Entrepreneurship is recognized as a driver for economic growth of any country. It improves the productivity of the country as a whole, as well as provides employment to a large number of people of that particular country. Transforming a creative idea into an economic opportunity is the main and decisive aspect of entrepreneurship. History reveals that the economic progress is brought about by pragmatic people who are innovative and creative, who are able to exploit the opportunities and are willing to take all kind of risks (Hisrich, 2005). In the recent times, entrepreneurship have been considered as the necessary pre-requisite to utilize and mobilize the capital, exploit natural resources, and create market to carry on trade. (Harbinson and Myers, 1984)

Many scholars agree to the fact that the field of entrepreneurship has been positively influencing the economic development of a country. According to a study made by kjeldsen and Neilsen (2000), opening up of a new business enterprise constitutes in “maintaining a country’s international competitive power, employment, economic development, and standard of living.”

Still the role and importance of entrepreneurship in the economic as well as the social development of a country is often underestimated. But over the past few years, the number of entrepreneurs has increased to a large extent. Still in the developing countries like India, a significant number of business enterprises are still owned by the males (ILO, 2000). In simple words, it is generally not very common to see women owned business in developing countries, especially in country like India. Entrepreneurship can create new economic opportunities, contribute to the overall growth and help in eradication of poverty for women entrepreneurs. While, many reasons and barriers to entrepreneurship are similar to both male and female gender but women faces various biases socially and economically.

Like men, women are also equally endowed with the physical and psychological qualities which are essential for successful entrepreneurship. But still the number of women entrepreneurs is not very satisfactory in our country. Specially, in a state like Madhya
Pradesh the condition of women is still not good and as a result of which the number of women entrepreneurs in Madhya Pradesh is not satisfactory.

1.1 Meaning of an entrepreneur

The meaning and definition of an entrepreneur has been debated amongst the scholars, researchers, educators and the policy makers since the concept was first introduced in the early 1700’s. The term entrepreneur was originally taken from a French word and was first defined by economist ‘Richard Cantillon’, an Irish-French economist. Various definitions have been given from time to time for the term entrepreneur, which includes the following:

An entrepreneur can be defined as any person who is engaged in organizing and managing an enterprise, especially a business enterprise, with considerable amount of risks and initiatives.

An entrepreneur can also be defined as any enterprising individual or person who builds capital/money through risk and/or innovations and initiatives.

The word entrepreneur is taken from a French word “entreprendre” which means, “to undertake or start certain activity”.

In English the term is used for a person who is willing to launch a new business or enterprise and accepts full responsibilities for its outcome. He is the one who has to bear all the losses and enjoys the profit for his hard work. Over the period time, different scholars have defined the entrepreneur in various different ways.

Various definitions have been given by different researchers from time to time to define an entrepreneur, which are as follows:

Richard Cantillon (1725), an entrepreneur may be defined as any person who pays a certain amount of price for a product to resell it at an uncertain price, and thereby making decisions about obtaining and using the resources while continuously taking the risk of the enterprise.
J.B. Say (1803), an entrepreneur can be called an economic agent who combines all the means of production- including land of one, the labor of another and the capital of yet another and thus in return produces a product. And by selling the product in the market he pays rent of land, wages to labor, interest on capital and what remains with him is his profit. He shifts the economic resources which he has from an area of lower productivity into an area of higher productivity and a greater yield.

Schumpeter (1934), defined entrepreneur as an innovator who uses a process of breaking the status quo of the existing product and service, to set up new products, and new services.

David McClelland (1961), an entrepreneur is anyone who has a high need for achievement [N-Ach]. He is a person who is highly energetic and also he is a moderate risk taker.

Peter Drucker (1964), an entrepreneur according to him searches for change, responds to the change and exploits opportunities. Innovation is a specific tool of an entrepreneur hence it can be said that an effective entrepreneur converts a source into a resource.

Kilby (1971), emphasized on the role of an imitator entrepreneur who himself does not innovate but imitates technologies innovated by others.

Albert Shapero (1975), entrepreneur is any person, who take initiatives, accepts the risks of failure and also have an internal locus of control.

1.2 Meaning of entrepreneurship

Entrepreneurship is a complex concept, which has been tried to be defined by many scholars from the field of management, economics, sociology, psychology and others as well. Despite of all the efforts which have been put in, no consensus have still been reached to define the boundaries of this definition. However, many scholars agree that entrepreneurship effects the growth of the economy of any country in a very positive way.
In general terms, entrepreneurship may be defined as an act of being an entrepreneur or “a person who undertakes innovations, arranges finance and starts a business in order to achieve profit by transforming innovations into economic goods”. An entrepreneur may start a new organization or may be involved in revitalizing or improving mature organizations in a view of future opportunities. The most simple and common form of entrepreneurship is that of starting a new business enterprise.

