

**“WOMENS ENTREPRENEURSHIP: A TOOL FOR THE WOMEN
EMPOWERMENT IN INDIA“**

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INTRODUCTION

Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises.

Even as women are receiving education, they face the prospect of unemployment. In this background, self employment is regarded as a cure to generate income .The Planning commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic development. Women entrepreneurship is seen as an effective strategy to solve the problems of rural and urban poverty.

Traditionally, women in India have been generally found in low productive sectors such as agriculture and household activities. Women entrepreneurs in India are handicapped in the matter of organizing and running businesses on account of their generally low levels of skills and for want of support system. The transition from homemaker to sophisticated business woman is not that easy.

But the trend is changing. Women across India are showing an interest to be economically independent. Women are coming forth to the business arena with ideas to start small and medium enterprises. They are willing to be inspired by role models- the experience of other women in the business arena.

The role of women entrepreneurs is especially relevant in the situation of large scale unemployment that the country faces. The modern large scale industry cannot absorb much of labour as it is capital intensive. The small scale industry plays an important role absorbing around 80% of the employment.

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The myth that women cannot engage in productive employment needs to be dispelled. They can be encouraged to set up small and medium scale industries on their own initiative. Entrepreneurship development for women is an important factor in economic development of India.

SUCCESSFUL INDIAN WOMEN ENTREPRENEURS

Every corporate environment is said to have a 'glass ceiling' when it comes to women moving up the ladder of success. However, these go-getters have surely proved this notion wrong by achieving success through sheer hard work and dedication.

Successful women entrepreneurs of India are –

Indra Nooyi

Strong-willed, with an acute acumen for financial strategizing, Nooyi is the CFO and President of PepsiCo. Her strong acumen for business has helped the company garner as much as 30 billion dollars worth of crucial deals within the last couple of years. With a Masters Degree in Public Management from Yale University and Masters in Finance and Marketing from IIM, Kolkata, Nooyi held several senior positions at Motorola and Asea Brown Boveri before joining PepsiCo. Indra Nooyi is the most well-known face amongst Indian women entrepreneurs

Naina Lal Kidwai

From being Head of Investment Banking at ANZ Grindlays during 1982-1994 to Vice Chairman JM Morgan Stanley, Naina Lal Kidwai is one of the most successful and famous Indian businesswomen of today. The first Indian woman to graduate from the elite Harvard Business School, she is currently Country Head and Group General Manager HSBC Group India. Apart from working at HSBC, Kidwai has also held other eminent positions such as that of Global Advisor, Harvard Business School, non-executive director at Nestle SA and as a member of Governing Board NCAER, Auditor General of India and several other positions. Naina has received the distinguished Padma Shri award for her contributions in the segment of Trade and Industry.

Kiran Mazumdar Shaw

Kiran Mazumdar Shaw is one of the richest women in India studied zoology at Bangalore University and brewery at Ballarat University. She started her career as trainee brewer at Carlton & United Beverages in 1974. Four years later she started her own company, Biocon, in her garage with an investment of Rs 10000. Three issues –biotechnology was nascent at the time in

India, she was a woman and her organization had almost nil assets – made financial institutions turn down her loan application. However, with hard work and commitment, Shaw transformed Biocon into one of the leading biopharmaceutical firms in India.

Ekta Kapoor

Love them or hate them, you just cannot ignore Balaji serials and Ekta Kapoor is the woman who single-handedly founded and made Balaji Telefilms the household name it is today. This baby-faced teenager, who once dreamed of marrying and settling down just like any other woman in India, is the creative head of Balaji Telefilms and counted as one of the top 10 women entrepreneurs of today. Her production house has many hit serials to its credit – ‘Kyunki Saas Bhi Kabhi Bahu Thi’, ‘Kahani Ghar Ghar Ki’ and many others, making her the Queen Bee of the Indian soap opera scene. She has won the Hall of Fame award at the 6th Indian Telly Awards during 2006 for her contribution to the Indian television industry. Ekta Kapoor, the woman who changed the face of Indian television

Indu Jain

This multi-faceted lady used to be the Chairman of The Times Group – the most powerful and the largest media house India has known. Indu Jain is known by many different identities such as that of a spiritualist, humanist, entrepreneur, an aficionado of culture and the arts, an educationalist but her most prominent and eminent role has been that of Chairman Times Group.

