

CHAPTER V

WOMEN ENTREPRENEURSHIP

Women entrepreneurship means an act of business ownership and business creation that empowers women economically and increases their economic strength as well as position in the society.³²² Women Entrepreneurs have been making a considerable record in almost all the segments of the economy. Women Entrepreneur is a person, who denies the role of their personal and be accepted economically independent by having strong desire to do something positive, in high quality and better outcomes. They contribute, to the position values both in family and social life. They represent a group of women, who have broken away from beaten track and exploring new ventures of economic participation.³²³

The field of Entrepreneurship deserves familiarity all over the world. When compare to the male entrepreneurs, Women Entrepreneurs succeeded in various fields. Globally, women entrepreneurs have shown tremendous growth in the business concerns and enterprises. In the United States of America, women entrepreneurs proved a mushroom growth in all business fields. According to the report of US International Revenue Service (IRS), women entrepreneurs take part in various business such as Beauty Parlours, Dry Cleaning Shops, Photographic Studios, Textile Mills, Tracking Firms, Highway and Construction Sectors and various other business run by women. It shows that nearly 38 percent of women, doing small business in North America.³²⁴ According to the Statistics, the growth rate of women entrepreneurs in Malaysia shows

³²² Dhameja, S.K. *Women Entrepreneurs: Opportunities, Performance, Problems*, p. 17.

³²³ Ibid.

³²⁴ Anita Mehta and Mukund Chandra Mehta, "Rural Women Entrepreneurship in India, Opportunities and Changes", *International Conference on Humanities, Geography and Economics*, p. 313.

24 per cent, Thailand 30 per cent, Philippines 36 per cent and 42 per cent in Indonesia.³²⁵ There had been a constructive growth thereafter. The period 1975 to 1985 was declared as “Decade for Women” by the UNO. It conducted a meeting on July 30, 1980 at Copenhagen, Denmark and decided to execute women’s equality in economic fields. It aims to promote equal and complete job opportunities, equality in employment places, and equality in remuneration for work, equality in education and training opportunities for women in both rural and urban areas.³²⁶

Women Entrepreneurship is one of the remarkable achievements deserved by the women folk. Women were treated subordinate to men in almost all the poor and developing countries. Women Entrepreneurship helps the women to overcome such problems in the society. Half of the world population consists of women, but they are treated as home-maker and to take care of family and children. In comparison to men, women’s unemployment level is higher in every nation. They are not paid equal salary compared to men, nor treated worthier of the organization they work for. But in the modern world women are treated equal in teaching jobs, IT firms, hospitals and administrative cadres.³²⁷ This represents a very small percentage of the large population going through inequality, nowadays Women are employed as policewomen, bus conductors, driving teachers, interior decorators and sales representatives. These positions were earlier denied for women.³²⁸ In the developed countries, there have been changes in socio-cultural values and social systems, in which women go abroad for work and on official tours all alone. They women are privileged to claim for their right

³²⁵ Parekh, H.T. *Entrepreneurship in India, Eastern Economist*, pp.9-14.

³²⁶ Ibid.

³²⁷ Arakeri Shanta, V. *Women Entrepreneurship in India*, National Monthly Journal of Research in Arts and Education, Vol. 1, pp. 3-5.

³²⁸ Samiuddin, *Entrepreneurship Development in India*, pp. 112-115.

equal to men. But in poor and developing countries like India, women have been still treated unequal with other gender. It will take another decade to create a new atmosphere of equality. In Western Countries Women Entrepreneurship take up any activity of their choices like Electronics, Engineering, Building Construction and the like. But in India, these are considered male oriented activities.³²⁹ Due to traditional grooming, Indian women mostly take up enterprises in low cost, low value items like food stuffs, pickles, pappads, eatables, embroidery, handicrafts, lunch packages, crèches, florist shops, Xerox firms and running girls' hostels. There are thousands of good examples in tiny and small scale sectors, where women have shown successful Entrepreneurship.

Women Entrepreneurs in India

India is traditionally male dominant country, in which males are given preference in families, work sectors and other fields. Women were bound to the male society, in which they have to economically and socially dependent on the male members. Women Entrepreneurs faced lot of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, managerial ability, and lack of self -confidence. The Government of India has given different and broader definition to the Women Entrepreneurs. "A Women Entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of employment generated in the enterprise to women."³³⁰ Development of women has been a policy objective of the

³²⁹ Hornaday, J.A. and Abound, J. "Characterisations of Successful Entrepreneurs", *Personal Psychology*, pp. 141-153.

³³⁰ Medha Dubashvinze, *Women Entrepreneurs in India*, pp. 27-31.

Government since independence. Until the 1970s, the concept of women's development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach, which recognized the mutually reinforcing nature of the process of development. Government and non-Government bodies have paid increasing attention to women's economic contribution through self-employment and industrial ventures. Due to the growth of educational level, professional education, industrialization, urbanization, and awareness on democratic values and tradition are enriched. Indian society is now undergoing a change and women are coming out more freely to take challenges and face risks of entrepreneurship. However, this does not mean women entrepreneurship is growing enormous. The situation only tells that, there is change in thinking and some women feel that an enterprise and a home together can be managed by a woman³³¹. This seems more realistic for women in the age group of 35-50 years, as they have settled in married life and is comparatively free in taking care of infants and save time from kitchen and household work. So they freely involve themselves in entrepreneurship and business successfully.¹¹ The industries which promoted the women entrepreneurs in India are, Agarbathi manufacturing, Pappad making, Special bed spreads making, Tailoring / Embroidery, Handicrafts for exports, Batik painting, Apparels manufacturing, Catering service, Running restaurants, Snack bars, Sweet, Meat stalls and Soft drink stalls Retail shops-textile, readymade garments, grocery and drug stores etc, Running Crèches, Running tutorial classes, typewriting/shorthand institutes, Florist shops and dry cleaning, Pickle manufacturing, Urban dairies, Taking up contract job for maintenance of offices etc, Milk distribution, Starting service, centres for plumbing, electrical repairs, fridge repairing, radio/television / video repairing, Stationery manufacturing unit, Packaging materials

³³¹ Ibid.

manufacturing units, Women engineers can start small scale industries, Chemistry / Bio-chemistry students, Pathological clinics, Xeroxing firms, Photographic studios, Running working women's hostels.