The ability and willingness of an individual to undertake new ideas, organization, and management of the business venture with all the risks associated with it, and expecting profit as a reward is called entrepreneurship. In economics, entrepreneurship is considered as a factor of production together, including land, labor capital and natural resources. Entrepreneurship is a result of innovation and risk taking, and it plays a very essential role in success of any business enterprise in an ever changing and complex competitive global market place.

1.3 Functions of an Entrepreneur

An entrepreneur performs a number of associated activities necessary from the origin of an idea to the establishment and also an effective operation of the enterprise. He carries out of a series of business activities which are essential for the success of a business. He identifies the future potential of a product or a service in market and also at present, forms policies for the production of product, designs a product, does marketing and defines an organizational structure. Thus he is responsible for the growth of the enterprise. It is his continuous efforts which results in growth of an enterprise.

According to some of the economists, the functions of an entrepreneur can be classified into five main categories:

- Risk-bearing function
- Organizational function
- Innovative function
- Managerial function
- Decision making function
1.3.1. Risk-bearing function:

Bearing risk is one of the most essential functions of entrepreneurship. An entrepreneur is considered to be a risk bearer. The entrepreneur predicts in advance all possible risks that may come in the business due to the possibility of changes in the tastes and preferences of consumers, use of modern techniques of production and new inventions taking place. Such risks cannot be insured and calculated.

An entrepreneur according to Kinght, "is an economic functionary who undertakes responsibility which are of uncertainty which by its very nature cannot be insured nor capitalized and nor salaried."

Richard Cantillon, defines an entrepreneur as, “a bearer of non-insurable risk”. He described an entrepreneur as, “any person who purchase things at a certain price and sells them at an uncertain price”.

Thus, risk taking or uncertainty bearing is one of the most important functions of an entrepreneur which he tries to reduce by taking initiatives, using skills and good judgment. Many other researchers including J.B. Say have emphasized through their study that risk taking is a specific function of the entrepreneur.
1.3.2. Organizational Function:

An entrepreneur is himself an organizer. The organizing function of an entrepreneur is described by J.B. Say, as, “a function, in which the entrepreneur brings together different factors of production, ensures continuing management and renders risk-bearing functions also”. According to the definition given by him “an entrepreneur performs the functions of coordination, organization and supervision”. According to his study, “an entrepreneur is a person who combines the land of one, the labor of another and the capital of another and there by produces a product. After selling the product in the market, he pays interest on the capital taken, rent of the land and wages to his laborers and what remains is his/her profit”. So in this way, he describes about an entrepreneur as, “an organizer who determines the lines of business to be expanded and capital to be employed more judiciously. He has the sole responsibility of proper conduct of his business”.

Marshall also highlighted the importance of organization among the other important functions of business.

1.3.3. Innovative Function:

One of the most basic functions an entrepreneur has to perform is to, innovate an existing product into a new or more desirable product, or service. As an innovator, the entrepreneur has to predict and foresee the potentially profitable opportunity which is already present in the market and tries to exploit it. He is mostly involved in the process of doing and creating new things. In the words of Peter Drucker, "Innovation is the means by which the entrepreneur can either create new resources of wealth production or provides existing resources which have enhanced and better potential of creating wealth".

J.A. Schumpeter considered economic growth and development as, “a discrete dynamic change which is brought about by entrepreneurs by instituting new combinations of production, i.e. innovation”. According to him innovation occurs due to any one of the following five forms.
• The introductions of a new product in the existing market with which the customers in that market are not yet familiar with.
• Introduction of a new method of production technology which is not yet tested by other manufactures.
• Opening of a new market in which that specific product has not entered yet.
• The identification of a new source of supply for raw material.
• Carrying out a new form of business organisation of any type of industry by creating monopoly position.

1.3.4. Managerial Function:

An entrepreneur performs a variety of managerial functions like determining the business objectives, formulating production plans, timely product analysis and performing market research, organizing sales procuring machine and material, recruitment of men and undertaking, business operations. He also performs the basic managerial functions which includes planning, organizing, co-coordinating, staffing, directing, motivating and controlling the business enterprise. Generally in large enterprises, these managerial functions of the entrepreneur are distributed amongst the paid managers for more effective and efficient execution as they are professionally qualified in that field.

