CHAPTER - III

CONCEPTUAL FRAMEWORK ON WOMEN ENTREPRENEURSHIP AND EMPOWERMENT

‘Woman has been suppressed under custom and law for which man was responsible and in shaping of which she had no hands, woman has as much right to shape her own destiny as man as to shape his, It is up to men to see that they enable them to realize their full status and play their part as equal to men’--- Mahatma Gandhi

3.1. Entrepreneurship- an Overview

Economic development in every economy is a continuous process and activity. The process of socio-economic change is an intrinsic part of human activity. Human being continuously works for utilizing the gift of the nature and makes his living more comfortable. They always think of and work for maximizing economic growth. This is what is happening in every economy. The governments evolve effective programmes to co-ordinates social, economic, technological and cultural factors for the balanced and sustained rate of economic growth. Economic planning is increasingly becoming an effective instrument of socio-economic transformation.

The economic development originates and fosters in relation to the strength and health of the local entrepreneurship and depends on the rate of its generation and equality to the intensity of its sense of social responsibility, its index of managerial capabilities. This is one such law of dynamics of economic development which clearly states that human being is the key factor in economic development and “Entrepreneur” is the driving force. The growth and development of an economy depends upon the strength of an entrepreneur, who works for the growth and sustainable development. The higher the birth rate of genuine industrials and innovative entrepreneurs, the faster is the rate of economic growth. Entrepreneurial density, innovative propensity and management capability in the society in a particular period determine the character and future of the economic development. Therefore, in the economic development of the nation an individual entrepreneur’s plays a vital role.
In other words entrepreneurship is the tendency of mind of an entrepreneur to take intended risks to achieve pre-determined industrial or business growth. As an entrepreneur one as to cultivate the tendency of taking risk confidently. Only the determined will can achieve the industrial growth or the business which is already pre-determined. The individual’s ability of taking risk must be co-operated by a proper decision-making. The entrepreneurship usually finds varied manifestations, handling the risk independently, making profits, creating and grabbing the opportunities to earn more amount of wealth in the present competitive market orientated economy’s, are the few important characteristics of the modern entrepreneurship.

Industrial history reveals that in almost all the countries, industrial development has started with individual enterprises. Many multinational and national corporations have mostly received their inspiration from one or few individuals. While promoting any enterprise, quality of entrepreneurship becomes a major resource. The skill and creativity of an individual can convert a sick business unit into a viable unit. Small business houses give scope for the development of entrepreneurs. Without entrepreneurship, industrialization can’t take place. Entrepreneurs can be developed through well designed entrepreneurship development programmes.

The concept of entrepreneurship currently deals with ability of person who detects and evaluates a new situation in his environment and directs the making of such adjustments in the economic system as he dreams necessary. The entrepreneur conceives an idea and implements his ideas into actions with grit and determination. In the process of implementation, entrepreneurs understands profitable investments, examines in detail the investment opportunities, mobilize capital, completes statutory proceedings adopts required technology and faces threats which comes in a way of performing his ideas.

The most important segment of the economic growth is an entrepreneur. They signify the very important inputs for the economic development of the country. Their innovations in the entrepreneurship bring maximum good and welfare for society and the scared human values inspires them to serve the society. Even their commercial commitment will have a firm belief in social betterment and will carry their responsibilities with conviction which results to accelerate personal, social, economic and human developments. The rate of economic growth is also affected by the competency of the entrepreneurship.
In India, the co-existence of state and private entrepreneurship, small and medium scale sectors are left to private entrepreneurs. The need of the hour is to broaden the entrepreneurial class in India. Such an entrepreneurial class has to fasten the process of factors like production, leading higher economic growth, dispersal of economic activities, development of backward and tribal areas, creation of employment opportunities, improvement in the standard of living of the women and weaker sections of the society and involvement of all sections of the society in the process of growth.

Emerging economic environment conditioned by progressive liberalization, globalization and economic integrations has opened up several opportunities to those who possess entrepreneurial capabilities. The growing economic integrations can create not only equality in competition but also provide culture of entrepreneurship is in place. Several opportunities are opened up by growing economic integration would be exploited for productive proposes provided the culture of entrepreneurship and sufficient scope for the growth and development of women entrepreneurship. This situation is fertile for the growth of women entrepreneurship economic growth, inclusive development, greater innovation and research, creation of more employment opportunities for women, socio-economic empowerment of weaker sections of the society particularly women and progressive and balanced economic development.

The changing scenario is demanding a new class of people to convert the available resources for the welfare of the society, they are called as entrepreneurs. Entrepreneurial quality is innate. But some of the creative qualities are also acquired in the process of execution of a task. An innovative idea is an inborn quality. Imagination, one of the qualities of entrepreneur, is inherited by birth, but foresight another quality can be improved by experience. The importance of an entrepreneur is recognized by his potential skill and innovative ideas in which they have full faith and takes calculated risk in implementing the ideas.

Present world experiencing changes all over the world since from last two decades. Even in India, there is a structural change in the economic activities. Service sector is picking up, because of technological transfer, good scope for research and innovations, expansion, diversification and modernization strategies, merger and acquisition, out sourcing, joint ventures, many new industries are coming up, etc. But
the past history was quite different from the present in the process of development of entrepreneurship and economic development. It has been noticed in three phases like.

3.2 Phases of Entrepreneurship

3.2.1 Entrepreneurship in Pre-British India (Before 1600)

During the pre-British period, India was constituted mainly by villages. There were cities, which were the capitals of the princely states. Villages were self-sufficient. The village population used to get their daily requirements fulfilled with in the villages. The village economy was constituted by farmers, artisans, craftsmen, balutedars and members of the gram panchayat. The artisans, craftsmen and balutedars used to produce various products and provide necessary services. They represented the entrepreneurial culture and possessed the characteristics of an entrepreneur. There was the barter economy, in which commodities were exchanged for commodities. Certain products like spices, needles, and salt were brought from outside by the village traders. Farmers produced the food grains. Members of the gram panchayat established law, peace and order. Thus the village people were completely dependent upon each other. They represented well knit, harmonious relationship.

Indian handicrafts, marble carving, wooden articles, woolens garments, jewelry and textiles attached the world market. Particularly, the Indian Mulmul, a type of Muslin cloth was world famous. Village craftsmen and artisans received special patronage from the Indian Kings and princes. Indian spices, jute, jute goods, minerals, raw cotton, and handicrafts were exported all over the world. There was prosperity. Indian culture was an entrepreneurial culture. There was value and regard for labour. India was described as the land of gold. But Indian economy received a tremendous setback during the British rule.

3.2.2 Entrepreneurship in British –India (1600-1947)

During the British rule, entrepreneurship was started decline. Indian village economy received a big jolt from the competition by the British industries. Mechanization in the British industries initiated the industrialization process in Britain. On one hand, British industries, particularly, the textile industry required raw material which was supplied by the Indian agriculture, on the other hand, British industries were in need of a ready market for their machine made goods. Raw materials were exported
from India and imported machine made British goods flooded Indian markets. As these goods were cheap, compared to the handmade goods, they received a huge response from the common men. The Indian market was flooded with the British goods. This caused a complete destruction of Indian handicrafts and village industries. Princely states were merged in the British Empire. This adversely affected the Indian artisans and craftsmen as they lost the valuable patronage of the Indian kings and the Princes.

The British introduced a new system of Education. The value of the labour was completely lost. People took pride in serving in the administrative services of the British offices. Blue-collar jobs were substituted by the white-collar jobs. Unfortunately, entrepreneurial culture was submerged. The British period witnessed the emergence of the employment oriented mentality among the Indian artisans and craftsmen. They became servants. Risk bearing abilities and confidence were substituted by complete obedience to the British administration. Creativity and innovativeness were substituted by submissiveness and a blind imitation of the British. Once a land of gold, Indian economy was completely paralyzed. At the time of Independence, India was described as an underdeveloped country.

3.2.3 Entrepreneurship in Independent India (1947 onwards)

When India got independence, Indian economy had all the characteristics of an underdeveloped country. Agriculture was the main economic activity. Ninety percent of the population was employed in agricultural activities. Agricultural production was undertaken mainly for self-consumption. But the techniques of cultivation were primitive. The share of the agricultural produce on the Gross National Product was negligible. Industrial sector was completely underdeveloped. There was an acute shortage of capital, skilled workers, infrastructure facilities and conscientious attitude was totally absent. Technique of production was labour intensive and foreign trade suffered from serious balance of payments.

The Exports were constituted of agricultural products, particularly raw cotton, spices, jute, indigo etc. Imports were composed of scarce raw materials, machinery and equipment, food grains etc. Foreign exchange earnings were meager when compared to the foreign exchange expenditure. Infrastructure facilities like electricity, irrigation, transportation, postal services, telecommunication, godown facilities, research institutions and laboratories were not available.
The educational system was also imperfect and was not designed as per the requirements of the economy. The rate of growth and volume of population was very high. The problem of unemployment was severe. Particularly in agricultural sector, there was disguised unemployment. The productivity in the agricultural and industrial sector was at very low level. Markets were underdeveloped and entrepreneurial culture was absent. Considering the dismal picture of the economy, the government of the newly Independent India had a gigantic task before it the task of rehabilitation and reconstruction of the economy of the country.

The government of India declared its economic policy in 1948, when it publishes its first industrial policy resolution. The important features this industrial policy is socialistic pattern of the society, mixed economy was the economic philosophy, balanced growth concept and planned economic development. The novel concept of Mixed Economy was accepted as the economic philosophy. Mixed economy was a golden compromise between capitalism and socialism and aimed at combining the merits of both. The public sector represented the merits of socialism and private sector that of capitalism. The public sector emerged as the senior partner in the process of economic development of the country.

This mixed economic planning was adopted as the strategy to achieve the following goals, like removal of poverty, increasing the national income, increasing the per capita income, agricultural self-sufficiency, speedy industrialization, production of capital goods to create a base for further industrialization, production of consumer goods, removal of economic inequalities, removal of regional disparities, promotions of exports and import substitutions.

Economic planning was introduced in India in 1951 with the commencement of First-Five Year Plan. During this period, the major emphasis was on the development of the agricultural sector and agricultural self-sufficiency. Due to good monsoon all the targets fixed for the agricultural sector were overreached, buffer stocks of food grains were created and agricultural self-sufficiency was established. Satisfied with the progress of the agricultural sector, the government shifted its priority and emphasized the establishment and growth of large scale industries.
The rapid industrialization was the aim of the government. The emphasis on the capital intensive large scale heavy and basic industries, generated income in the hands of the people, but shortage of all the commodities and particularly the commodities of mass consumption, resulted in the sharp rise in their prices. The rate of inflation was very high. On the contrary, it brought serious regional disparities and income inequalities in the rural sectors. Unemployment was increased at a high rate. Poverty, hunger, and shortage of basic necessities shifted the focus of the planners and the government from the imbalanced growth patterns to the balanced growth pattern. Based on this the third five year plan, top priority is given to the development of small-scale and tiny industries as well as the promotion and development of the first generation entrepreneurs.

3.2.4 Entrepreneurship development in India (From 1980 onwards)

The velocity of entrepreneurship development movement was raised into great strength after 1980. During this period the government policies were made to identify, train, motivate, equip, and develop the first generation entrepreneurs. Otherwise people who would not accept entrepreneurship as a carrier. The exertions were telescoped to recognize, drive, instruct implement and promote the carrier of entrepreneurship. Hence the term entrepreneur gained popularity during this period. The main trust of all government policies was on the development of the first generation entrepreneurs.

The movement was initiated by opening up of separate wing in IDBI to provide financial assistance for entrepreneurship development and training the new entrepreneurs. In the year 1980 government of India establish a special apex institution i.e. small Industries Development Bank of India (SIDBI) to encouraging, promotion, financial assistance and support to small entrepreneurs. During this period institutional support was enhanced with establishment and strengthening of the network of large number of institutions at national, state, regional and district levels. Institutions and organizations like SISI, NSIC, Directorate of Industries, TCOs, EDI, SSIDCs, DICs, SIDCs, NISIET, KVIB etc. have given tremendous support to first generation entrepreneurs and small entrepreneurs to such an extent that it will not be exaggeration to say that in the absence of these institutions, India would not have achieved the transformation of the economy from job minded mental setup to entrepreneurial culture.
The Directorate of Industries at the state level, Center for Entrepreneurship Development and the District Industries Center (DIC), with its wide network at the district and the taluk levels are deeply involved in the promotional activities. Organizing training programmes for various target groups, arranging buyers-sellers meets and interactions, facilitating infrastructures and inputs, identifying opportunities, supplying market avenues, providing registrations, licenses, subsidies, incentives and rewards, publishing news, bulletins and magazines are the turning points in the entrepreneurial careers leading them to success.

Chamber of Commerce and industries , Federation of Employers are also supplementing to the entrepreneurship development by providing assistance, guidance, training and providing a platform to develop the links with the large scale industries, multinationals, WTO and foreign markets. In the new millennium, Indian companies particularly MSMEs is posed for transformation as the high-tech industrial economy and culture as the entrepreneurial culture.

### 3.3 General Environmental factors influencing Entrepreneurship

Entrepreneurship does not emerge and grow spontaneously. Rather it is dependent upon several economic, social, political and psychological factors. These environmental factors may have both positive and negative influences on the growth of entrepreneurship. Positive influences imply facilitating and conducive conditions whereas a negative influence refers to factors inhibiting the emergence of entrepreneurship. Various environmental factors influencing the emergency of entrepreneurship are as follows.

