1.1 INTRODUCTION

In the words of president APJ Abdul Kalam "Empowering women is a prerequisite for creating a good nation, when women are empowered, a society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation."

Women represent 49.6% of the total population of the world, but only 40.8% of the total workforce is in the formal sector. In earlier days, for Women there were 3 Ks- Kids, Kitchen, Knitting, then came 3 Ps- Pickles, Powder, Papad and now at present there are 4 Es- Energy, Electricity, Electronics, and Engineering. Since ages, India has been men-dominated country. But, time is changing now. Women in India now know their rights and duties and with the spreading awareness, they are now no less than the men. They are walking with men at the same pace in each and every field.¹

Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities. Women entrepreneurs are rapidly becoming a force to recognize within the business world and are not only engaged in business for survival but to satisfy their inner urge of creativity and to prove their capabilities². Educated Women are contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas which are traditionally dominated by men.

Today, many women have established their own entrepreneurial empire and are now ruling their world as they wished to. With the growing sensitivity to the role and economic status in the society, the hidden entrepreneurial potentials of women have been gradually changing. Skill, adaptability, and knowledge in business are the main reasons for women to emerge into business ventures.

“You can tell the condition of a nation by looking at the status of its women”- Jawaharlal Nehru.
Definition of Entrepreneur:

The word “entrepreneurship” is originated from a French word “Entree” “To enter” and “Prendre” “to take” and in general sense refers to any person starting a new project or trying a new opportunity.

According to Cantillon "entrepreneur is the agent who buys means of production at certain prices, in order to sell at prices that are certain at the moment at which he commits himself to his cost.

According to P.F Drucker “he is one who always (1) searches for change (2) responds to it (3) exploits it as an opportunity.”

According to Schumpeter, “the entrepreneur is someone who carries out "new combinations" by such things as introducing new products or processes, identifying new export markets or sources of supply, or creating new types of organization.” Schumpeter presented a heroic vision of the entrepreneur as someone motivated by the "dream and the will to found a private kingdom"; the "will to conquer: the impulse to fight, to prove oneself superior to others"; and the "joy of creating."

The Oxford English dictionary 1897 defines the term “Entrepreneur” in a similar way as the director or the manager of a public musical institution, one who gets up entertainment arranged, especially musical performance. Primarily in the early sixteenth century applied to those who were engaged in military expeditions. In the seventeenth century it was extended to cover civil engineering activities such as fortification and construction. Since then the term entrepreneur is used in various ways.

Definition of Women Entrepreneur

According to Harbison F (1956), “Any women or group of women which innovates, initiates or adapts an economic activity may be called women entrepreneurs”.

According to the National level standing committee on women entrepreneurship, Government of India, 1991, “An enterprise owned and controlled by women having a minimum financial interest of 51 percent of the
capital and giving at least 51 percent of the employment generated in the enterprise to women”.

The above definition is criticized by women themselves on the ground that employing more than 50% women workers in the enterprises owned and run by the women is prejudiced and not in harmony with practical realities. In nutshell, women entrepreneurs are those women who think of a business, commence, own, organize, operate, employ women and undertake risks (in various terms, such as money, time etc.) involved in running a business and takes it to a height. Woman entrepreneur is a person who accepts challenging roles to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who are capable of contributing values in both family and social life.

1.2 EVOLUTION OF WOMEN ENTREPRENEURS IN INDIA

Women in India make up 7.5% of the world’s total population. While certain development indicators show their quality of life is improving – declining maternal mortality rates; increasing literacy rates; more women gaining access to healthcare and education – but the pace of change is heartbreakingly slow. India ranks 113 out of 135 on the World Economic Forum’s Gender Gap Index. According to India’s 2011 census, the sex ratio for children under six was 914 females to 1,000 males, a disturbing decline from 927 in 2001. The ranking of Indian women in economic empowerment is 0.3, where 1.0 means equality. This is a dangerous state of affairs for any society. Denying women opportunities to realize their potential is a waste of human capital and bar to economic progress. Women are undoubtedly the foundation of the basic unit of society – the family. Even in traditional roles, they demonstrate great innovation, skills, intelligence, hard work, and commitment. If we can harness these attributes effectively, India’s growth can be more inclusive and equitable. The education of women is, therefore, the key. But in a country where nearly 70% of the population lives in rural areas, access to educational opportunities is limited. Moreover, poverty puts the girl child at a greater disadvantage. Added to this, the social attitude towards
women and it is obvious that we need a multi-pronged approach if we are to achieve education for women worldwide. This is where technology or E-education can help. E-infrastructure can deliver relevant education to both sexes in an efficient and equitable manner, enabling our youth to leapfrog into the Internet age. When we educate and empower one woman, we set off a chain reaction that transforms the life of her family and the community she lives in. An exemplary model is a network of trained Accredited Social Health Activists (ASHA), created under the National Rural Health Mission, who has played a crucial role in improving the health of women and children across India.

Any understanding of Indian women entrepreneurs, of their identity and especially of their roles will be incomplete without going into the Indian history where women have paused, lived and internalized various role models. Emancipation of women has been talked of, moving out of the purdah systems and going in for higher education were and are some indicators of them being emancipated, but the emergence of women on the economic scene as entrepreneurs can be heralded as a significant development in their emancipation and securing for themselves a secure place in society which they long deserved. Earlier, marriage was the only career for most women. When they did come out, it was in areas such as teaching, office work, nursing, and medicine. If we take the self-employed women they consisted of only five percent. The majority of the self-employed women were engaged in the unorganized sector, such as handicrafts, handloom and cottage based Industries. The eighth-five year plan had given impetus to the development of the small-scale sector. The numbers of small-scale units were expected to increase from one and a half million to two and half million during the period 1992-1997 of which nine percent would be of units owned by women. This trend augurs well for women because this indicates that by the turn of the century women’s participation would increase by twenty percent in the small-scale units. An ideal climate has been launched for the Indian women entrepreneurs, to exhibit their talents; it is for the government to take up the responsibility to improve a lot for women in economic life and to prepare them to participate in industrial estates as entrepreneurs.
In the present times, they are increasingly becoming conscious of their existence, their rights to work and to lead a respectable life. Some have taken entrepreneurship roles while some have opted for employment. Millions of others have taken ideal stereotype social roles. The brief description of history of women entrepreneur is shown below. Today women entrepreneurs represent a group of women who have broken away from the beaten tracks and are exploring new avenues of economic participation.

1.3 DEVELOPMENT OF WOMEN ENTREPRENEURS IN DIFFERENT DECADES IN INDIA.

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>CHARACTERISTIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>During 50’s</td>
<td>Compulsion</td>
</tr>
<tr>
<td>During 60’s</td>
<td>Initiation of Individual level</td>
</tr>
<tr>
<td>During 70’s</td>
<td>Aspiration</td>
</tr>
<tr>
<td>During 80’s</td>
<td>Equal opportunities</td>
</tr>
<tr>
<td>During 90’s</td>
<td>Empowered</td>
</tr>
<tr>
<td>21st Century</td>
<td>Shinning</td>
</tr>
</tbody>
</table>

Women Entrepreneurs of the 50’s

During 1950’s there were two categories of women entrepreneurs who,

a) Took to creating and managing entrepreneurial activities because of the fact that there was no income-generating male in the family and

b) Took roles and responsibilities of the organization the husband had left.

Both the above shifts in the role of women were because of compulsions. The woman abandoned her education and put aside her other aspirations and became the generator of income for the family. But it took enormous courage and willpower to break through the established socio-cultural traditions and labours. Such types of women required in 50’s were very few. 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.
**Women Entrepreneurs of the 60’s**

This was the decade when there was a spread of women education. They began to educate in schools and colleges and began to have aspirations. This was the period in which women started to venture into small one-woman enterprises. Women enterprise at home and from home, But still enterprise was within the four walls of the home and earning was one of the important motivating factors without disturbing too much the social fabric of the existing society of that time. 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.

**Women Entrepreneurs of the 70’s**

This decade is considered as a decade of change in the sector of women. A critical mass of women had their education and entered the workforce as professionals in this decade. New frontiers were opened by the women in this decade.

The women of this decade started not only developing their aspirations but also ambitions to do and earn something for their families. The choices of taking up some kind of job/earning activity as a self-employed person was not out of any compulsion or helplessness but because of their aspirations and ambitions and was the choice made actively to take charge of one’s own life. Some of the reasons for their shift were due to,

- Women started realizing that income generation is not just the responsibility of male members of the family.
- Women wanted to be independent and wanted their voices to be heard in the family as well as in the society.
- Women wanted to perform a variety of roles.
- Women thought work as an integral aspect of their living space.
- The social system and occupation were equally significant in the generation of income and choice of career.
A different role and life were aspired by educated and qualified women and their mothers and grandmothers.

Homes, marriage, children, and occupation were wanted by women.

The social traditional role behaviour from the older generation was accepted by the women, but understanding and support from their husbands, colleagues, and children were expected by them in their choice of occupation. They looked for the redefinition of systems and redesigned interfaces across the systems and institutions they worked with.

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.

**Women Entrepreneurs of the 80’s**

The decade of 80’s witnessed a dramatic shift in this area. The women entrepreneurs of 50’s, 60’s, and 70’s had accepted both their social and occupational roles and tried to maintain a balance between the two. In 80’s the women were educated in highly sophisticated technological and professional education. Several women had medical, engineering and similar other degrees and diplomas, they began to make personal choices, stood up for their convictions and had the courage to make up new beginnings. During this decade, many entered their father or husbands business as equally contributing partners. Women in other areas opened their own clinics and nursing homes and many more women opened small boutiques, small enterprises of manufacturing and entered garment exports. It was the decade of the breakthrough for women in several fields and frontiers.