1.3.5. Decision Making Function:

The most essential function of an entrepreneur is to make decision for various fields of the business enterprise. He also acts as a decision maker of all activities of the enterprise. In the words of A. H. Cole an entrepreneur is a decision maker and attributed the following functions to him.

• He is the one who develops an organization and also creates an atmosphere for maintaining a cordial relationship with subordinates and all the employees working in the organization.
• He plays an important role in collecting sufficient financial resources for the organisation and maintains a good relation with the already existing and potential future investors and financiers.
• He takes the decision to introduce advanced modern technology in the enterprise to adapt with changing scenario of manufacturing process.
• He develops a market for his product, creates new product or modify the existing product in relation to the changing consumer’s fashion, taste and preference.
• He is also responsible to maintain good relations with the public as well as with the society to improve the firm’s image before others.

Apart from the above mentioned functions of entrepreneurs the scholars have identified various other functions of entrepreneurs, which are as follows:

**Some other important functions of an entrepreneur include:**

1. **Planning of the project:** He is responsible to develop the idea for launching a project and to program the structure of business.
2. **Distribution of Rewards:** He is the one who is responsible for distributing the rewards to all factors responsible for production. He pays the reward in the form of rent, wage, and interest and bears the risk of profit or loss himself.
3. **Sale of Products:** An entrepreneur is also responsible of marketing, and advertising the product which he produces. He wants to maximize his profits by selling his product in the market.
4. **Scale of Production:** He has to decide the scale of business according to the amount of capital. Then, he takes the decision of what where and how to produce goods.
5. **Identifying opportunity:** There are so many opportunities in the world of business. These opportunities are basically based on human needs including food, fashion, education, etc., which are constantly changing. These opportunities are not realized by a common man; rather an entrepreneur senses the opportunities faster than others do. An entrepreneur therefore, always has to keep his eyes and ears open and must have imagination, creativity and in-formativeness.
6. **Converting ideas into action:** An entrepreneur should be capable of converting his ideas into reality. He collects all the important information related to the ideas, products, and practices to suit the demand of the market. Further the steps are taken to attain the goals with the help of the information collected.
7. **Feasibility study:** The entrepreneur conducts studies to identify the market feasibility of the decided product or services. He predicts the problems and assesses quantity, quality, cost and also the sources of inputs that are required to run the enterprise. Such a blue print which includes all the activities related to business is termed as a 'business plan' or a 'project report'.

8. **Resourcing:** An entrepreneur needs various resources which include money, machine, material, and men to operate the business enterprise successfully. An essential function of an entrepreneur is to make sure about the availability of all these resources.

9. **Setting up of the Enterprise:** For setting up of an enterprise an entrepreneur has to fulfill a lot of legal formalities and he also tries to find out a suitable location for the business, design the premises, also install the machinery and do many other things.

10. **Growth and Development:** when the organization is set up and starts achieving its desired results, the entrepreneur has to find out other goals for its proper growth and development. The entrepreneur constantly strives for achieving excellence.

### 1.4 qualities or skills of an entrepreneur

To be a successful entrepreneur, one must have various qualities or skills which includes-

- **Acts as an organizer**- He should be able to organize various factors of production effectively and has to understand all the other important aspects of business.

- **Professional approach**- He has to be objective and professional in his approach.

- **Risk bearing**- He should be risk taker. He should be ready to bear all kind of risks and uncertainties.

- **Innovative**- He should be an innovator and must readily adopt changes related to modern technology of production. He must not be reluctant to change.

- **Negotiation skills**- Businessman regularly comes in contact with various parties including customers, workers, and government officials etc with whom he should communicate tactfully and convincingly.
**Decision making** - Decision making must be prompt and well in time. One has to take right decision at the right time by showing his promptness. Delay in decisions may affect the cost of project and also reduces its profitability.

### 1.5 An entrepreneur as a leader

According to various scholars, an entrepreneur alone cannot make his enterprise successful. An entrepreneur should identify the needs of his staff, try to fulfill them, and lead the team to success.

A successful entrepreneur must act as a leader and must have leadership qualities. “Leadership is a process by the help of which an entrepreneur is able to influence the employees to achieve the objectives of the organization”.

To become an effective and efficient leader, an entrepreneur must build trust and confidence among employees and also communicate effectively all the problems, ideas and decisions with employees.

A leader can build trust in his followers in many ways. It can be achieved by working hard, timely and proper communication and being available to solve employees' problems.