#### 3.3.1 Economic Conditions

Economic environment exercises perhaps the most direct and immediate influence on entrepreneurship. Capital, labour, raw materials, and market are the main economic factors.

- **Capital**: Capital is one of the most important prerequisites to establish an enterprise. Availability of capital facilitates the entrepreneur to bring together labour, machine, knowhow and other required raw materials to combine them to produce goods. Capital is therefore regarded as a lubricant to the process of production. The past experience suggests that with an increase in capital investments, capital-output ration tend to increase. This results in increasing
profits which ultimately goes to capital formation. This suggests that as capital supply increases, entrepreneurship also increases.

b) **Labour:** The quality rather than quantity of labour is another factor which influences the emergence of entrepreneurship. It is noticed that cheap labour is often less mobile or even immobile. The potential advantages of low cost labour are negated by the deleterious effects of labour immobility. Adam smith also considered division of labour as an important element in economic development. According to him, division of labour which itself depends upon the size of the market leads to improvement in the productive capacity of the labour due to increase in dexterity of labour.

c) **Raw Materials:** The necessity of raw materials hardly needs any emphasis for establishing any industrial activity and therefore, its influence in the emergence of entrepreneurship. In the absence of raw materials neither any enterprise can be established nor can an entrepreneur be emerged.

d) **Market:** The fact remains that the potential of the market constitutes the major determinants of probable rewards from entrepreneurial function. The size and composition of markets both influencing entrepreneurship in their own ways. Practically, monopoly in a particular product in the market becomes more influential for entrepreneurship than a competitive market. However, the disadvantages of competitive market can be canceled, to some extent, by improvement in the transportation system facilitating the movement of raw materials and finished products and increasing the demand for producers goods.

3.3.2 **Social factors:** Social environment in a country exercises a significant impact on the emergence of entrepreneurship. The main components of social environments are

a) **Legitimacy of Entrepreneurship:** The proponents of non-economic factors give emphasis to the relevance of a system of norms and values with a socio-cultural setting for the emergence of entrepreneurship. In professional vocabulary, such system is referred to as the legitimacy of entrepreneurship in which the degree of approval or disapproval granted entrepreneurial behavior influences its emergence and its characteristics if it does emerge. To increase the legitimacy of entrepreneurship, some scholars have proposed to need for a change in traditional values, which are assumed to be opposed to entrepreneurship and also pointed out
that a complete change may not be necessary for entrepreneurial appearance. Instead, they submit re-interpretation of the traditional values or its synthesis with the newer values to increase the entrepreneurial legitimacy.

b) **Social Mobility:** It involves the degree of mobility both social and geographical and the nature of mobility channels with in a system. The opinion that social mobility is crucial for entrepreneurial emergency is not unanimous. Some hold the view that a high degree of mobility is conductive to entrepreneurship. Both need for openness of a system and need for flexibility in role relations imply the need for the possibility of mobility with in a system for entrepreneurship development.

c) **Security:** It is significant factor for entrepreneurship development. This is reasonable too because individuals are fearful of losing their economic assets or of being subjected to various negative sanctions, they will not be inclined to increase their insecurity by behaving entrepreneurially.

### 3.3.3 Psychological Factors:

Many entrepreneurial theorists have propounded theories of entrepreneurship that concentrate specifically upon psychological factors. Some important psychological factors are

a) **Need Achievement:** Constellation of personality characteristics which are indicative of high need achievement is a major determinant of entrepreneurship development. Therefore, if average level of need achievement in a society is relatively high. One would expect a relatively high amount of entrepreneurship in that society.

b) **Withdrawal of Status Respect:** Hagan attributed the withdrawal of status respect of a group of the genesis of entrepreneurship. Giving a very brief sketch of history of Japan, he concludes that she developed sooner than any non-western society expects Russia due to two historical differences. First, Japan had been free from ‘colonial disruption’ and secondly, the repeated long continued withdrawal of expected status from important groups (Samurai) in her society drove them to retreatism which caused them to emerge alienated from traditional values with increased creativity.
3.3.4 Government Factors: The government by its action or its failure to act does influence both the economic and non-economic conditions for entrepreneurship. Any interested government in economic development can help, through its clearly expressed industrial policy, promote entrepreneurship in one way or other. By creating basic facilities, utilities, services and providing incentives and concessions, the government can provide the prospective entrepreneurs a facilitative socio-economic setting. Such conducive setting minimizes the risks which the entrepreneurs are to encounter. Thus, the supporting action of the government appears as the most conducive to the entrepreneurial growth.

3.4 Women Entrepreneurship

Women constituted around half of the total world population, so is the case of India also. They are therefore, regarded as the better half of the society. In the traditional Indian society a division was made between men’s work and women work particularly that of women with family responsibilities. It curtailed employment opportunities for women in conventional and unconventional fields of economic activity. This led to the concept of work suitable for women. The persisting conceiting concept of women work as auxiliary to that of men has resulted in the continuance of the traditional function of women work. The contribution of women to family, society and nation in comparison with men is not up to the mark. Of course, there are multiple reasons for such situation. Especially our social structure, the family responsibilities trust upon women, lack of particular education, daring to enter in to a business, level of the women self-confidence and also the confidence of the society exhibited on them. This reflects the past, rather than the present or the future.

It is true that the situation is now changing rapidly in all over the world. There has been increasing worldwide recognition and efforts to improve and enhance the creativity, ability and contribution of women to the society, improve the literacy among the women and reducing the gender inequalities. As per the results shown in the Census 2011, Government of India, the literacy rate of women in India is improving, particularly in Karnataka. The women literacy rate in Karnataka (68.13%) is more than the Indian female literacy rate (65.46%). The below table shows the percentages of literacy rate of men and women particularly in Karnataka.
Table 3.1

**Literacy rate in Karnataka (In Percentages)**

<table>
<thead>
<tr>
<th></th>
<th>Karnataka</th>
<th>India</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rural</td>
<td>Urban</td>
</tr>
<tr>
<td>Male</td>
<td>77.92</td>
<td>90.54</td>
</tr>
<tr>
<td>Female</td>
<td>59.60</td>
<td>81.71</td>
</tr>
</tbody>
</table>

Source: Census 2011.

There are many examples before us, since the ages of outstanding performance and contribution of women in almost all the fields, be it science, technology, engineering, social science, music or industry and commerce. The fact that women have certain characteristics, which are different from men in many ways and need for family or social balance need to be kept in mind. Women therefore, may have greater opportunities to perform managerial functions in the emerging knowledge economy.

After the Indian independence many policies were made for the progress of the women. Since 1970’s the government policies concentrated on the development of all kinds of growth and Development policies rather than only welfare developments. More emphasis was laid on the three issues viz, health, education, employment during the preceding century. More encouragements and vitality was given to female entrepreneurs particularly small and medium scale sector. Even public and private bodies, contemplating on the women economic status and encouraged them to achieve the theory of self-employment and venturing the enterprises. The history shows that, in spite of various initiatives of the government and other bodies, the rate of female labour participation in India has been much lower than its neighbor’s in the Indian sub-continent and only higher than that in Pakistan. For example, rates of female labour participation in 2010 in Bangladesh and Bhutan respectively, were 57% and 66%, almost double the rate prevailing in India which was 29 % (World Bank, 2011).

Now-a-days women form an integral part of the Indian workforce. According to information provided by the office of the Registrar General and Census Commission of India, as per the Census 2011, the total number of female workers in India is 149.8 million. Female workers in rural areas and urban areas account 121.8 and 28.0 million respectively. Out of the total 149.8 million female workers, 35.9 million females are working as cultivators and a 61.5 million are agricultural labours, of the remaining
female workers 8.5 million are in household industry and 43.7 million are classified as other workers. The work participation rate of women (as per census 2011) in India is 25.51% as compared to 25.63% in 2001. The work participation rate of women has reduced marginally in 2011, there is an improvement from 22.27% in 1991 and 19.67% in 1981.

According to the latest employment and unemployment survey conducted by Labour Bureau, GOI, (2013-14), thrown light on labour force participations rate in rural and urban areas in all sectors of the economy in different states of India. Telangana and Andhra Pradesh occupy the top position in female work participation rate with 54.6 and 51.3 percentages respectively. Tamil Naidu is at third position with 41.6 percent. The next stages are reserved for Maharashtra and Karnataka with 35.4 and 35.3 percentages respectively. The overall country’s female work participation rate is 31.1% only. The below table shows labour force participation rate in percentages, different states of India.

### Table 3.2

<table>
<thead>
<tr>
<th>State</th>
<th>Rural</th>
<th>Urban</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
</tr>
<tr>
<td>AP</td>
<td>84.2</td>
<td>57.8</td>
<td>70.8</td>
</tr>
<tr>
<td>Gujrat</td>
<td>82.4</td>
<td>34.0</td>
<td>59.2</td>
</tr>
<tr>
<td>Karnataka</td>
<td>81.7</td>
<td>39.6</td>
<td>61.1</td>
</tr>
<tr>
<td>Kerala</td>
<td>74.3</td>
<td>36.7</td>
<td>54.3</td>
</tr>
<tr>
<td>Maharastra</td>
<td>79.4</td>
<td>47.6</td>
<td>64.2</td>
</tr>
<tr>
<td>TN</td>
<td>80.2</td>
<td>52.4</td>
<td>66.6</td>
</tr>
<tr>
<td>Telangana</td>
<td>83.4</td>
<td>70.0</td>
<td>76.7</td>
</tr>
<tr>
<td>All India</td>
<td>76.4</td>
<td>36.4</td>
<td>58.8</td>
</tr>
</tbody>
</table>

Source: Employment & Unemployment Survey 2013-14, Labour Bureau, GOI.

### 3.5 Women Entrepreneurship Development in Five Years Plans

Soon after Independence of the country, the governments are interested to undertake inclusive policies for the faster development of the country by identifying and recognizing the potential but so for untapped segments of the economy. Among those one important with high potential excluded segment of the economy is women
workforce. Our political leaders are realized that, without proper and efficient utilization of these potential resources, the country’s development is very difficult. Government formulated and implements various programs for utilization of women talents in a most productive ways. Women entrepreneurship is one, among the various programmes of the government, in that direction. Entrepreneurship of women can bring empowerment for them. Hence Women entrepreneurship and empowerment was treated as priority aspect of the nation and included in the five year plans since from 1951.

1. **The First Five Year Plan (1951-56)** - Envisaged a number of welfare measures for Mandal’s and the Community Development Programmes were a few steps in this direction.

2. **In the Second Five Years Plan (1956-61)** - The empowerment of women was closely linked with the overall approach of intensive agricultural development programs.

3. **The Third and Forth Five Year Plan (1961-66 and 1969-74)** - In these two five years plans the policy makers of India give due concentration and supported female education as major welfare measure of the nation. They believed that unless educate the females and bring them to the main stream of the society, any economic policy of the nation, may not give good fruitfulness.

4. **The Fifth Five Year Plan (1974 - 79)** - This plan emphasized towards training of women, who were in need of income and protection. This plan coincided with International Women Decade and the submission of report of the committee on the status of Women in India. In 1976, Women Welfare and Development Bureau was setup under the ministry of Social Welfare.

5. **The Sixth Five Year Plan (1980-85)** -In this plan, we can saw that, there is definite shift from women welfare to women development. The policy makers were recognized that women lack of access to resources as a critical factor impending their growth. Hence this policy wants to canalize more amounts of resources and make available from for growth and development of major untapped resource like women.

6. **The Seventh Five Year Plan (1985- 90)** - Plan emphasized towards the need for gender equality and empowerment of women. Here the policy makers want to minimize and abolish gender inequalities. They argued that both men and women having equal rights, responsibilities and capacity to manage the things. For the first
time, emphasis was placed upon qualitative aspects such as inculcation, generation of awareness with regards to rights and training in skills for better employment.

7. **The Eight Five Year Plan (1992-97)** - During this period, efforts were made to increase employment and income generating activities for women under various sectors. Since nearly 90 percent of rural women are engaged in agricultural and its allied activities of dairying, poultry, animal husbandry, handy crafts etc.

It focused more about empowering women, especially at the grass roots level, through Panchayat Raj Institutions. The empowerment of women has been recognized as the central issue in determining the status of women. The part of this plan they introduces political reservation from local bodies to parliamentary elections, various educational polies for female educations, give more emphasis toward self-help groups, micro credit to the women etc., were included in this plan.

In this five year plan, undertaken certain programmes, like ‘Women in Agriculture’ was launched in 1993 to train women farmers. Women co-operatives with full financial assistance from the government were formed to assist women in agro-based industries, the Khadi and Village industries commission (KVIC) took measures to generate more employment opportunities for women, various schemes to help women in developing entrepreneurial skills were launched. Such as Prime Minister Rojgar Yojna (PMK) and Entrepreneurial Development Programme (EDPs), the schemes named as Integrated Rural Development Programme (IRDP), Jawahar Rojgar Yojana, Training of Rural Youth for Self-employment (TRYSEM), Development of Women and Children in Rural Areas (DWCRA) were started to alleviate poverty. This plan also extends 30-40 percent reservation benefits for women.

