CHAPTER – 05

MODEL FRAMEWORK ON INSTITUTIONAL SUPPORTS AND EMPOWERMENT OF WOMEN ENTREPRENEURS
The economic development of any nation to a large extent depends on the development of entrepreneurial traits among its people. For instance a vast nation like the United States of America, stands today as an all-powerful nation evincing excellence in all aspects of human life. Entrepreneurial traits can be developed in every individual by identifying and strengthening their entrepreneurial potentialities.

This chapter explains how incorporating certain important parameters relating to institutional support can develop the deep-seated potentialities of women entrepreneurs of our country. Based on the fact a model framework has been evolved.

The model seeks to explain the phenomenon of national economic growth as well as empowerment of women through constant interaction with its entrepreneurial environment. The women empowerment in our country through institutional support is possible with a right frame of mind, attitude, behaviour, and support of all kinds. The model explains the inter-relationships among different variables, which lead to unraveling the hidden potentialities of women and women entrepreneurs through the support system in a
given environment. The model is based on certain assumptions. They are as follows:

**ASSUMPTIONS OF THE MODEL**

The model framework on institutional supports and women entrepreneurs can work effectively if the following assumptions are hold good.

1. Changing environment will decide on the relevance of enterprises. The model assumes that the dynamic environmental factors such as political–legal, economic, technological, socio-cultural, globalisation need to be scanned, monitored, in order to become proactive to the changes. As and when a change takes place in the external environment, the players need to be pragmatic, proactive, positive or adaptive.

2. The women entrepreneurs must have the commitment, involvement, and participation and stepping ahead extra mile not withstanding the taboos, restrictions and other extraneous variables. That is for the success of an enterprise, the entrepreneurs have to depend not only on their initiative and hard work but also on help and cooperation from other Supporting Institutions.

3. The institutional supports must be timely and need based. The policy of the institutions must be flexible to meet the new requirements.
4. NGOs should play proactive role for women empowerment in our society.

Diagrammatic presentation and explanation of the model is as follows:
MODEL FRAMEWORK ON INSTITUTIONAL SUPPORTS AND
WOMEN ENTREPRENEURS EMPOWERMENT

Government Policy

Women entrepreneurs

Government Facilities

Non-Governmental Organizations

Environment
Socio-Cultural, Economic and technological

INSTITUTIONS IN WOMEN ENTREPRENEURSHIP

SIDBI
FICCI
NSIC
NABARD
KSSIDC
KSFIC
KVIC / KVIB
DICs
SC/ST Development Corporation
FKCCI
KSWDC

BANKS

Private
Public
Commercial
Foreign
RRB
Cooperative

NGOs

AWAKE

SUPPORTS

Finance
Technical Know-how
Training
EDP
MDP
Marketing
Conduct of fairs/exhibitions
Project report preparation
Industrial Estates
Supply of Raw material
R & D
Others

RAMIFICATIONS

Unraveling the Potentialities of women / women entrepreneurs

Achievement of Individual goals

Self-reliance
Economic liberty
Phasing out Gender Bias
Phase-out taboos on women

Achievement of National Goals

- Increased productivity
- Women empowerment
- Enhanced GDP, per capita Income, standard of living
- Gender-Equality
- East of facing Global Competition
- Economy Becoming Resultant Global player

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INTERPRETATION OF THE MODEL

The model has six variables consisting of environment, government, women entrepreneurs, institutions, banks, and NGOs. In the given model, all these factors are inter-related and inter-dependent to achieve the objectives of self-reliance of women, their empowerment, economic liberty, eradicating gender-bias, social taboos and the like. The details are as follows:

1. ENVIRONMENT

Environmental factor refers to external factors such as social and cultural factors, economic factors, and technological factors. India’s culture, with its social organisation, is often identified as responsible for the country’s low rate of economic development. Development of entrepreneurial attitude being a complex long-term phenomenon is closely associated with the culture and social norms prevailing in the country. The society dwells on the past glories, traditions, customs and usages, skepticism, Cynicism and old idiosyncrasies. Due to that Indian women lack the need for achievement and confidence, which are essential for an entrepreneurial career. These can be phased out, if more number of women is made entrepreneurs for the cause of self-sustenance, economic liberty, socio-economic development and the like. The male dominancy can be curbed and woman can be freed from the harassments and tortures-psychological, physical and emotional. Economic
factor or system is an organisation of institutions established to satisfy human needs/wants. Economic systems are based on resource allocation in the system.

