ANALYTICAL STUDY ON WOMEN ENTREPRENEURSHIP AND RURAL DEVELOPMENT

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Abstract: In today’s world women entrepreneurs are playing an important role and have become the vital part of the business environment. Increasing number of women are becoming leaders of their own businesses, and many are still striving hard to attain their goals. Women are the fastest rising populations of entrepreneurs and contribute significantly to job creation and economies around the world. Government of India has also introduced National skill development policy and national skill development mission in 2009 in order to provide skill training, vocational education and entrepreneurship development to emerging work force. However it’s not the only responsibility of government to train women therefore other stakeholders need to shoulder the responsibility. The main purpose of this paper is to find out the status of women entrepreneurs in India. This paper also focuses on problems, issues, challenges faced by women entrepreneurs, how to overcome them and to analyse policies of Indian government for and problems faced by them while pursuing their business. On the basis of this study some suggestions are given to encourage and motivate women entrepreneurs to become successful entrepreneurs.

I. INTRODUCTION

Before the 20th century, women operated businesses as a way of supplementing income. In many cases, they were trying to avoid poverty or were replacing the income from the loss of a spouse. At that time, the ventures that these women undertook were not thought of as entrepreneurial. Many of them had to bow to their domestic responsibilities. The term entrepreneur is used to describe individuals who have ideas for products, and/or services that they turn into a working business. In earlier times, this term was reserved for men.

In the 1900s, due to a more progressive way of thinking, and the rise of feminism, female entrepreneurs began to be a widely accepted term. Although these women entrepreneurs serviced mostly women consumers, they were making great strides. During the Great Depression, some of the opportunities afforded to women took a backseat and society seemed to reverse its views, reverting to more traditional roles. This affected women working in business; however, it also served as a push to those involved in the entrepreneurial world.

Even though female entrepreneurship and the formation of women business networks is steadily rising, there are a number of challenges and obstacles that female entrepreneurs face. One major challenge that many women entrepreneurs face is the effect that the traditional gender-roles society may still have on women. Entrepreneurship is still considered as a male-dominated field, and it may be difficult to surpass these conventional views. Other than dealing with the dominant stereotype, women entrepreneurs are facing several obstacles related to their businesses.

II. WOMEN ENTREPRENEURSHIP

For developing country like India, women entrepreneurship plays an important role especially their benefaction in economic development. The ILO (International Labour Organisation) defined the women’s enterprise as a small unit where one or more women entrepreneurs have not less than 50 per cent financial holdings. The apprehension of women entrepreneur is becoming a cosmic phenomenon playing an important role in business community. In a country like India, women got
opportunity very late because of orthodox and traditional value concept. Especially women in rural areas come across numerous of hurdles to meet the family requirements as she faces problems in building up an enterprise on her own as she does not possess the managerial skills and capability to raise the funds for setting up an enterprise or expand the existing venture. The development of women entrepreneurship in rural areas is very important for overall economic development of the country.

III. LITERATURE REVIEW

The focus of literature review will be at the concept of entrepreneurship, and then drive on to look at women entrepreneurship. Directing a literature review is a vital element of the research process. This paper looks at the literature around female entrepreneurs, concentrating on female entrepreneurship in India.

1. Tambunan, (2009), made a study on recent developments of women entrepreneurs in asian developing countries. The study focused mainly on recent developments of 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 per cent 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.

2. Madhu Rathore and Dr. Suman Singh (2008) have tried to analyze the concept of women entrepreneurship. They observed the various strategies, the requirements of women entrepreneurs, remedies to solve their problems, training need for empowering women entrepreneurs, various stages in the process of entrepreneurship etc. About 66% of the female population in the rural sector is idle and their potentialities go unutilized. This is mainly due to hostile role played by existing social customs. The young girls and women are not allowed to work independently. Now the scenario is changing fast with modernization, urbanization and development of education and new awareness. Today, no field is unapproachable to well trained and qualified Indian women. The women force will get another dimension, if entrepreneurial skill is developed with a view to achieve human resource development and strengthen the nation’s economic development. Entrepreneurship of women will, not only enable them to get better jobs and economically self-sufficient or independent, but the society also will greatly benefit there from. Their education must be practical and well-suited to their needs, especially in relation to health, nutrition and legal rights. With the increasing realization that the entrepreneurs are important, many state level and national level organizations and institutions are promoting entrepreneurship by conducting training programmes aimed at their specific requirements. In the present global competitive business and industrial situation the women entrepreneurs can play a greater role and emerge themselves, in yet another new dimension of the entire universe.