India consists around and in which 70 per cent is occupied with people. The labour force in the rural sector is found by 56 per cent male and 33 percent female. Women struggle and entrepreneurial freedom in India has brought a visionary growth after the independence. But still in some places, women face socio-economic problems.¹² The emergence of women Entrepreneurs has slow down by attitudinal constraints, social setups and affinity systems. Due to less knowledge in technical and little supports from men, Indian women have contributed mostly on household industries. The extension of education and social awareness among women motivated themselves to reach the fields in Engineering, Electronics, Energy and Various other Industries. Apart from the small units, women have started manufacturing Solar cookers, TV, Capacitors, Electronics accessories and small foundries. The development of Women Entrepreneurs in India are motivated by the government agencies and private Organizations like Mahila Mandals and others. In the changing of modernization, business and education paved more employment opportunities for women. There are number of women entrepreneurs successfully run their business and met the financial growth of the families and also social upliftment. The below mentioned table vividly portrays the registered women entrepreneurs in India.¹³

¹¹ Prasad, P. Enterprises for Women, Vol. XXXIII, pp. 4-16.

¹² Arakeri Shanta, V. *op.cit.*, p.4.

Table : 5.1
Women Entrepreneurs State Rank List

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

In the above Report, Tamil Nadu stood second among the other entrepreneurs in India. It is clearly understood that Tamil Nadu has taken tenacious efforts to improve the growth of women entrepreneurs in Tamil Nadu.

Contribution of State Governments Towards Entrepreneurship

Some of the State Governments in India namely Andhra Pradesh, Kerala, Rajasthan, Gujarat, Chandigarh and Tamil Nadu have taken tenacious efforts to motivate women entrepreneurs. Women co-operative finance corporation was set up by

¹³ Report of MSMEs, 12th Five Year Plan, 2012-2017.

Andhra Pradesh Government in 1975 for the development of Women Entrepreneurs¹⁴. Government of Haryana offered financial incentives for their Entrepreneurs. Exemptions from payment of stamp duty and of registration of electricity duty up to a certain period have also been offered along with them.

In Gujarat under the leadership, some social workers the entrepreneurs enrolled the membership in milk farms, vegetable vendors and casual workers¹⁵. Loan for setting up the units at the rate of 12.5 percent is provided by Women Entrepreneurs scheme being operated by the Gujarat financial corporation.

In Kerala State, Women Entrepreneurs became a model for the development of women entrepreneurs throughout India. The number of Industrial units run by Women Entrepreneurs in Kerala in 1975-76 it was 73. And it was increased as 190 industrial Units in 1993-94. The Women Entrepreneurs in Kerala occupy a leading position in all industrial sectors from readymade garments manufacture to technology. The Women Entrepreneurs in Kerala are at the age group between 36 to 46 years old. Special Assistance Programme was organized for women entrepreneurs to provide managerial grant and thereby various subsidiaries has been initiated by the Government of Karnataka.

In Rajasthan, the Government has provided assistance to skilled and trained women entrepreneurs under various schemes to Women Entrepreneurs. Government take efforts like Mahila Mandal, STEP (Support of Training and Employment Programmes, Training cum production centre, RMK (Rashtriya Mahila Kosh), TRYSEM (Training of Rural Youth for Self Employment), DWCRA (Development of Women and Children in Rural Areas) lend support to the Women Entrepreneurs¹⁶.

¹⁴ Vasantha Gopal, R. and Santha, S. *Women Entrepreneurship In India*, pp.62-85.

¹⁵ Lavanya, *Women Empowerment Through Entrepreneurship*, pp.82-118.

¹⁶ Arakeri Shanta, V. *op.cit.*, p.5.

In Madhya Pradesh (M.P) major entrepreneurship activities are coordinated through the Centre for Development of Entrepreneurship in Madhya Pradesh (CRDMAP). The centre organizes special training short time and long time programmes for women.

Obstacles for the Development of Women Entrepreneurship in India

There are a number of problems regarding the growth of Women Entrepreneurship in India, which are discussed below

A) Absence of Definite Agenda of Life

The modern educated women do not constraint themselves to the barriers of family life. They seek equal opportunity and respect from both house and in the society. However, in India some women have attained good status in the business world. Yet, most of the women are either illiterate or semi-literate in some of the rural parts in India. They haven't got a proper idea of self-esteem and self-respect. The question that arises immediately is how they can attain self-respect and have a definite agenda to reach a good position in the society.

B) Lacking of Balance Between Family and Career Obligations

Women in general are bound within family responsibilities. They show un- equal concern for the duties in their career life. Women in India dedicate much their lives for the welfare and care of their family members. But they lack to expose use their potential to create extra income generations for their families¹⁷. It leads them self-reliant. Some women have no idea of self-reliance and they never think of their

¹⁷ Singla, B.K and Syal, P. Group Entrepreneurship for Women, Entrepreneurship and Small Business, pp. 47-48.

professional career. But they need the assistance of their family members to succeed in their business and extend their business and management concerns.