8. **The Ninth Five Year Plan (1997-2002)** - During this plan, state and central governments adopted special strategy called ‘Women Component Plan’, under which not less than 30 percent of funds/ benefits were earmarked for women related sectors. This policy made some considerable amount of financial resources was employed only women related activities and sectors to ensure the empowerment of women by enhancing their standard of living. Establishment of ‘Women Development Corporation’ (WDCs) provides forward and backward linkages of credit and marketing facilities to women entrepreneurs of small and tiny sectors. Apart from the above schemes, an important scheme on Trade Related Entrepreneurship Assistance and Development (TREAD) was introduced in 1998. This TREAD programme aims
at economic empowerment of women in rural, urban and semi-urban areas. It
develops their entrepreneurial skills, eliminates constraints faced by women and
strengthens their trade support networks.

9. The Tenth Five Year Plans (2002-07) - Aims at empowering women through
translating the recently adopted National Policy for Empowerment of Women (2001)
in to action and ensuring Survival, Protection and Development of women and
children through rights based approach. This policy argued that, the principal of
gender equality is enshrined in the Indian Constitution in its preamble, Fundamental
Rights, Duties and Directive principles. The constitution not only grants equality to
women, but also empowers the state to adopt measures of positive discrimination in
favour of women. In other words the tenth plan has made a major commitment
towards empowering women agent of socio-economic change and development. It
suggests a three-fold strategy for empowering women through social empowerment,
economic empowerment and gender justice.

10. The Eleventh Five Year Plan (2007-12) - This policy states that women as
individuals and in organizations, want to be an inherent part of policy making and
programmes, where the process and outcomes that are equitable, sustainable,
participatory and efficient. This plan has been emerged with a policy of participatory
process of documenting the needs and aspirations of women across different parts of
the country. It focused on the policy of women experience at the ground level needs,
to inform the policy makers at union and state levels. The XI five year plan came
with the some objects and recommendation for women, i.e introduce and promote w-
governance, enforcement and implementation of all pro-women laws, eliminate all
forms of violence against women, redefine poverty line to reflect reality etc.

11. The Twelve Five Year Plan (2012-17) - India is fastest growing country in the
present world, with a growth rate is more than 8% in XI plan period. This high level
growth trend can be retained and sustained only when all the sections of the society
can be properly employed and utilized, especially women become equal partner in
the process of economic development. This plan states that women socio-economic
empowerment including nation’s dignity, equity envisioned in relation to the wider
frame work of women rights. To advancement of women position in the society by
enlarging economic, social, political freedom, but it not taking place overnight, it a
process of gaining a control over self, over resources and over existing societal
perception, attitude and behavior.
This plan focused on some important issues of women empowerment like improving the employability of women, work participation rates, especially in the organized sectors and increase the ownership of assets and control over the resources, increasing the health and education of women, increasing women access to public services and programmes through establishing and strengthens convergence mechanisms at multiple levels, creation of infrastructures for women, and improving the capacity of women organizations and collectives.

3.6. Women Entrepreneurs

The 21st century has witnessed the potentials of women entrepreneurs, who are able to challenge at the global levels in respect of economic prospective. The women of this era is not only restricted for the domesticity but engaged with plausible knowledge and new-fangled sect to reconstruct economy into blooming enterprises. The progresses of women have become crucial development for developing and developed countries. These countries realized that developing women entrepreneurship is indispensable to flourish as economically dominant nation in the modern high-tech world. Keeping these factors in mind these countries have created a good network to arrange the strong platform for women entrepreneurs at global level.

In simple terms women entrepreneurs may be defined as ‘A woman or a group of women who initiate, organize and run a business enterprise’. In other words women entrepreneurship means ‘An act of business ownership and business creation that empowers the women economically increases their economic strength, well position in society and considerable impact in almost all segments of the economy’.

Women entrepreneurs, as person who have shown enterprise, having an eye for opportunity, willingness to take risk, a commercial acumen, and through their enterprising skills and innovativeness, generate employment for others, and create wealth, have a set new trend in the country in the efforts directed at entrepreneurship development in varied walks of life, in particular industry, service and business in small and medium scale sector. It was the Industrial policy Resolution of 1978, which recognized women entrepreneurs as a special group, needing assistance and support, as a sequel to the declaration of international decade for women in the year 1976-1985, and the international conference on women entrepreneurs held at New Delhi at 1984.
In the last two decades of time, women entrepreneurs not only entered business in a small way, but ventured into starting and managing large enterprises on professional lines, and have been able to sustain and survive in the competitive environment. Among the numerous areas of operations that women have entered through self-employment mention may be made of education and training, information and technology sectors, health services, real estate development, tourism, service sector, housekeeping, travel services, organizing conventions and trade fairs, consultancy services etc. Some of the recognized women entrepreneurs from India in the present contemporary business environment are as follows.

1. Indra Nooyi – chairperson and CEO of the second largest food and beverage Pepsi Company.
2. Naina Lal Kidwai – General Manager HSBC, India.
3. Kiran Mazumdar Shaw – Chief Managing Director, Biocon ltd.
7. Neelam Dhawan – Managing Director, HP India.
8. Priya Paul – Chairperson, Apeejay Park Hotel
10. Ekta Kapoor – Director, Balagi Telefilmes.
11. Mallika Srinivasan – Director TAFE
13. Shahnaz Hussain – Shahnaz Herbals Inc, etc.

With their vital rap on all sections of economy women entrepreneurs are very credible, with their confidence, strength, desire and acquiring a balance between their employment and domesticity. In other sense women entrepreneurs are able to take the risks of business independently and tactfully. Accept the challenges to meet their personal essentialities and exists on an independent entrepreneurs. The tenacious desires and inbred quality of entrepreneurship of women will enable them to devote genuine value to both domesticity and social life. Such traits make her bold and constructs with her an iron will towards achievement.
Across the world, since from last three decades have advocated women fiscal, social, political and constitutional empowerment. Ample hub was laid on growth oriented business of women rather than developing women entrepreneurship. Women entrepreneurship in especially MEMEs that are often considered informal has not been able to reach the growth potential. Due to some reasons women entrepreneurship in India is suffering like first, a woman are major players in private sector, particularly in agricultural and in informal business. It is estimates that women owned business accounts for over one third of all firms, and they are the majority of business in the informal sector. Second the ability of women to formalize and grow their businesses, to create jobs and enhanced productivity is hampered where legal and an institutional barrier exists. To overcome those problems and barriers and promote the women entrepreneurship in India, Governments also take various initiatives over a period of time.

One among them and most important one is providing proper education and training facilities in all possible way and sectors to enhance their skill, knowledge and risk handling capacities. ‘To educate your women first and leave them to themselves, they will tell you what reforms are necessary’ Swamy Vivekananda and ‘If you educate the men, you educate the person but if you educate the women, you educate the nation’, Mahatma Gandhi. These two quotations of great legends, it is very clear that women education have its own importance and playing a very important role in socio-economic development of economy and country. The below tables shows women gross enrolment ratios for higher education and from different fields, under gone the training facilities in various sectors.
Table - 3.3

Women Enrolments in Higher Education. (In Thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Men</th>
<th>Women</th>
<th>Total Enrolments</th>
<th>Women %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950-51</td>
<td>157</td>
<td>17</td>
<td>174</td>
<td>10.00</td>
</tr>
<tr>
<td>1955-56</td>
<td>252</td>
<td>43</td>
<td>295</td>
<td>14.60</td>
</tr>
<tr>
<td>1960-61</td>
<td>463</td>
<td>69</td>
<td>557</td>
<td>16.00</td>
</tr>
<tr>
<td>1965-66</td>
<td>349</td>
<td>218</td>
<td>1067</td>
<td>20.40</td>
</tr>
<tr>
<td>1970-71</td>
<td>1563</td>
<td>391</td>
<td>1954</td>
<td>20.00</td>
</tr>
<tr>
<td>1975-76</td>
<td>2131</td>
<td>595</td>
<td>2426</td>
<td>24.50</td>
</tr>
<tr>
<td>1980-81</td>
<td>2003</td>
<td>749</td>
<td>2752</td>
<td>27.20</td>
</tr>
<tr>
<td>1985-86</td>
<td>2512</td>
<td>1059</td>
<td>3571</td>
<td>29.60</td>
</tr>
<tr>
<td>1990-91</td>
<td>2986</td>
<td>1439</td>
<td>4425</td>
<td>32.50</td>
</tr>
<tr>
<td>1995-96</td>
<td>4235</td>
<td>2191</td>
<td>6426</td>
<td>34.10</td>
</tr>
<tr>
<td>2000-01</td>
<td>4988</td>
<td>3012</td>
<td>8001</td>
<td>37.60</td>
</tr>
<tr>
<td>2005-06</td>
<td>6562</td>
<td>4466</td>
<td>11028</td>
<td>40.50</td>
</tr>
<tr>
<td>2012-13</td>
<td>13468</td>
<td>10687</td>
<td>24180</td>
<td>44.20</td>
</tr>
</tbody>
</table>

Source: UGC Annual Reports of Various years.

The above table- 3.3 shows that the total enrolment of women in to the higher education was 17 lakhs, out of 174 lakhs of total enrolments, it represent only 10% in the year 1950-51. This was reached to 20% in the year 1970-71. In the year 2012-13, total an enrolment of women in to higher education was reached to 24180 lakhs, represents 44.20% of total enrolments.

Table - 3.4

Training Statistics for women

<table>
<thead>
<tr>
<th>Types</th>
<th>Numbers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduates</td>
<td>8244</td>
<td>49</td>
</tr>
<tr>
<td>Technical</td>
<td>4866</td>
<td>29</td>
</tr>
<tr>
<td>Technical (Vocation)</td>
<td>3671</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>16781</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Employment & Unemployment survey 13-14, Labour Bureau, GOI.

The table -3.4 indicated that, a good number of women are undergoing different types of trainings in various areas. In the year 2013-14, 8244 (49%) graduate women,
4866 (29%) technical background and 3671 (22%) of women are undergone technical (vocational) training facilities. With increasing the women education rate and availability of different training facilities are also a positive influence on undertake the entrepreneurship and gaining the empowerments.

3.7. The Role of Governments for Promoting the Women Entrepreneurship

Apart from the above educational and training facilities, the governments played very important role in encouraging and development of women entrepreneurship in India. According to a report published by Washington Post (2012 June) ‘the climate of India is supportably inviting for women entrepreneurs, that even the Afghan women entrepreneurs are looking to India on opportunities for way women scheduling work becomes easy when starting a business aligns with personal values and offer freedom and flexibility of all kind. With rapid technological development and advancement of small and medium scale enterprise’s plan to increase its capital expenditure which will lend to more job opportunities by hiring more staff in coming years’. The government initiatives and steps taken for women entrepreneurship is get know by looking history in different phases of time.

3.7.1: Women Entrepreneurship in India, Prior to Independence (Before 1947)

Manufacturing entrepreneurship did not exist in India till 1850 due to weak communication and transportation system from the colonial political structure. British Government and East-India Company took certain initiations and contributed for stimulating the entrepreneurships in India and created some opportunities for both men and women to become an entrepreneur. The modern concept of factory system was introduced in India from 1850 onwards, as a result of this the first wave of entrepreneurship was started in the form of J.N Tata. His first cotton mill was started in Bombay, later iron and steel industries were come up. The second stage of entrepreneurial growth was began after first world war, during this period cement, sugar etc., industries experienced fast growth. From the Second World War onwards the process of entrepreneurship got more impetus. At the same time Indian economy undergoes rapid changes, Indian government introduced various schemes and incentive policies to start new units and boost up them. During war period Indian entrepreneur earns good profits, but soon after completion they experienced a setback. But this phases no entertainment for women entrepreneurs.
3.7.2: Women Entrepreneurship in Post-Independence Period (1947 onwards)

Soon after the independence, the government of India realizing the importance of entrepreneurship and tried to reduce the imbalance of growth of the economy, for that India has adopted mixed economy for its speed development. To achieve this goals our policy makers wanted to proper distribute of economic resources between private and public sectors, establishing the concept of entrepreneurship from industrially backward cities and villages and encourage the new generation entrepreneurs. To meet these objectives, government was undertaken five year plans and industrial policy resolution. Here also no separate scope and improvement for women entrepreneurship.

During this period lot of initiations were taken by both central and state governments to promote and encourage the potential women to take active participation in entrepreneurial activities. Particularly in five year plans, various supportive and assistance schemes and programmes were launched and implemented in the country. The considerable amount of growth and development was taken place in the country especially in micro and small scale sectors and unorganized sectors. Still there is a need for further boost up the women for entrepreneurial activities of the part of the governments.

3.7.3: Women Entrepreneurship in LPG Era (1990’s onwards)

In the year 1991 Government of India adopted a policy like liberalization, privatization and globalizations, to decontrol the economy and open the Indian markets to the foreign players. The concept of LPG was introduced, the information technology attained boom stage in mid-late 90’s, has significantly contributed for third wave of entrepreneurship was prevailed throughout the economy. In 1991 New Industrial Policy was adopted for designing special policies for new age entrepreneurship.

During these period and industrial policy women entrepreneurship and technical entrepreneurs got special incentives and boosts. Central, state and other local governmental bodies are launched various schemes and programmes for women entrepreneurs to bring them to the main stream of society. Various financial institutions, marketing agencies, promotional bodies, laboratory for providing technical know-how for the MSMEs, particularly units owned by women. When Indian government opened the doors of the economy to rest of the global people, competition was increased in all aspects, it leads many challenges before the women entrepreneurs. For their survival,
women also upgrade their knowledge, skills and other things, which are needed by the circumstances. At the end of this period Indian women entrepreneurs are recognized, respected and accepted as global potential human resources and many of them occupy the chief executive officers and managing directors of many fortunate, blue-chip and globally recognized companies.