Technology is a systematic application of scientific or other organised knowledge to particular tasks. Technology advanced phenomenally during the past 50 years. Technology changes at a faster rate. In fact it brings change in the society, economy and politics. Technology affects all walks of life, all countries and the entire globe. As stated by Alvin Toffler, "Technology feeds on itself. Technology makes more technology possible". Thus technology influences the way we live, we cook, we drink even water, communicate, interact, produce, sell, etc.

Changing environments decide on the relevance of enterprises. Adopting to change and exploiting new opportunities are important for the survival and growth of enterprises. Besides such changes would also create opportunities for new players. Thus, there is constant business churning, leading to variations in economic growth.

Hence, the women entrepreneurs must play their role in a given competitive and changing environment. The external forces such as political-legal, economic, technological, socio-cultural, globalisation, physical and the like, influence the functioning of women entrepreneurs in both manufacturing and service providing sectors. It is the bounden duty of a women entrepreneur to keep the vigil on the changing
environmental scenario, in order to become proactive and not to be reactive.

2. GOVERNMENT FACILITIES

The Government has already provided a myriad number of schemes to facilitate the women and women entrepreneurs all over the country in the form of institutional supports. The Government policy in providing supports, encouragement and facilities should be highly congenial and flexible to meet the changing global scenario. When capable and motivated individuals perceive these opportunities, the outcome is entrepreneurial activity i.e., creation of new enterprises.

3. INSTITUTIONS IN WOMEN ENTREPRENEURSHIP

Although a number of institutions, banks and other agencies are rendering services to women entrepreneurs for their upliftment, the schemes need to be remodified in consonance with the changing circumstances and according to dynamic environmental factors. The financial, technical, EDP, MDP, marketing, project preparation and other facilities can be further strengthened and penetrated into the rural areas. The facilities of financial institutions must be foolproof and error free.
4. BANKS

The public sector banks, private sector banks, commercial banks, Regional Rural Banks, Cooperative Banks and Foreign Banks need to play their role effectively for supporting the women entrepreneurs to achieve their individual, societal and national goals. Towards this end, need based support is vital for productive purposes.

5. WOMEN ENTREPRENEURS

For achieving the goal of becoming entrepreneur, the aspirant should have unwavering attention and commitment. The theory proposed by Max Webber “Protestant Ethic”, (with its value of discipline, hard work, efficiency and thrift) provides a mental attitude conducive to the spirit of capitalism, but he argued that ascetic principles embedded in Hinduism do not encourage the entrepreneurial activity in pursuit of wealth creation found in protestants. According to him traditional Hindu values emphasise that individuals should be judged by their spiritual activities and achievements but not by their materialistic achievements. However, the current young generation, view a different meaning of Hinduism that, ‘work is worship’ and one can achieve nirvana through the path of karma yogam (by working hard and mastering the activity in which one is engaged)\(^1\) Hence, the women entrepreneurs must be committed and a high level of participation is

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necessary in their entrepreneurship. Notwithstanding the hindrances, they must steer through the challenges and become successful entrepreneurs.

6. NON-GOVERNMENTAL ORGANISATION

Attitudinal problems hinder a women's entrepreneurial success. Of late, a few organisations have been set-up especially in the NGO sector to provide support and assistance to women entrepreneurs, and bring about attitudinal changes in them. These include organisations such as Indian Council of Women Entrepreneurs, Association of Women Entrepreneurs of Karnataka (AWAKE), and Self Employed Women's Association (SEWA). Organised efforts have provided the much-needed attitudinal and skill training, industrial sheds and marketing avenues. But still a more number of Non-Governmental Organisations need to be established in our country because of the burgeoning population. The population of our country is not a bane because the woman population can be effectively converted into entrepreneurs, high personalities, and productive workforce through setting up of NGOs to assist the functions of Government.

All the above given six variables are an independent variables with reference to the national economic growth, and the dependent variable with reference to the entrepreneurial framework conditions in the country. In other words, the hypothesized relationship among these six variables is that
the entrepreneurial framework conditions stimulate entrepreneurial activity, which in turn stimulates national economic growth as well as individual growth of an entrepreneur.

As envisaged by our beloved President A.P.J. Abdul Kalam, India to become superpower by 2020 A.D, the holistic development including women empowerment is vital and essential. Keeping this in mind, the government and all other players must act diligently to achieve the vision. In this connection, institutional support to woman entrepreneurs will act as the touchstone for increased productivity, GDP, Per Capita Income, standard of living and establishing gender equality. The resultant achievement is, India becoming a global player.

The above model on institutional support and empowerment of woman entrepreneurs can work better if the assumptions are followed thoroughly and the players play their role effectively.