But all these were not well because of the hostile society, Non-co-operation, and support from family and quilt of not playing the traditional social roles.
Women entrepreneurs of the 90’s

The women entrepreneurs, who belonged to the nineties, were a different kind of women qualitatively. They had a role model for them in the women of earlier generations. The women of this era were considered to be capable, competent, and self-reliant and assertive. During this decade, a number of women took up the challenge of initiating an enterprise, developing it and nurturing it to grow. There were many women who join hands with their parents and husbands and contributed a lot. It happened sometimes that these women outshone “their fathers’ or husbands’ names”. During this decade women developed their own identity, acquired self-esteem and have shown the society that they can tackle the problems of enterprises single-handedly and independently.

Capability, competency, confidence, and assertiveness were attributes of the women of the nineties. Women of the 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.

Women entrepreneurs of the 21st Century

During this century, women are emerging as a force to reckon, with many of the telecom, Information Technology, and Finance Industries are headed and controlled by women. In fact, the children of 90’s have started opting for their mother’s profession instead of fathers. Growing Industrialization and globalization, Social Legislation, Speedy urbanization is the major contributing factors leading for an upsurge in women entrepreneurship. Women have shifted from the kitchen, Food, handicrafts industries to nontraditional industries like IT,
Organic. A day is not far off when women will be shining in mass in the area of entrepreneurship.

However, the women still have to overcome few barriers, preconceived notions, strongly established assumptions and rules and gender problems in the secondary environment.

The transition to the millennium is marked by the women creating a 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 millennium. She also plays the role of the entrepreneurs who establish 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 willing 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 earlier. 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 an acknowledgement of one’s own uniqueness of identity. This discovery helps women create and build an 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 the 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 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 in 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 around.

1.4 FACTORS INFLUENCING WOMEN ENTREPRENEURSHIP IN INDIA

The new trust of dynamic leadership has created an all-around enthusiasm. The new slogan “Much towards the economic development of the country can be obtained only by the development of women entrepreneurs”. In fact, Harvard school experts feel that the basic quality of efficient management is futuristic outlook and a capacity to nurture and plan for the future or unknown. This comes naturally to women. Therefore, they feel that successful managers will be those who combine this feminist attribute of nurturing and futuristic planning with male aggressiveness. But this inheritance of managerial talents of women, her entrepreneurial skills remains 90 percent unrecognized and unaccounted, as it does not show profit or loss in monetary terms.

Some motivation factors are described as follows:

- **Need for Achievement:** In entrepreneurship, the critical motive identified by McClelland is the need for achievement. Also called the "urge to improve" McClelland & Winter the motive carries with it various habits of thought and action which are essential for building enterprise and consequently, economic development. Need for achievement stimulates the behaviour of a person to be an entrepreneur. High achievers are not gambling: they dislike succeeding by chance. They prefer the challenge of working at a problem and accepting the personal responsibility for success or failure rather than leaving the outcome to chance or the actions of others. They perform best when they perceive their probability of success as being 0.5, that is, where they estimate that they have a 50-50 chance of success.

- **Self-identity:** A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. Even though gender equality and equal
opportunity are constitutional rights in India, different standards of behaviour for men and women still exist, including in the work environment. Therefore, they want to start their own venture to prove themselves and to have a self identity.

- **Education & qualification:** Now a day educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. The transformation of the social fabric of the Indian society, in terms of the increased educational status of women and varied aspirations for better living, necessitated a change in the lifestyle of Indian women.

- **To be an ideal for others:** McClelland and Burnham found that an entrepreneur has a high need for influencing others and a high capacity to discipline one's own self. It means that the need for achievement is essential to establish an enterprise, but in order to be successful, as an entrepreneur, one should have a high need to influence others. Once an entrepreneur builds his organization, he would have to increasingly deal with people. Dealing with people effectively needs a drive which influences people, sells them ideas, and leads them to implement the ideas. In the process, it helps the entrepreneur to establish, stabilize and expand the enterprise. Such a drive is called a need for power and influences others.

- **Responsibility:** A sense of individual responsibility is another characteristic associated with those who have a high need for achievement, implying that individualism is tolerable when one embraces both the credit for success and the blame for failure.

- **For a bright future of their wards:** due to increasing inflation and cut-throat competition, it is becoming harder for a middle-class family to survive. In view of these factors, women start their own venture to secure bright future of their wards.

- **Supplementary income:** Some women become entrepreneurs because they have some free time and while performing their unpaid work (family
responsibility); they wish to earn supplementary income to increase the standard of living of their family.

- **Family occupation:** Several women entrepreneurs join their family business at a later stage of life when they are little free from the responsibility of their children. Family business provides them with a well-established business, deep-rooted market, and supply chain and most importantly a level of comfort.

- **Government policies & schemes:** Both state and central governments, through various agencies, ministries, and institutions, try to offer financial support, training, marketing facilities etc. This, in turn, induces women to take advantage of these policies and schemes.

- **Liberty to take decisions:** An entrepreneurial setup provides a woman with an opportunity to become their own boss. They are the own drivers of their destiny, they can take independent decisions which fascinates them to be an entrepreneur rather than doing paid jobs.

- **Generation of employment:** Women Entrepreneur is a person who accepts the challenging role to meet her personal needs and become economically independent. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing so rapidly that the job seekers are turning into job creators.

- **New opportunities for self-satisfaction:** Sometimes, women chose such career path for discovering their inner potential, caliber in order to achieve self-satisfaction. It can also provide a means to make the best use of their leisure hours.

- **Innovative and creative thinking:** Entrepreneurs are highly creative people. They always try to develop new products, processes or markets. They are innovative, flexible and are willing to adapt to a change. They are not satisfied with conventional and routine methods of doing things. They involve themselves in thinking and finding new ways of doing
things in a better way. Their thinking is divergent and they are on a lookout for new scientific theories and knowledge to improve products and processes.

- **Circumstances:** Many women start a business due to some traumatic event, such as divorce, death of the husband or main earning member of the family, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff.

### 1.5 PROBLEMS FOR THE GROWTH OF WOMEN ENTREPRENEURSHIP IN INDIA

In recent years, the problems of women in the economic field received a lot of attention at the national as well as at international level. The United Nations declared the period 1975-85 as the ‘Decade for Women’. Since then it has been organized four World Conferences on Women in every five years. Experts have identified several constraints that stood in the way of women and also the effective participation of women in the industrialization of developing countries. The problems and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship. Women in India face many problems to get ahead their life in business. These are described as follows.

1. **Family Ties:**

   Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work, to look after the children and other members of the family. They are overburden with family responsibilities like extra attention to husband, children and in-laws which take away lots of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully.

2. **Male-dominated society:**

   Even though our constitution speaks of equality between sexes, male chauvinism is still the order of the day. Women are not treated equally to men. Their entry to business requires the approval of the head of the family.
Entrepreneurship has traditionally been seen as a male preserve. All these put a break in the growth of women entrepreneurs.

3. **Lack of education:**

   The main causes for the low rate of women entrepreneurship in our country are poverty and illiteracy. Parents are unwilling to send their daughters for studying professional education. Women in India are lagging far behind in the field of education. Most of the women (around sixty percent of total women) are illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish.

4. **Social barriers:**

   The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper. Castes and religions dominate with one another and hinder women entrepreneurs too. In rural areas, they face more social barriers. They are always seen with suspicious eyes.

5. **Shortage of raw materials:**

   The scarcity of raw materials, sometimes non-availability of proper and adequate raw materials sounds the death-knell of the enterprises run by women entrepreneurs. Women entrepreneurs really face a tough task in getting the required raw material and other necessary inputs for the enterprises when the prices are very high.

6. **Problem of finance:**

   Women entrepreneurs stiffer a lot in raising and meeting the financial needs of the business, Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers on the ground of their less creditworthiness and more chances of business failure. They also face
financial problem due to blockage of funds in raw materials, work-in-progress finished goods and non-receipt of payment from customers in time.

7. **Tough competitions:**

    Women due to lack of education, knowledge and resources usually, employ low technology in the process of production. In a market where the competition is too high, they have to fight hard to survive in the market against the organized sector and their male counterpart who have vast experience and capacity to adopt advanced technology in managing enterprises.

8. **High cost of production:**

    Several factors including inefficient management contribute to the high cost of production which stands as a stumbling block before women entrepreneurs. Women entrepreneurs face technology obsolescence due to non-adoption or slow adoption to changing technology which is a major factor of high cost of production.

9. **Low risk-bearing capacity:**

    Women lead a protected life in India. The women in India are taught naturally by several things to depend on the male members of her family from their girlhood period. They are prevented from taking any risk even if they are ready to take any risk and have the ability to bear it. But despite the restrictions imposed on women, some women have proved that they have the capacity to face and bear risks in entrepreneurial activities. They have identified their rights; capacities potentials, as well as they, become aware of the potential situations. As a result, they have entered various business and professions. However, entrepreneurial activities are not performed by the women in large scale because of their lack of capacity. Therefore, the government should try by organizing various awareness programmes for women to make them identify and develop their risk-bearing capacities. Lack of education, training and financial support from outsiders also reduce their ability to bear the risk involved in enterprises.
10. **Mobility Constraints:**

One of the major problems for women for entrepreneurial development is mobility. They never like to leave their place for business activities and prefer to stay and do business in their residential areas. Mobility is an important quality for an entrepreneur. As women entrepreneurs tend to do business in their local area of living and are seen disproportionately in their areas of birth or living, women mobility in India is highly limited and has become a problem due to traditional values and inability to drive vehicles. Moving alone and asking for a room to stay out in the night for business purposes are still looked upon with suspicious eyes. Sometimes, younger women feel uncomfortable in dealing with men who show extra interest in them than work-related aspects.

11. **Lack of entrepreneurial aptitude:**

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have no entrepreneurial bent of mind. Even after attending various training programmes on entrepreneurship, women entrepreneurs fail to tide over the risks and troubles that may come up in an organizational working.