C) Low Status of Financial Liberty

There is very low financial liberation for women in Indian families, especially in uneducated and rural families. Women in these families can't take any steps on their own to take up Entrepreneurship without the consultation of their family members. They have to oblige also social ethics and traditions for women¹⁸. A woman can't function any business or any economic activity to become independent even if she is financially dependent. Thus the dependency has become invalid for women in India.

D) Denial of Property Rights

The property right is given as a legal provision in India, since the pre-independence. But the equal distribution of rights to sex is varied. Here the right to property for women is still a questionable one. Very few women have been privileged the right on their property, but they are actually not aware of this right¹⁹. They become aware of it when there are problems in the family due to family disputes. Most of the women do not enjoy their right of property and they have been treated just as mere relatives to the family. Women in India are denied to enjoy the freedom of equal property rights in many evidences.

E) Women Contradictions of Entrepreneurial Skill and Finance

Women from both the economically poor and rich families suffer from the paradox of "have and haven't" skills of entrepreneurship. Women from economically

¹⁸ Ibid.

¹⁹ Vinze, M.D. Women Entrepreneurs in India, p.53.

rich families have capacity to invest, but they lack good entrepreneurial activities. On the other side, women from economically poor family have sound knowledge in entrepreneurial skills. But they haven't got any financial assistance from their family member or relatives²⁰. Thus the problems of women entrepreneurship are in a State of contradictions.

F) Low Ability to Tolerate the Risks

Women are safeguarded in many ways nowadays. They lead a protected life in India. They are taught naturally by several things to depend on the male members of their family since the period of girlhood. They are prevented from taking any risk even if they are ready to take any risk and have the ability to bear it. Some women have proved that they have the capacity to face and bear risks in entrepreneurial activities. They have identified their rights, capacities potentials and aware of their potential situations²¹. Consequently, they have entered various business and professions. Even though, entrepreneurial activities are not performed by the women in large scale, because of their lack of capability. Therefore, the government should try through conducting many awareness programmes for women to make them identify and develop their risk bearing capacities.

G) Remissness by Financial Institutions

Banks and financial institutions play an important role of financiers who provide funds to entrepreneurs for small and medium size business firm with the help of these financial concerns, number of entrepreneurial activity is enriched with the allocation of

²⁰ Mohiuddin, A. Women Entrepreneurship Development Among Women: Retrospect's and Prospects, pp.1-10.

²¹ Arakeri Shanta, V. *op.cit.*, p.8.

funds with low interest²². But, these banks and financial institutions underestimate the women entrepreneurs, are reluctant to provide credit to them because of their traditional mind set about women

H) Lack of Self-Confidence

Women have strong conscience outlook and an optimistic attitude, which create fear in them of committing mistakes while working. Women's potential for entrepreneurial development cannot be accepted by the family members and the society, which always make inferior to others thoughts. Women must face boldly such situation and develop their self-confidence to break such barriers, but women in India feel that they need a well secured life for developing their self-confidence²³. Thus they are not both mentally and economically self-reliant.

I) Lack of Professional Education

The main causes for the low rate of Women Entrepreneurship in our country are poverty and illiteracy. Most of the parents are unwilling to send their female wards for higher studies and professional education²⁴. Sometimes, many Women Entrepreneur lack their entrepreneurial bent of mind even though they take training through attending the entrepreneurial development programme.

J) Constraints Over Mobility

One of the major problems for women for entrepreneurial development is mobility. They never like to work do business activities away from their homes. But they prefer to stay and do business in their own residential areas. In reality, Mobility is an important quality for an entrepreneur. As women entrepreneurs tend to do business

²² Dhameja, S.K. *Women Entrepreneurs: Opportunities, Performance, Problems*, p.24.

²³ Arakeri Shanta,V. *Women Entrepreneurship in India*,pp.6-7.

in their local area of living and are seen disproportionately in their areas of birth or living.

K) Lack of Interaction with Successful Entrepreneurs

Lack of interaction with successful entrepreneurs is also one of the problems in Women Entrepreneurship in India. Successful entrepreneur become the role model in the society for women with the ability of entrepreneurial activities and who undertake economic activities to prove their ability²⁵. But, there is no enough provision for such interaction to inculcate knowledge and make them aware of the experiences of successful Women Entrepreneurs.

Development of Women Entrepreneurs in India

In India, entrepreneurship for the development of women is an essential part of human resource when compared with other countries. But, the growth of Women Entrepreneurship is very low in India, especially in the rural areas²⁶. Moreover, women from middle class are less enthusiastic to change their role because of their fear to face the social backlash. The development is more found in the families at upper class society in urban areas.

Several institutional arrangements have been made to protect and develop Women Entrepreneurship in India. The Nationalized Banks and State Financial Corporations advance loans to women entrepreneurs on a preferential basis. State Industrial Development Corporations and District Industries Centers give loans, subsidies and grants to small-scale women entrepreneurs. State level agencies help women entrepreneurs in preparing project reports, purchasing machinery and building

²⁴ Mohiuddin, A. *op.cit.*, pp.4-7.

²⁵ Ibid.