3.8: Women Entrepreneurs Association

Central and state governments realized the importance and need of development of women entrepreneurship in India. Hence governments setup more representative broad based financial institutions and promotional houses for growth and development of women entrepreneurs in SME sector. Therefore various institutions at state and national level, apart from financial institutions and research and development organizations have been making special provisions to assist women entering small and medium enterprises. National Bank for Agricultural and Rural Development (NABARD) and Small Industrial Development Bank of India (SIDBI), as apex refinancing institutions, Commissionerate of Industries at the state level and number of other institutions provide opportunities and incentives for women entrepreneurs.

The core concept behind these government initiatives is entrepreneurial and managerial development and empowerment of women through women owned enterprises. This initiative presents greater opportunities and encouragement to women entrepreneurs. The focus is on providing counseling and escort services, organizing training on entrepreneurial and managerial aspects exclusively for women entrepreneurs, apart from general programmes, where women can participate and encouraging women entrepreneurs associations to play greater proactive role in guiding and molding prospective and existing women entrepreneurs to benefit from the conducive environment by extending a helpful hand in shaping their dream to become successful entrepreneurs in a real séance.

Special mention may be made of associations of small and medium scale enterprises formed exclusively for women entrepreneurs in recent years. Existing women entrepreneurs who are reasonably well established in the small and medium enterprise sector have promoted women entrepreneurs associations in recent years at state and national level. District level associations are also coming up to enroll more women entrepreneurs in different districts. Some of the important associations are as follows.
1. **Association of Women Entrepreneurs of Karnataka (AWAKE)**

   AWAKE is one of the premier institute, which is established 1983 in Karnataka with a mission of Empowering a Women through entrepreneurship development to improve their economic conditions. To realize its mission AWAKE as its own goals like promote entrepreneurship among women and thereby empowering them to join the economic mainstream, to enhance the status of women in the society ,by creating a culture of entrepreneurship among women in both rural and urban areas and to develop successful model of entrepreneurship for emulation worldwide.

   AWAKE has been guiding the entrepreneurs through voluntary efforts of successful women entrepreneurs adopting professional tools of counseling, training, handholding and peer group support, through which creating, establishing and implementing a complete approach for empowering aspiring women entrepreneurs. It conducted many programs for young and prospective women entrepreneurs, viz, awareness programmes on various schemes promoted by Central and state governments to promote MSMEs and women entrepreneurs, conducting KALAVAIBHAVA exhibition cum sale of products manufactured by women entrepreneurs in association with DIC’s and state government, Nursery School Teachers Training Program to help to women to start an educational activity and creativity center for children’s etc.

   It has been one of the premier institutions of women totally devoted to entrepreneurship development through an exclusive arrangement with a consultancy services viz, imports technical knowledge, trains women entrepreneurs in preparation of project reports, helps in establishment of contracts for finance and identification and selection of a product line and a product, drafts methodology to deal with bureaucratic hassles and tackled labour problems etc.

2. **Federation of Indian Women Entrepreneurs (FIWE)**

   FIWE was emerged in the year 1993, as a good outcome of resolution passed in 4th international conference of women entrepreneurs held at Hyderabad. FIWE basically work as means by interact, interlink and interconnects with various women associations of the country to facilitate member’s involvement, utilization, share their views and opinions of wide range of activities to enhance their success rates and
helps for long run survival by helping them for solving various kinds of obstacles created in entrepreneurial journey.

3. **Consortium of Women Entrepreneurs of India (CWEI)**

CWE of India was registered in 1996 as a civil society, non-profit organization in New Delhi with a mandate to work in the sub-continent with a broader mission of ‘To motivate new generation and women to opt for entrepreneurship as a challenging carrier the only answer to unemployment’. CWEI accredited to Govt. of India and is a member of national board, ministry of MSME. It is working for the sustainable economic empowerment of women and their families through income generating activities and entrepreneurship development.

In the present LPG circumstances and opening up of the Indian economy, environment was completely changed in terms increase the amount of competition, changing the market situations, up gradation of technology etc., needs CEWI to work in the direction of finding innovative techniques of materials, process, production, marketing and finance. CWEI strongly directed its resources towards the way and claims to have achieved success in motivating women to opt for entrepreneurship as challenging carrier. It conducts various kinds of outreach entrepreneurship and skill development training, financial inclusion and support services are being provided to setup micro enterprises amongst the women in various states of the country. It can also delivers technological know-how, new design techniques, skill development and training by act as a catalyst providing all escort services lending to higher productivity, competitive prizes, monitoring stringent quality control etc.

4. **Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP)**

ALEAP is a prominent body formed in 1993 in Andhra Pradesh, with a basic intension of yeoman service for encouraging, guiding, motivating, helping and assisting the young and first generation women entrepreneurs, in particular. They provide counseling and incubation services for prospective and upcoming women entrepreneurs, apart from encouraging them to take to entrepreneurial role and activities.
5. **Self Employed Women association (SEWA)**
SEWA at Ahmadabad, formed in early 1970’s, has a laudable record of service in energizing the unorganized women labour force. It has diversified and expanded its activities in a number of ways to support illiterate, poor, socially neglected, financially exclusive sector women with hardly any financial standing in becoming an entrepreneur or self-employed women through economic activities.

6. **Women Entrepreneurs Promotion Association (WEPA)**
WEPA, Chennai was established in the year 2001, with a motto of serving women through a number of programmes. Basically WEPA is an organization willing to try out new and effective method in training women for employment, entrepreneurship, marketing and canvassing for their brands. In recent days, WEPA’s activities have moved into workshop for exposing women to the emerging trends in industry and new ventures in employment.

WEPA has branched out to other parts of Tamil Nadu and resourcefully used the electronic media to propagate information about counseling session, and awareness programmes. The Women Entrepreneurship Promotion Training Institute (WEPTI) of WEPA has complied the WEPA information year book 2007, sponsored by a number of Central institutions and development banks, the volume gives an overview of the initiatives for empowerment of women. Among the numerous area of operation that women have entered through self-employment, mention may be made of tourism sector, travel services, housekeeping, information technology sector, travel services etc.

7. **Mahakaushal Association of Women Entrepreneurs (Madhya Pradesh Association of Women Entrepreneurs)**
It was established with some aims to empower the women in all angles. Some important goals of this association are encouraging the entrepreneurship in girls and women for their economic independence and empowerment. To achieve this, they organize various categories of workshops, seminars & conferences, on the job and off the job trainings for the benefit of the members of the association, and also encourage society at large for empower the women to join the main stream of the society and be equals to take responsibility for countries growth and development strategies. They share best practices through networking at national and international
levels and provide exposure to the local women entrepreneurs. It also tries to integrate women owned enterprises to global value chain.

8. **Women Entrepreneurs Association of Tamil Nadu (WEAT)**

WEAT is a registered society under 93/06 of Tamil Nadu Act 27 of 1975 of India. It is a recognized body in the policy advocacy forum of government of Tamil Nadu and Govt. Of India. It is a voluntary and proud recipient of successful working women entrepreneurs. It totally devoted and expanded the entrepreneurship development activities among women both rural and urban areas of TN. It has a unique approach of association guiding entrepreneurs through voluntary efforts of successful women entrepreneurs by counseling, training, project formulation and evaluation, bank credit, mentoring and peer group support etc.

9. **Women Empowerment Corporation (WEC)**

WEC is a charitable corporation registered under section 25, not for a profit of Indian Companies Act 1956. It has been established with a social mission and conviction to empower unorganized, illiterate, poor, and socially voiceless and downtrodden women for economic, social, political, legal and spiritual empowerment of women. WEC is working to uplift large number of women in economic, social, political, health, welfare and administration through providing proper and adequate training, tuition, formation of women self-help groups, development of institutions, arrange the required financial assistance and support from banks, financial institutions, governments, local bodies, NGOs, co-operatives, national and international agencies to promote, establish, develop, run and manage the business with the motto of upgrading the status of women and their family through entrepreneurship.

10. **FICCI Ladies Organization (FLO)**

Federation of Indian Chambers of Commerce and Industries Ladies organization are working under the aegis of FICCI. FLO has the following spectrum of activities like promotes women entrepreneurship and professional excellence, organize regular seminars and conferences in which various eminent professionals from industry are invited to offer guidance on various issues such as information technology, taxations, insurance, venture capital, travel and tourism, stock market operation, exports, mutual fund, accountability and marketing etc.
11. **SAARC Chamber of Women Entrepreneurship Council (SCWEC)**

SCWEC was established in March 29, 2001 Colombo, Sri Lanka, with main intention of developing and promoting women entrepreneurs in South Asia. This council works towards facilitate co-operation and networking among the women entrepreneurs in south Asia region. It is an effective platform for strengthening the intra-regional development of women entrepreneurs for economic development thus helping to exchange information on entrepreneurial skills and building trade links among the women of this region. It is also committed to the development of women entrepreneurship with tangible goals of increasing business opportunities, building markets, job creation as well as strategic networking and growing women run enterprise’s in to mainstream business.

12. **National Women Development Corporation (NWDC)**

NWDC is one of the premier institute in India for development of women by serving all the women in the following areas i.e preparation of self-viable projects, provision of training and technical consultancy services, provision of linkage services etc.

13. **Micro, Small and Medium Enterprises Development Organization (MSMEDO)**

It is apex body of a country for assisting the central government particularly ministry of MSME for formulating, coordinating, implementing and monitoring the policies and programmes for MSME in this country. MSME-DO provides a comprehensive range of common facilities, entrepreneurial development support, technology support services, marketing assistance support among others, to women entrepreneurs.

14. **World Association of Women Entrepreneurs(WAWE)**

The World Association of Women Entrepreneurs is an international women business organization. It comprises of more than 40 member countries with more than 29000 business owners. The member represent various sectors like corporate, academic, government, education, agriculture, commerce, manufacturing and service industry. Some of the activities of WAWE are promotion of women entrepreneurship, participation of international conferences, facilitating international collaboration with their counterparts for setting up new units or export and import business.
15. International Centre for Entrepreneurship and Career Development (ICECD)

ICECD is one of the registered trusts, which has been involved in the women entrepreneurs for MSME development in large scale over the last 25 years. Being an international center, it extends its operations and activities across the globe and assisted and supported the women entrepreneurs in over 55 countries.

3.9: Financial Institutions Support for Women Entrepreneurs in India

Today women had entered into every field. The global evidence buttress that women have performing exceedingly well in different spheres of activities like academics, politics, administration, social work, sports, space and so on. Now they have started plunging in to a industry also, to run the enterprises successfully. They have a zeal to start, has the ability to run efficiently and effectively, but the basic problem is lack of awareness about financial support from the financial institutions, which is the life and blood of the organization. Hence effective steps are needed to provide entrepreneurial awareness, orientation, skill development programmes, and details of financial assistance to women entrepreneurs from the institutions, as their functions and opportunities are not popularized much.

The Indian economy has been witnessing a drastic change since mid-1991, with new policies of economic liberalization, globalization and privatization initiated by the Government of Indian. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from fifth five year plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India.

In 1986, a National Level Standing Committee on women entrepreneurs was constituted comprising women entrepreneurs and representatives from FICCI, FASSI and NAYE. The committee aimed at providing fiscal and financial incentives including marketing, training and publicity. A subcommittee was then formed which put forwarded the following recommendations for the promotion of women entrepreneurs.
➢ Designation of lead banks in each state and earmarking funds for women enterprise development.
➢ Coordination between various central departments for funding infrastructure development and survey work opportunities.
➢ Incentives for MSMEs employing fifty percent women workers.
➢ Publicity and dissemination of information, programmes and policies pertaining to women enterprise.

The potential for women to be entrepreneurs has been recognized through various institutions which are established to give momentum to the emergence and growth of women entrepreneurs.

Financial Institutions

In financial economies, a financial institution is an institution that provides financial services for its clients or members. Probably the most important financial service provided by financial institutions is acting as financial intermediaries. Most financial institutions are highly regulated by government. In India the financial institutions broadly classified into banking institutions and special development industries.

3.9.1: Banking Institutions

An organization, usually a corporation, chartered by a state or federal government, which does must or all of the following. Receive demand deposits and time deposits, honors instruments drawn on them, and pays interest on them, discounts notes, makes loans and invests in securities, collect cheques, drafts and notes, certifies depositor’s check, issue drafts and cashier’s cheques.

Commercial Banks (CBs)

All commercial banks in India extend term loans and working capital to women entrepreneurs. Almost all the banks have setup women development cells in assist the women entrepreneurs with various schemes for women with attractive facilitates to encourage and promote women entrepreneurship in their region. But low awareness and a passive mindset ensures that they are very few women to acquire loans because of the difficulty. Some important schemes offered by some public sector banks are
1. **State Bank of India** – the State Bank of India has introduced a programme called ‘Sthree Shakti Package’ for financial enterprises set up by the women entrepreneurs. An enterprise where women holds a minimum financial interest 51 percent of the share capital and gives at least 50 percent of the employment generated. Women are eligible for assistance under this package.