12. **Limited managerial ability:**

Management has become a specialized job which only efficient managers perform. Women entrepreneurs are not efficient in managerial functions like planning, organizing, controlling, coordinating, staffing, directing, motivating etc. of an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

13. **Legal formalities:**

Fulfilling the legal formalities required for running an enterprise becomes an upheaval task on the part of a women entrepreneur because of the prevalence of corrupt practices in government offices and procedural delays for various licenses, electricity, water, and shed allotments. Apart these, several women entrepreneurs are not that much educated to have knowledge of all such legal formalities. In such situations, women entrepreneurs find it hard to concentrate on the smooth working of the enterprise.
14. **Exploitation by middlemen:**

Since women cannot run around for marketing, distribution and money collection, they have to depend on middlemen for the above activities. Middlemen tend to exploit them in the guise of helping. They add their own profit margin which results in fewer sales and lesser profit.

15. **Lack of self-confidence:**

Women have a strong mental 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 look down upon them. Thus they are not both mentally and economically self-reliant. Women entrepreneurs, because of their inherent nature, lack self-confidence which is essentially a motivating factor in running an enterprise successfully.

16. **Absence of Definite Agenda of Life**

The educated women do not like the limitation of their life within the narrow boundary of the house. They want equal opportunity and respect from their partners as well as from the society. However, in India, some women have reached good positions in the business world. Yet, most of the women are either illiterate or semi-literate in rural India. They haven’t got a proper idea of self-esteem and self-respect. Also, their bringing up does not include to have definite agenda in their life and they spend their whole life without any specific aim of their life.

17. **Absence of Balance between Family and Career Obligations**

Women, in general, are concerned about family duties. They show no equal concern for the duties in the career. Women in India dedicate many their lives for the welfare and care of their family members. Women with children are considered to be lower in occupational commitment relative to women without children. Their first priority is the family role which has a negative impact on their work performance.
18. **Poor Degree of Financial Freedom**

There is very poor financial freedom for women in Indian families, especially in uneducated and rural families. Women in these families can’t take any decision on their own to take up entrepreneurship without the family members’ consideration. They have to consider also social ethics and traditions for women. A woman can’t commence any business or any economic activity to become independent even if she is financially dependent. Thus the dependency has become a vicious one for women in India.

19. **Paradox 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 rich families have the capital to invest, but they may lack good entrepreneurial skills. On the other side, women from economically poor family have good entrepreneurial skills, but they haven’t got any financial support from their family member or relatives. Thus the problems of women entrepreneurship are in a state of paradox.

20. **No Awareness about Capacities**

Awareness about individuals’ capacity should be created through increasing the level of education. It is very unfortunate that the educational system in India is facing a failure in creating awareness of ability and capacity of women and their hidden talent and power for handling economic activities. There is an increase in the level of education for women and social awareness to the role that women play in society, but it applies only to women in urban India and not in rural India. Environment in the urban area is favorable for identifying and creating awareness about women capacity and capability for doing many things. On the contrary, the atmospheres in the rural areas are unfavorable for identifying and developing the capacity and ability of women.

21. **Problems of Work with Male Workers**

It is true that many women have skills for doing business, but they hesitate to work with male workers and sometimes male workers are not ready to
work with women entrepreneurs. Most of the women entrepreneurs are of the opinion that semi-educated or uneducated class of workers cannot visualize and accept a "female boss" in their work field.

22. Negligence by Financial Institutions

Banks and financial institutions play an important role of financers to entrepreneurs in the developing countries because small and medium size firm owners do not borrow from the capital market. But, these banks and financial institutions underestimate the women entrepreneurs and are reluctant to provide credit to them because of their traditional mind set about women.

23. Lack of Interaction with Successful Entrepreneurs

Lack of interaction with successful entrepreneurs is also one of the problems for women entrepreneurs in India. Successful entrepreneur becomes the role model in the society for women with the ability of entrepreneurial activities and who undertake economic activities to prove their ability. But, there is not enough provision for such interaction to inculcate knowledge and make them aware of the experiences of successful women entrepreneurs.

1.6 ROLE AND CONTRIBUTION OF WOMEN ENTREPRENEURS IN INDIA

In India, women dominate the micro enterprise sector both in rural and urban areas. According to the central statistical authority, women account for close to 70 percent of the micro enterprises in India. However, their participation in small, medium and large enterprises diminishes. Beyond participation in productive activities such as agriculture, trade, and industry, women have multiple roles in society. They participate in productive activities such as agriculture; they are responsible for caring for the family including the preparation of food, health care, and education. Women need to balance these different roles and therefore they are multitasked, managing their businesses alongside all other roles they are expected to perform. Women account for a larger share of the informal economy operators, as well as those running micro and small enterprises in India. MSME’s make a significant contribution to the socio-economic
development of the country by way of supporting the people to earn money and make a contribution to family income, and by supplying basic goods and services for local consumption. However this contribution is not fully recognized or understand, and there is little in the way research or statistics to provide a broader understanding of women’s experience as business owners, their contribution to economic development or the challenges they face in setting up, managing and growing their enterprise.  

Women entrepreneurs are often described as 'survivalist' and dominate the low skill, low capital intensive and often informal and micro business. Women tend to focus on business that is a continuation of their domestic roles, such as the service sector. The potential for the growth of women’s enterprises is said to be low and is driven less by entrepreneurial drive than the need for survival. Women comprise 74 percent of those employed in the micro enterprise’s sector. More than 65 percent of all women in cottage\handicraft industries (micro enterprise) were engaged in processing food products and beverages.

**Economic contribution:**

With increased awareness and globalization, there is a constant increase in a number of women entrepreneurs. A survey conducted for women entrepreneurs reveals that most of the women entrepreneurs are still involved with the food industries at the small-scale level. Today majority of women are having a small business of Papad, Achar, Stitching etc., which appears to be an extension of food industry started through kitchens. Gradually with the spread of education and training and having more awareness in the variety of fields, women are showing a keen interest in the field of technology, energy-related industries. But the numbers of such women entrepreneurs are negligible. The situation in metro cities is different. A survey conducted around Delhi clearly revealed that about 40% of women entrepreneurs are having non-traditional enterprise fields such as electronics, engineering, consultancy etc. Their economic contribution can be described as follows:
Figure 1.1: Economic Contribution

i) **Capital formation:**

Entrepreneurs mobilize the idle savings of the public through the issue of industrial securities. Investment of public savings in industry results in the productive utilization of national resources. The rate of capital formation increases, which is essential for rapid economic growth.

ii) **Improvement in Per capita Income:**

Women entrepreneurs in India have also been exploiting the opportunities. They convert the latent and idle resources like land, labour, and capital into national income and wealth in the form of goods and services. They help in increasing the country’s net national product and per capita income which are important yardsticks for measuring the economic growth.

ii) **Generation of employment:**

Women entrepreneur in India are playing an important role in generating employment both directly and indirectly. By setting up small-scale industries, they offer jobs to people.
Social Contribution:

Women entrepreneurs are also contributing towards balanced regional development and improving living standards in the country.

Figure 1.2: Social Contribution

i) Balanced Regional Development:

Women entrepreneurs in India help to remove regional disparities in economic development. They set up industries in backward areas to avail of the resources concessions and subsidies offered by the government.

ii) Improvement in living standards:

With the setting up of small-scale industries, reduction of scarcity of essential resources and introducing new products can be achieved. Women entrepreneurs in this country are, using their innovative and creative thinking, producing a variety of goods on a large scale and offering them at low rates, as a result, achieving improvement in the standard of life.

iii) Innovation:

Innovation is the key to entrepreneurship. It implies the commercial application of an invention. As an innovator, the entrepreneur assumes the role of a pioneer and an industry leader. Entrepreneurs have contributed many
innovations by developing new products and in existing products and services. All these have resulted in economic development by way of generating employment, increased income etc.

**Other contributions:**

Women entrepreneurs are the main actresses in changing the culture of the society. In our country, women are workaholics and participate outside the house and develop the sense of independence and the like. Thus women entrepreneurs in our country are directly or indirectly playing an important role in environmental protection, backward, and forward integration and are acting as change agents, thus contributing to the economic growth of the country.

In the majority, women operate their medium and small enterprises under very adverse conditions. Not only is it difficult for them to find premises, find markets for their products, access information and credit, but they also have limited access to training especially in the rural areas. Their educational levels are low, they are responsible for all the domestic chores and they have to seek permission from their family members to travel to trade fairs or for training, even if they do want to grow their enterprises. Women entrepreneurs need to be better organized into women entrepreneurs associations which will help in identifying higher potential business opportunities, developing markets for their products, improving product quality and marketing skills, practicing good financial management and securing better premises.

1.7 **MEASURES UNDERTAKEN BY INDIAN GOVERNMENT FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP**

The growth and development of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women. Therefore, development of a congenial environment for women has been a policy objective of the government since independence. In the 80s three core areas of health, education and employment achieved utmost attention. Women are given priorities in all the sectors including SSI sector.
Government and non-government bodies have tried to increase women’s economic contribution through self-employment and industrial ventures.

### 1.7.1 Developments during different Five-Year Plans

Steps taken by Government for the support and upliftment of women entrepreneurs during different planning periods are discussed below.⁹

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

The Fifth Five-Year Plan (1974-79) emphasized training of women, who were in need of income and protection. 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 restricting their growth.

The Seventh Five-Year Plan (1985-90) emphasized the need for gender equality and empowerment. For the first time, an emphasis was placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regards to rights and skills training for better employment. In the seventh five-year plan, a special chapter on the “Integration of women in development” was introduced by Government with following suggestion:
A) **Specific target group:**

It was suggested to treat women as a specific target group in all major development programs in the country.

B) **Arranging training facilities:**

It was also suggested in the chapter to devise and diversify vocational training facilities for women to suit their changing needs and skills.

C) **Developing new types of equipment:**

Efforts should be made to increase their efficiency and productivity through appropriate technologies, equipment, and practices.

D) **Marketing assistance:**

It was suggested to provide the required assistance for marketing the products produced by women entrepreneurs.

E) **Decision-making process:**

It was also suggested to involve the women in the decision-making process.