An entrepreneur must show the employees that he is fully committed to achieve the objectives of the business and by this he can build trust and confidence among employees. By showing employees that he is fully committed to achieve the vision of the organization, entrepreneurial leader builds trust and confidence in the employees. This leads to high employee satisfaction and commitment.

Effective communication plays an important role in making successful leader. If employees are unclear about the company’s vision, will be confused and would lose focus on achieving company’s goal. On proper communication of company’s vision and goal, the employees of the company work collectively for the fulfillment of these goals and visions and make it better.
Other factors which are important to entrepreneurial leadership other than building trust and effective communication are as follows:

1.5.1. Striving for self-improvement: A great leader always seeks to become better with time.

1.5.2. Well versed with technical skills: While the leader may not need to have the greatest technical skills in their organizations, they need to have enough knowledge to lead the team.

1.5.3. Ready to accept responsibilities: Leaders and companies may sometimes make mistakes. Great leaders don’t put blames on others and accepts their mistakes and rectify them.

1.5.4. Decision Making: Good leaders must make good and timely decisions for improving the company.

1.5.5. Being a role model: A good leader must set examples for his employees and guide them to succeed not only in the business but in each and every walk of their life.

The ability to effectively lead is a crucial factor in the success, in entrepreneurial ventures. By understanding what it takes to lead effectively, entrepreneurs can maximize their chances of success.

1.6 Types of entrepreneurs

The entrepreneurs are broadly classified as:
1.6.1. Social entrepreneur

A social entrepreneur is one who is motivated to help, improve and transform social, environmental, educational, and economic conditions of human.

The social entrepreneur has an emotional desire to improve some of the major social and economic conditions in the world, like, poverty and lack of educational deprivation, rather than by the desire to earn profit.

Social entrepreneurs work within a market to improve goods and services offered by them to the community. The main objective of social entrepreneur is to provide better service to the society and improve the community and run on a non-profit scheme. Zahra et al. (2009) said that “social entrepreneurs make a significant and a diverse contribution towards their communities and societies, by adopting business models for offering creative solutions towards complex and persistent social problems”.

1.6.2. Serial entrepreneur

An entrepreneur who comes up with new ideas regularly and starts new businesses is a serial entrepreneur. A serial entrepreneur is one who takes high risks, brings innovative changes and thus achieves his target.

1.6.3. Lifestyle entrepreneur

A lifestyle entrepreneur is one who keeps his passion before profit. He starts his business so as to combine personal interests and talent with the ability to earn a living.

Generally such entrepreneurs are mainly motivated by the intention to make their business much more profitable in order to sell to shareholders. Whereas, a lifestyle entrepreneur intentionally chooses to develop and grow their business so as to make a long-term, sustainable and viable living. They work in a field where they have interest, passion, talent, knowledge and high degree of expertise. Such entrepreneur decides to become self-employed in order to achieve greater personal freedom, more time for family and more time for working on projects or business goals that inspire them. A lifestyle entrepreneur combines hobby with profession. Common goals held by the lifestyle entrepreneur include earning their living by doing those things that they love, earning a
living in a way that facilitates self-employment, achieving a good work and life balance and owning a business without shareholders.

1.6.4. Cooperative entrepreneur

A cooperative entrepreneur doesn't work alone; he works in collaboration with other cooperative entrepreneurs to form projects, particularly cooperative projects. Each cooperative entrepreneur brings different skill sets also collectively share the risk and success of the venture.

1.7 Female entrepreneurship

Female entrepreneur, also known as women entrepreneur, comprises approximately 1/3 of all entrepreneurs worldwide.

Entrepreneurship development among women is considered to be a possible way to empower women economically. Women as an entrepreneur not only have control over assets and liabilities but also give her freedom to take decisions. This will help to uplift her status significantly in the society.

Like men, women too are equally blessed with all those physical and psychological qualities and also managerial abilities that are essential for successful entrepreneurship. Women are in no ways inferior as many of them are ready to undertake any type of work, if opportunities are provided (Nagandra p. Singh, 1985).

Women with higher education views entrepreneurship as a challenge and also a way to become independent and powerful, while for women with no education background entrepreneurship is a means for earning money for their family. Various studies have shown that successful women entrepreneur start their business as second or third profession. Because of their previous career, women entrepreneur enters business world later on in life around 40-60 years old.

