



PROMOTIONAL EFFORTS SUPPORTING WOMEN ENTREPRENEURS IN INDIA

C.KAVITHA

P.G Student, Dept. of
Mgmt. Studies Gates
Institute of Technology
E-mail:

kavitha.ideaabi@gmail.com

K.KEERTHI

P.G Student, Dept. of
Mgmt. Studies Gates
Institute of Technology
E-mail:

kunekeerthi43@gmail.com

C.A. MAHESH KUMAR

Assistant professor, MBA, Dept.
of Mgmt. Studies Gates Institute
of Technology
E-mail:

maheshkumar6684@gmail.com

ABSTRACT

In the modern liberalized world, women entrepreneurs play a very significant role in business development. In the olden days women were famous for kitchen, kids, kitting but now they are in different world as such as papad making, pickle making and politics. They have become highly skilled and professional. The number of problems faced by women entrepreneurs in their business activities, their participatory level is not decreased at day by day the participation level of women is increased and the development of economy of country also increased. Entrepreneurship enhances financial independence and self-esteem of women. Women's participation in trade, industry, and commerce, requiring entrepreneurship is still poor, mainly because of the problems associated with their financial position. The present study focuses on Problems and Promotional efforts Supporting Women Entrepreneurs in India.

Keywords: Women Entrepreneurship, Women entrepreneurs, Problems and Promotional aspects of Women Entrepreneurs.

INTRODUCTION

Women entrepreneurship is the function of establishing enterprises by the women as entrepreneurs. In the modern liberalized world, women entrepreneurs play a very significant role in business development. In the olden days women were famous for kitchen, kids, kitting but now they are in different world as such as papad making, pickle making and politics. They have become highly skilled and professional.

Women entrepreneurship is based on purposeful and systematic innovation. It included not only the independent women entrepreneur but also company directors and managers who actually carry out innovative functions. In general, women entrepreneurship is the process of promoting new venture by the women

In fine, women entrepreneurs are those women who generate business ideas or select the best opportunity, mobilize resources, combine the factors of production, undertake risks and operate the enterprise in the most effective manner with a view to earning profit. The prospective role of a woman entrepreneur in India has been realized since a long time Indian history reveals that there have been several women like Razia Sultan, Laxmi Bai, Nur Jahan, and Rani Padmini who have successfully ruled their Kingdoms. In modern India also several women leaders and administrators like Sarojini Naidu, Indira Gandhi, Vijaya Laxmi Pandit who have succeeded in their statesmanship. All these prove that Indian women are in no way inferior to men in all walks of life and they can be good entrepreneurs as men in the country.

CHARACTERISTICS OF WOMEN ENTREPRENEURS

- Enterprising women have further ability to work hard. The imaginative ideas have to come to fair play. Hard work is needed to build up an enterprise.



- Women entrepreneurs must have an intention to fulfil their dreams. They have to make a dream translated into an enterprise.
- Most of the successful women entrepreneurs measure the pros and cons of a decision and tend to change if the situation demands. They never feel reluctant to revise their decisions.
- Successful entrepreneurs always tend to think ahead. They have got telescopic abilities which make them think for the future.
- Enterprising women take risk but the risk is well calculated. It offers challenges where chances of survival and failure are on equal footing.
- Successful women entrepreneurs like to have immediate feedback of their performance. They learn from their experience and never get discouraged having received unfavorable information.
- Entrepreneur has got the quality of sticking to job she decides to undertake. They work sincerely until the whole project is successfully implemented

PROBLEMS OF WOMEN ENTREPRENEURS

- Due to various constraints imposed by traditional society, women entrepreneurs show an initial of confidence in their abilities.
- The legal, statutory and procedural formalities to be completed before and after launching an enterprise frighten women entrepreneurs as they possess little knowledge about it.
- Quick decision making and problem solving approach is not commonly found among the women entrepreneur. They get emotionally involved in tackling problems.
- Problems of product marketing is a common experience of most of the women entrepreneurs that they face a tremendous problem while marketing their products.
- Many women entrepreneurs face operational problems particularly when dealing with workers. Due to sociological norms, it is observed that male workers do not like to take orders and obey women executives.
- Occupational mobility, such as shifting from one product line to another is an area where women entrepreneurs are generally found to be more at a disadvantageous position role.
- Women, especially in our country, face certain problems, which are different from their male counterparts, in the course of starting and managing their own businesses.
- Many women entrepreneurs lack of management inputs like business planning, administration, marketing, finance, labour laws, taxation etc.
- Inadequate vocational and technical training among women reflects upon their project selection. The basket of opportunities, government schemes and incentives do not promptly reach the aspiring women entrepreneurs.
- The women entrepreneurs were exasperated by the indifferent attitude of government officials of the small industry-related departments like taxation, labour, power etc., i.e., when the authorities come to know that the unit is being run by a woman, they discourage allotting sales tax number and giving electricity connection.
- Typically women entrepreneurs of small-scale enterprises start well but somewhere down the line in their day to day operations they miss the route to success.
- The women entrepreneurs also expressed their inability to change the negative attitude of labour force while some of them complained of unionism amongst them. Moreover the



women entrepreneurs admitted the lack of experience and self-confidence on their part to deal with personal working in their organizations.