²⁶ Samiuddin, *Entrepreneurship Development in India*, pp.117-123.

and training and hiring staff. The Federation of Indian Chambers of Commerce and Industry (FICCI), FICCI Ladies Organisation (FLO), National Alliance of Young Entrepreneurs (NAYE) and other voluntary agencies lend assistance to women Entrepreneurs. Under the Social Education Scheme of Community Development Programme, Mahila Sangams (Women's groups) were organized and women's Industrial co-operatives were set up in 1958. Within the overall aim of promoting regional co-operation by strengthening technology transfer mechanism in the Asia-Pacific Region, the Asian and Pacific Centre for Transfer of Technology have actively been promoting development of women entrepreneurship and participation of women in the field of technology²⁷. The APCTT implements projects which have been funded by multi-and bilateral donor organisations for technical training for women and programmes for technology exposure training for trainers in spreading technology to rural women. Under the banner of "Technology sharing among grass-root women's groups in the food processing sector" the Centre organised a series of workshops and technical training programmes were organized by the centre during 1997-1998²⁸. In addition, various government agencies are involved in the development, promotion, monitoring, evaluation and expansion of Women Entrepreneurship programmes. Some of them are listed here, namely Entrepreneurial Development Institute (EDI), National Small Industries Corporation Limited (NSIC), Small Industries Development Organisation (SIDO), District Industries Centre (DIC), National Level Standing Committee on Women Entrepreneurs (NLSCWE), National Research Corporation of India (NRDCI), The National Alliance of Young Entrepreneurs (NAYE), Indian Council of Women Entrepreneurs²⁹ (ICWE), Federation of Indian Chambers of Commerce and Industry (FICCI), National Commission of Self Employed Women in

²⁷ Arakeri Shanta, V. *op.cit.*, p.9.

²⁸ Ibid.

²⁹ Vasantha Gopal, R. and Santha, S. *Women Entrepreneurship In India*, pp.67-81.

the Informal Sector (NCSEWIS), World Association of Women Entrepreneurs (WAWEE), Associated Country Women of the World (ACWW), National Association of Women Entrepreneurs and Executives (NAWEE), The Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Self-Employed to Educated Unemployed Youth (SEEUY), Women Development Project (WDP), Development of Women and Children in Rural Area (DWCRA), Science and Technology for Women (STW), Training of Rural Youth for Self Employment (TRYSEM), National Institute for Entrepreneurship and Small Business Development (NIESBUD). The women entrepreneurs have to approach the nearest commercial banks, institutions and co-operatives to know the different schemes and to take advantage of this programme of assistance³⁰.

Thus, a positive growth in Women Entrepreneurship has been noticed. As more and more motivation and support are provided to them, it will definitely enhance their socio-economic status, which is a pre-requisite for the growth and development of Women Entrepreneurs³¹.

Growth of Women Entrepreneurs Throughout the Decades

1. Women Entrepreneurs in Fifties

During fifties, women can be divided into two categories. The first category of women created and managed entrepreneurial activity, where there was no male to generate income. The woman abandoned her education and put aside her other aspirations and became the generator of income for the family. The women of second category took charge of the enterprise the husband had to avoid her own family and to be the losers. There was a need of enormous courage to break through the social maps and coding for both the category of women. However, such types of women required in

³⁰ *Ibid.*, p.87.

the fifties were only few³². In many cases, the businesses were taken away by relatives and the women and their families lived depending on them whether they had or did not have the resources.

2. Women Entrepreneurs in Sixties

Sixties was the decade when many women educated in schools and colleges began to have aspirations. Women married accepting the social coding of the Socio-cultural traditions. But soon they took small steps to start small one-woman enterprises at home³³. These were still activities for self-occupation and engagement but behind these were the seeds of aspirations to discover a meaning for the self and economic choices. This was still not for economic autonomy or economic Self-sufficiency.

3. Women Entrepreneurs in Seventies

A critical mass of women had their education and entered the work force as professionals in this decade. New frontiers were opened by the women in this decade. These women unlike their mothers had aspirations and ambitions. They opted for self-employment or chose a one-woman enterprise or employed several others. It was an active step swimming upstream and walking uphill. It was not the choice made out of compulsions or helplessness, but it was the choice made actively to take charge of one's own life³⁴. It was choice which began for many in their parental family and continued in their own personal homes.

- (i) Women thought work as an integral aspect of their life space.
- (ii) The social system and occupation were equally significant in the generation of income and choice of career.

³¹ Mohiuddin, A. *op.cit.*, pp.9-15.

³² Singla, B.K and Syal, P. *Group Entrepreneurship for Women, Entrepreneurship and Small Business*, pp. 47-50.

³³ *Ibid.*, p.54.

- (iii) A different role and life were aspired by educated and qualified women and their mothers and grandmothers.
- (iv) Homes, marriage, children and occupation were wanted by women.
- (v) The social traditional role behaviour from the older generation was accepted by the women, but understanding and support from their husbands, colleagues and children expected by them in their choice of occupation. They looked for redefinition of systems and redesigned interfaces across the systems and institutions they worked with³⁵.
- (vi) In their entrepreneurial roles, the women were willing to share their responsibilities of the work and also wanted their enterprise to grow and succeed. They wanted their voices to be heard as leaders to employees and as managers of the enterprise to the outside business environment.

4. Women Entrepreneurs in Eighties

Both the social and occupational roles were accepted by the Women Entrepreneurs of 50's, 60's and 70's. They tried to balance these two roles played by them. In eighties the women were educated in highly sophisticated technological and professional education. Several women had medical, engineering and similar other degrees and diplomas³⁶. Many women entered the industry of their fathers and husbands as partners with equal contribution. Women in other areas opened their own clinics and nursing homes and many more women small boutiques, small enterprises of manufacturing and entered garment exports. It was the decade of the break through for women in several fields and frontiers.

³⁴ Arakeri Shanta, V. *op.cit.*, p.15.

³⁵ Vinze, M.D. *Women Entrepreneurs in India*, p.67.