The Eighth Five-Year Plan (1992-97) focused on empowering women, especially at the Grass Roots Level, through Panchayati Raj Institutions. The Government of India devised special programs to increase employment and income-generating activities for women in rural areas. The following plans were launched during the Eight-Five Year Plan:

i) Prime Minister Rojgar Yojana and Entrepreneurial Development Programmes (EDPs) were introduced to develop entrepreneurial qualities among rural women.

ii) “Women in agriculture” scheme was introduced to train women farmers having small and marginal holdings in agriculture and allied activities.

iii) To generate more employment opportunities for women KVIC (Khadi and Village Industries Commission) took special measures in remote areas.
iv) Women co-operatives schemes were formed to help women in agro-based industries like dairy farming, poultry, animal husbandry, horticulture etc. with full financial support from the Government.

v) Several other schemes like integrated Rural Development Programs (IRDP), Training of Rural Youth for Self-employment (TRYSEM) etc. were started to alleviate poverty. 30-40% reservation is provided to women under these schemes.

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. Economic development and growth cannot be achieved fully without the development of women entrepreneurs. The Government of India has introduced the following schemes for promoting women entrepreneurship because the future of small-scale industries depends upon the women-entrepreneurs:

(a) Trade Related Entrepreneurship Assistance and Development (TREAD) scheme was launched by Ministry of Small Industries to develop women entrepreneurs in rural, semi-urban and urban areas by developing entrepreneurial qualities.

(b) Women Component Plant, a special strategy adopted by Government to provide assistance to women entrepreneurs.

(c) Swarna Jayanti Gram Swarojgar Yojana and Swaran Jayanti Sehkari Rozgar Yojana were introduced by the government to provide reservations for women and encouraging them to start their ventures.

(d) New schemes named Women Development Corporations were introduced by the government to help women entrepreneurs in arranging credit and marketing facilities.

(e) State Industrial and Development Bank of India (SIDBI) has introduced following schemes to assist the women entrepreneurs. These schemes are:

(i) Mahila Udyam Nidhi

(ii) Micro Credit Scheme for Women
(iii) Mahila Vikas Nidhi
(iv) Women Entrepreneurial Development Programmes
(v) Marketing Development Fund for Women

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 approach. The Government of India has initiated 27 schemes for women operated by different departments and ministries. Some of these are:

- 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’s Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women (MAHIMA),
- Assistance to Rural Women in Non-Farm Development (ARWIND) schemes,
- Trade Related Entrepreneurship Assistance and Development (TREAD),
- 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,
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 Mahila Vikas Pariyojana

During Eleventh Five-Year Plan (2007-12) Govt. ensured that at least 33 percent of the direct and indirect beneficiaries of all government schemes are women and girl children. A Centrally Sponsored Scheme, STEP (Support for Training and Employment Programme) provides training for skill upgradation to poor and asset-less women in traditional sectors of agriculture, animal husbandry, dairy, fisheries, handlooms, handicraft, Khadi and village industries, sericulture, social forestry, and wasteland development.

According to the Third, All India Census of Small Scale Industries conducted in 2001-02 and subsequent estimates made, only 10.11% of the Micro and Small Enterprises in India are owned by women while 9.46% of the MSEs are managed by women. Currently (2006-07) their estimated number is 12.99 Lakh women-owned enterprise and 12.15 Lakh women managed enterprise. In order to encourage more and more women enterprises in the MSE sector, several schemes have been formulated by the Ministry and some more are in the process of being finalized, targeted only at the development of women enterprises in India.

**Trade Related Entrepreneurship Assistance and Development (TREAD)**

With a view to encourage women in setting up their own ventures, government implements a Scheme, namely, “Trade Related Entrepreneurship Assistance and Development (TREAD) during the 11th Plan. The scheme envisages economic empowerment of women through the development of their
entrepreneurial skills in nonfarm activities. There are three major components of the scheme.

i. Government of India grants up to 30% of the total project cost to the Non-Government Organizations (NGOs) for promoting entrepreneurship among women. The remaining 70% of the project cost is financed by the lending agency as a loan for undertaking activities as envisaged in the project.

ii. Government of India grants up to Rs.1 Lakh per programme to training institutions /NGOs for imparting training to the women entrepreneurs, subject to these institutions/NGOs bring their share to the extent of minimum 25% of the government of India grant and 10% in case of NER.

iii. Government of India grants up to Rs.5 Lakh to National Entrepreneurship Development Institutions and any other institutions of repute for undertaking field surveys, research studies, evaluation studies, designing of training modules etc. The scheme envisages that Women Associations/NGOs/SHGs should prepare composite bankable proposals for a group of women entrepreneurs, and submit to the office of the Development Commissioner (MSME) for forwarding to the Banks for their appraisal. Bank examines the proposal and issues approval. 30% of the loan amount is sanctioned as grant and made available to the bank by the office of DC (MSME) for further disbursement to NGOs.

The Eleventh Five Year Plan was aimed at inclusive development. Its vision was that every woman in the country should be able to develop to her full potential and share the benefits of economic growth and prosperity. Towards this end the approach adopted was to empower women and recognize their Agency thereby seeking to make them partners in their own development. This is sought to do by mainstreaming gender in all sectors as well as by undertaking targeted interventions.

In framing policies/schemes for the Twelfth Five Year Plan (2012-17) the special needs of women must be taken due care of. The Mahila Kisan Sashaktikaran Pariyojana (MKSP) which is a sub-component of NRLM (National
Rural Livelihood Mission) was recently launched to meet the specific needs of women farmers, and help them achieve social, economic and technical empowerment.

1.7.2 Institutional Support and Available Schemes for Women Entrepreneurship

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

**Small Industries Development Organization (SIDO)**

The government agency mainly concerned with training programs for women, and promotion or employment and self-employment is the Small Industries Development Organization (SIDO) and its chain of Small Industries Service Institutes (SISI) spread all over the country. Thus, the Small Industry Development Organization as a whole acts as a policy formulating, coordinating and monitoring agency for the development of small-scale industries at the national level. It provides a wide range of extension, services through its network of 27 Small Industry Service Institutes (SISIs), 37 SISI Extension Centers, 4 Regional Testing Centers, 19 Field Testing Stations, 3 Product-cum-Process Development Centers, 2 Central Footwear Training Centers, 2 Central Rooms, 1 Central Institute of Hand Tools and 4 Production Centers.

**Others**

Besides SIDO, a few National level organizations are also involved in promoting entrepreneurship-in general though not specific to promotion and development of women entrepreneurship. These organizations are:

- National Science and Technology Entrepreneurship Development Board (NSTEDB);
- Department of Science and Technology (DST);
- National Research Development Corporation (NRDC).
Schemes available through Banks for the development of Women Entrepreneurs

Apart from credit facilities offered to women through special schemes, banks also hold entrepreneurship development training programs with a special focus on the rural population. Some of the contributions by banks have been discussed below:

Small Industries Development Bank of India (SIDBI)

The objectives of the scheme for assistance to women entrepreneurs operated through SIDBI are:

- To provide training and extension services support to women entrepreneurs according to their skills and socio-economic status
- To extend financial assistance on concessional terms to enable them to set up industrial units in the small-scale sector

The programs for training, consultancy support and extension services for women entrepreneurs are organized through designated agencies, such as Technical Consultancy Organizations, the Entrepreneurship Development Institute of India, Central / State Social Welfare Boards, KVIC or other recognized training and management institutes. Under the special re-Enhance schemes meant for women entrepreneurs, SIDBI extended assistance of Rs 16.8 crore to 1,021 entrepreneurs in 2010-11. The average assistance per project was 1.6 Lakh, which is reflective of the fact that the scheme was taken advantage of by women entrepreneurs taking up small projects in the tiny sector.

Mahila Vikas Nidhi

SIDBI has developed this fund for the entrepreneurial development of women, especially in rural areas. Under Mahila Vikas Nidhi developmental assistance to women are given to start their venture in the field like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts, bamboo products etc.
Mahila Udyam Nidhi

The Mahila Udyam Nidhi Scheme is to provide equity-type assistance to women entrepreneurs setting up new industrial projects in the small-scale. Assistance is provided in the form of seed capital as a soft loan to meet the gap in equity, after taking into account the promoter's contribution to the project. No security or collateral needs to be provided.

Industrial Development Bank of India (IDBI)

Scheme for Women Entrepreneurs: The scheme has been formulated with the twin objectives of:

- Providing training and extension services support to women entrepreneurs through a comprehensive package suited to their skills and socio-economic status, and,
- Extending financial assistance on concessional terms, to enable them to set up industrial units in the small-scale sector.

Under this scheme, programs for training and extension services for women entrepreneurs are organized by IDBI through designated/approved agencies independently, and/or in association with other development agencies like the Entrepreneurship Development Institute of India, Technical Consultancy Organizations, Central/State Social Welfare Boards and KVIC.

Mahila Vikas Nidhi (MVN) Scheme

Recognizing the role of voluntary agencies in improving the socio-economic status of women, IDBI decided to set up a special development fund (Mahila Vikas Nidhi) with an initial allocation of Rs. 3 crore from its Technical Assistance Fund. Assistance by way of grants and soft loans is to be made available from the Nidhi. Registered voluntary organizations which have a proven track record, well functioning governing body, and working exclusively for women's development, are eligible for assistance. All projects in the SSI Sector (including cottage, village and tiny industries) promoted and managed by women entrepreneurs are eligible for assistance under this scheme. The minimum promoter's contribution has to be 12.5 percent of the project cost for units set up.
in category 'A' backward districts, and 15 percent of the project cost in all other cases, irrespective of location. The expected debt-equity ratio is 3:1. The rate of interest is 9 percent of the annum on IDBI re-finance with the corresponding rate on the loans of the primary lenders not to exceed 12.5 percent per annum. The loan is repayable over a period not exceeding 10 years, including a moratorium of 2 years.

SBI and NABARD are also involved in development and financing of enterprises set up by women entrepreneurs.

SIDO (Small Industries Development Organization), CWEI (consortium of women entrepreneurs of India), WIT (Women India Trust) , SEWA (Self Employed Women Association), FIWE (Federation of India Women Entrepreneurs) , Central Social Welfare Board (CSWB), National Alliance of young entrepreneurs (NAYE) are some of the organizations which are engaged in providing technical, financial and marketing assistance to women entrepreneurs.

