

## INTER -STATE GROWTH AND PERFORMANCE OF WOMEN ENTREPRENEURSHIP IN INDIA

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### ABSTRACT:

In the present context, women expect equal status from the government, organizations and the society. They seem to be right in their attitude because the model of women entrepreneurial leaders and professional executives are plenty. From managing tiny petty shop to level of chairing the position of Prime Minister of a country, one could single out substantial number of successful and entrepreneurial women. The prime purpose of this paper is to focus such women in right perspective. The success stories of these stalwarts would enable the aspiring women, to take up entrepreneurship as potential tool for their betterment. The women are trying to come out of routine orthodox career rather than aiming to become receptionist, typist, clerk etc. The present study makes an attempt to examine the growth and performance of the women empowerment, analyse the performance of women entrepreneur and to know the recent trends in development of women entrepreneur. The study is based on primarily on secondary data were revealed and considerable data, especially from the source collected and presented in this paper, Descriptive is considered to be the most appropriate approach to the present study. Entrepreneurship elevates the socio-economic status of women. The basic requirement is, a sense of clear entrepreneurial attitude. Present Women are more willing to take up entire activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

### 1. INTRODUCTION:

“Women is the companion of man, gifted with equal mental capacities, she has the right to participate in minutes at details of the activities of man and she has the same right of freedom and liberty as he / she is entitled to a supreme place in her own place in her own sphere of activity as many as in his”. --**Mahatma Gandhi** During three decades in past many countries of the world has experienced the emergence of Entrepreneurship. It is one of the most important avenues of development and socio-economic change. A number of studies have proposed that there is a positive linkage between entrepreneurship and societal development. Off-late contribution of women has been noteworthy in spinning the positive changes towards the upliftment of society and their contribution in economy has become significant in almost all parts of the world. In the present context, women expect equal status from the government, organizations and the society. They seem to be right in their attitude because the model of women entrepreneurial leaders and professional executives are plenty. From managing tiny petty shop to level of chairing the position of Prime Minister of a country, one could single out substantial number of successful and entrepreneurial women. The prime purpose of this paper is to focus such women in right perspective. The success

stories of these stalwarts would enable the aspiring women, to take up entrepreneurship as potential tool for their betterment. The women are trying to come out of routine orthodox career

## 2. LITERATURE REVIEW:

Darrene, Harpel and Mayer, (2008) performed a study on finding the relationship between elements of human capital and self employment among women. The study showed that self employed women differ on most human capital variable as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self employed women than that for other working women. The percentage of occupancy of managerial job is found to be comparatively higher in case of self employed women as compared to other working women. This study also shed light on similarity and dissimilarity of situations for self employed men and self employed women. Self employed men and women differ little in education, experience and preparedness. However, the main difference lies in occupational and industry experience. The percentage of population holding management occupation is lower for self employed women as compared to self employed men. Also the participation levels of self employed women are found to be less than of self employed men in industries like communication, transportation, wholesale trade, manufacturing and construction. The analysis is based on data from the Current Population Survey (CPS) Annual Social and Economic Supplement (ASEC) from 1994 to 2006.

Jalbert, 2000 performed a study to explore the role of women entrepreneurs in a global economy. It also examined how women's business associations can strengthen women's position in business and international trade. The analysis is performed on the basis of facts and data collected through field work (surveys, focus groups and interviews) and through examining the existing published research. The study has shown that the women business owners are making significant contributions to global economic health, national competitiveness and community commerce by bringing many assets to the global market. As per the analysis of the research study, women entrepreneurs have demonstrated the ability to build and maintain long-term relationships and networks to communicate effectively, to organize efficiently, to be fiscally conservative, and to be aware of the needs of their environment and to promote sensitivity to cultural differences. Researchers contend that women business owners possess certain specific characteristics that promote their creativity and generate new ideas and ways of doing things. These characteristics include focus, high energy level, personal motivations, self employed father, social adroitness, interpersonal skills etc. There is a worldwide pool of economically active persons, known as the Women's Indicators and Statistical Data Base (WISTAT), from which one can extrapolate the general number of women entrepreneurs. WISTAT titles the category "employers and own-account workers," but the category could be termed as well as self employed or business owners. The category describes those who are economically independent and who could be entrepreneurs. The number of women to 100 men in each region is represented for three decades spanning 1970 to 1990. The study revealed that the gap between men and women business owners has narrowed significantly. In 1970 women numbered 26 for each 100 men, but by 1990 women numbered 40 for each 100 men who were self employed

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women

entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes.