A recent international study has found out that women from low to middle income countries enters an early stage entrepreneurship when compared to those of higher income countries. This may be due to the fact that women from low income countries, often seeks an additional means of income to support themselves and their families.
1.8 Reasons for women becoming entrepreneurs

There are several reasons due to which women becomes entrepreneur. Some of them are:

- Innovative thinking
- New challenges and opportunities for self fulfilment
- Employment generation
- Freedom to take own decision and be independent
- Government policies and procedures
- Family occupation
- Need for additional income
- Bright future of their wards
- Success stories of friends and relatives
- Role model to others
- Support of family members
- Education and qualification
- Success stories of friends and relatives
- Self identity and social status

1.9 Categories of women entrepreneur:

Women entrepreneurs can be categorized into three broad categories:

**Source: Das, 2000**

**Fig 1.3: Categories of women entrepreneurs**
1.10 Challenges/ Barriers/ Obstacles/ Problems associated with women entrepreneurs

Number of women entrepreneurs all over the world is not appreciable, there number is very less. Women are generally reluctant and do not want to become entrepreneur. They rather prefer to work under the supervision of others. According to Dr Sunil Deshpande and Ms Sunita Sethi(2009) mostly all women entrepreneurs almost suffer from two major categories of problems, such problems can be divided as follows:- 1) Specific Problems 2) General Problems.

The first category of problems affect women specifically in their smooth operations of enterprise, ie, these problems are specific to the kind of business run. While the other category of problems are general and are experienced by almost every women entrepreneurs.

The overall problems may be categorized as follows:

1.10.1. Problem of arranging finances:- Finance is considered be the “life blood” of every business enterprise, be it large, medium or a small scale enterprise. Usually women entrepreneurs face the problems of shortage of finances on two very important grounds. Firstly, women mostly do not have property on their own names which can be used as collateral securities for getting loans/funds from banks and other financial institutions. Thus their access to external sources of finance is very limited. Secondly, the banks also consider women less credit worthy due to which they discourage women borrowers on the belief that they will not be able to repay back the amount of loans taken by them.

1.10.2. Scarcity of raw required materials:- They have to the problems of scarcity of raw-materials and necessary inputs of business. Also, the high prices of raw materials, on one side and receiving the raw materials at minimum discount rates possible on the other also causes problem.

1.10.3. Cut-throat competition with their counterparts and already established self-sufficient entrepreneurs:- Women entrepreneurs generally don’t have a large amount of
money for promotions and advertisements. So they have to face a tough competition with the men entrepreneurs who can easily involve themselves in the promotion and areas of development and carry an easy marketing of their products with their male counterparts. Such a competition results in the untimely liquidation of women entrepreneurs.

1.10.4. Limited mobility:- Unlike men, women cannot move from one place to another on a regular basis due to many factors/reasons.

1.10.5. Family responsibilities, as well as commitments:- In a country like India, mainly a woman’s duty is to look after her children and manage the other members of the family. When we talk about the married women she has to strike a fine balance between her business and family. Her total involvement in family leaves her with very little or almost no time or energy to be diverted for the business activities. The women entrepreneurs look for support and approval of husbands which is necessary for women entry into business. Accordingly, the educational level of the females and also the family background of their husbands also influence women participation in the field of enterprise.

1.10.6. Lack of education and high rate of illiteracy amongst women:- In India, around 3/5th (60%) of women are still illiterate. Illiteracy is the root cause due to which women have to face many socio-economic barriers or hurdles. Due to lack of education women are not even aware of different form of different forms of business, technology and market knowledge. Also, lack of education amongst women results in low motivation amongst women. Thus lack of education creates problems in front of women to set up competitive enterprises.

1.10.7. Domination by male/ male dominated society:- Domination by males is still exists in most parts of the country. The constitution of India speaks a lot about the equality between males and females that is, both the sexes. But in real, women are considered to be weak in all respects. Thus women suffer from a number of problems;
women are not treated equal to men. This serves as a barrier to woman’s entry into business.

1.10.8. **Less risk and uncertainty bearing attitude:**- Women in India have being living a protected life. They are less educated and are economically also not well stable neither self-depend. All these factors reduce their ability to take and bear risks and uncertainties which are generally involved in a business unit, which are the most important criteria of every business activity.

1.10.9. **Lack of self-confidence and optimistic attitude:**- Even today most of the all the women are suffering from a major problem which involves lack of self-confidence, will-power, optimism, strong mental outlook etc. They always fear from committing any mistake big or small, while doing their piece of work, more over they are not ready to take risk and bearing uncertainty in them. Thus all these psychological factors obstruct their path for achieving success in the area of business.