³⁶ *Ibid.*, pp.69-70.

5. Women Entrepreneurs in Nineties

The Women Entrepreneurs, who belonged the nineties, were a different kind of women qualitatively. They had a role model for them in the women of earlier generations. Capability, competency, confidence and assertiveness were attributes of the women of the nineties³⁷. These women nineties knew, what choice they had to make, had a clear idea about what they wanted to do and went ahead of doing them and finally did it. Nineties had given many women, who started an enterprise and fostered and nurtured it to grow. There were a number of other women who entered their fathers 'or husbands' enterprises and made a good contribution to them with their competencies and capabilities. It happened sometimes that these women outshone "their fathers' or husbands' names". The traditional coding of their roles was questioned by the women of nineties and they became very conscious of their own identify and voice³⁸. The economic independence helped women acquire self-reverence and was able to discover that they could deal with a situation themselves single-handedly. Women of present time have become fearless, learn to live independently, travel alone, and rear children without the help of anyone if there occurs any failure in married life or life partnership or life in general. Some Women prefer to be single and lead a quiet satisfied life and are very successful in their work and business. Many women and couples today chose to lead a life without bearing children since they want to focus their attention fully on work, relationships and enjoying freedom. Lots of women in nineties decided to have one child in order to meet well the demands of home as well as work. They have been able to integrate the multiple roles played by them in various different systems.

³⁷ Ibid.

³⁸ Report of MSMEs, 12th Five Year Plan, 2012-2017.

6. Women Entrepreneurs of the Present day

In this Century technology is improvised and witnessed lot of developments both in country's economic levels and gender equalities. It enhances the fields of IT, telecom and financial institutions. The expertise of women in all the industries have begun to emerge and women can be seen emerging as a force. The new opportunities are boon for professionally trained and enterprising women. However, the women still have to overcome a few barriers, pre-conceived notions, strongly established assumptions and rules and gender problems in the secondary environment.

The transition to the millennium is marked by the women creating new model of being a daughter who takes her parents' responsibility, a wife who wishes to make a new home and a family and a mother who takes the charge of the children and develop them suitable for the new millennium³⁹. She also plays the role of the entrepreneurs who establishes an enterprise and discovers the relevance and the meaning of her life in herself. She becomes aware of the uniqueness of her identity and accepts it and is ready with her willingness to share the space. She searches simultaneously for respect, dignity and mutuality. She is open to life without marriage and parenting without a father. The combination of mother-son has shown that women have succeeded in motivating their son to follow their path, whereas the son followed a way of the father earlier⁴⁰. The next millennium offers a space beyond the present horizon, where there is active engagement instead of mere hope, there are commitments instead of dreams, there are choices instead of aspirations and there are convictions instead of ideals and there is acknowledgement of one's own uniqueness of identity.

This discovery helps women create and build industrial empire from the initial steps which they have taken. Women in India in the next millennium will have to cross

a major threshold and enter land which is unknown. They will have to travel on a path where no one existed with a sense to discover. They will have to encounter many things and lead life with excitement and enthusiasm on other one side and threat, fears, anxieties and terror on the other side. The women today will give their identity a new shape by having trust in their self, the resource, to be generated, the courage to journey forth in a new land and to live through the territories of uncharted land. The women will discover their different voice, which has been suppressed through centuries, echoing the freedom for living and working and joys derived from the enjoyment of beauty around⁴¹.

FINANCIAL INSTITUTIONS ASSISTING WOMEN ENTREPRENEURSHIP IN INDIA

For the past several years, financial institutions have been playing a pivotal role in giving financial assistance and consultancy services to women entrepreneurs. These institutions include: i) National. Small Industries Corporation (NSIC), ii) All-India Development Banks (ADB), viz. IDBI, 1FCI, ICICI, 11B1, IDFC and SIDRI, iii) Specialized Financial Institutions (SF15), viz. Exam Bank and NABARD, iv) Investment Institutions, viz. LIC, GIC, MC. NIA, OIC, VU and UTI, v) Regional State-Level Institutions viz. NEDFI, SI DCs and SFCs, vi) Commercial Banks, vii) Co-operative Banks, etc.

OBSTACLES OF WOMEN ENTREPRENEURS

Two of the biggest hurdles women face in starting and running a company are funding and family support. Despite a woman's level of education, corporate, experience, technical expertise, private equity lenders and venture capitalists still thinks

³⁹ Ibid.

⁴⁰ Vinze, M.D. *op.cit.*, p.78.

⁴¹ World Conference of the United Nations Decade for Women: Equality, Development and Peace

as a biggest risk in granting loans to women entrepreneur. They ignore their qualifications for leadership of high profit businesses and their ability to garner crucial resources⁴². Lack of capital which-has proven to be invaluable in the expansion and development of high potential companies has starved many promising ventures. Bankers tend to hold women to higher standards than men in assessing loan requests. Although most women approach entrepreneurship with objectivity and open-mindedness they still suffer from gender specific barriers. Discrimination from male dominated supplier systems such as preferential treatment and delivery of orders may have particularly damaging impacts on the competitiveness and profitability of women owned business.

Family structure in the context of the particular role played by the entrepreneur, i.e, husband or wife, father or mother imposes critical familial and societal variables that explain different forces that are exerted on women and men to form independent organizations⁴³. Women in transition economies suffered from traditional perceptions about women's role in society and these attitudes persist. While career opportunities for women have changed, family role models typically have not most young men and women see their mother doing the lion's share of home chores. The father's job is still seen as more important in terms of money and prestige. Women are not prepared for business related pressures that impinge on their role in the family⁴⁴. Even among those who were career-oriented from an early age undergo role conflicts which may lead to an extended period of identity diffusion and missed opportunities. Women burdened with family responsibilities have less time for learning and exploring business prospects.