IV. OBJECTIVES OF THE STUDY

The study is based on secondary data collected from published reports of newspapers, journals, websites etc.

i. To find out factors responsible to persuade women to become entrepreneur.
ii. To study about the assistance provided by government on women entrepreneurship.
iii. To decisively examine the complications encountered by women entrepreneurs in country.
V. PROGRAMMES FOR WOMEN AND THEIR IMPACT

Development of women and children in rural area programme (DWCRA) was started in September 1982 in the form of sub plan of Integrated Rural Development Programme. The main of this programme was to provide proper self employment opportunities to women of those rural families who are living below the poverty line, so that their social-economic standard could be improved.

VI. RURAL WOMEN’S DEVELOPMENT AND EMPLOYMENT PROJECT

The rural women’s development and empowerment project (now also being called “SWA-SAKTI Project) has been sanctioned on 16 October 1998 as a centrally sponsored project for five years at an estimated outlay of Rs.186.21 crore. The objectives of the project are

i. Establishment of self-reliant women’s self-help-groups (SHGs) between 7400 and 12000 having 15-20 members each, which will improve the quality of their lives, through greater access to and control over, resources;

ii. Sensitizing and strengthening the institutional capacity of support agencies to proactively address women’s needs;

iii. Developing linkages between SHGs and leading institutions to ensure women’s continued access to credit facilities for income generation activities.

VII. CHALLENGES FOR RURAL WOMEN ENTREPRENEURS

The main challenges faced by women in rural areas of India are that they are not able to balance time between career and family, low literacy rates, lack of finance assistance, which leads to problem in raising funds for starting up a new venture, less availability of raw material also one of the factor as there is poor road connectivity. There are social barriers caste, religion still dominate the rural women entrepreneurs which create hindrance for them to grow and prosper. Our Indian constitution has laid down equal rights for men and women but still it’s a male dominated society, but in reality the scenario is something different, women are still being underestimated and are not allowed to be participative in every sphere of life. In today’s era of technology women entrepreneurs face lot of difficulty and complications to cope up with the new inventions and highly upgraded technology which leads to tough competition in market and they have to fight hard to sustain in market. Today management plays an important role in every sphere of life whether it is business or domestic work. The managerial ability is needed at every level of working right from planning, organizing, directing, staffing, controlling, motivating etc. Due to bereft of education women entrepreneurs are not coherent with the above mentioned managerial skills which is the major cause for women entrepreneurs to run the venture systematically. In our country the finite manoeuvrability is one of the reasons for rural women entrepreneurs to grow and compete with other in the business world. Moving alone and inability to drive has become an obstacle for rural women to cope up with the present scenario. Lack of entrepreneurial proficiency is a major perturb for rural women entrepreneurs. Low risk bearing capacity and inefficient managerial skills leads to high cost of production and which stands as a hurdle before rural women entrepreneurs. Women are very emotional and delicate, since they are not smart enough to move for marketing, distribution and collection of money they have to rely on middlemen for all these tasks, who at a times exploit them for providing such kind of assistance to women by adding their own profit margins which results to servile profits. Lack of motivation is also one of the reasons of lower development of women entrepreneurs in rural regions.

VIII. CONCLUSION

In the present context of the society with globalisation, industrialization, urbanization and development of education has lead to a rapid change in the country. Due to which opportunities for employment have increased and rural women are engaged in every other activity to live their livelihood. Women need encouragement and reassure from their families, government, society, male
counterparts etc. Government should come with more practical policies and training programmes to provide assistance to women entrepreneurs in rural areas. Government should lay more emphasis on empowerment of women through providing them training and financial assistance so that women in rural areas can grow and prosper and contribute equally in economic development of country. Hence it’s very important to provide training and build new programs to help rural women to learn entrepreneurial skills and a course of action to achieve success or a specified result.

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