### **3. OBJECTIVES OF THE STUDY:**

1. To Examine the Growth and Performance of the Women Empowerment Inter-State wise.
2. To Analyse the performance of women entrepreneur.
3. To know the recent trends in development of women entrepreneur.

### **4. RESEARCH METHODOLOGY:**

The study is based on secondary data. Descriptive is considered to be the most appropriate approach to the present study. The secondary data is collected from review of past researches and other reports. The study has depending on the secondary primarily regarding the functions, growth, Recent Trends and Development of women Entrepreneur in India. The secondary data were further collected from standard text books of related topics, journals and internet.

### **5. WOMEN ENTREPRENEUR:**

A women Entrepreneur may be defined as a women or group of women who initiate, organize and run a business enterprise. According to a Government of India definition women entrepreneurs based on women participation in equity and employment of a business enterprise.

#### **5.1 Functions of Women Entrepreneur:**

- Exploration of the prospects of starting a new business enterprise.
- Undertaking of risks and the handling of economic uncertainties involved in business.
- Introduction of innovations or imitation of innovations.
- Coordination, administration and control.
- Supervision and leadership.

#### **5.2 Obstacles for Women Entrepreneurship :**

The entrepreneurial process is same for men and women. Successful men and women entrepreneurs undergo similar motivations and thus achieve success in largely same way under similar challenges. They are also found to have access to fund from the same sources. The same condition both men and women can be successful entrepreneurs. (Cohoon et.al. 2010). However, in practice most of the upcoming women entrepreneurs face problems that are of different dimensions and magnitudes than that faced by their male counterparts. These problems, generally, prevent these women entrepreneurs from realizing their potential as entrepreneurs. The major hurdles that the women face during starting and running a company generally come from financing and balancing of life. The balancing of life is caused due to lack of family support for the women. The other hindering external factors include gender discrimination, inaccessibility to information, training opportunities, infrastructure etc. Some internal factors like risk aversion by women, lack of confidence, lack of vision of strategic leader etc. can also create obstacles for the women

entrepreneurship development.

### 5.3 How to Develop Women Entrepreneurs :

Presently the women efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

- Consider women as specific target group for all developmental programmers.
- Better educational facilities and schemes should be extended to women folk from government part.
- Adequate training programme on management skills to be provided to women community.
- Encourage women's participation in decision-making.
- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
- Training on professional competence and leadership skill to be extended to women entrepreneurs.

## 6. SUGGESTIONS FOR THE GROWTH OF WOMEN NTREPRENEURS

Right efforts from all areas are required in the development of women entrepreneurs and their

greater participation in the entrepreneurial activities. Entrepreneurship basically implies being in control of one's life and activities and women entrepreneurs need to be given confidence, independence, and mobility to come out of their paradoxes. The following measures are suggested to empower the women to seize various opportunities and face challenges in business.

- ❖ There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.
- ❖ An Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
- ❖ Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.
- ❖ Organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to undertake business.
- ❖ Vocational training to be extended to women community that enables them to understand the production process and production management.
- ❖ Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
- ❖ Educational institutes should tie up with various government and non-government agencies to assist in entrepreneurship development mainly to plan business projects.

- ❖ International, National, Local trade fairs, Industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.
- ❖ Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- ❖ Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.