July 1980, pp.17-30.

⁴² Indira J. Parikh, *A Reflection of the Indian Women In Entrepreneurial World*, pp.4-12.

⁴³ *Ibid.*, p.17.

⁴⁴ Arakeri Shanta, V. *op.cit.*, p.19.

Even in the most liberal of households boys and girls are presented with different views of the world. From early age men expect to work to support themselves or their families and are encouraged to achieve, women have been socialized to nurture and to find someone to support them. Two-career households reinforce these stereotypes when the mother attends to mundane household duties after work “the second shift”- as the father either relaxes or attends to more “important matters”, such as finances. Few men buy their children's clothes or volunteer at their children’s school. In most two career families the man’s job is still viewed as more important and prestigious. For married women, especially those with children, business ownership takes stress⁴⁵. Even with a stable marital relationship to mitigate risk and provide financial safety and moral support, child caring responsibilities can interfere with the best intentions of women entrepreneurs children do not plan their illness or school schedules with their parents needs in mind. While it is permissible to miss a day at the office to tend to family problems, small businesses have less slack than large companies and small business owners have less flexibility than their employees. Owners of new businesses find that they have more time constraints and less discretion than they anticipated in the planning stages of their business. For women this is particularly troublesome.

While many mothers become successful business-owners, the difficulties of balancing their families with their business obligations cannot be overemphasized. While she employed women may put in fewer hours per week at their jobs than the average full time worker, women too often underestimate the extent to which their own business will interfere with their family or to the extent that their family will encounter

⁴⁵ Hornaday, J.A. and Abound, J. *Characterizations of Successful Entrepreneurs*, pp.154.

the business⁴⁶. Women have been criticized for limiting the growth of their businesses but the combination of under capitalization and family obligations conspire. Women prioritize their time for I work is different.

Family responsibilities do not always lessen as children get older. Day-care is easier to find for young children, older children pose more problems and when left to their own devices are not always trustworthy. Even when husbands are willing to share in the household and childcare duties women tend' to suffer guilt and anxiety when their businesses require long hours away from home. The businesses of women who lack non-financial help from their husbands or significant others are often doomed to failure. Work-home conflict is evident even for women who do not have children⁴⁷. Demands of their business affect their ability to relax at home. Even Entrepreneurial couples, husbands and wife teams who work together are often trapped by gender based division of authority and responsibility. Being older and being male are positive correlates to the propensity to start own business. For men work and family are complimentary, for women work and family present a dilemma. The corporate world contains professional and social contacts. Starting an independent business can be isolating. Single women often remain single; they have no discretionary time or emotional reserves beyond the demands of their business. Family pressures, personal relationships undermining their business dreams. The determination and drive needed to start a business can work against the patience and compromise needed to maintain harmonious partnership relationships, especially when the business is not going well. Sometimes business fails due to Entrepreneur partnership relation due to their different perception and personal style. Partnership works better when both partners contribute to the diversity of thought and experience it enhances their strategic planning.

⁴⁶ *Ibid.*, p.160.

⁴⁷ Vinze, M.D. *op.cit.*, p.83.

It will be suitable to develop a style of management that suits their trust in oneself is difficult but entrepreneurship cannot succeed without trust on advisors, colleagues and employees⁴⁸. Trust in others opens oneself to vulnerability. Entrepreneurs can mitigate this risk by setting up systems that monitor the results of everyone actions and allow the corrective actions without blame. These management skills can be taught but fewer women than men obtain training or experience before they start their own business. Rather, women use networks for social support and seek advice when their businesses are already in trouble.

Familial and societal variables differently impact women and men in starting and sustaining independent organizations education labeled as “feminist” that focuses on the needs of women and families should be required for men and women alike all of whom need to anticipate the economical and emotional impact that starting a business will have on all members of the family. School schedules, after school activities, childcare providers assume someone at home with discretionary time during the day. Household and child caring chores are often invisible except to those who bear burdens. Independent business ownership can accommodate family obligations if a woman chooses the right time, the right business and the right partner⁴⁹. It falls on women themselves to anticipate the demands of business ownership so that they can embark on entrepreneurship with realistic expectations and realistic skills and acknowledge the support systems that they need if they have to succeed because the preponderance of women owned businesses are initiated with unrealistic expectations in volatile service with insufficient financial and managerial training, embarking on any career without relevant training and experience creates hardships that need not exist. But only better education can be provided and other support if people understand the critical variables

⁴⁸ Government of Tamil Nadu Industries Department, Tamil Nadu, 1984.

that affect business creation decision. Not only this but family structure, spousal and societal support also play an important role in creation and sustaining of women enterprises. Biologically women and men are not equal and suffer unequally from social stereotypes. When women are expected to excel without relief from their family burden. When women are expected to be primary caregiver of the family then their businesses suffer. Educators need to understand and address the factors that are critical for independent business success and to present more realistic picture of what starting a new business entails.

INITIATIVES TAKEN BY THE GOVERNMENT OF INDIA

In India, male is considered as a power role and a source of all income generations. Women are assumed to be economically as well as socially dependent on male members⁵⁰. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited, managerial ability, lack of self confidence etc. Various factors like Pull and Push factors influencing women entrepreneurs.

