

CHAPTER THREE

3.1 NEED FOR STUDY

Women as an entrepreneur need to be studied separately as they are contributing to the country as a whole and they can stimulate the growth of the country. There are many reasons for which the women entrepreneurs are subject of study. The present study is dedicated to the study of women empowerment through the critical analysis of the policies for women empowerment. The main reasons are explained in detailed below.

Women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized.

Women in entrepreneurship has been largely neglected both in society in general and in the social sciences (Brush & Hisrich, 1999; Holmquist & Sundin, 2002). Not only have women lower participation rate in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do (Duchénaut, 1997; Franco & Winqvist, 2002; Reynolds & White, 1997).

The industries (primarily retail, education and other service industries) chosen by women are often or have until recently been perceived as being less important to economic development and growth than high-technology and manufacturing. Further more, mainstream research, policies and programmes tend to be "men streamed" and too often do not take into account the specific needs of women entrepreneurs and would-be women entrepreneurs. As a consequence, equal opportunity between men and women from the perspective of entrepreneurship is still not a reality.

Women as an independent individuals or target group, which account for 495.74 million and represent 48.3% of the country's population, as per the 2001 census. Any country

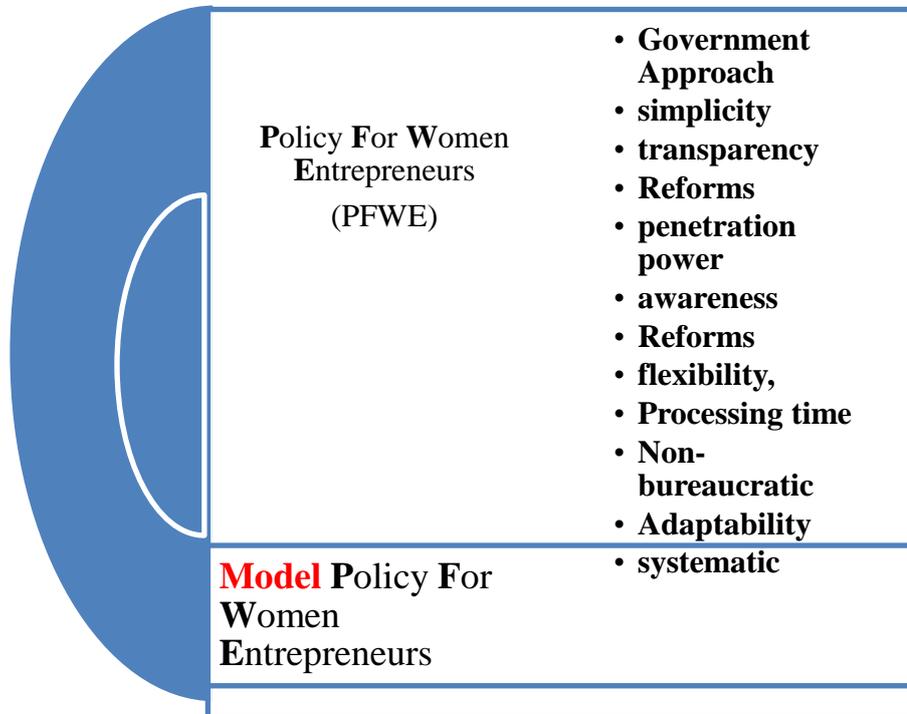
can progress and achieve its target potential by utilizing and developing the capabilities of the women population. Keeping the future in mind and the long-term development it is necessary to facilitate their empowerment.

It is seen that in many developing countries, including India, women have much less access to education, jobs, income and power than men. Even after five and half decades of planned development Indian women have not achieved expected success in the mainstream of life. Our country will be able to have a competitive edge over others if there is an effort to upgrade the status and role of women and improve the standing of women in the society is improved. Women in many countries have changed the way economies work for e.g. southasian countries, Women comprise almost one half of the world's population having enormous potential but being underutilized or unutilized for the economic development of the nation as the strength and the willpower the women folks have shown in past is commendable, but opportunity should be given as the arena of business is male dominated, The society needs to strengthen and streamline the role of women in the development of various sectors by harnessing their power towards the nation building and to attain accelerated economic growth Entrepreneurship is a key to economic development of a country. Hence the study was undertaken by the researcher.

The women entrepreneurs can create wonders as they have the great perseverance quotient which is an essential part of entrepreneurs. They have problems and hurdles in many ways in achievement of their goals and objectives. Still they are struggling for achieving them. Women as a number constitute for near about half of the population of the country. It is eye opening for us to see only a few women entrepreneurs successfully running their enterprises. The improved status of women entrepreneurs can help to improve the position of India in HDI.

After understanding the entrepreneurial scenario of Maharashtra researcher proposes the following model policy for the women entrepreneurs.

Pioneer policy for Women entrepreneurship (proposed model)



The researcher proposes an Equation for implementing and developing the model policy for women entrepreneurs. (Proposed by Rupali Khaire and Dr Gulnar Sharma.)

$$\text{Policy for Women Entrepreneurs} = \int_{\infty}^{\infty} T, PP, F, A, GA, R, AD, PT, S, NB, SY$$

(P F W E) N

T	Transparency
PP	Penetration power
F	Flexibility
A	Awareness
GA	Government Approach
R	Reforms
A	Adaptability
PT	Processing time.
S	Simplicity
NB	Non-bureaucratic
SY	Systematic

The above equation suggests an integration of various factors affecting the women entrepreneurs

$$P F W E \propto \text{GNP (of India)}$$

The above equation shows that the return on investment on policies for women entrepreneurs is directly proportionate to the growth of the entrepreneurship in India which supports the growth of the countries economy and contributes in her Gross National Product.

The improved GNP can help to improve the position of India in **Human Development Index**.

The attitude of women and her participation in development of nation can also improve the position of India in World's Happiness Index

3.3 PROBLEM DEFINITION AND SCOPE OF THE STUDY

The problem defined by the present study deals with the intension to explore the different paradigms of women entrepreneurship and the policy frame work provided by the government of India.

A research philosophy is a belief about the way in which data about a phenomenon should be gathered, analyzed and used. The term epistemology (what is known to be true) as opposed to doxology (what is believed to be true) encompasses the various philosophies of research approach. The purpose of science, then, is the process of transforming things believed into things known: coax to episteme.

The purpose of this phase was to collect qualitative inputs in the form of focus groups and qualitative interviews to determine what the elements are that have a significant influence on women entrepreneurship. The secondary research in this phase was used to identify any historic published reports that provided opinions and inputs to establish the relationship of government policies and women entrepreneurs.