Priya Paul

Armed with a Bachelor’s degree specializing in Economics from the Wellesley College in US, Priya Paul entered the family business and is currently Chairperson, Apeejay Park Hotels. The Apeejay Surrendra Group has many different subsidiaries such as hotel, tea, retail, shipping, financial services and real estate. Her contributions in the segments of commerce and industry and her efforts have been recognized through various citations and awards – Young Entrepreneur of the Year award from the Federation of Hotels and Restaurants Association of India, Businessperson of the Year, Economic Times Awards and the Park Hotel being rated as one amongst the best 101 Hotels Worldwide by ‘Tatler’ magazine in the UK. Priya Paul is one of the most prominent personas amongst women entrepreneurs of India

Sulajja Firodia Motwani

Sulajja Firodia Motwani, the Joint Managing Director of Kinetic Motors and Managing Director Kinetic Finance, is responsible for Kinetic's transformation from a moped company to a manufacturer of great versatility. Sulajja has single-handedly designed and developed marketing strategies to spearhead the company's growth forward. The recent collaboration with Italjet Moto has provided Kinetic complete rights to launch 7 brand new models of scooters in India. India Today has honored Sulajja by naming her the 'Face of the Millennium' and she has been selected as the 'Global Leader of Tomorrow' by the World Economic Forum.

Simone Tata

Holding the coveted title of being the 'cosmetics czarina of India' Simone Tata has been instrumental in changing a small subsidiary of Tata Oil Mills into the largest cosmetic brand in India – Lakme, synonymous today with Indian fashion. She became part of Lakme during 1961 and has been responsible for the metamorphosis of the company into the biggest brands of fashion in India. She became Chairperson of the company during 1982 and is now the Chairperson of Trent Limited, a subsidiary of the Tata group. Simone Tata is the force behind Lakme as we know it today

Neelam Dhawan

Neelam Dhawan, the Managing Director of Microsoft India and is the head of marketing and sales operations of the company throughout India. At the start of her career she yearned to be a part of major players in the FMCG space such as Asian Paints and Hindustan Lever. Unfortunately, these organizations did not want a woman to be a part of their marketing and sales efforts and hence she was rejected at the time. Before joining Microsoft, Neelam has been part of many prominent companies such as IBM, HP as well as HCL.

Neelam Dhawan – from initial rejection in sales and marketing to heading Microsoft's sales marketing division, Neelam has come a long way

Mallika Srinivasan

Mallika Srinivasan, currently the Director TAFE India, was honored with the title of Businesswoman of the Year during 2006 by the Economic Times. She joined the company in 1986 and has since been responsible for accelerating turnover from 85 crores to 2900 crores within a span of two decades. Mallika has an MBA from Wharton School of Business, Pennsylvania. *Mallika Srinivasan is responsible for spearheading TAFE's growth and revenue potential*

Preetha Reddy:-

Preetha Reddy, Managing Director of Apollo Hospitals, Chennai, one of the largest healthcare conglomerates of India, is one of the pioneer business women of India in the segment of Health Care Industry.

Ranjana Kumar

She is working as Vigilance Commissioner in Central Vigilance Commission, after her retirement as the Chairperson of NABARD- National Bank For Agricultural and Rural Development, is a prominent Indian Banker. When the Government of India appointed her as the Chairperson and Managing Director of The Indian Bank, she became the first woman to become head of a public sector bank in India. At that time of her appointment, The Indian Bank was saddled with huge losses and during her tenure she ensured the turnaround of The Indian Bank.

Shahnaz Husain

Shanaz Husain the pioneer and leader of herbal care in India, has achieved unprecedented international acclaim for her practical application of Ayurveda. With a burning desire to recapture an ancient heritage, Shahnaz Husain has taken India's Ayurvedic tradition to every corner of the globe.

Chanda Kochhar (born November 17, 1961)

She is working as a Managing Director (MD) of ICICI Bank and Chief Executive Officer (CEO). ICICI Bank is India's largest private bank and overall second largest bank in the country. She also heads the Corporate Centre of ICICI Bank. She fell to number 92 in the Forbes list, but in 2011 bounced back to 43. Kochhar is honored with Padma Bhushan Award, the third highest civilian honour by the Government of India for the year 2010 for her services to banking sector.

WOMEN ENTREPRENEURSHIP DEVELOPMENT IN INDIA AND ABROAD

This study shows that the position of women work participation as well as women entrepreneurship both is low in India in comparison to select countries of the world.