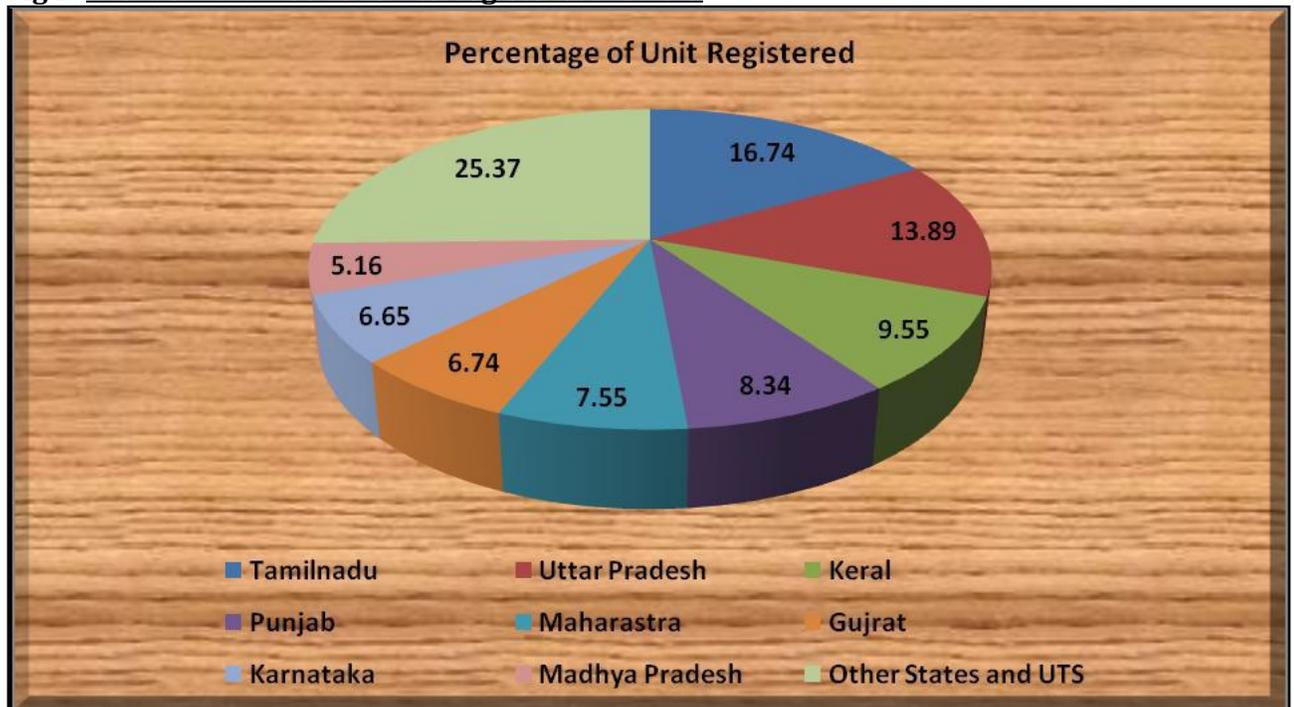
## 7. DATA ANALYSIS AND FINDINGS

**Table 1: Growth of Number of Units Registered in India**

States	No. of Units Registered	Percentage
Tamilnadu	9618	16.74
Uttar Pradesh	7980	13.89
Kerala	5487	9.55
Punjab	4791	8.34
Maharashtra	4339	7.55
Gujarat	3872	6.74
Karnataka	3822	6.65
Madhya Pradesh	2961	5.16
Other States and UTS	14576	25.37
Total	57,452	100

**Source: NABARD Annual Report 2013**

One of the important factor which reflects the progress of women empowerment growth in respect of number of units registered. **Table 1** shows the state wise number of units registered in India for the period of 2010. The growth of number of units registered by women empowerment shows greater variation across the country. **In the case of Tamilnadu highest per cent could be observed, it registered 16.74 per cent. Second place occupied in the case of Uttar Pradesh State, it registered 13.89 per cent out of 100 per cent. Third place occupied in the case of Kerala, it registered 9.55 per cent out of 100 per cent. In the case of Punjab and Maharashtra States registered moderately around 8 per cent out of 100 per cent. But in the case of Gujarat and Karnataka States low per cent could be observed, its registered around 7 per cent. Only 5 per cent could be observed in the case of Madhya Pradesh State, when compared to other states Madhya Pradesh State lesser percentage could be observed.**