**Industrial Finance Corporation of India (IFCI)**

**Interest Subsidy for Women Entrepreneurs:** The main objective of this scheme is to provide incentives to women having business acumen and entrepreneurial traits; so that avenue of self-development and self-employment are created for them and they can contribute to the industrial development of the country.

Subject to eligibility criteria, all industrial projects whether in the rural, cottage, tiny or small-scale (including ancillary) sectors (with a project cost up to Rs. 10 Lakhs), if set up by a woman entrepreneur on her own with a minimum financial stake of 51 percent in the unit, will be covered under the scheme. The scheme is operated through the State Financial Corporation’s (SFCs/State-level financial institutions performing the role of SFCs /banks) granting assistance to women entrepreneurs.

**National Bank for Agriculture and Rural Development (NABARD)**

**NABARD's "Women's Cell":** NABARD has set up a "women's cell at its head office and nodal branches in each regional office as to pay focused attention to
policies pertaining to rural women. NABARD introduced an exclusive scheme of Assistance to Rural Women in the Non-Farm Sector (ARWIND) to meet the credit and support needs of rural women with umbrella support from voluntary agencies, NGOs, WDCs, cooperatives etc.

NABARD associated itself with the implementation of the Danish-aided project of the Government of India related to training packages for women's development, gender sensitization programs for district level functionaries and middle and senior level functionaries of banks.

**Self-Help Groups:** NABARD also launched a pilot project on self-help groups in collaboration with commercial banks, regional rural banks and cooperative banks. As on March 31, 2011, 620 groups had been linked with banks and loan amounts of Rs. 84.20 Lakh and refinance of Rs. 45.93 Lakh had been extended. Out of these 620 groups, as many as 332 groups were exclusive of women.

**Scheme covered under Automatic Refinance Facility (ARF):** The following are the loan and financial facilities provided under ARF by NABARD for various projects:

- Financing for setting up artisan units, tiny cottage and village industries - composite loans;
- Setting up of small-scale industrial units and tiny industries - term/composite loans;
- Refinance assistance for infrastructure and promotional support;
- Financial assistance for project formulation and consultancy services;
- Indirect finance through Cooperative societies - composite loan;
- Financing of ISB component under IRDP and SC/ST action plan – composite loans

**Start-Up India Scheme for Women Entrepreneurs**

To uplift the participation of women in entrepreneurship, the central government has launched a new scheme. The government is working on ‘Start-Up India’ initiative which will give women entrepreneurs a chance to make it big.
The government is focusing on Startup India Plans for women in the upcoming financial year. For providing women an opportunity and to make them independent entrepreneurs, the government has tied up with few US technology giants with the funding support of Rs 100 crore for the initiative.

A 'fund of funds' of INR 10,000 crore to support innovation-driven Startups has been established which is being managed by SIDBI. The corpus shall be released over two Finance Commission cycles, by 2025. FFS invests in SEBI registered Alternative Investment Funds (AIFs) which, in turn, will invest in Startups. INR 600 crore has been released to SIDBI. Total commitments stand at INR 623.5 crore to 17 AIFs. 67 Startups have received funding from various AIFs.

**Start-Up India Scheme for Women**

NITI Aayog has finalized the scheme to promote the participation of women in the workforce. The scheme would be unveiled on 1 April 2017 with the initial funding of Rs. 100 crore. The scheme will help and encourage women to become entrepreneurs in the field of technology with the coordinated efforts by the government and NASSCOM. Initially, the Start-Up India scheme for women would be launched in 10 cities to make it result oriented. The scheme will address the concern with government funding and venture capital funding to nurture the business ideas brought by women.

The government has consulted to NASSCOM and discussed with the US-based technology giants, including Facebook and Google to give a robust backing to the Start-Up scheme for the women. The programme will work like a platform for women to achieve their dream of becoming an employer. NITI Aayog is working on the 15-years Vision Document draft for the scheme with key reforms which would enable women participation in various sectors.

The government is collecting the stories of successful women entrepreneurs for providing the courage to the participants. The scheme will be a force multiplier to achieve the goal of the SDG (Sustainable Development Goal), besides spurring inclusive growth in the country.
1.7.3 Training programmes:

The following training schemes, especially for the self-employment of women, are introduced by the government:

(i) Support for Training and Employment Programme of Women (STEP).
(ii) Development of Women and Children in Rural Areas (DWCRA).
(iii) Small Industry Service Institutes (SISIs)
(iv) State Financial Corporations
(v) National Small Industries Corporations
(vi) District Industrial Centers (DICs)

1.7.4 Women Entrepreneur Associations in India

Following are some important associations of women entrepreneurs formed both at national and regional levels:

a. Consortium of Women Entrepreneurs (CWEI): Consortium of Women Entrepreneurs of India provides a platform to assist the women entrepreneurs to develop new, creative and innovative techniques of production, finance, and marketing. There are different bodies such as NGOs, voluntary organizations, Self-help groups, institutions and individual enterprises from rural and urban areas which collectively help the women entrepreneurs in their activities.

b. Self-Employed Women's Association (SEWA): The inspirational efforts of the Self-Employed Women’s Association (SEWA), founded by Ela Bhatt, and other successful self-help groups, have sowed the spirit of entrepreneurship in hundreds of women. SEWA’s women members are trailblazers, redefining themselves as they add value to their families and the nation. This kind of female empowerment can transform India.

c. Association of Women Entrepreneurs of Karnataka

d. Association of Lady Entrepreneurs of Andhra Pradesh

e. Women Entrepreneurs Promotion Association (WEPA)
f. The Marketing Organization of Women Enterprises (MOOWES)
g. Bihar Mahila Udhyog Sangh
h. Mahakaushal Association of Woman Entrepreneurs (MAWE)
i. SAARC Chamber Women Entrepreneurship Council
j. Women Entrepreneurs Association of Tamil Nadu (WEAT)
k. TiE Stree Shakti (TSS)
l. Women Empowerment Corporation

1.8 CURRENT STATUS OF WOMEN ENTREPRENEURSHIP IN INDIA

The participation of women in SSI (Small Scale Industry) sector in India has been identified in three different roles. Some women were owners of enterprises, some were managers of enterprises and some were employees. With regard to ownership, an SSI or a SSSBE (Small Scale Service Business Enterprise) managed by one or more women entrepreneurs in proprietary concerns, or in which she/they individually or jointly have a share capital of not less than 51% as partners/shareholders/Directors of Private Limited Company/Members of Co-operative Society is called a 'Woman enterprise'.

The total number of women enterprises in the Total SSI Sector was estimated at 10,63,721 (10.11%). The estimated number of enterprises actually managed by women was 9,95,141 (9.46%). In the States of Mizoram, Orissa, Karnataka, Goa, Lakshadweep, Kerala, Tamil Nadu and Pondicherry, the share of women employment was significantly higher (more than 20%). The position of women entrepreneurship and women enterprises is given State-wise in the following table. As far as Rajasthan is concerned, its share in total number of enterprises managed by women and number of enterprises owned by women is 3% and 3.4% respectively. This shows the poor progress of women entrepreneurs in Rajasthan.
Table 1.1: Participation of women in management/ownership IN SSI SECTOR, STATE-WISE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of State/ UT</th>
<th>No. of Enterprises Managed By Women</th>
<th>No. of Women-Owned Enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Jammu &amp; Kashmir</td>
<td>5640</td>
<td>5742</td>
</tr>
<tr>
<td>2.</td>
<td>Himachal Pradesh</td>
<td>3515</td>
<td>3722</td>
</tr>
<tr>
<td>3.</td>
<td>Punjab</td>
<td>30190</td>
<td>29068</td>
</tr>
<tr>
<td>4.</td>
<td>Chandigarh</td>
<td>2059</td>
<td>2243</td>
</tr>
<tr>
<td>5.</td>
<td>Uttarakhand</td>
<td>8706</td>
<td>8804</td>
</tr>
<tr>
<td>6.</td>
<td>Haryana</td>
<td>10087</td>
<td>9620</td>
</tr>
<tr>
<td>7.</td>
<td>Delhi</td>
<td>13368</td>
<td>14383</td>
</tr>
<tr>
<td>8.</td>
<td>Rajasthan</td>
<td>29785</td>
<td>36371</td>
</tr>
<tr>
<td>9.</td>
<td>Uttar Pradesh</td>
<td>54491</td>
<td>72667</td>
</tr>
<tr>
<td>10.</td>
<td>Bihar</td>
<td>38170</td>
<td>49443</td>
</tr>
<tr>
<td>11.</td>
<td>Sikkim</td>
<td>30</td>
<td>98</td>
</tr>
<tr>
<td>12.</td>
<td>Arunachal Pradesh</td>
<td>131</td>
<td>150</td>
</tr>
<tr>
<td>13.</td>
<td>Nagaland</td>
<td>207</td>
<td>179</td>
</tr>
<tr>
<td>14.</td>
<td>Manipur</td>
<td>9168</td>
<td>10745</td>
</tr>
<tr>
<td>15.</td>
<td>Mizoram</td>
<td>3076</td>
<td>3700</td>
</tr>
<tr>
<td>16.</td>
<td>Tripura</td>
<td>631</td>
<td>863</td>
</tr>
<tr>
<td>17.</td>
<td>Meghalaya</td>
<td>3658</td>
<td>3580</td>
</tr>
<tr>
<td>18.</td>
<td>Assam</td>
<td>11189</td>
<td>11757</td>
</tr>
<tr>
<td>19.</td>
<td>West Bengal</td>
<td>71847</td>
<td>69625</td>
</tr>
<tr>
<td>20.</td>
<td>Jharkhand</td>
<td>7271</td>
<td>7865</td>
</tr>
<tr>
<td>21.</td>
<td>Orissa</td>
<td>33274</td>
<td>38233</td>
</tr>
<tr>
<td>22.</td>
<td>Chhattisgarh</td>
<td>11766</td>
<td>10034</td>
</tr>
<tr>
<td>23.</td>
<td>Madhya Pradesh</td>
<td>62351</td>
<td>68823</td>
</tr>
<tr>
<td>24.</td>
<td>Gujarat</td>
<td>55361</td>
<td>53703</td>
</tr>
<tr>
<td>25.</td>
<td>Daman &amp; Diu</td>
<td>167</td>
<td>213</td>
</tr>
<tr>
<td>26.</td>
<td>Dadra &amp; Nagar Haveli</td>
<td>167</td>
<td>213</td>
</tr>
<tr>
<td>27.</td>
<td>Maharashtra</td>
<td>80662</td>
<td>100670</td>
</tr>
<tr>
<td>28.</td>
<td>Andhra Pradesh</td>
<td>77347</td>
<td>77166</td>
</tr>
<tr>
<td>29.</td>
<td>Karnataka</td>
<td>101264</td>
<td>103169</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----</td>
<td>-----</td>
<td></td>
</tr>
<tr>
<td>30.</td>
<td>Goa</td>
<td>677</td>
<td>810</td>
</tr>
<tr>
<td>31.</td>
<td>Lakshadweep</td>
<td>61</td>
<td>67</td>
</tr>
<tr>
<td>32.</td>
<td>Kerala</td>
<td>137561</td>
<td>139225</td>
</tr>
<tr>
<td>33.</td>
<td>Tamil Nadu</td>
<td>130289</td>
<td>129808</td>
</tr>
<tr>
<td>34.</td>
<td>Pondicherry</td>
<td>1089</td>
<td>1065</td>
</tr>
<tr>
<td>35.</td>
<td>Andaman &amp; Nicobar Islands</td>
<td>53</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>All India</td>
<td>995141</td>
<td>1063721</td>
</tr>
</tbody>
</table>