2. **Central Bank of India** – ‘CentKalyani Scheme’ launched to the benefits of women entrepreneurs and women professionals. This scheme offers financial assistance for economic pursuits in industry, agricultural and allied activities, business or profession. The bank with a network of branches spread throughout the country welcomes women entrepreneurs to avail financial assistance. The credit facilities are available for women entrepreneurs for the following.
   - **Small Business**: for entrepreneurs who intend to provide service (no a professional service) such as setting up a small lunch/canteen, mobile restaurant, circulating library etc.
   - **Professional and Self-employed**: entrepreneurs who are specially qualified/skilled and experienced like doctors, chartered accountants and engineers or trained in Arts or craft etc.
   - **Retail Trade**: for entrepreneurs who intend to engage in retail trading of various commodities.
   - **Village and cottage / Tiny industries**: for entrepreneurs who are engaged in manufacturing, processing, preservation and services such as Handlooms, Weaving, Handicrafts, food processing, garments making etc.,
   - **Small scale industries**: to start a unit engaged in manufacturing, processing or preservation of goods.
   - **Agriculture and Allied Activities**: for women entrepreneurs who are engaged/intended to engage in agricultural and allied activities, such as raising of crops, floricultures, fisheries, bee keeping, nursery, sericulture, etc., and also trading in agricultural inputs.
   - **Government Sponsored Programmes**: Apart from the above schemes, women entrepreneurs are also financed under the various government sponsored programmes, where capital subsidies are available.
3. **Bank of India**: Bank of India under Priyadarshini Schemes’ provides long-term and working capital assistance under the following categories.

- To the professional and self-employed viz, Chartered Accountants, lawyers and doctors.
- To small business operations: beauty parlours, laundries and circulating libraries.
- To retail traders: fair price shops, general provision stores.
- To village, cottage and small scale industries.
- To road transport operators viz, auto-rickshaws or taxi drivers.
- To allied agricultural activities.

The maximum loan amount sanctioned depends on the entrepreneurs needs, with limits of up to Rs two lakhs for term loans and up to Rs 1 lakhs for working capital. Interest rates depend up to quantum of the loan. Repayment schedules are fixed after taking into account the expected surplus income, and normally span of period of three to five years. The assets acquired with bank finance have to be hypothecated to the bank as security. The entrepreneur’s contribution margin is about 20 percent, depending upon the type of the activity he/she intends to undertake.

4. **Indian Bank**: Indian Bank was one of the first nationalized banks to open a ‘women cell’ for potential entrepreneurs. This cell acts as a counseling unit for women who wish to undertake entrepreneurial activity. It also acts as an intermediary between the banks and beneficiary. This cell also provides information pertaining to training, products and loans available to women entrepreneurs. The loan is given under the schemes of assistance to urban poor women for self-employment purposes and a term loan for women entrepreneurs.

5. **Dena Bank**: this bank under the scheme of Dena Shakti Scheme, promotes women entrepreneurship by funding a number of activities. Earlier this scheme covered only the manufacturing sector, but now has been extended to agriculture and allied activities, small enterprises, small and medium enterprises (manufacturing and service), retail trade, micro credit, education and housing. Dena bank gives a concession of 0.25 percent on interest rate. The maximum ceiling limits that can be considered for financing to women beneficiaries under these schemes will be as per the directives of RBI.
6. **Vijaya Bank**: Vijaya bank is also one of the leading public sector financial institutions and rendered valuable financial assistance to women entrepreneurs. This bank offers two schemes for women entrepreneurs viz, Arwind and Mahima.

- **Assistance to Rural Women in Non-form Development (ARWIND)**: The scheme of assistance to rural women in nonfarm development is to support their economic activities in nonfarm sector on a cluster or group basis by rural women. This scheme has two components like credit component and promotional components.
  Under credit component, a voluntary agency having minimum three years of proven track records in assisting women groups, women Development Corporation setup by the Central or State Governments, KVIC or any institution including co-operatives, trusts and corporations setup by central or state governments for the purpose may evolve a scheme to organize rural women groups for undertaking any productive activity in the nonfarm sector and assist them in setting up their own units and/or provide such other backward or forward linkages including training as are considered necessary for improving viability of individual or group enterprises.

- **Assistance for Marketing of Non-form Products of Rural Women (MAHIMA)**: Assistance for Marketing of non-farm products of rural women schemes envisages providing loan and also assistance in grant to the registered voluntary agencies, Non-governmental organizations and other promotional organizations engaged in marketing the products of rural women. The organizations should have been working for at least three years with proven track records and experience in production or marketing of rural products and should satisfied the norms of the financing banks and NABARD prescribed from time to time.
3.9.2 Central Government Institutions

There are a variety of specialized central-level organizations which provide different types of support to women involved in economic activities. A few such institutions are profiled below.

1. **Small Industries Development Organization (SIDO)**
   SIDO was established in 1954 on the basis of the recommendations of the Ford Foundation. This government agency mainly concerned with training programmes for women and promotion of employment and self-employment. SIDO and its chain of Small Industries Service Institutes (SISI) spread all over the country. The SISI conduct training programmes for women entrepreneurs and actively assists women in setting up their own enterprises. The SISI is also popular amongst women entrepreneurs for its contributing education programme on small enterprise management. SIDO has established a ‘women Entrepreneurial Cell’.

2. **Small Industrial Development Bank of India (SIDBI)**
   The government of India was established SIDBI in the year 1990 under an act of Indian Parliament as the principal financial institution for promotion, financing, development of industry in exclusively small-scale industries and coordinating the functions of other institutions engaged in similar activities. The prime aim of SIDBI is to promote and develop small scale industries by providing them the valuable factors of production. Many institutions and commercial banks supply finance, both long term and short term to SMEs, SIDBI coordinates the work of all of them.
   The SIDBI has special schemes for financial and managerial assistance for women entrepreneurs. The schemes give financial assistance to women entrepreneurs to enable them to set up industrial units in SME sectors. Its special schemes for women are
   a) **Marketing Fund for Women (MFW)**: its objective is to assist and provide finance for women entrepreneurs and organizations involved in marketing of products manufactured by women entrepreneurs to increase their reach in domestic as well as international levels. The eligible borrowers are SSI units managed by women entrepreneurs which are providing support services like
trade related information, advertising, marketing research, warehousing, common testing centers etc. and to enterprise owned and managed by women. Besides providing financial assistance as mentioned above, SIDBI also consider, on a selective basis, developmental assistance by way of soft loans/grants for organizing group activities and programmes such as trade, fairs, exhibitions, buyers and sellers meets, seminars, workshops, training programmes etc.

b) **MahilaUdyam Nidhi (MUN):** this scheme is being implemented by SIDBI, MUN scheme is being implemented with a corpus of Rs five crores to provide seed capital assistance to women entrepreneurs, intending to setup projects in SME sectors.

All new industrial projects in the small scale sector, as well as service activities set up by women entrepreneurs, which are eligible for finance as per SSI norms, are eligible for assistance under the scheme, provided the cost of the project does not exceed Rs ten lakhs.

c) **Informal Lending:** Responding to the reality that a vast segment of the rural poor remain outside the reach of the institutional system, and recognizing the need for creating and strengthening self-help groups (SHGs) of the poor, SIDBI has started extending support to voluntary organizations with a good track records which are working with special target groups in rural areas.

3. **Industrial Development Bank of India (IDBI)**

Programmes for training and extension services for women entrepreneurs are organized by IDBI through designated/approved agencies independently.

A. **Scheme for women entrepreneurs:** the scheme has been formulated with the twine objectives of providing training and extension services support to women entrepreneurs through a comprehensive package suited to their skills and socio-economic status and extending financial assistance on concessional terms, to enable them to setup industrial unit in the small scale sector.

B. **MahilaVikas Nidhi (MVN) scheme:** IDBI had setup a special developmental fund Mahila Vikas Nidhi with an initial allocation of Rs three crores from its technical assistance fund. Assistance way of grants and soft loans is to be made available from Nidhi. Registered voluntary organizations which have proven track records, well-functioning governing body and
working exclusively for women development, are eligible for assistance. Activities which could be supported under this scheme include setting up training cum development centers, undertaking skill up gradation and other such industrial activities which improve the economic conditions. Assist under the scheme is toward, one-nine capital expenditure expenses of voluntary agencies can be met out of other sources of funding.

C. **Scheme for Re-finance Assistance to Women Entrepreneurs:** All projects in the SSI sector including cottage, village and tiny industries promoted and managed by women entrepreneurs are eligible for assistance under this scheme.

4. **National Bank for Agricultural and Rural Development (NABARD)**

National Bank for Agricultural and Rural Development, refinance and promotional schemes are gender neutral, i.e both men and women are equally eligible for assistance under various schemes of NANARD. It has following initiative actions to increase the credit flows to the women entrepreneur’s particularly rural women entrepreneurs.

a) NABARD has been setup a women cell at its head office at Mumbai, and posted nodal officers in the regional offices to ensure focused attention on gender issues in credit and support services and also to evolve suitable policies and programmes for women entrepreneurs.

b) Set up standing advisory committee on gender issues in credit and support services to guide the bank on policies and programmes pertaining to rural women.

c) Evolve exclusive schemes for women such as Assistance to Rural Women In Non-form Development (ARWIND), Assistance for Marketing Non-form Products of Rural Women (MAHIMA), support in the form of grant assistance for setting up women development cell by Regional Rural Banks/ Cooperative banks, provide bulk lending to women micro/household enterprises through self-help group linkage programme etc.

d) Micro-finance Development and Equity Fund were setup by NABARD in 1999, to provide startup funds to microfinance institutions, creation of infrastructure support for training and system management , data building to promote micro and small enterprises in rural areas setup by vulnerable
sections of the society like women, SC’s, ST’s and other backward class peoples.

e) Automatic Refinance Facility (ARF): the following are the loan and financial facilities provided under ARF for various projects.

- Financing for setting up artisan units, tiny cottage and village industries – composite loan
- Setting up small scale industrial units and tiny industries - term and composite loans
- Refinance assistance for industrial and promotional support.
- Financial assistance for project formulation and consultancy services.
- Indirect finance through co-operative societies – composite loans.
- Sericulture sector, coir sector, handicrafts sectors – term loan
- Project finance for agro industries – term loans.

5. The Khadi and Village Industries Commission (KVIC)

The Khadi and Village Industries Commission is a statutory body established by an Act of Parliamentary (No.61 of 1956 and as amended by Act No.12 of 1987). Established in April 1957, it took over the work of the former All India Khadi and Village Industries Board. The broad objectives that are set before KVIC are, the social objectives of providing employment, the economic objective of providing saleable articles and the wider objective of creating self-reliance amongst the poor and building up of a strong rural community spirit.

6. The National Small Industries Corporation Limited (NSIC)

The National Small Industries Corporation Ltd. an ISO 9001:2000 companies was established in 1955 by the Government of India with a view to promote aid and foster of the growth of the small industries in the country. NSIC continues to remain at the forefront of industrial development throughout the country, with its various programmes and projects, to assist the small scale sector in the country. The corporation provides integrated technology, marketing and financial supports to small scale sector. The corporation provides help to both potential and existing entrepreneurs through a set of schemes like machinery on hire purchase, internal marketing and export marketing assistance, product export, single point registration schemes etc. These facilities are not women specific but the women entrepreneurs do get encouragement to avail of facilities from the schemes.
7. **State Financial Corporation (SFCs)**

SFCs are exists in almost every states of India, provide financial assistance to women entrepreneurs with liberal terms and conditions and at reduced rate of interest. To overcome the sever problem of dearth of capital and provide impetus for the speedy developments of industries, government has established State Financial Corporation’s (SFCs) in each state according to the provisions of State Financial Corporation Act, 1951.

SFCs are the pioneering corporations established to fulfill the financial needs of the SMEs, particularly women entrepreneurs. The prime objectives of SFC is to cater to the long – run financial requirements by way of giving long term loans for purchase of fixed assets, establishment of new plants and modernization of existing plants etc.

In addition to above institutions, women entrepreneurs are also eligible for financial assistance under the following government sponsored programmes where the capital subsidy is available and the rate of interest is very low.

- Self- employment programmes for the urban poor (SEPUP)
- Self- employment Scheme for educated unemployed youth (SEEUY)
- Integrated Rural Development Programme (IRDP)

### 3.9.3: Other Institutional Support System for Women Entrepreneurs

After independence of our country the government of India decided to promote entrepreneurial activity through various activities in both industrially backward and rural areas. For this purpose various agencies and institutions were established and developed. These institutions primarily focused and engaged in entrepreneurial development activities. These are

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)
2. Entrepreneurship Development Institute of India (EDII)
3. Technical Consultancy Organization (TCO)
4. Indian Investment Centre (IIC)

Besides above there are several other important institutions providing assistance for entrepreneurial development at the national and state levels, which are as follows,
A. Institutions at the National Level
   1. National Small Scale Industrial Development Corporation (NSSIDC)
   2. Small Industrial Development Corporation (SIDC)
   3. Industrial Credit and Investment Corporation of India (ICICI)
   4. Industrial Finance Corporation of India (IFCI)
   5. National Research Development Corporation of India (NRDC)
   6. National Association of Women Entrepreneurs and Executives (NAWEE)
   7. Central Social Welfare Board (CSWB)
   8. National Institute of Small Industries Extension Training (NISIET)
   9. Science and Technology Entrepreneurs Park (STEP)

B. Institutions at the State Level
   1. District Industries Centre (DIC)
   2. Small Industries Service Institute (SISI)
   3. State Financial Corporation’s (SFCs)
   4. State Small Industries and Development Corporations (SSIDCs)
   5. State Industries Promotions Corporations (SIPC)
   6. Management Institutes and Voluntary Organizations (MIVO)
   7. Commercial Banks (CBs)

3.10 Motivational Factors

Apart from the above promotional institutions support and assistance for women entrepreneurs to empower in all walks of life, is not enough to attain this goals unless there is self-interest, commitment, dedication and will power to take up entrepreneurship as career and survival. For this there is a need of self-boosts, in form of motivation. Usually there are lots of internal and external factors are influencing on women to take entrepreneurship as a tool to attain empowerment. Establishment of a business unit is most difficult task especially for women. At the same time running the enterprise in such a competitive scenario is a greater task. A big challenge for these women entrepreneurs is survival in the market for longer period of time by earning sufficient amount of profit and creation of wealth for their stakeholders, which will severely test their entrepreneurial skills, talents, and their domine knowledge.
In Indian traditional and orthodox society, since from many years, women entrepreneurs have confined themselves to house work, home and tiny cottage industries. After that they started engaging in full pledged industrial activities because of two categories of motivational factors, they are pull and push factors, internal and external environmental factors are influenced lot on the women to take up entrepreneurship to reach their destiny like empowerment.