1.10.10. **Old and outdated social outlook towards women:**- Women are under an age old social pressure which restrains them to prosper and also hinders them to achieve success in the field of entrepreneurship. The conservative society puts a number of questions before the women due to which their risk taking ability becomes low.

1.10.11. **Absence of proper support and back-up by their own family and others:**- It has been seen that many a times their own family members do not support and encourage them attitude to enter into the entrepreneurship. They make them feel that business is not a place meant for them. Due to such a limited scope of help and cooperation from the family and others, they drop the idea of entering in this field.

Apart from the above discussed problems there are many other serious problems faced by women entrepreneurs, such as improper facilities related to infrastructure, high production cost, and attitude of people of society towards the women, modern business outlook, low achievement need and socio-economic constraints.
1.11. Women entrepreneurship scenario in India

Recently, a survey and an interview had been conducted by ‘women’s web’ titled “Women & Entrepreneurship in India, 2012” conducted an interview of more than 100 female entrepreneurs of India had been taken. In this survey Bangaluru came out to be the nation’s top most city which promotes women entrepreneurship and most of the respondents were based in this city. Kiran M Shaw, Chairman and MD of Biocon, was recently ranked 2nd most powerful woman CEO in India, is also from Bangalore. Then comes Delhi, followed by Chennai, Mumbai, Hyderabad, Pune and Ahmedabad. It was also found that Kolkata was absent from the top metros in which women entrepreneurs in India were based.

![City & Industry](source: www.womenweb.in)

Source: www.womenweb.in

Fig 1.4: showing distribution of female entrepreneurs in different cities of India

The survey also pointed out the two major reasons which have encouraged the respondent to join entrepreneurship. 75% amongst them believed that they had a creative idea that was needed to be taken to the market place and 60% felt the need to be their own boss.
Fig 1.5: showing reasons due to which females enter into entrepreneurship

According to the study conducted by Dell, it has been found out, that, “ideal country for a woman for starting a business in 2012 could well be India,” Dell Chairman and President (Asia Pacific) Amit Midha said.

Chanda Kochhar heads the country’s largest private sector bank ‘ICICI’. Upcoming Axis Bank, which has the largest ATM network in India, is being headed by Shikha Sharma. Naina Lal Kidwai heads HSBC India. Zia Mody is a partner at AZB Partners, one of India’s most renowned corporate law firms. Ekta Kapoor heads Balaji Telefilms and has played a most important role in virtually changing the face of Indian television in the last decade. Kiran M Shaw heads India’s leading biopharmaceutical company. Apollo Hospitals is being headed by its founder Pratap C Reddy’s four daughters with eldest; Preetha Reddy is the head of one of India’s and Asia’s largest healthcare groups. Such examples are now becoming common place.
1.12. Numbers of Women Entrepreneurs Registered in India

Table 1.1

<table>
<thead>
<tr>
<th>Women Entrepreneurship States</th>
<th>No of Units Registered</th>
<th>Rank</th>
<th>No of Women Entrepreneurs</th>
<th>Rank</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamil Nadu</td>
<td>9,618</td>
<td>1</td>
<td>2,930</td>
<td>2</td>
<td>30.36</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>7,980</td>
<td>2</td>
<td>3,180</td>
<td>1</td>
<td>39.84</td>
</tr>
<tr>
<td>Kerala</td>
<td>5,487</td>
<td>3</td>
<td>2,135</td>
<td>3</td>
<td>38.91</td>
</tr>
<tr>
<td>Punjab</td>
<td>4,791</td>
<td>4</td>
<td>1,618</td>
<td>4</td>
<td>33.77</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>4,339</td>
<td>5</td>
<td>1,394</td>
<td>6</td>
<td>32.12</td>
</tr>
<tr>
<td>Gujarat</td>
<td>3,872</td>
<td>6</td>
<td>1,538</td>
<td>5</td>
<td>39.72</td>
</tr>
<tr>
<td>Karnataka</td>
<td>3,822</td>
<td>7</td>
<td>1,026</td>
<td>7</td>
<td>26.84</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>2,967</td>
<td>8</td>
<td>842</td>
<td>8</td>
<td>28.38</td>
</tr>
<tr>
<td>Other States and UTs</td>
<td>14,576</td>
<td>9</td>
<td>4,185</td>
<td>9</td>
<td>28.71</td>
</tr>
<tr>
<td>Total</td>
<td>57,452</td>
<td></td>
<td>18,848</td>
<td></td>
<td>32.82</td>
</tr>
</tbody>
</table>


The above table discloses that Tamil Nadu stands first out of the total number of units registered in India. Regarding the number of women entrepreneurs in India, the first place goes to Uttar Pradesh followed by Tamil Nadu which holds the second place. It is understood from the table that Tamil Nadu has taken more steps to improve the growth and development of women entrepreneurs in Tamil Nadu with the help of financial institutions and government agencies. The table indicated that Madhya Pradesh stands 8th on the number of business units registered by women entrepreneurs according to the reports of MSME.