Source: http://www.dcmsme.gov.in/ssiindia/census/ch11.htm

About 13% of the women enterprises were in the registered SSI sector and the remaining 87% were in the unregistered SSI sector. With regard to the enterprises managed by women, 11.5% were in the registered SSI sector and 88.5% were in the unregistered SSI sector. The share of the units managed by women in terms of employment was 7.14. The employment generated per Rs. one Lakh investment in the units managed by women was 2.49.

1.9 SUCCESSFUL WOMEN ENTREPRENEURS OF INDIA

India has its own pool of bold and fearless women who have made a mark for themselves both within the country as well as overseas. Their relentless zeal, incessant quench for success and willingness to walk the extra mile has broken all myths about their inborn limitations that were supposed to be major roadblocks on their success expressways.

Here are 10 such successful Indian women entrepreneurs who can be easily termed as role models for every Indian- both males and females.

1.9.1 Indra Nooyi (Current position: CFO, PepsiCo) Indra Nooyi, 56, is the current chairman and CFO of the second largest food and beverage business, PepsiCo. born in Chennai, Indra did her Bachelor's in Science from Madras Christian College in 1974 and a Post Graduate Diploma in Management (MBA) from Indian Institute of Management, Calcutta in 1976. Beginning her career in India, Nooyi held product manager positions at Johnson & Johnson and textile firm Mettur Beardsell. Nooyi joined PepsiCo in 1994 and was named the president and CFO in 2001.
She has been conferred with prestigious Padma Bhushan for her business achievements and being an inspiration to India’s corporate leadership.

1.9.2 **Naina Lal Kidwai** (Current position: Group General Manager & Country Head – HSBC, India) Naina Lal Kidwai, 55, is presently the Group General Manager and Country Head of HSBC India. Naina has a Bachelor’s degree in Economics from Delhi University and an MBA from Harvard Business School. In fact, Kidwai was the first Indian woman to graduate from Harvard Business School. She started her career with ANZ Grindlays. Presently, she is also serving as a nonexecutive director on the board of Nestle SA. Kidwai is also the global advisor at Harvard Business School. Indian government conferred Padma Shri award on Naina for her contributions in the field of Trade and Industry.

1.9.3 **Kiran Mazumdar Shaw** (Current position: CMD, Biocon) Kiran, 59, is the founder Chairman and Managing Director (CMD) of Biocon Limited. Born in Bangalore, Shaw completed her Bachelors in Zoology from Mount Carmel College, Bangalore University. She later did her post-graduation in Malting and Brewing from Balart College, Melbourne University. She worked as a trainee brewer in Carlton and United Breweries, Melbourne and as a trainee maltster at Barrett Brothers and Burston, Australia. She started Biocon in 1978 and spearheaded its evolution from industrial enzymes manufacturing company to a fully integrated biopharmaceutical company. Today Biocon under Shaw’s leadership has established itself as a leading player in biomedicine research with a focus on diabetes and oncology. Kiran is also a member of the board of governors of the prestigious Indian School of Business and Indian Institute of Technology Hyderabad. Kiran received the prestigious Padma Shri (1989) and the Padma Bhushan (2005) from the government of India.

1.9.4 **Chanda Kochhar** (Current position: MD & CEO – ICICI Bank) Chanda Kochhar, 51, is currently the MD & CEO of India’s largest private bank ICICI Bank. Rajasthan born Chanda got Masters Degree in Management
Studies from Jamnalal Bajaj Institute of Management Studies, Mumbai. She received the Wockhardt Gold Medal for Excellence in Management Studies as well as the J. N. Bose Gold Medal in Cost Accountancy. She is married to Deepak Kochar, a wind energy entrepreneur and her Business schoolmate.

1.9.5 **Indu Jain** (Designation – Chairperson (former), Times Group) Indu Jain, 76, used to be the chairperson of India's largest and most powerful media house – The Times Group. A strong votary of women's rights and women entrepreneurship, Indu contributed immensely to the growth of Times group. Now, her two sons Samir and Vineet are running the company. Indu Jain is also founder President of the Ladies wing of FICCI (FLO). Indu is also the Chairperson of the Bharatiya Jnanpith Trust, which awards India's most prestigious and highest literary award, the Jnanpith award. She addressed the United Nations in 2000 at the Millennium World Peace Summit of Religious and Spiritual Leaders, a speech in which she stressed the need for oneness among faiths and went on to chair a special session of the conference.

1.9.6 **Simone Tata** (Current position: Chairperson (Former), Lakme Chairperson (Present), Trent Limited) French by birth and educated in Switzerland, Simone is wife of Naval Homey Jahangir Tata and step mother to Ratan Tata. She is better known as ‘Cosmetic Czarina of India’. She has the distinction of changing a small subsidiary of Tata Oil Mills into the largest cosmetic brand in India – Lakme that became synonymous with indigenous Indian cosmetics. In 1996 Tata sold off Lakme to Hindustan Lever Limited (HLL), and created Trent from the money it made through the sale. Presently, Simone is the chairperson of Trent Limited.

1.9.7 **Ekta Kapoor** Who is popularly known as the “soap queen”, Creative Director of Balaji Telefilms is credited for bringing about a revolution in the Indian small screen industry. She is a rare combination of beauty and brain and a great inspiration for budding entrepreneurs.
1.9.8 **Shahnaz Hussain** (Current position: CEO, Shahnaz Herbals Inc). Shahnaz Hussain is the biggest name in the herbal cosmetics industry in India. She has introduced a number of trend-setting herbal products. Currently, the Shahnaz Husain Group has over 400 franchise clinics across the world covering over 138 countries. Her pioneering work got recognition from Government of India when she was conferred with prestigious Padma Shri award in 2006.

1.9.9 **Sulajja Firodia Motwani** (Current position: JMD – Kinetic Motors) Motwani is the Joint Managing Director of Kinetic Motors. Sulajja has single-handedly designed and developed marketing strategies to spearhead the company's growth forward. Sulajja worked in a California-based Investment Company before coming to India to join her grandfather's business. Sulajja's good looks have been recognized by India Today group which named her the 'Face of the Millennium' and she has been selected as the 'Global Leader of Tomorrow' by the World Economic Forum.

1.9.10 **Mallika Srinivasan** (Current position: Director, TAFE (Tractor and Farm Equipment)) Mallika has an MBA from Wharton School of Business, Pennsylvania. She joined TAFE in 1986 and has since been responsible for accelerating turnover from 85 crore to 2900 crore within a span of two decades. Her innovative business ideas and excellent leadership qualities have won her laurels from every quarter. She was awarded ‘Businesswoman of the year 2006' award by Economic Times.

1.10 **RAJASTHAN-AN OVERVIEW**

Located in Western India, Rajasthan is the largest state of the country. Covering an area of 342,239 square kilometers, Rajasthan is divided into 33 Districts. Jaipur is the capital of the state. Rajasthan shares its borders with the Pakistani provinces of Punjab and Sindh and the Indian states of Punjab, Haryana, Uttar Pradesh, Madhya Pradesh and Gujarat.

The geographic features of Rajasthan include the Aravalli Range and the Thar Desert. Most of the North-western part of Rajasthan is landscaped by the
sandy and dry Great Indian Desert, also known as the Thar Desert. Jodhpur is the most extensive city in the desert. The other prominent districts located in the desert are Bikaner, Jaisalmer, Barmer, and Nagour. A famous hill station, Mount Abu Is located in the Aravalli Range. Guru Shikhar is the highest peak on the mountain with a height of 5,650 feet above sea level. The major river systems of the Marwar and the Godwar regions are the Luni River and its tributaries.

Source: www.mapsofindia.com

**Figure 1.3: Rajasthan Map**

**Districts in Rajasthan:**

Rajasthan is divided into 33 districts and seven divisions:

- **Ajmer Division**: Ajmer, Bhilwara, Nagaur, Tonk
- **Bharatpur Division**: Bharatpur, Dholpur, Karauli, Sawai Madhopur
- **Bikaner Division**: Bikaner, Churu, Ganganagar, Hanumangarh
- **Jaipur Division**: Jaipur, Alwar, Jhunjhunu, Sikar, Dausa
- **Jodhpur Division**: Barmer, Jaisalmer, Jalore, Jodhpur District, Pali, Sirohi
• **Kota Division**: Baran, Bundi, Jhalawar, Kota

• **Udaipur Division**: Banswara District, Chittorgarh District, Pratapgarh District, Dungarpur District, Udaipur, Rajsamand

Source: [www.mapsofindia.com](http://www.mapsofindia.com)

**Figure 1.4: Districts in Rajasthan**

**The Population of Rajasthan** - Rajasthan with a population of 6,86,21,012 people is ranked as the 7th populous state of India. Nearly ninety percent of Rajasthan's population is Hindu with Muslims making up the largest minority with eight percent of the populations. Jains - the merchant and traders from Rajasthan constitute a significant presence. Schedule Castes (ST) and Scheduled Tribes (ST) form about seventy percent and twelve percent of the state population respectively. The population of the tribes in Rajasthan is nearly a double of the national average, with original inhabitants Bhils and the Meenas forming the largest group. Lesser known tribes like Sahariyas, Damariyas, Garasias, and Lohars still form important groups.