Women work participation in India

India (2010-2011)	31.6%
USA	45%
UK	43%

Canada	42%
Indonesia	40%
France	38%
Sri Lanka	35%
Brazil	35%

Source: World Bank Report 2010 – 11 and WAVE Conference Report 2009 – 10.

Strategy for Development of Women Entrepreneurs

Right 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.

- Vocational training to be extended to women community that enables them to understand the production process and production management.
- State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
- 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.
- Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- A Women Entrepreneur's Guidance Cell may be set up to handle the various problems of women entrepreneurs all over the state.
- Training in entrepreneurial attitudes should start at the high school level through well-designed courses, which build confidence through behavioral games.
- More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.
- Involvement of Non Governmental Organizations in women entrepreneurial training programme and counseling.
- Training on professional competence and leadership skill to be extended to women entrepreneurs.

- Adequate training programme on management skills to be provided to women community. Better educational facilities and schemes should be extended to women folk from government part.

The government must evolve appropriate policies to help women entrepreneurs. Networking facilities must be provided as well as adequate entrepreneurship awareness training should be provided using the help of local NGOs. Credit facilities must be made available and marketing help must be provided. All these will help foster a culture of entrepreneurship among women in India.

STEP TAKEN BY GOVERNMENT TO DEVELOP WOMEN ENTREPRENEURS IN INDIA

SCHEMES OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT

Schemes for women Empowerment:-

Swa- Shakti:-

The Project jointly funded by IFAD, World Bank and the Government of India was launched this scheme. The objective of the Program was to bring out socio-economic development and empowerment of women. The Project established 17,647 SHGs covering about 2, 44,000 women.

Swayamsiddha

This is an integrated scheme for women empowerment through formation of Self Help Groups (SHGs) the long term objective of the programme is holistic empowerment of women through a sustained process of mobilization and convergence of all the ongoing sectoral programmes by improving access of women to micro-credit, economic resources. The schemes of Swayamsiddha and Swashakti would be merged and implemented as Swayamsiddha, Phase-II in the XI Plan.

The estimated requirement during the XI Plan period for both phases II of Swayamsidha as well as the IFAD Project is Rs.3000 crore.

Swawlamban Programme

The objective of the programme is to provide training and skills to women to facilitate them to obtain employment or self employment on sustained basis. The target groups under the scheme are the poor and needy women, women from weaker sections of the society such as Scheduled

Castes and Scheduled Tribes etc. it has been transferred to the State governments from 1st April 2006 with the approval of Planning Commission

Support to Training and Employment Program (STEP)

This program seeks to provide skills and new knowledge to poor and asset less women in the traditional sectors. A comprehensive package of services such as health care, elementary education, crèche facility, market linkages, etc. is provided besides access to credit.

Rashtriya Mahila Kosh for credit linkages is being considered. A sum of Rs.240 crore is proposed for the scheme in the XI Plan.

Swarnjayanti Gram Swarozgar Yojana (SGSY)

This scheme is a major ongoing programme for the self employment of rural poor with an objective to bring the assisted poor families above the Poverty Line by providing them income generating assets through a mix of bank credit and government subsidy. 50% of the self help groups under SGSY to be mobilized are meant to be women SHG's

Other Steps taken by Government

Economic development and growth is not 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.

(c) Swarn Jayanti Sekhari Rozgar Yojana was introduced by government to provide reservations for women and encouraging them to start their ventures.

(d) New schemes named Women Development Corporations were introduced by 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 Cordite Scheme for Women

(iii) Mahila Vikas Nidhi

(iv) Women Entrepreneurial Development Programmes

(v) Marketing Development Fund for Women

5. Training programmes:

(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)

6. Mahila Vikas Nidhi:

7. Rashtriya Mahila Kosh:

CONCLUSION

After studying successful women entrepreneur researcher find that mostly women entrepreneur face marketing problem, financial problem family problem, lack of confidence and stiff competition.

According to World Bank report women participation in india is 31.6% which is very less as comparison to the another countries. Rural women can be encouraged to start cottage industries. Rural based micro enterprises have been encouraged by the government by various schemes- such as Integrated Rural Development Program (IRDP), Training of Rural Youth for Self Employment (TRYSEM), and Development of Women and Children in Rural Areas (DWCRA). The aim is to remove poverty through entrepreneurial programs.

11th five year plan scheme- Swayamsiddha, Swawlamban Programme, Support to Training and Employment Program (STEP), Rashtriya Mahila Kosh and Swarnjayanti Gram Swarozgar Yojana (SGSY) are giving all type of assistance to women entrepreneur

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