. it ensures participation of women in policy and decision-making the process at domestic and public levels.
- ❖ Women empowerment means exposing the oppressive powers of existing gender social relations.
- ❖ Women empowerment makes women more powerful to face the challenges of life, to overcome to the disabilities , handicaps, and inequalities . it enables women to realize their full identity and powers in all spheres of life.

CURRENT SCENARIO ON WOMEN EMPOWERMENT

Based on the ideas championed by our founding fathers for women empowerment, many social, economic and political provisions were incorporated in the Indian Constitution. Women in India now participate in areas such as education, sports, politics, media, art and culture, service sector and science and technology. But due to the deep- rooted patriarchal mentality in the Indian society, women are still victimized, humiliated, tortured and exploited. Even after almost seven decades of Independence, women are still subjected to discrimination in the social, economic and educational field.

MAJOR LANDMARK STEPS TAKEN FOR WOMEN EMPOWERMENT

Provisions made under the Constitution of India such as: Right to equality under Article 14 of the Indian Constitution guarantees to all Indian women equality before law; Equal pay for equal work under Article 39(d), guards the economic rights of women by guaranteeing equal pay for equal work; and Maternity Relief under Article 42, allows provisions to be made by the state for securing just and humane condition of work and maternity relief for women. Acts like the Dowry Prohibition Act, 1961, prohibits the request, payment or acceptance of a dowry. Asking or giving dowry can be punished by imprisonment as well as fine; Protection of Women from Domestic Violence Act, 2005, provides for a more effective protection of the rights of women who are victims of domestic violence. A breach of this Act is punishable with both fine and imprisonment; Sexual Harassment of Women at Work Place (Prevention, Prohibition, and Redressal) Act, 2013, helps to create a conducive environment at the workplace for women where they are not subjected to any sort of sexual harassment.

GENERAL BARRIERS TO WOMEN EMPOWERMENT

In particular, women have faced a range of structural and social barriers in fully participating in the Indian economy, which not only hinders their individual agency but also limits India's ability to continue to modernize. Gender discrimination begins at a young age. Girls face a range of structural barriers that contribute to unequal educational and economic performance: for example, only 53% of schools have sanitary facilities for girls. Further, the threat of gender-based violence discourages girls and women from leaving their homes and is used by some parents to justify marrying off daughters before the legal age of 18; however, marriage provides girls little protection from violence—over 50% of both male and female adolescents justify wife beating, and 6 in 10 men admit physically abusing their wives. There



are numerous instances of rapes and sexual assaults on girls and young women across the country, most notably the gang rape and subsequent death of a physiotherapy student in Delhi in 2012 that spawned nationwide protests and the BBC documentary India's Daughter.

Perspective: The most widespread and dehumanizing discriminations against women are on the basis of the biased perspective. The discrimination against the girl child begins from the birth itself. Boys are preferred over girls; hence, female infanticide is a common practice in India. The ordeal that an Indian girl faces at birth is only the beginning of a lifelong struggle to be seen and heard.

Patriarchate Bottlenecks The traditional Indian society is a patriarchal society ruled by the diktats of self-proclaimed caste lords who are the guardians of archaic and unjust traditions. They put the burden of traditions, culture, and honor on the shoulders of women and mark their growth. The incidences of "honor killing" reveal the distorted social fiber in the male-dominated society.

Economic Backwardness: Women constitute only 29% of the workforce but forms majority of the destitute in the country. There has been a failure in transforming the available women base into human resource. This, in turn, has hampered not only the economic development of women but also of the country' as a whole.

Implementation Gaps Through all these years, the attention is only on developing and devising new schemes, policies and programmes and have paid less attention to the proper monitoring system and implementation short-sightedness, for e.g. despite the presence of The Pre-Natal Diagnostic Technologies Act and various health programmes like Janani Suraksha Yojana and National Rural Health Mission (NHRM), our country has a skewed sex ratio and a high maternal mortality. rate (MMR).

CONCLUDING

Gender is the new driver of economic growth. The tools are already in place and now the schemes under government of India should be implemented properly for India to reap multiple benefits. Women in the rural areas are wholly oblivious of their rights. It will require a much greater and concerted effort for the various measures to become a living reality for women in the rural areas. Empowerment of women enable them to become equal partners with their male counterparts so that they have mutual respect for each other and share the responsibilities of the home and finances should be the ultimate goal. We must aspire to achieve. Enforcement of basic human rights of gender equality must take place, without undermining the institution and sanctity of marriage, and family. India can achieve the economic development by providing support to working women like Maternity Benefits, Working women hostels, Rajiv Gandhi National Creche Scheme For the Children of Working Mothers.

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