The pull motivational factors behind this urge of independent decision of establishment of business is because of women entrepreneurs choose the entrepreneurship possession as a dynamic challenge and as an urge to do something new and unique. On the other hand push motivational factors also influence in equal way. These factors like family compulsion, lack of job opportunities, economic independence and other associated responsibilities are boosted the young, talented and risk oriented women to take entrepreneurship as profession.

Apart from the above pull and push factors, environmental factors also influence on women entrepreneurs. These environmental factors are classified as internal and external. The external factors are macro and universal in nature, which are available all the women entrepreneurs, operating in the sector like universalization of education by government, formulating various policies to encourage girl child for education and educational institutions also facilitate to discover their hidden competencies and talents, creation of awareness and opportunities for career and occupations and their patience, achievement oriented, determination and resilience are take them to new paths with new roles. The internal environmental factors are micro in nature, which are arises in their own surroundings like their home affairs, neighborhoods, community, the society as well as work place atmosphere and work nature etc., are influenced on the women entrepreneurs.

The society, by and large, the women are undervalued in the system. If their capabilities and competencies are accepted, respected and translated in to operational roles, she creates anxieties, hostilities and wonders in the society. To do this thing in the society, she has been influenced by specific and particular motivational factors. Some important factors are identified from the various past research works and from the domine knowledge, those motivational factors are presented below.
Self- Employment - The concept of self-employment is one of the major sources of inspiration for women entrepreneurs. Present days of industrial world created number jobs for the aperients. There are certain jobs may not be suitable for the nature of the employees or they may not be interested to work as paid employee under somebody, then they started to look toward self-employment. The Rayalaseema study (2006) brought out many motivational factors in order of preference for starting an enterprise. The self-employment is one of the strong dominant motivational factors, which influences on women for establishment of unit.

Educational Level - The attained level of education is also one of the important motivational factors. Education leads to knowledge, it results skills and tactics, finally it enhance the level of confidence and will power to choose entrepreneurship as profession. Education is a powerful engine for entrepreneurship and improvement in economic activities of personal as well as nation. By getting the required education in the respective area, can direct their efforts for exploitation of plans, ideas and other strategies which received from the educational qualifications. Nafziger (1988)\(^1\), in this study, investigated the motivating factors for entrepreneurship development and impact of education on women entrepreneurship in a society. It reveals that, younger individuals with formal education and work experience are some of the important motivational factors for acquiring entrepreneurial skills.

Socio- Economic Status – The Socio- Economic Status of the women is also one of strong motivational factor for women to undergo the entrepreneurship activities. The desire to become economically independent and to do something creative and new one. Since from the Vedic period till today women are exploited by our orthodox society in the name of society’s norms, customs, traditions etc., and resistance from the husband/family, dual responsibility, indifferent of society’s attitude, non-cooperation from family members, male dominance etc. 21\(^{st}\) century women started looking over the window and inspired from the social and economic status of global women leaders and achievers. B Shoba Rani and D.Koteswara Rao (2007)\(^2\) in their article “Perspective of Women Entrepreneurship” discuss the socio-economic attributes of women entrepreneurs and how these socio-economic factors influence on women entrepreneurs.
The Pre-determined Goals - To achieve the predetermined goals and targets also considered as a strong inspiring factors for women to take entrepreneurship as a future career. Actually the pre-determined goals are considered as dreams, entrepreneurship is treated as ways, means or leverage to realize the dreams. The North Western India study (2004) analyzed motivational and facilitating factors of women entrepreneurs. This study concluded that a large number of young women entrepreneur’s had high level of motivation not only by the desire to become economically independent and do something creative but also to achieve job satisfaction by accomplishing some predetermined challenging tasks like create employment opportunities to others then become an employer, influencing on growth and development process, diversification, modernizations, improvement, innovation in their areas and compete with others in the present competitive world.

Potential Market Gap – It is one of encouraging factor for young and talented women entrepreneurs. The untapped potential market gaps can attract them to fill the gap by using the available productive resources to producing the desired commodity, which is needed to the target customers. With the advent of new technology, today’s entrepreneurs, particularly women entrepreneurs are focused their ideas for proper and efficient utilization of available but neglected productive resources for making the commodities to satisfied needs of the target market.

Training Facilities - The training received by the women is influence lot on the establishment of their own business. There is a strong relationship between development of entrepreneurship and training initiatives. The features of small and medium scale enterprise training include in improvement in self-sufficiency, financial achievement, moral strengthening, improvement and up gradation of management skills for promoting management functions, innovations, enhancement of networking and technology support, sharing information and improving coaching with great focus on community (Welsh & Manoz,2010). Training helps the women entrepreneurs to their skills, knowledge and other productive resources in efficient and effective way. It results enhancement of capacity building, competitiveness, grip in handling the day-to-day affairs in a better way.
Government Policies - The government policies and programmes of the land also influence on the growth and development of women entrepreneurship. The development and growth of the entrepreneurship is not completed without active role and participation of women in the process. Therefore the government has to take responsibility to create congenial work environment, to enable women to participate actively in the entrepreneurial activities.

There is a need of central and state governments, local governments, non-governmental organizations, promotional and regulatory agencies come forward and play supportive role in promoting the women entrepreneurs in India. To encourage them governments created a separate ministry with various facilitating and promotional centers, and formulated various supporting programs like training facilities, awareness programmes, financial and non-financial incentives, development cum employment generation and various other programs for women to start their ventures were launched and implemented.

Financial Rewards - Financial rewards are also considered as one of the strong motivating factor to undergo the entrepreneurial activities. In many research studies it was found that, the most common reason behind this entrepreneurship is financial returns and rewards. These monetary benefits are help family to recovery from the financial setbacks. If they are financially strong, their social status, reputation in society, standard of living is improved. Hence the most important motivating factor behind this women entrepreneurship is monitory factors. Financial assistance services to starting a business enterprise can increase a women economic security, enhance independence and provide economic benefit to the family and community (United Nations Capital Development Fund 2002). Pitt and Khandkar (1998) also argued in similar way in their report.

Success Stories – The Success stories of the successful women entrepreneurs are considered as strong motivational factors for women. There are many women inspired and motivated from success stories, without any godfathers, they reached good heights in their areas. Many of them are considered as role model and source of inspirations to others. For example Kiran Mazumdar Shaw (CEO Biocan), Ektha Kapoor(CEO, Balaji telefilms), Sudha Narayana Murthy(Infosys), NituAmbani (Reliance group), Chanda Kochar(CEO ICICI),Nesha Gupta (), Shikha Sharma (CEO Axis Bank), Anundathi
Bhattacharya (CEO SBI), Chitra Ramakrishna (CEO, NSE), Archana Bhargava (MD United Bank of India), Nainalal Kidwai (MD, HSBC), Renusud Karnad (MD, HDFC), Subbalakshmi (Chairman & MD Allahabad bank) etc. influenced many young and dynamic women to start entrepreneurship.

**Expectation of Freedom and Independence** - Freedom and Independence for women is taking women from dark house to vibrant world. Since from the civilization period women are always working under male, she just treated her as facilitator to male. They don’t have any power and liberate to take any decision, just follow the instructions given by the head of the family, usually male. This is more are less, like slavery to male one. In present world women are educated, aware about the surroundings, ready to accept risk and challenges, fight for equal status, organized and associated. It leads to take leadership in socio-economic activities, and command over the resources. To attain this liberty some women are interested under the entrepreneurship activities.

**Productive Resources and Infrastructures** - Availability of productive resources and infrastructure are inspired the women to establish the enterprise and make use of the available resources for the betterment of the society in general, individually in particular. The growth and development of the industrial sector completely depends on the availability of productive resources and to exploit these resources in proper manner, there is need of good infrastructure in form of good transportation system, telecommunication, power, sanitation, water, required human resources, availability of by-products and accessories etc. These can help the entrepreneurs to run their units smoothly.

**New Challenges** - New challenges of the present competitive scenario influence on women entrepreneurs. New generation women entrepreneurs accept challenging roles to meet her personal needs, they want to prove themselves in front of the society and become economically independent. Naturally women entrepreneurs having inbuilt quality of strong desire to do something positive and contributing good values in both family and social life. With the emerging of digital and social Medias, create awareness in the minds of the women about their traits, rights and work situations. With the support of Medias and accepting the present challenges, women entrepreneurs are growing rapidly and converted themselves as job seekers to job creators and providers.
Family Occupation–It boosts up many women to enter into entrepreneurship. A new talent pool of women entrepreneurs is forming today is look upon and running the family business after their parents or others family members. Some time it may be pull factor or it may be push factor, lead their family business and take it to new heights.

Innovative Mindset- Innovative thinking is also motivating women for entrepreneurship. Because of their education, training, social networking and awareness about ongoing issues are led the women to think in different way with new outlook and perceptions. As a result of this today’s women started thinking in different angles by anticipating future problems and prospects. The end result of this is women ready to take risk by way formation of business and empowerment of many people by creating employment opportunities and enhance their standard of living.

State of Busy -Keep them as busy, many women are undergoing the entrepreneurship activities. These women usually coming from sound and rich class families with good amount of financial resources for their disbursement. They are satisfied with their economic status, need not earn anything for their family but to utilize their free time in a fruitful way by engaging some economic activities, focusing on entrepreneurship.

3.11: Problems of Women Entrepreneurs

Gender bias is stumbling block the entrepreneurial activity of women. The climate of the society always moves towards male zealotry. Therefore, women have a tendency to keep away from high flying economic activities which are generally considered as the preserve of man. Even the financial institutions, banks and other credit lending institutions are dubious of women entrepreneurial abilities. So they do not wish to take risk for funds on them. They considered women loanees a higher risk than men loanees. They look for men behind the women applicants. They scare the women applicants with their greater and unwarranted inquisitiveness and put questions sometimes embracing and incomprehensible, often insisting on stiffer if not more reasonable security consideration. The social setting is still not conducive as the men folk are less understanding and less cooperative, if not antagonistic to such enterprises by women.

Government of India has undertaken a number of programmes, where in entrepreneurs are trained on all, technical, managerial and other related skills so that they
may enter the industrial field confidently with risk bearing capacity and manage their units on scientific lines. In this context it is important to recognize that in entrepreneurship development equal importance has to be given to potential and prospective women entrepreneurs. In view of the important role women can play in the industrial scene, the Government of India is encouraging them and trying to bring them into the fold of industrial activity. But it seems that women have not responded as favourably as expected. Probably, because custom and tradition are generally against their assuming new roles, which is mistakenly regarded as roles of men.

Government has become aware of the need to develop women entrepreneurship and has taken several steps to promote it, the desire result have yet to be achieved. Women entrepreneurs face several kinds of problems, during their entrepreneurship journey since from planning for entrepreneurship to run their business and get ahead their life in business. Various research were taken place in the areas of women entrepreneurship development in India by several research peoples, institutes and others has identified some common problems which are important obstacles to women entrepreneurship particularly in India. As an outcome of the many researches, some common problems are as follows.

Orthodox society - The biggest problem faced by the women entrepreneurs is the social attitude and behavior in which she has to live and work. The Indian constitution provides equal treatment against male dominated society, but still women were discriminated and male ego puts many barriers before women entrepreneurs. The confidence level and motivation of women towards achievement is declined due to low degree of acceptability and society’s lack of confidence about their abilities and strengths as business persons. In many circumstances, women entrepreneurs face the reluctance of the male members in the family in giving financial and moral support in establishing and running the business.

The legal and statutory formalities - The law of the land and its procedural formalities to be considered and adopted before and after commencement of an enterprise frighten women entrepreneurs as they possess little knowledge about it. Hence they might felt that complying various legal formalities in obtaining the legal formalities are extremely difficult. Of course in the absence of proper escort, continuous guidance and assistance in all such legislative and administrative procedural formalities, women are so confused
that in all possibilities, a large number of women abandon the idea of running an independent business.

Financial Resources - Finance is regarded as life-blood for any enterprise, be it big or small. Obtaining the required financial resources from financial institutions, banks and markets is very difficult problem for women entrepreneurs for their promotion, expansion, diversification strategies due to some reasons. Women entrepreneurs are usually do not have property on their names to use them as collateral for obtaining funds from external sources, i.e. they are not in the position to access the external finance due to absence of tangible securities and other terms and conditions. Hence access to the external sources of fund is limited. Even banks also considered women less credit worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situations, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible. Many studies have shown that even educated modern women entrepreneurs in advanced and developed economies experienced difficulties in obtaining required financial resources. Indian orthodox male dominated family setups do not encourage investing their capital in the business run by women due to lack of confidence in their ability to run ventures successfully.