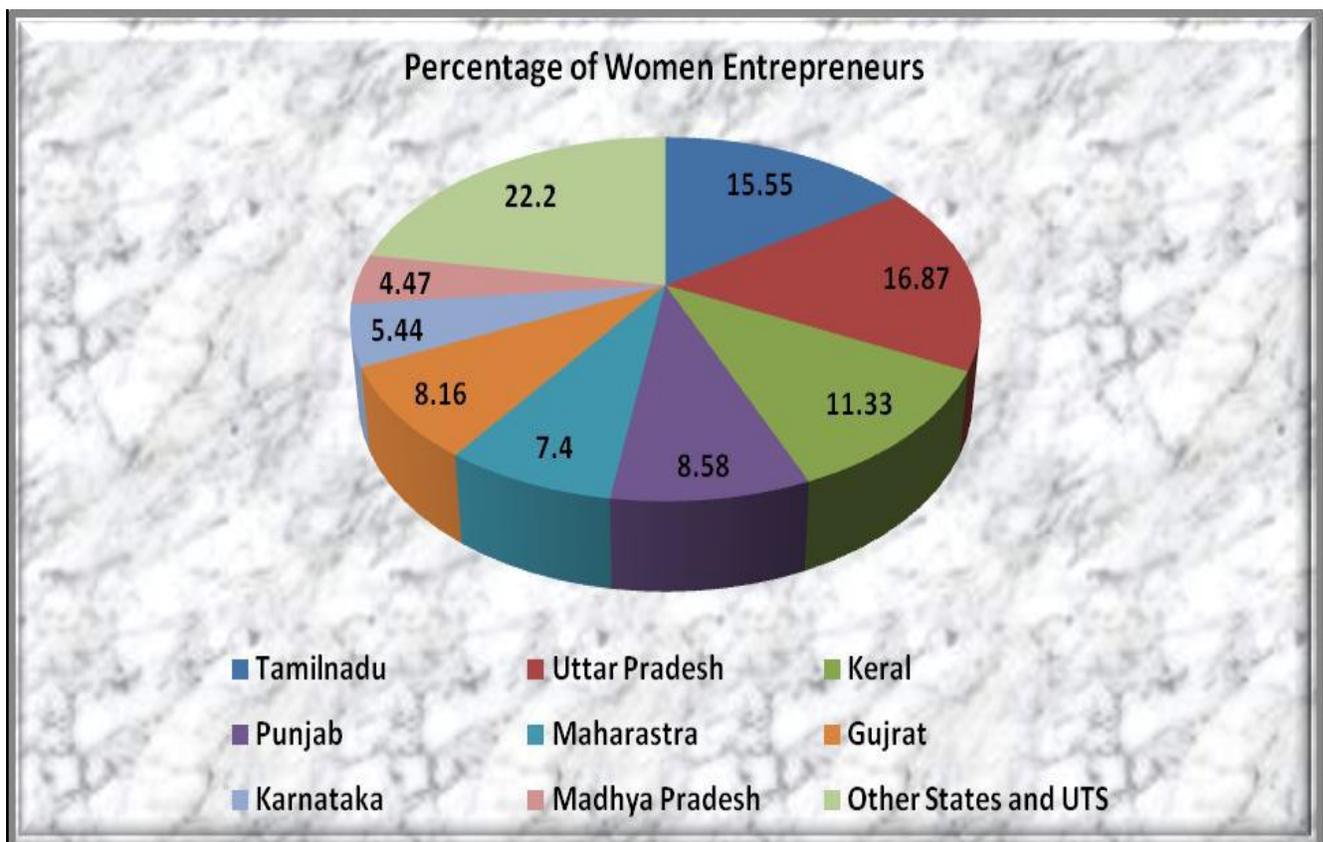
**Fig 1: Trends in Number of Units Registered in India****Table 2: Growth of Number of Women Entrepreneurs in India**

States	No. of Women Entrepreneurs	Percentage
Tamilnadu	2930	15.55
Uttar Pradesh	3180	16.87
Kerala	2135	11.33
Punjab	1618	8.58
Maharashtra	1394	7.4
Gujarat	1538	8.16
Karnataka	1026	5.44
Madhya Pradesh	842	4.47
Other States and UTS	4185	22.2
Total	18,848	100

Source: NABARD Annual Report 2013

Another important factor which reflects the progress of number of women empowerment growth in respect of number of women entrepreneurs. Table 2 shows the state wise number women entrepreneurs functioning in India for the year 2013. Growth of number women entrepreneurs by women empowerment shows greater variation across the country. In the case of **Tamilnadu highest per cent could be observed, it registered 15.55 per cent**. One interesting observation made in the result almost women registered unit and total number of women entrepreneurship occupied Tamilnadu, Uttar Pradesh and Kerala states. **Second place occupied in the case of Uttar Pradesh State, it registered 16.87 per cent out of 100 per cent**. Third place occupied in the case of Kerala, it registered 11.33 per cent out of 100 per cent. In the case of Punjab and Gujarat States registered 8.58 per cent and 8.16 per cent respectively, but in the case of Maharashtra and Karnataka States here also registered low percentages, its registered around 7.40 and 5.44 per cent respectively. Only 4.47 per cent could be observed in the case of Madhya Pradesh State, when compared to other states Madhya Pradesh State lesser percentage could be observed.

Chart 2 :Trends in Number of Women Entrepreneurs in India



It is clear from the above Chart 2 that the number of women entrepreneurs are sharing the maximum size in Uttar Pradesh(16.87),Tamil Nadu stands the second one(15.55),with Kerala at the third position(11.33)

## 8. CONCLUSION:

Entrepreneurship elevates the socio-economic status of women. The basic requirement is, a sense of clear entrepreneurial attitude. The information tips to choose an activity is a major boost for the development of women Entrepreneurship. Entrepreneurship among women, no doubt improves the performance and growth of the nation in general and of the family in particular. Present Women are more willing to take up entire activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. The success stories of Women Entrepreneur role model will definitely stimulate the prospective women folk in the years ahead!

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