Development of women has been a policy objective of the Government since independence. Until the 70s the concept of women's development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach that recognized the mutually reinforcing nature of the process of development⁵¹. The 80s adopted a multi -disciplinary approach with an emphasis on three core areas of health, education and employment. Women were given priorities in all the sectors including SSI sector. Government and Non Government bodies have paid increasing

⁴⁹ Samiuddin, *op.cit.*, pp.117-124.

⁵⁰ Indira J.Parikh, *A Reflection of the Indian Women in Entrepreneurial World*, pp.13-15.

⁵¹ Aaradhana Salpekar, *Women's Education*, pp.129-133.

attention to women's economic contribution through self employment and industrial ventures.

The First Five-Year Plan (1951-56) envisaged a number of welfare measures for women. Establishment of the Central Social Welfare Board, organization of Mahila Mandals and the Community Development Programmes were few- steps in this direction.

In the Second Five-Year Plan (1956-61), the empowerment of women was closely linked with the overall approach of intensive agricultural development programmes.

The Third and Fourth Five-Year Plans (1961-66 and 1969-74) supported female education as a major welfare measure.

Fifth Five-Year Plan (1974-79) emphasized training of women, who were in need of income and protection⁵². This plan coincided with International Women's Decade and the submission of Report of the Committee on the Status of Women In India. In 1976, Women's Welfare and Development Bureau was set up under the Ministry of Social Welfare.

The Sixth Five-Year Plan (1980-85) saw a definite shift from welfare to development. It recognized women's lack of access to resources as a critical factor impeding their growth.

The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment⁵³. For the first time, emphasis was placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regard to rights and training in skills for better employment.

⁵² *Ibid.*, p.131.

⁵³ *Ibid.*, pp.134-135.

The Eight Five-Year Plan (1992-97) focused on empowering women, especially at the Grass Root Level, through Panchayati Raj Institutions.

The Ninth Five-Year Plan (1997-2002) adopted a strategy of Women's Component Plan, under which not less than 30 percent of funds/ benefits were earmarked for women related sectors.

The Tenth Five-Year Plan (2002-07) aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach⁵⁴.

At present the Government of India is operating various schemes for women by different Departments and Ministries.

- ♣ Integrated Rural Development Programme (IRDP)
- ♣ Khadi and Village Industries Commission (KVIC)
- ♣ Training of Rural Youth for Self-Employment (TRYSEM)
- ♣ Prime Minister's Rojgar Yojana (PMRY)
- ♣ Entrepreneurial Development Programme (EDPs)
- ♣ Management Development Programmes
- ♣ Women Development Corporations (WDCs)
- ♣ Marketing of Non-Farm Products of Rural Women (MAHIMA)
- ♣ Assistance to Rural Women in Non-Farm Development
- ♣ Trade Related Entrepreneurship Assistance and Development
- ♣ Working Women's Forum
- ♣ Indira Mahila Yojana
- ♣ Indira Mahila Kendra

- ♣ Mahila Samiti Yojana
- ♣ Mahila Vikas Nidhi
- ♣ Micro Credit Scheme
- ♣ Rashtriya Mahila Kosh
- ♣ SIDBI's Mahila Udyam Nidhi
- ♣ Mahila Vikas Nidhi
- ♣ SBI's Stree Shakti Scheme
- ♣ NGO's Credit Schemes Micro & Small Enterprises Cluster Development Programmes (MSE-CDP). .
- ♣ National Banks for Agriculture and Rural Development s Schemes
- ♣ Rajiv Gandhi Malila Vikas Pariyojana (RGMVP)
- ♣ Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains
- ♣ NABARD- KFW-SEWA Bank Project
- ♣ Exhibitions for women, under promotional package for Micro & Small enterprises approved by CCEA under marketing support.

The efforts of government and its different agencies are ably supplemented by NGOs that are playing an equally important role in facilitating women empowerment⁵⁴. Despite concerted efforts of Governments and NGOs there are certain gaps. Of course we have come a long way in empowering women yet the future journey is difficult and demanding.

⁵⁴ Ibid., p.136.

⁵⁵ Aggarwal, J.C. *Land Marks in the History of Modern Indian Education*, p.172.

GENDER GAP IN ENTREPRENEURSHIP

Women entrepreneurs play the vital role particularly in terms of their contribution to the economic development. Women entrepreneurship has been recognized as an important source of economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. However, they still represent minority as women entrepreneurs especially in India⁵⁶. Women entrepreneurs often face gender-based barriers to start and grow their businesses, like discriminatory property, matrimonial and inheritance laws and or cultural practices lack of access to formal finance mechanisms limited mobility and access to information and networks, etc. Women entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, Government across the world as well as various developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures over the past few decades women are coming out of the boundaries of houses and proving their ability and competencies in the business world. Today the roles of women are not confined to the traditional role of a mother or a housewife. The role of modern women is much wider than, what it was previously⁵⁷. A woman has to play multiple roles, besides playing the role of housewife/mother/daughter, she has to play different roles in community in the social settings simultaneously. Because of Indian culture traditional customs and patriarchal system ever, after 72 years of independence women are facing bias. Gender equality on the other hand functions as an enhancing pull. Factor that may increase the level of women's participation in entrepreneurship,

⁵⁶ Ibid.

⁵⁷ Murugan, M.Sakthivel and Begum Ayesha, *Predominant Barriers of Women Entrepreneurs*, pp.31-34.

other push factors that drives men or women into entrepreneurship are survival, unemployment dissatisfaction with current job, frustration with the 'glass ceiling' in salaried careers. Pull factors are mostly shaped around the pursuit for satisfaction and independence: autonomy, creativity, status attainment, financial gains and personal success. Beyond the gender gap in entrepreneurship, gender is not the only dimension that defines choices of becoming a successful entrepreneur. It is important to take into account the following factors- migration, gender and ethnicity.