There are various local dialects and regional variations in Rajasthan and Marwari, the predominant language of Rajasthan. Hindi, the official language of
Rajasthan is spoken by the majority. English is widely spoken by people engaged in the hospitality industry and business.

**Sex Ratio of Rajasthan**

The sex ratio in Rajasthan is not a great indicator of its overall growth and development. The present sex ratio of 926 females for 1000 males is less as compared to other states in India like Kerala and Karnataka. According to latest figures, there are only 10 districts in Rajasthan where sex ratio exceeds 900. In fact, Rajasthan's sex ratio has declined in the last two decades which causes a serious concern for Government and Agencies.

**Literacy Rate in Rajasthan**

The current literacy rate of state at 67.1% is less as compared to the overall literacy rate of India which stands at 74%. The Government has played a major role in bringing the Literacy rate of state up as it was pretty low in the last two decades.

**Table 1.2: Population of Rajasthan (Census of India 2011)**

<table>
<thead>
<tr>
<th>State/District</th>
<th>Population in 2011</th>
<th>Percentage Decadal Growth Rate of Population</th>
<th>Sex Ratio</th>
<th>Population density per Sq. Km</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rajasthan</td>
<td>68621012</td>
<td>21.44</td>
<td>926</td>
<td>201</td>
</tr>
<tr>
<td>Ganganagar</td>
<td>1969520</td>
<td>10.06</td>
<td>887</td>
<td>179</td>
</tr>
<tr>
<td>Hanumangarh</td>
<td>1779650</td>
<td>17.24</td>
<td>906</td>
<td>184</td>
</tr>
<tr>
<td>Bikaner</td>
<td>2367745</td>
<td>24.48</td>
<td>903</td>
<td>78</td>
</tr>
<tr>
<td>Churu</td>
<td>2041172</td>
<td>20.35</td>
<td>938</td>
<td>148</td>
</tr>
<tr>
<td>Jhunjhunun</td>
<td>2139658</td>
<td>22.75</td>
<td>950</td>
<td>361</td>
</tr>
<tr>
<td>Alwar</td>
<td>3671999</td>
<td>22.75</td>
<td>894</td>
<td>438</td>
</tr>
<tr>
<td>Bharatpur</td>
<td>2549121</td>
<td>21.39</td>
<td>877</td>
<td>503</td>
</tr>
<tr>
<td>Dhaulpur</td>
<td>1207293</td>
<td>22.78</td>
<td>845</td>
<td>398</td>
</tr>
<tr>
<td>Karauli</td>
<td>1458459</td>
<td>20.94</td>
<td>858</td>
<td>264</td>
</tr>
<tr>
<td>Sawai</td>
<td>1338114</td>
<td>19.79</td>
<td>894</td>
<td>297</td>
</tr>
</tbody>
</table>
Population of Rajasthan consists of 
Hindus - 88.8%, Muslims - 8.5%, Sikhs - 1.4% Jains - 1.2%

Source: http://censusindia.gov.in

**Current Population of Rajasthan in 2017**

The population of Rajasthan is increasing at a steady rate in the last 10 years. The vibrant state of Rajasthan is home to over 75.9 million in the current year 2017. However, this figure stood at 74,791,568 in the last year 2016. Population growth in Rajasthan is descent at 1.7% annually. The state adds more than 1 million people to its total population every year.
1.11 WOMEN IN RAJASTHAN

Coming to women in Rajasthan, first and foremost it must be mentioned that Rajasthan fifty years ago was a very backward State. Till the early sixties, free education was given to women so that they could be educated and come to the educational institution. The only public school was M.G.D. where only the girls from royal families came to be educated, which was initially a complete residential school. Even the principal was an English lady who gave education on the western pattern; the teachers were mostly residential who were given residence along with their meals. The staff was basically English speaking; in a word, most of them being Anglo Indians who could communicate well in English. The same pattern was for the hostel matrons. It would not be an exaggeration to say that the entire system was on the western pattern, which suited the girls from those families. This institution did not cater to the general masses. Another school was run by the mission sisters of Ajmer, which catered to the middle-class section, but for the girls, here also, there was a school bus, which brought the girls from their house and back. Two or three government schools were opened, which saw that girls were brought by Tongas and that too with a purdah system and the girls were motivated to study. For higher education Maharanis College was started and till the early 60’s, women now came out for education not only to schools but also to colleges. The early seventies saw girls in the field of medicine and engineering too. Women in Rajasthan now came to know about education; in fact, their parents too realized that they needed to educate their daughters and give them a new plank in life, be it medicine, engineering or even business administration. The early women in politics were Sumitra Singh and little later came Gauri Punia. After these two ladies, the 80's and nineties saw a number of entrants into politics.

1.11.1 Entrepreneurship Development

Considering the need for broad-basing entrepreneurship and the growing demand for training in entrepreneurship, an autonomous Entrepreneurship and Management Development Institute has been set up at Jaipur. This Institute
will provide a variety of EDP courses directly or through other organizations and its outreach centers. The Institute will be developed as a Centre of Excellence.

1.11.2 Assistance to Women Entrepreneurs

Given the important role of women in Industry, special measures will be implemented by the state government to promote their participation in industrial ventures. The three-pronged strategy envisaged will focus on enhancing the entrepreneurial skills of women removing credit related bottlenecks and increasing their employment opportunities.

- The schemes for a special rebate of 10% on industrial lands and equity type assistance from the Mahila Udhyam Nidhi Scheme would be continued.
- A shelf of projects relevant for women will be prepared and updated periodically.
- Flatted factories would be allotted to women entrepreneurs on deferred payment basis provided they have undergone a training course.
- Efforts of NGOs or other organizations to run Day Care Centers for Women will be supported.
- In the courses of Entrepreneurship and Management Development Institute, 30% seats will be reserved for women.
- The Cell set up in the Commissionerate of Industries for development of entrepreneurship amongst women shall be further strengthened to monitor the House Hold Industries Scheme for Women.

1.11.3 Role of RIICO and RFC in the Promotion of Women Entrepreneurship in Rajasthan

RIICO: A Government enterprise incorporated under Companies Act, 1956 on 28th March, 1969 as Rajasthan State Industrial & Mineral Development Corporation (RSIMDC) and bi-furcated into Rajasthan State Industrial Development & Investment Corporation Limited (RIICO) and Rajasthan State Mineral Development Corporation (RSMDC) on 1st January, 1980. It has an
authorized share capital of Rs. 2350 million and paid-up capital of Rs. 2102 million. RIICO has pioneered industrialization of the State of Rajasthan by setting up of industrial areas. RIICO also acts as a financial institution by providing the loan to large, medium and small-scale projects. RIICO has set up 28 Regional Offices all over Rajasthan to administer the development and management of the industrial areas.

RFC: Rajasthan Financial Corporation (RFC) is constituted for the helping and growing of tiny, small scale and medium scale industries in Rajasthan. Constituted under a notification of the State Government, dated 17 January, 1955 under the SFCs Act, 1951, it provides long-term financial support to small-scale industries (SSI) and micro-scale industries (MSI). Rajasthan Financial Corporation speeds up the development process in industrial policies and priorities of the Central and the State Governments and helps them by providing immediate assistance in the planned and balanced development of industries in the State, particularly in the small and tiny sectors.

For woman entrepreneurs the RIICO and RFC have proved a boon, since the last two years, RIICO has given 25% discount to women on the land, earlier it was only 10%. The RFC has given a 2% rebate to all women entrepreneurs on a loan amount of rupees five Lakhs. This lead start gives women entrepreneurs a chance to start a business; at least they are not entangled by money lenders, which in turn allow them to make the best of the loan given to them. If the same amount is taken from some other source, women entrepreneurs will find it difficult to repay their loan.

The major role of RIICO includes the following:

a) **Providing with loans facility:** Under the re-finance scheme provided by the Industrial Development Bank of India, the RIICO extends term loans to every industrial unit up to a maximum limit of R.2.5 crore.

b) **Contribution in the share capital of companies:** The RIICO provides economic assistance to companies by contributing to the share capital. Every year, it purchases shares worth crore of rupees.
c) **Interest-free loans**: The RIICO provides interest-free loans to industrial units to meet their sales-tax liability.

d) **Extends loan facility in association with RFC**: In association with Rajasthan Finance Corporation (RFC), the RIICO extends loan facility to industrial units. Sometimes it associates with commercial banks also in the disbursement of loans.

e) **Distribution of capital investment grants for setting up new units**: On behalf of the State Government, the corporation distributes capital investment grants to entrepreneurs who intend to set up new industrial units.

f) **Providing with seed capital**: Seed capital is provided to experienced entrepreneurs to set up industrial units in the State. There is a maximum limit of Rs.15 Lakhs for providing seed capital.

g) **Promotion of industrial enterprises**: The Corporation promotes industrial enterprises in association with private entrepreneurs. Such enterprises are known as joint sector enterprises or enterprises promoted with State assistance. Every year the Corporation promotes a good number of enterprises.

h) **Software Zone**: A software premises was developed with the Cooperation of Rajasthan Electronics and Instrumentation Limited. It is proposed to set up a gold jewellery zone and an export promotion zone for handicrafts and garments, near Sanganer airport in the near future.

i) **Campaigning towards industrial development**: The Business Promotion Unit of Corporation, in association with the RFC and Directorate of Industries, has initiated a campaign for industrial development in the state. This has motivated the original residents of Rajasthan and Non-Resident Indians to set up industries in Rajasthan.

j) **Providing with technical and managerial services**: The RIICO provides technical and managerial services to entrepreneurs wherever necessary. Such services include: providing with technical information relating to the
project to be set up, a brief outline of the projects, project reports about technical and economic viability, marketing research report, financial and managerial consultancy etc. This way it extends various kind of technical assistance to entrepreneurs in setting up new industries in the State.

k) **Merchant banking services:** The RIICO acts as merchant banker on the basis of approval granted by Security and Exchange Board of India (SEBI). It acts in different capacities as Issue Manager, Consultant, Underwriter and Advisor to companies that subscribe capital from the public, through the issue of shares and debentures.

l) **Rehabilitation of sick units:** The RIICO, in association with the RFC, takes steps for rehabilitation of sick industrial units. It also operates special plants of rehabilitation in association with the Industrial Reconstruction Bank of India.

m) **Special concessions to entrepreneurs in allotment of lands:** The RIICO offers concessions to the special category of entrepreneurs in the allotment of land. The concessions are granted in the following ways:

   (i) 50% concession to SC/ST category of entrepreneurs, subject to a maximum of 4000 square meters of land.