Marketing Problems – The major problem for success and survival of women entrepreneurs is promotional and marketing related problems. Being a women entrepreneur often depends on middlemen, they exploit them by making profit in the efforts of women entrepreneurs. Today’s market is highly competitive particularly from male counterparts, women needs more amount of financial resources for advertisements and getting the popularity. Women entrepreneurs’ lack of financial resources, energy, time, support, and confidence to retain the existing customers and attract new customers towards the commodities.

Lack of Entrepreneurial Aptitude – One of the biggest and core problem of women entrepreneurs is lack of entrepreneurial aptitude. They have less entrepreneurial bent of mind. The fundamental qualities of an entrepreneurs is innovation, risk taking, dedicated and commitments. These qualities are comparatively less because of balancing of family and business, raring and caring of children and other problems of women. Many women take the training by attending the entrepreneurship development programmes without entrepreneurial bent of mind.
Stiff Competition – Women entrepreneurs face very tough and severe competition from organized sectors big and male dominated companies. Usually women entrepreneurs are found in micro and small scale sector, particularly in unorganized sectors. They are naturally lacking behind technology, financial resources, management and marketing skills and other resources. The innovative mindset of the women entrepreneurs is poor, always stick on to the outdated technology, so they may not attract the today’s dynamic customers. Hence they are not in the position of exploit any opportunities which are created by the competitive environments. Face the present competition and survival requires huge amount of productive resources at their command.

Family Issues - One of the major problems of women entrepreneurs is balancing the personal and family life with business life. Indian traditional family structures are fixed certain roles, responsibilities and boundaries for women to perform. One of the important duties of Indian women is look after the children and other family members and very little time and energy is left for business related matters. Without proper moral support, co-operation and approval from husband and family member’s women entrepreneurs cannot succeed in their activities. A married women entrepreneur has to make a perfect balance between domestic activities with business activities. Thus occupational backgrounds of families and level of education of life partner have a great influence on the growth of women entrepreneur.

Lack Self- Confidence - Lack of self confidence in women prepares them to feel unsuccessful and they hesitate to take risks. They feel that, the risk bearing capacity is always comparatively less. With her dual roles women has to struggles hard to collide a harmony between the dual task of domesticity and the entrepreneurship. Situations may compel her to waive off entrepreneurial longing. Many times, she has to sacrifice or suppress her entrepreneurial urge in order to strike balance.

Social Barriers - Indian Women entrepreneurs usually have to face the skeptical store especially in rural area. The social barriers like caste, creed and religion of Indian secular will obstruct the entrepreneurial activities of Indian women compared to men. The flexibility of women is very limited in India. For many reasons, these activities become embarrassing to start an enterprise. This burdensome activity is coupled with the official disgrace towards women. All these reasons impel women entrepreneurs to drop the idea of becoming entrepreneurs.
Training Facilities - Inadequate vocational and technical training among women reflects upon their project selections and executions. Many women have become entrepreneurs out of chance and not choice. They also have to play dual role of business women and a caretaker of her family as well. As a result, they often lack access to training that would go long way in helping them in developing them in developing business skills. Regular training is a necessary in this competitive environment. There are enormous women entrepreneurs of traditional and conventional businesses. But there is a paucity of reaching many opportunities, government schemes and impetus to the aspiring women entrepreneurs.

Heavy Cost of Production - High cost of production undermines the efficiency and stands in the way of development and expansions of women enterprises, women entrepreneurs face the problem of human resources, infrastructure, legal formalities, over load of work, lack of family support, mistrust and lack of other productive resources as and when required. Government assistance in the form of grants and subsidies to some extent enable them to tide over difficult situation. However in the long run, it would be necessary to increase efficiency and expand the productive capacity and thereby reduce cost to make their ultimate survival.

Male Dominated Society - Male chauvinism is still the order of the day in India. The Constitution of India speaks of equality between sexes. But in practices, women are treated as ‘abla’ i.e., weak in all respects. Women suffer from male reservations about women role, ability and capacity and are treated accordingly. In nut shell in the male dominated Indian society, women are not treated equal to men. This in turn, serves as a barrier to women entry in to profession.

Decision Making - Quick decision making and problem solving approach is not commonly found among the women entrepreneurs. They get emotionally involved in tackling the problems. When problems are brought down to one’s personal level, objective analysis is lost and solutions to the problems are hardly found.

Up-graded Technology - Women entrepreneurs must keep themselves updated on the rapid technological changes. The scale at which the innovations are introduced in the raw materials, machines, equipment’s, designs, packaging, storage, durability, advertising, distribution networks etc. have changed the magnitude and dimensions of the entrepreneurial activity. Knowledge of latest technological changes, know-how, and
educational level of a person are significant factor that affects the business. Because the literacy rate of women in India is found at low level when compared to male population.

**Travelling** - As women in India have to work amidst social taboos, restrictions etc., they are not supported much to undertake travel and roaming for business purpose by their family purpose. Hence women entrepreneurs find extremely difficulties to travel from one place to another as freely as men do. Women also have some peculiar problems like staying out in the nights at distant places.

**Lack of knowledge of alternative source of raw materials** - Knowledge of alternative source of raw materials availability and high negotiation skills are the basic requirements to run a business. Getting the raw materials from different sources with discount prices is the factor that determines the profit margins. Therefore lack of knowledge of availability of the raw materials and low level negotiations and bargaining skills are the factors, which affects women entrepreneur’s business adventurers.

**Lack of risk taking attitude** - Low level risk taking attitude is another factor affecting the women folk decision to get into business. Low level education provides low level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic decision making profession. Investing money, maintaining the operations, and ploughing back money for surplus generation requires high risk taking attitude, courage and confidence.

**Lack of women mobility** - Unlike men women mobility in India is highly limited due to various reasons. A single women asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude.

**Illiteracy** - In India, around fifty percent of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to lack of education and that too qualitative education, women are not aware of business, technology and marketing knowledge. Also lack of education causes low achievement motivation among the women. Thus lack of education creates problem for women in the setting up and running of business enterprises.
**Health problems** - Major health problems faced by women entrepreneurs were tension, backache, eyestrain fatigue and headache. Women respondents faced the problem of feeling fatigue after returning home. Causable factors were lack of rest and sleep and busy schedule.

**Work place problems** - The work place problems faced are viz., inadequate work place for water, less entrance for natural light and improper space for work etc., are some causable factors. The major problems faced by women entrepreneurs are poor location of unit, getting and creating required infrastructure and telecommunication facilities, etc.

### 3.12 Women Empowerment

‘In order to awaken the people, it is the women who have to be awakened. Once she is on the move, the household moves, the country moves and thus we build the India of tomorrow’

- Jawaharlal Nehru.

From the ages, the inequality and exploitation of women have deceived her to experience the essentialities of life. They were exploited and treat them as unequal to men in various aspects in the society. Women were not given any right to have the property or share it from their parents. Even they are not allowed to choose a job account to their wish. But women of these days exhibited their Valarie exit from those days of dark suppression. Therefore there is a need for strong movement to fight for the rights of women and to ensure that they get all the rights which men have or in other words a movement for the Empowerment of Women.

### 3.12.1: History

The empowerment concept will more back to its origins with the civil rights movement in the USA in 1960s. It had been interpreted with different angles and ways depends on their perception and circumstances and filled with different meanings. Today it has been used in different sectors as business, social work, development disclosures, and by advocates of very different political agendas. The various research scholars have defined the concept of empowerment in broadly two ways. Some of them have argued that empowerment means, it is an individual process of taking control of and responsibility for one’s life and situation. This argument makes that individuals and communities are responsible for their own social security and welfare by gaining the access and control over the resources for the upliftment of their standard of livings in the society.
Another argument says that, empowerment largely depends on the political process of granting human rights and social justice to disadvantaged groups of people. This states that, empowerment is the responsibility of the state to improve the socio-economic status of the underprivileged, neglected, and socially and economically weaker section of the society by channelizing the adequate amount of resources to these section for betterment of their lives. Usually it is conservative political rhetoric of freeing the government’s obligations for injustices and granting social security.

During the Social Summit in Copenhagen in 1993 and the International Conference on Population and Development in Cairo 1994, the delegate Governments decided to operate, pledge and committed themselves to the empowerment of women. These member governments dedicated to operate and formulate into a clear action plan at the Fourth World Conference on Women in Beijing 1995. At this junction the governments devoted themselves for the ‘empowerment and advancement of women. Such action plans included the right to freedom, thoughts, compunction, religion and belief. Their contribution to the moral, ethical, spiritual and intellectual needs of men and women, individually or in community with others and thereby guaranteeing them the possibility of realizing their complete budding in society. Thus it shaped their vigor of life in accordance with their yearnings or aspirations.

When we start looking at the historical background of the women empowerment in India is quite interesting and inspiring and subject to many great changes over the past few millenniums. In early Vedic period, women enjoyed equal status with in all walks of life, it has been illustrated in Vedas and Upanishads. However later the status of women started decreasing approximately from 500 B.C., the situations worsened with enter of Mughals and later on by European invaders.

During the British period some amount of reforms were started in the society from reformatory movements by Raja ram Mohan Rai, Ishwar Chandra Vidya Sagare etc., but result is not up to the mark, even though they enacted some laws like, ‘Abolition of Practice of Sati’, Widow Remarriage Act 1856 etc. The considerable amount of changes was taking place in empowerment of women in India, after independence and particularly by implementation of constitution in 1956. This constitution contains various laws and regulation for safe guard and empowers the women.
The context of empowerment related to the development of women in a way which defining, challenging and overcoming barriers that are related women life. It also increases the ability of women and shapes their life and its environment. The multidimensional process of the active entrepreneurship mould them to discern, their identity and potentiality in the realm of their life (Preeti Sharma & Shahi Kanta Varma, 2008). Empowerment means, women seek to empower themselves through greater self-reliance, right to determine their own choice of life and they also seek to gain control over the resources. In other words empowerment can also be described as ‘the enhancement of assets and capabilities of diverse individuals and groups to engage, influence and hold accountable the institutions which affect them’. Amartya Sen (1999: 101) feels that the empowerment of women is one of the main issues in the process of development and more importantly, that the factors involved include women education, their ownership pattern, their employment opportunities and the working of the labour market.

Empowerment of women and gender equality recognized globally as key elements to achieve progress in all areas. It is one of the eight millennium goals to which world leaders agreed at the millennium Summit held at New York in 2000 (Bhagyalakshmi, 2004). Gender equality and women empowerment are human rights that lie at the heart of development and the achievement of the Millennium Development goals. Despite the progress that has been made, six out of ten of the world’s poorest people are still women and girls, less than 16 percent of the world parliamentarians are women, two thirds of all children shut outside the school gates are girls and both in times of armed conflicts and behind closed doors at homes, women are still systematically subjected to violence (UNDP, 2009).

The various theories and reports on empowerment show that empowerment has taken place in different levels with subject to changes in the levels based on the necessity, requirements and circumstances to occur. The levels of empowerments are empowerment on individual levels, empowerment on group levels, and empowerment on societal or community level. The individual level of empowerment deals with individual women abilities to identify their goals and targets and, the ways and steps are employed to work towards the goals. To execute the goals one must need to control over the lives, their perceptions, values, ethics etc. The group level empowerment needs with the collective action and sense of agency that women experience together, in a group. The
societal level of empowerment deals with the permissiveness of the political and social climate, the societal norms and the public disclosures on what is possible and impossible for women to do, how women should behave etc.

Government of Indian in the post-independent scenario has introduced various schemes to alleviate poverty, reduce gender equality and to open up some economic opportunities primarily for women empowerment. But the report of the ‘Committee on the Status of Women in India has stressed that, none of these schemes introduced by governments had any remarkable success in empowering the women. The reasons behind of this result was the basic need approach had not really taken in to consideration the institutional, legal and political aspects of inequality (Menon Sen & Prabhu, 2001)\(^7\). In spite of that the Indian Constitution designers were very conscious about women and their empowerment, so they ensured the principle of Gender Equality is enshrined in the constitution in its Preamble, Fundamental Duties and Directive Principles.

The Prime Minister, Mrs. Indira Gandhi, initiated many constructive programmes for the women empowerment. She launched many schemes for women empowerment. Some of the important schemes are Indira Mahila Yojana, Rashtriya Mahilakosh, Mahila Samridhi Yojana, Self-help groups at Panchayat level etc. The important milestone in the direction of women empowerment is establishment of National Women Commission and State Women Commission with primary objective of women upliftment.

In liberalized India, governments and NGOs initiatives are playing a very important role to improve the opportunities and resources available to women. From Fifth Five Year Plan (1974-78), onwards has been a marked shift in the approach to women issues from welfare to development. The National commission for Women was set up by an act of Parliament in 1990 to safe guard the rights and legal entitlements of women. The 73\(^{rd}\) and 74\(^{th}\) Amendments (1993) to the Constitution of India have provided for reservation of seats in the local bodies of Panchayats and Municipalities. In Eight Five Year plan (1992-1997) central government adopted inclusive policy, where women could participate in the countries development process, along with women socially and economically empowerment. This empowerment strategy is a continuous process, through which women trained, creation of employment and building of assets.

In the year 2001, the Government of India announced ‘Year of Women Empowerment’ (Vajpayee 2001) to enhance the amount of awareness and link between
development progress, empowerment, and gender equality with socio-economic progress of women. The National Policy for the Empowerment of Women (2001), was an important initiation taken by the government for women empowerment. The main motto behind this policy implementation was ensuring women empowerment through positive economic and social policies for full development of women. This policy assures equal access to women in education, employment, health care, participation in decision-making in social, economic and political issues of a country. This policy strengthens the legal system of a country for eliminating discrimination against women. Apart from central, states also taken various measures for women development and empowerment.