1.13. Government schemes for promoting women entrepreneurship

The government programmes for development of women entrepreneurship began in early 1954 in India, but the actual participation began in 1974. At present, the Government of India has launched various schemes for women who opt for entrepreneurship by different departments and ministries. Some of these are:

i. National Resource Centre for Women (NRCW): An autonomous body set up under the National Commission for Women Act, 1990 to orient and sensitise policy planners towards women’s issues, facilitating leadership training and creating a national database in the field of women’s development.
ii. Women’s India Trust (WIT): WIT is a charitable organisation established in 1968 to develop skills of women and to earn a regular income by providing training and employment opportunities to the needy and unskilled women of all communities in and around Mumbai.

iii. Women Development Corporation (WDC): WDCs were set up in 1986 to create sustained income generating activities for women to provide better employment avenues for women so as to make them economically independent and self-reliant.

iv. Development of Women and Children in Urban Area (DWCUA): DWCUA was introduced in 1997 to organise the urban poor among women in socio-economic self-employment activity groups with the dual objective of providing self-employment opportunities and social strength to them.

v. Association of Women Entrepreneurs of Karnataka (AWAKE): AWAKE was constituted by a team of women entrepreneurs in Bangalore with a view to helping other women in different ways – to prepare project report, to secure finance, to choose and use a product, to deal with bureaucratic hassles, to tackle labour problems, etc.

vi. Working Women’s Forum (WWF): WWF was founded in Chennai for the development of poor working women to rescue petty traders from the clutches of middlemen and to make them confident entrepreneurs in their own right. The beneficiaries are fisher women, lace makers, beedi making women, landless women, labourers and agarbathi workers.

vii. Association of Women Entrepreneurs of Small Scale Industries (AWESSI): It was founded in Ambattur in Chennai in 1984 to promote, protect and encourage women entrepreneurs and their interests in South India to seek work and co-operate with the Central and State Government services and other Government agencies and to promote measures for the furtherance and protection of small-scale industries.

viii. Women’s Occupational Training Directorate: It organises regular skill training courses at basic, advanced and post advanced levels. There are 10 Regional
Vocational Training Institutes (RVTIs) in different parts of the country, besides a National Vocational Training Institute (NVTI) at NOIDA.

ix. Aid the Weaker Trust (ATWT): ATWT was constituted in Bangalore by a group of activists to impart training to women in printing. It is the only one in Asia. Its benefits are available to women all over Karnataka. It provides economic assistance and equips girls with expertise in various aspects of printing and building up self-confidence.

x. Self-Employed Women’s Association (SEWA): SEWA is a trade union registered in 1972. It is an organisation of poor self-employed women workers. SEWA’s main goals are to organise women workers to obtain full employment and self-reliance.

xi. Women Entrepreneurship of Maharashtra (WIMA): It was set up in 1985 with its head office in Pune to provide a forum for members and to help them sell their products. It also provides training to its members. It has established industrial estates in New Mumbai and Hadapsar.

xii. Self-Help Group (SHG): An association of women, constituted mainly for the purpose of uplifting the women belonging to the Below Poverty Line (BPL) categories to the Above Poverty Line (APL) category. The major activities of the group are income generation programmes, informal banking, credit, unions, health, nutritional programmes, etc.

xiii. The National Resource Centre for Women (NRCW): An autonomous body set up to orient and sensitise policy planners towards women’s issues, facilitating leadership training and creating a national data base in the field of women’s development.

xiv. Women Development Cells (WDC): In order to streamline gender development in banking and to have focused attention on coverage of women by banks, NABARD has been supporting setting up of Women Development Cells (WDCs) in Regional Rural Banks and Cooperative Banks.

The efforts of government and its different agencies are also supplemented by non-governmental organizations that are playing an equally important role in facilitating women empowerment.
1.14. Top 10 Indian women entrepreneurs

- **Indra Nooyi**: Indra Nooyi is the CFO and President of PepsiCo. She has a Master’s Degree from Yale University in public management and Masters in Finance and Marketing from Indian Institute of Management, Kolkata. Nooyi held many senior positions at Motorola and Asea Brown Boveri before she joined PepsiCo. She is a strong willed woman and is highly talented in financial strategizing.