   (ii) 15% concession to the handicapped category, subject to a maximum of 2000 square meters of land.

   (iii) 10% concession to women entrepreneurs subject to a maximum of 2000 sq. meters of land.

   (iv) 20% concession to those who set up industries in the field of electronics, subject to a maximum of 2000 square meters of land.

   (v) 25% concession to widows of defense personnel, subject to a maximum of 2000 square meters of land.

**Lone scheme for young generation male & female entrepreneurs by RIICO:**

i. **Name of the Scheme:** Loan Scheme for Young/First Generation Entrepreneurs.
ii. **Purpose of Loan:** For setting up a new project (excluding real estate projects) covering investing in land, buildings, plant and machinery, miscellaneous fixed assets, margin money for working capital etc.

iii. **Loan Limit:** Maximum term loan of Rs. 1000.00 Lakhs.

iv. **Promoters’ Contribution:** Minimum 20% of the project cost.

v. **Security Margin:** Minimum 20% Collateral Security of appropriate amount to be taken to make up for the short fall in minimum security margin 20%.

vi. **Interest Rate:** Prevailing Interest Rate

vii. **Repayment Period:** 7-8 years in quarterly installments including moratorium of 1-2 Years.

viii. **Rebate on Timely Payment:** As per prevailing Policy.

ix. **Processing fee, Service Charges and upfront Fee:** @ 0.1%, 0.15% and 0.25% respectively on the loan amount.

x. **Eligibility Criteria/Norms:**

1. A) The promoter should have Technical/Professional degree in any field.

   OR

   B) Any individual promoter whose project/product is recognized from National Innovation Foundation/ any other similar institution of repute in country or abroad.

   OR

   C) Promoter having experience of at least 5 years in the related field irrespective of their qualification.

2. Promoter who already has any manufacturing unit with investment (project cost) of Rs. 100.00 Lakhs and above, shall not be eligible under this scheme.
The major role of RFC includes the following:

a) **To examine the Industrial Potential in the District:** It is the function of the RFC to examine the industrial potential of every district and set up new industrial units there. For this purpose it studies the availability of raw materials, cheap labor, basic facilities available and the availability of entrepreneurs, etc. as the first step.

b) **To Develop Infrastructural Facilities:** The RFC provides basic facilities for industrial set-up. For this purpose, they approach Central and State Government to construct roads, providing electricity and water supplies etc., which are essential infrastructure to start with.

c) **Encouragement for the Setting up of Industrial Units:** RFC identify entrepreneurs and encourage them to set up units according to their individual capacity and interest.

d) **To provide common facility:** RFC provide various kinds of assistance to new entrepreneurs by effective coordination among Department of Industries, Financial Institutions, Small Scale Industries Service Organization etc.

e) **Consultancy Services:** RFC offers consultancy services to entrepreneurs in connection with preparation of project reports. It also gives managerial and technical consultancy services, wherever necessary.

f) **Registration of Small Units:** RFC offer two types of registrations. First of all, a temporary registration to avail the promotional assistance from the government and thereafter for permanent registration, if the concerned unit fulfills all the requirements desired by RFC authorities.

g) **Rapid Industrialization of the District:** RFC aims at faster development of industrialization in the district. For this purpose, it makes available raw materials, finance; labor etc. to the entrepreneurs as and when needed.

h) **Balanced Development of the District:** The main purpose of setting up RFC is to promote balanced development of the state. RFC fulfill this object by their various activities.
i) **To organize Training Programme:** RFC organizes training programmes for entrepreneurs in association with Industries Service Centers. They provide training to entrepreneurs in respect of product development, pricing, distribution, and finance and technology matters.

j) **Research and Development Activities:** The RFC take much attention in the matter of research and development, so as to facilitate product diversification, improvement in quality and production process; packaging etc.

k) **Rehabilitation of Sick Units:** It pays much attention to the development of handicraft industry in the State. For this purpose, it extends financial and technical assistance to craftsmen for development of this industry.

l) **Development of Handicraft Industry:** It pays much attention to the development of handicraft industry in the State. For this purpose, it extends financial and technical assistance to craftsmen for development of this industry.

m) **To uplift the socially backward people:** Backward classes include S.C./S.T. and economically backward people. This centre organizes training programme for these categories on free of charges and provides margin money support to new entrepreneurs.

n) **Collection and Dissemination of Information:** RFC collects various types of statistics and other information relating to industries and their set up, and provide the collected information to the entrepreneurs by organizing conferences, speeches, seminars, workshops etc. from time to time.

### Scheme for Financial Assistance to Women Entrepreneurs by RFC

i) **Eligibility Criteria:** All project mentioned hereunder at (a) to (e) set up by Women Entrepreneur having minimum promoter share of 51% would be eligible for assistance under the scheme.

a) New projects in the tiny and small-scale sector for manufacture preservation or processing of goods. (Tiny Enterprises would
include all industrial unit and service industries (except Road Transport Operators) satisfying the investment ceiling prescribed for tiny enterprise viz. Rs. 5.00 Lakh)

b) Existing tiny and small-scale industrial units and service enterprises as mentioned above (including those which have availed of MUN assistance earlier), undertaking expansion, modernization, technology up-gradation and diversification.

c) Sick units in the tiny and small-scale sector including, service enterprises as mentioned above, which are considered potentially viable, all industrial activities and service activities (except Road Transport Operators) in the SI Sector.

d) Projects which avail of any margin money or seed / special capital assistance under the schemes of Central / State Governments, State Financial Corporations and / other state-level institutions or banks (except state Investment Subsidy) are not eligible for assistance under this scheme.

ii. **Project cost**

a) New Project not to exceed Rs. 10.00 Lakhs (including margin money for working capital)

b) Existing units and service enterprises outlay on expansion/modernization, technology up-gradation or diversification or rehabilitation should not exceed Rs. 10.00 Lakh per project.

iii. **Promoter’s Contribution**: 10% of the project cost

iv. **Rate of interest**: rate of interest as applicable from time to time.

v. **Debt Equity Ratio**: 1.857: 1

vi. **Period of repayment**: The loan will be repayable over a period not exceeding 10 years including the moratorium of 3 years.
vii. **Security Collateral:** Security for at least 25% of the sanctioned amount of term loan in addition to the first charge of the fixed assets.

viii. **Application fee under the scheme:** the application fees shall be charged 50% for the loan up to Rs. 5.00 Lakhs.

1.12 **CONCLUSION**

A lot of schemes are there for the upliftment of women and much more are there to come. But the promotion of women entrepreneurs needs a prolonged approach. They should come out of their traditional occupation to accept more challenging activities. Simultaneously, an environment should be created to enable their participation. This can be done by motivating them, and get funding agencies to finance them through financial institutions and banks, which should be on priority basis and concessional terms, the elaborate procedure of licensing and government sanctions associated with the establishment of a new business enterprise should be dispensed with, in the case of application received from women entrepreneurs.

Societal perception towards females and their role are often the biggest barriers to change because they shape women’s perception of themselves. Across all strata of Indian society, people still believe that women are capable of performing only certain types of jobs and that marriage must take precedence over career. This mindset, common to both men and women, must change. We must focus on the girl child and help her escape the traditional stereotypes that stifle her potential. Take women in science as an example. The prejudice is that women are less capable of understanding science, in preparing project reports, purchasing machinery, the hiring of buildings and training the staff, despite all the evidence to the contrary.

The emergence of women on the economic scene as entrepreneurs is a significant development in the emancipation of women and securing them a place in society, which they deserved. The hidden entrepreneurial potential of women has gradually been changing with the growing sensitivity to the role and economic status in society, the recent trend shows that women are now becoming conscious of their existence, their rights and the work situation which women
from the middle class are not prepared for; such a change, as they feel that it will have a backlash on them. Today women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation.

Recently, the trend has changed where women are contributing to the role of entrepreneurs in the economic development of the country. Today we find women in various fields like engineering, electronics, readymade garments, fabrics, edibles, handicrafts, soft toys, textile and now, pharmaceuticals. These are urban educated women, sometimes they have specialized skills and are equipping themselves with some training and financial support. Though women entrepreneurship development programmes have been recognized as human resources development too, many times there are many expectations from a single programme, like removing employment, promoting small-scale industries, developing industrially undeveloped regions.

With the coming of media, women have now become aware of their traits, rights and also the work situation. The myth of the glass ceiling is now shattered and today women have broken barriers, and are found indulged in every field of business from papad making to electronics. The challenges and opportunities provided to women of digital era are growing rapidly and jobs seekers are now turning out to be job creators, they are flourishing as designers, interior decorators, architects, exporters, publishers, garment manufacturers and are still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still male-dominated one.
REFERENCES


11. Taken from http://shodhganga.inflibnet.ac.in/bitstream/10603/48734/1/2/12.