The national Policy for the Empowerment of Women was enacted to realize some important goals and objectives. The very important goals and objectives of this policy are women ,i) to realize their full potential , need to create congenial environment through positive social and economic policies for full development of women, ii)it assure all human rights and fundamental freedom to women on equal basis in all sectors i.e political, social and economic affairs, iii) equal access to women in employment, health care, remuneration, quality of education in all levels, occupational health and safety, social security and public office, career and vocational guidance, iv) elimination of all types of discrimination by strengthening the legal system, v) ensure active participation and involvement, through which changing societal attitude and community practices, vi) building and strengthening partnership with civil society, particularly women society, etc.

3.12.2: Social Empowerment of Women

Social empowerment is very important area of women empowerment. To judge the level of women social empowerment, one has considered the social issues pertaining to empowerment. Few important issues are i) Education- education is very powerful tool for social transformation. A women education has special attention and ensures greater access in the educational system. A close watch of policy makers on drop-out rates of girls and corrective measures should be taken to avoid it. The policy making bodies need to concentrate and special attention should be given for univerlisation of basic education, eradicate illiteracy, create gender sensitive educational system, increase enrolment and retention rates of girls and improve the quality of education to facilitate long-life learning as well as development of occupational and technical skills of women.
ii) Health of women is also one of the leading issues for social empowerment. Here women health includes both nutrition and health related services. A comprehensive attention is given to increase the nutrition level of women. Special attentions were given to the health services of women and girls. Their needs were fulfilled in all stages of their life cycles. Thus it is a visible note that there is in the rate of infant mortality and material mortality. Such issues decrease indicates a sensitive development in human life particularly women life cycle.

iii) Nutrition problems and disease that women face at all three critical stages i.e infancy and childhood, adolescent and reproductive phase, focused attention would be paid to meeting the nutritional needs of women at all stages of the life cycle.

iv) Special attention should be given to drinking water and sanitation, sewage disposal and toilet facilities within the accessible reach of households especially in rural and urban slum areas.

v) Under women social empowerment, a special attention will also be given for women housing and shelter. Society and governments must ensure adequate and safe housing accommodation for women especially single, working, students, apprentices and trainees etc.

vi) Protection against violence against women may be in form of mental or physical, whether it is in domestic or societal levels, including those arising from customs, traditions, or accepted practices. It should be eliminated effectively. Institutions, government and non-governmental schemes are needed to create and strengthen the preventive laws against violence including sexual harassments at workplaces and customs like dowry etc.

vii) Bring out women under the purview of Science and Technology by strengthening the programmes. It will motivate the girl child to go for higher education in science and technology, and also helps for development of projects by effective involvement of women.

viii) Mass Medias also contribute the social empowerment of women. Media needs to be used to portray images consistent with human dignity of girls and women. Medias particularly remove demeaning, degrading, and negative conventional stereotypical images of women and violence against women.
3.12.3: Economic Empowerment of Women

To judge the general empowerment of women, economic factors also considered apart from the social issues. Whenever economic empowerment has been attained automatically social empowerment of women is gradually taking place. The some important issues of economic empowerment are

i) Eradication of Poverty – Major portion of the women population are belonging to below poverty line, especially in rural women population, when compared to urban counterparts. Domestic violence, social discrimination, lack of education, gender inequalities etc. are major causes of poverty. Specially addressing the needs and problems of such women by implementing the programmers formulated particularly for women, offer a range of economic support measures to enhance their capabilities.

ii) Providing Micro-Credit facilities- There is a need to increase the accessibility of credit to women for establishment of new business units, increase the credit for consumption and production, upgrading and strengthening of existing micro-credit mechanism and micro-finance institutions. So that women can access the credit, channelize the credit on better project and maximize the revenue for their economic empowerment.

iii) General State of Economy – While formulating and adapting any macro-economic policies and social policies by the policy makers and institutions should be considered and it must be women perspective. Women contribution for socio-economic development of the nation as a producer as well as workers should be recognized and appropriate programmes relating to working atmosphere, safety, employment opportunities should be drawn up.

iv) There is a provision for Support Services for women to attain economic empowerment, like child care facilities including crèches at work places, shelter provision for aged and disabled, education facilities, women- friendly personnel policies etc, are influence on creation enabling environment and ensure their support in social, economic and political aspects.

v) The very important variable, contributing on women economic development is decision-making power of women. Active participation of women at all levels of
decision making process ensures the achievement of their economic empowerment. Create participatory environment for women, motivate them to share their opinion, views and command over the decisions. This is possible only when women and participate in the process of decision making.

3.13: Schemes for Women Empowerment

The progressive economic integration of the globe might lead to a situation of equality in opportunities and competitions between men and women. To ensure this equal treatment and abolish gender inequalities, governments are launched various programmes, particularly for women through various ministries and departments. Some important schemes under various departments are listed below.

A. Constitutional Provisions

1. Article 14- Equal Rights and Opportunities in Political, Economic and Social spares.
2. Article 15 – Prohibits discrimination on grounds of sex.
3. Article 15(3) – Enables affirmative discrimination in favour of women.
4. Article 39 – Equal means of livelihood and equal pay for equal work.
5. Article 42 – Just and humane conditions for work and maternity relief.
6. Article 51 (A)(e) – Fundamental duty to renounce practices, derogatory to dignity of women.

B. National Policy for Empowerment of Women

1. Creating an environment through positive economic and social policies for full development of women to enable them to realize their full potential.
2. The dejure and de-facto employment of all rights and fundamental freedom by women on equal basis with men in all walks of life, i.e. Social, cultural, political, economic and political and civil.
3. Equal access to participation and decision making of women in all sectors of the nation.
4. Equal access of women to healthcare, quality education at all levels, career and vocational guidance, employment and equal remuneration, occupational health and safety, social security etc.
5. Strengthening legal system aimed at elimination of all forms of discrimination against women.
6. Changing societal attitudes and community practices by active participation and involvement of both men and women.

7. Mainstreaming a gender perspective in development process.

8. Building and strengthening partnership with civil society, particularly women organization.

C. Women Specific Legislations


E. Protection

F. Social Provisions

G. UGC Schemes
   1. Setting up of centers and cells for women studies.
   2. Technology courses for women in universities.
   3. Part time research associateship for women.
   4. Special schemes for construction of women hostels.
   5. Financial assistance to women colleges for purchase of books, journals, equipment’s etc.
   6. Day care centers in universities.
   7. Equal access to education for women and girls.
H. Schemes of Planning & Development

1. Special measures to eliminate discriminations.
2. More and more women centric schemes.
3. Univerlisation of education.
4. Incentives to girls education
5. Eradication of illiteracy.
6. Creation of gender sensitive educational systems.
7. Increase of enrolment and retention rates of girls and improve the quality of education.
8. Reducing the gender gap in secondary and higher secondary education could be a focus area.
9. Special trust areas for women of weaker sections including SC/ST/OBC and minorities.
10. Special measures for training women in skill development
11. Create awareness that women will gain power only when both men and women begin to respect and accept the contribution of women.
12. Priority areas of resource allocations have to be identical and co-ordination with different ministries have to improve.
13. Panchayat Raj systems have been permitted reservations of seats in panchayats for women.
14. Many seats have adopted free education for girls, and reservation of seats for them in colleges.

I. Banks Schemes

1. Setting up of women development cell in banks. NABARD provide assistance to banks for setting up of women development cells.
2. Gender orientation training to banks staff.
3. Credit and Capacity building of women through entrepreneurship development programs both skills oriented and management oriented, market oriented training, counseling and linkage the women with markets, For example Rural Entrepreneurs Development Programmes for skill development and enterprise management.
4. Banks need to networks with Government/ NGOs who work for women for convergence of various services.
5. Promote women specific credit and savings services by banks.
6. Replication of success models among women by banks
With these schemes, Government of India has many other schemes for women empowerment, which are operated by different departments and ministries. Some important schemes, particularly design for women needs are Integrated Rural Development Programme (IRDP), Khadi and Village Industries Commission (KVIC), Training of Rural Youth for Self-Employment (TRYSEM), EDPs, Prime Minister’s Rojgar Yojana (PMRY), Trade Related Entrepreneurship Assistance and Development (TREAD), Women Development Corporations (WDCs), Management Development Programes, Marketing of Non-form Products of Rural Women (MAHIMA), Assistance to Rural Women in Non-form Development Schemes (ARWIND), Mahila Vikas Nidhi, Mahila Samiti Yojana, Indira Mahila Kendra, Indira Mahila Yojana, Micro Credit Schemes, SBI’s Stree Shakti Schemes, NGO’s Credit Schemes, Rashtriya Mahila Kosh, Micro-Small enterprise’s cluster development schemes, Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP), Priyadarshini Project for rural women Empowerment and livelihood in Mid Gangetic Plains, Exhibitions for women, promotional packages, marketing supports etc. These schemes are launched by various government departments with equal support from various NGOs for empowering the women through entrepreneurship in MSME sectors.

Apart from the above schemes, to further boost up and push them, Government introduces several Policies, Legal Frame Work, for Development of Women Entrepreneurship and empowers them. Few of them are as follows.

<table>
<thead>
<tr>
<th>A. Regulatory Policies</th>
<th>Scope</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of the Policy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industrial Policy – Citizens, men and women equally, have the right to an adequate means of livelihood</td>
<td>Labour wages, welfare and safety</td>
<td>Women specific</td>
</tr>
<tr>
<td>Industrial Policy- Equal pay for equal work for both men and women</td>
<td>Labour wages, welfare and safety</td>
<td>Women specific</td>
</tr>
<tr>
<td>Gender Sub-plan (Gender Budget Initiatives)</td>
<td>Specific sub-sector laws and rules</td>
<td>Women specific</td>
</tr>
<tr>
<td>Women Component Plan (9th five year plan, 1997-2002)</td>
<td>Specific sub-sector laws and rules</td>
<td>Pro-women</td>
</tr>
<tr>
<td>The National Commission for Women Act, 1990</td>
<td>Specific sub-sector laws and rules</td>
<td>Women Specific</td>
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<tr>
<td>B. Promotional Policies</td>
<td></td>
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<tr>
<td>The Programmes of intensive development of KVI through area approach with tie-up with DRDA, TRYSEM and ongoing developmental Programmes</td>
<td>Self-employment and entrepreneurship</td>
<td>Pro-women</td>
</tr>
<tr>
<td>The MSME Development Organization, various states SSIDCs, Nationalized banks &amp; NGO are conducting Various Programmes including Entrepreneurship Development Programmes</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific &amp; Pro-Women</td>
</tr>
<tr>
<td>MSME-DO has introduced process/product oriented EDPs in areas like TV repairing, printed Circuit boards, leather goods, screen painting etc.</td>
<td>Self-employment and entrepreneurship</td>
<td>Women specific and Pro-women</td>
</tr>
<tr>
<td>A Special Prize to ‘outstanding women entrepreneurs’ of the year is being given to recognize achievements made by and to provide incentives to women entrepreneurs.</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Training for credit utilization as also credit delivery skills for the executives of voluntary organization working for women- SIDBI</td>
<td>Self-employment and entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Support to training and employment program</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Swawlamban, erstwhile setting up of employment and income generating training cum production units for women (NORAD)</td>
<td>Self-employment and entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Scheme Description</td>
<td>Sector</td>
<td>Target Group</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>National Mission for Empowerment of Women</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Integrated schemes for women empowerment</td>
<td>Self-employment and entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Socio-economic Programs</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>The Swa-Shakti Projects, a scheme for Rural Women Development and Empowerment</td>
<td>Self-employment and entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Priyadarshini Women Empowerment and livelihood programme in the Mid Gangetic Plains</td>
<td>Self-employment and entrepreneurship</td>
<td>Pro-women</td>
</tr>
<tr>
<td>Swarnjayanti Gram SwarojgarYogana (SGSY)</td>
<td>Self-employment and entrepreneurship</td>
<td>Pro-women</td>
</tr>
<tr>
<td>SampoornaGrameenRozgarYogana(SGRY)</td>
<td>Self-employment and Entrepreneurship</td>
<td>Pro-Women</td>
</tr>
<tr>
<td>Internship for women for self-employment</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Vocational Training for Women</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Schemes for Leadership Development of Minority Women</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific</td>
</tr>
<tr>
<td>Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women</td>
<td>Self-employment and Entrepreneurship</td>
<td>Women Specific</td>
</tr>
</tbody>
</table>

**C. Credit Schemes**

<table>
<thead>
<tr>
<th>Scheme Description</th>
<th>Sector</th>
<th>Target Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Generating Schemes, implemented by the Dept. of Women and Child Development</td>
<td>Credit and Finance Support</td>
<td>Women Specific</td>
</tr>
<tr>
<td>MahilaUdyam Nidhi – SIDBI</td>
<td>Credit and Finance Support</td>
<td>Women Specific</td>
</tr>
<tr>
<td>MahilaVikas Nidhi – SIDBI</td>
<td>Credit and Finance Support</td>
<td>Women Specific</td>
</tr>
<tr>
<td>RashtriyaMahilaKosh (Credit for Women)</td>
<td>Credit and Finance Support</td>
<td>Women Specific</td>
</tr>
</tbody>
</table>

**Source:** Hina Shob: Creating an enabling Environment for women entrepreneurship in India
References