- **Naina Lal Kidwai**: Naina Lal Kidwai is one of the most successful and famous businesswomen of today’s time in India. She was the first Indian woman who graduated from the Harvard Business School. She is currently working as Country’s Head and Group General Manager HSBC Group India. Other then working at HSBC, Kidwai has also held other important position such as that of Global Advisor, The Harvard Business School, non-executive director at Nestle and also as a member of Governing Board NCAER, Auditor General of India and several other positions. She has received prestigious and honourable, the Padma Shri award for her contributions in the field of Trade and Industry.

- **Kiran Mazumdar Shaw**: Kiran Mazumdar Shaw is one of the richest women in India. She studied zoology at Bangalore University and brewery at Ballarat University. At the start of her career she worked as a trainee brewer at Carlton and United Beverages in 1974. After four years she started her own company, Biocon, that too in her garage with a small investment of Rs 10000. She had to face three major issues during the start of her career – biotechnology was new at that time in India, she was a woman and she had no assets – the financial institutions turned down her loan application. However, with hard work and commitment, she converted Biocon into one of the most leading biopharmaceutical firms in India.

- **Indu Jain**: Indu Jain was initially the chairman of ‘The Times Group’ – one of the most powerful and the largest media house of India. Indu Jain is known by many different identities such as that of a spiritualist, a humanist, an entrepreneur, an aficionado of culture and an arts, an educationalist but her most powerful role as an individual is has been that of Chairman Times Group.
**Priya Paul:** Priya Paul did her bachelor’s degree in economics from the Wellesley College in US. She then, entered the family business and she is currently working as the Chairperson, of Apeejay Park Hotels. The Apeejay Surrendra Group has many different subsidiaries which including hotel, tea, retailing, shipping, financial service provider and real estate. Her contributions in the field of industry and commerce and also her efforts have been recognized through various awards which includes, ‘The Young Entrepreneur of the Year’ award given by ‘the Federation of Hotels and Restaurants Association of India’, ‘Businessperson of the Year’, and also ‘Economic Times Awards’ and ‘the Park Hotel’ which was rated as one amongst the best 101 Hotels Worldwide by ‘Tatler’ magazine in the UK.

**Sulajja Firodia Motwani:** Sulajja Firodia Motwani is the Joint Managing Director of Kinetic Motors and Managing Director Kinetic Finance. She is responsible for the transformation of kinetic from a moped company to a manufacturer of great versatility. India Today had honoured Sulajja by naming her the ‘Face of the Millennium’ and she was selected to be the ‘Global Leader of Tomorrow’ by the World Economic Forum.

**Simone Tata:** Simone Tata became part of Lakme during 1961 and has been responsible for changing the company into the biggest brands of fashion in India. She took over as the Chairperson of the company during 1982 and is now the Chairperson of Trent Limited, a subsidiary of the Tata group. She holds the title of being the ‘cosmetics czarina of India’. She is the one who is responsible in changing a substantially small subsidiary of Tata Oil Mills into the largest cosmetic brand in India – Lakme, synonymous today with Indian fashion.

**Neelam Dhawan:** Neelam Dhawan is the Managing Director of Microsoft India and is the head of marketing and sales operations of the company throughout the country. At the start of her career she had faced many obstacles because many famous organizations were not ready to accept a woman to be a part of their marketing and sales efforts and hence she had to face rejections many a times. Before joining
Microsoft, Neelam has been part of many prominent companies such as IBM, HP as well as HCL.

- **Ekta Kapoor:** Ekta Kapoor is the woman who single-handedly founded and made ‘Balaji Telefilms’. Her production house has produced many hit serials like – ‘Kyunki saas bhi kabhi bahu thi’, ‘Kahani ghar ghar ki’ and many others, making her the Queen of the Indian soaps. She has won the Hall of Fame award at the 6th Indian Telly Awards during 2006 for her important contribution to the Indian telly industry. Ekta is also very professional and has strong business skills.

- **Mallika Srinivasan:** Mallika Srinivasan is currently the Director of TAFE, India. Mallika has done her MBA from the ‘Wharton School of Business’, Pennsylvania. She joined the company in 1986 and during her tenure she had accelerated the turnover from 85 crores to 2900 crores within time duration of two decades. She had been honoured with the title of the Businesswoman of the Year in 2006 by the Economic Times.