PROMOTIONAL EFFORTS SUPPORTING WOMEN ENTREPRENEURS IN INDIA

1. **Self-Help Groups (SHGs):** This is an association of small group of self-employed rural or urban women entrepreneurs who join together to take care of group welfare. This is a voluntary association each member contributes small amount to cover seed money.
2. **Federation of Indian Women Entrepreneurs (FIWE):** It is an outcome of the resolution passed in 4th International Conference Women Enterprises held at Hyderabad. It is mainly interacts with various women associations of the country through a network to facilitate the members in diversified activities.
3. **Women's India Trust:** This trust was established in 1968. Aims were to give educational programs and training to women in various fields. Also aimed at giving computer training to women.
4. **Small Industries Development Bank of India (SIDBI):** It is an institution established at national level to provide facilities to small-scale industries. It has two programs in the name Mahila Udyam Nidhi and Mahila Vikas Nidhi to support and promote women entrepreneurs
5. **Central and State Government Schemes:** It includes DWACRA- Development of women and children in Rural Areas.
6. **National Bank for Agriculture and Rural Development (NABARD):** It is an autonomous financial institution at the national level established on the lines of Reserve Bank of India. It provides various types of agricultural credits to agriculturalists of the country. It is also provides liberal credits to rural women.
7. **Indira Mahila Yojana (IMY):** IMY was develop to help women to achieve economic strength through micro-level income generating activities and to establish convergence of various services such as literacy, health, non-formal education, rural development, water supply, entrepreneurship etc.
8. **Swayamsidha:** Swayamsidha was evaluated by an external agency in 2005. The evaluation report indicated that women in Swayamsidha Blocks have strengthened their social standing in society. Awareness of social evils alcoholism, dowry and female feticide is visible.
9. **Swa-Shakti:** Another similar project implemented by this Ministry from 1999 with funding from World Bank, International fund for Agricultural Development (IFAD) and Government of India on experimental basis was Swa-Shakti. This project was implemented through State women's development corporation (WDCs) at State level and NGOs (Non-Governmental Organizations) at field level. Swa-Shakti showed good progress as it achieved most of its physical targets and has been graded most of the World Bank as satisfactory.
10. **Support to Training and Employment Programme (STEP) for Women:** The scheme aims at providing an integrated package of the services to women like up gradation of skills through training, better and sustainable employment opportunities, facilitation of organization of women and support services with the coverage of health check-ups, referral services, mobile crèches and education facilities.
11. **Small Industries Development organization (SIDO):** They conduct many programmes for the women and one of the most important one is entrepreneurship development programme for women. It has also instituted an award called "Outstanding women entrepreneur of the year" to recognize the efforts of women entrepreneur.



12. Self-Employed Women's Association (SEWA): It is a trade union of women which was registered in 1972. Since its inception it is functioning to empower poor rural women entrepreneurs. Even rural poor women have become its members to become self-employed persons. SEWA helped poor women labourers to get organized and also to do trades of their choice.

13. Association of Women Entrepreneurs of Karnataka (AWAKE): It was established in 1983. The intention of its establishment was to help women entrepreneurs. It trains and helps women to start their own business and thereby empowers them to join the economic main stream.

14. Consortium of Women Entrepreneurs of India (CWEI): It is a voluntary organization consisting of NGOs and SHGs, voluntary organizations and individual business units. This came into being in 2001. The objective is to provide technology up gradation facilities to women entrepreneurs and other facilities in marketing, finance, HRD, and production.

15. SBI Stree Shakti package: Under this scheme, Entrepreneurship Development Programs (EDPs), exclusively designed for women entrepreneurs, are conducted. The programs are organized with the help of SBI staff training college and the local branches.

16. National Credit Fund for Women or Rashtriya Mahila Kosh (RMK): It is a tool for empowerment of the poorest; the higher the income and better the asset position of the borrower, the lower the incremental benefit from further equal doses of micro-credit is likely to be.

17. IDBI's Mahila Udyam Nidhi (MUN) Scheme: The IDBI has set-up a special fund, Mahila Udyam Nidhi with a corpus of ₹ 5 crore to provide seed capital assistance to women entrepreneurs intending to set-up projects in SSI sectors. The scheme is implemented by SIDBI. Women entrepreneurs who can start and manage an enterprise with a minimum financial status of 51 per cent of the equity are eligible for assistance, provided the project cost excluding working capital is less than ₹ 10 lakh.

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