As a result participation rates for men tend to be 50 percent higher than those of women creating a "gender gap" in entrepreneurship. Larger gender gaps are found in India. It is also found that women concern in India is not with growth but rather with survival. This may be the reason for finding that habitual female entrepreneurs in India tend to be the portfolio rather than serial entrepreneurs, as they attempt to diversify income sources and survival chances⁵⁸. Discrimination is explanation for gender gap in entrepreneurship. Discrimination against women is often being result of gender beliefs inherent in a society. This may have the effect of reducing women's likelihood of becoming entrepreneurs. Women in India are generally perceived as home makers with little to do with commerce but today the picture is changing. In Modern India more and more women involving in entrepreneurial activity. The problem of women unemployment in this background is compensated with self employment and regarded as a cure to generate income.

Promotion of women entrepreneurs requires a multi pronged approach. Women should be motivated to come out of their traditional occupation for accepting more challenging and rewarding activities⁵⁹. Concurrently an environment should be prepared to enable their participation. Banks and other financial institutions must

⁵⁸ *Ibid.*, p.37.

⁵⁹ Yadav, R.J. *Women Entrepreneurship*, pp.40-50.

provide credit to women entrepreneurs on both priorities are and concessional terms. The problems of women in economic field have received greater attention of international bodies in recent years. In India several institutional arrangements have been made to protect and develop Women Entrepreneurship. Though there has been a positive growth in Women Entrepreneurship, more and more encouragement and support needs to be provided to them. This would certainly enhance their socio-economic status which is a prerequisite for economic development.

Women Entrepreneurship in Tamil Nadu

Tamil Nadu plays a major role in India in Women Entrepreneurship. The geographical condition of Tamil Nadu shows the people of different categories, education system and hardworking manual power which enrich the State to become powerful, when compare with other southern states like Andhra Pradesh, Kerala and Karnataka. But there is a power input for industrialization such as iron, coal and other ores. Tamil Nadu is enriched with industries such as cotton, textile, cement, engineering and chemicals, which are the main sources, obtained and circulated to every corners of India. The duty of entrepreneurs in Tamil Nadu is to balance the economic point of view. They tried to overcome the economic handicaps to become and industrial developed State. In order to fulfill their objective, they started business, especially the unemployed women started many enterprises such as market oriented shops, homemade products and also agro-based industries in the villages of Tamil Nadu⁶⁰. The development of women entrepreneurship is motivated by the State. Tamil Nadu Government has conducted different entrepreneurship development programmes by the support of agency such as Small Industries Service Institute at Chennai, the Industrial and Technology Consultancy Organization of Tamil Nadu and the Tamil

⁶⁰ Report of MSMEs, 12th Five Year Plan, 2012-2017.

Nadu Industrial Investment Corporation.⁶¹ The following chart clearly depicts the registered entrepreneurs in Tamil Nadu during the years 2007 to 2014.

Table : 5.2
Women Registered Entrepreneurs in Tamil Nadu

Year	Registered Entrepreneurs for MSMEs at DICs (in Nos.)	Percentage
2007-2008	27309	6.25
2008-2009	32049	7.33
2009-2010	41799	9.56
2010-2011	57902	13.25
2011-2012	70639	16.16
2012-2013	90974	20.81
2013-2014	116393	26.63
Total	437065	100.00

Entrepreneurs started different types of industries such as chemical, engineering, electrical and electronics, food and food based, garments, handicrafts, poultry and animal feeds, tiles, marbles and granites, printing, publishing and leather and leather based, plastic based, tyre and retreading and miscellaneous. The entry of women in all sectors benefited the whole women upliftment in the society.⁶²

Some women with remarkable entrepreneurial abilities, good education, and family background turn women into her - entrepreneurs and run business operation successfully. Women entrepreneurs play an important role in developing the nation by their active contribution. Women entrepreneurship has been recognized as an important source for economic growth. By establishing their new venture women entrepreneurs started business for themselves and contribute the society with different solutions to

⁶¹ Entrepreneurs Memorandum, MSMEs, p.3.

⁶² Census of India 2001, Chapter 18, Gender and Development, 2001, p.1.

manage the organizations and business problems⁶³. However, they still represent as women entrepreneurs, especially in India. Women entrepreneurs often face gender-based barriers to start and grow their business like discriminatory property, matrimonial and inheritance laws and cultural practices, lack of access to formal finance mechanisms, limited mobility and access to information and networks etc⁶⁴. Thus women entrepreneurship can make strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. The Government across the world as well as various development organizations actively assists and promotes women entrepreneurs through various schemes, incentives and promotional measures. Over the past few decades women are coming out of the boundaries of houses and proving their abilities and competencies in the business world⁶⁵. Today, the roles of women are not confined to the traditional role of mother or housewife. The role of modern women is much wider than what it was previously. A woman has to play multiple roles, besides playing the role of housewife/mother, daughter. She has to play different roles in community obliging all social settings simultaneously. Women in India are generally perceived as home makers with little to do with commerce but today the picture is changing⁶⁶. In modern India more and more women are involving in taking entrepreneurial activity⁶⁷. The problem of women unemployment and regarded as a cure to generate income.

⁶³ Sen Gupta Padmini, *Women in India*, p.5.

⁶⁴ *Ibid.*, pp.45-50.

⁶⁵ Aggarwal, R.C. *Role of Women in Socio- Economic Development*, pp.16-18.

⁶⁶ Dhameja, S.K. *op.cit.*, p. 27.

⁶⁷ *Ibid.*