

Role of Women Entrepreneur in Rural Development

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Abstract

Rural women's economic and social development is necessary for the overall economic development of the society and Nation. Women throughout history have proved their entrepreneurial skills, managerial skills in and out of the house. But these have always been neglected in a men dominating society. Now a day there has been a sense of openness towards women entrepreneurship. Now women in some rural areas are running their own business and yet again proving their leadership skills. But it hasn't been capitalized the way it should be. This paper focuses on various aspects of women entrepreneurship and it's role on rural development.

Keywords : Women Entrepreneurship, Rural Development

Introduction:

The term "Entrepreneurship" comes from the French word "Entreprendre" which means, "to undertake". Entrepreneurship is defined as "The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit." This definition refers to the act of setting up new or reorganizing an existing enterprise or business so as to make some profit. Thus it can be said that an entrepreneur is someone who starts or organizes an enterprise undertaking the risk factors involved and grabbing the opportunities to start new businesses, services or products with a "at the end of the line" goal to make a profit. So in this way entrepreneurs introduce new jobs, products, services etc. providing a boost in the nations growth as well as his/her personal stability.

Women entrepreneur is an adult who introduces or runs an enterprise, mostly a commercial one either solely or jointly ventured with keeping the risk factors in mind. The concept of women

entrepreneurship over the years has quite significantly made its way in the global business because of the rise of different organizations for empowering women. However India has made its way comparatively late because of the socio-cultural environment in the society.

Objectives of the study

The study was planned for assessing the following objectives:

- To study various problems which women entrepreneurs face.
- To study different ways to eradicate these problems.
- To study different governmental or organizational schemes for encouraging women entrepreneurship in rural areas.
- To study the impact of women entrepreneurship on rural growth.

Various problems for women entrepreneurs

There have been a lot of factors affecting women entrepreneurs around the country. These are affecting the confidence and motivation of women across the country. These are as follows:

Problem of finance: The first most important problem that women hugely face is raising funds for the enterprise. Bankers as well as financial institutions show their unwillingness to sanction funds to them due to their credit unworthiness. This induces the possibility of raising funds for the enterprise.

Family ties: Women in India are very much attached to their family. They have been made to believe that they are the ones supposed to all the household works like taking care of their children and parents, cleaning of house, food preparation etc. After such huge responsibility women get no time to think about their professional life.

Lack of education: Another setback for rural growth in India has been low literacy rate of rural women. Literacy makes them able to develop managerial skills and decision taking ability which is most important for running an enterprise. According to a survey conducted by NSSO of

Government of India, out of the total rural population, only 2.2 % of them have completed graduation level education as compared to 13% in urban areas. This figure shows that the businesses running or planning to get started by women entrepreneurs in rural India would possibly be without the basic needs for running the business which indicates a probability in future loss.

Limited mobility and the hurdle of middle men : One of the most discouraging factors women entrepreneurs face is limited mobility. Due to our traditional values women aren't quite comfortable with driving vehicles which somehow delays the dealing process. Security of women in rural areas is another major problem. Even in today's world going out and staying the night out in hotel rooms for business purposes is still looked with suspicious eyes. And women often face men who are more interested in them rather than their business. This makes them rely totally on middle men, who take the advantage by charging huge commissions. This becomes a major setback for the growth of women entrepreneurs.

Other than these basic problems there are a lot of other problems which cause setback for these women entrepreneurs like ; availability of raw materials, low marketing skills, social barriers, Legal formalities, lack of motivation.

Ways for eradicating these Problems

All these above factors have a very important role in discouraging women entrepreneurs especially in rural areas. So all these need to be addressed immediately and precautionary majors are to be taken. But the good news is that in recent years there has been a shift of situation in terms of financial problem. There have been a lot of **governmental schemes** introduced to address this issue and encourage women entrepreneurs. The private sector also seems to be opening up for these women entrepreneurs. Ones like **Goldman Sachs; 10000 women** are the ones who have taken a step forward to help women entrepreneurs both fundamentally and financially. Apart from that they need a little support from family and surroundings. So we need to open up a little and provide them the comfort and sense of security to run their enterprise. And not to forget the education. We will have to encourage girl **child education** in all parts of the nation and the world. We as well as the legal system will have to be open and provide them with

a sense of comfort and security, so that they could easily be able move out to other cities whenever needed. This would counteract the hurdle of middle men.

Different Government and organizational Schemes for women entrepreneurs

In recent years a lot of schemes has been introduced by the govt. of India to encourage women entrepreneurs.

Tread Subsidy :Trade Related Entrepreneurship and Assistance and Development scheme aka TREAD scheme launched by govt. of India aims at providing trade related training, assistance and counseling to the poor women who want to start a business.

Bhartiya Mahila Bank : Launched by Govt. of India Bhartiya Mahila Bank is one it's kind of organization formed with a view to support the women in this country.

Cluster Development Programme :This program is adopted by the Ministry of Small and Medium Enterprise aims at providing enhancing the productivity and competitiveness as well as capacity building of Micro and Small Enterprises (MSEs) and their collectives in the country. This gives special subsidies to women run units.

Swayamsiddha: It was launched by Govt. of India with a view to empower women specially rural areas through self-help groups.

References

<http://www.idrf.org/eco-friendly-rural-development-through-womens-entrepreneurship/>

