

Societal Perspective towards Women Entrepreneurs: An Eagle Eye's view

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Abstract-

Today's culture has its new paradigm as women begun from have and reached to working sector. Society has already accepted women working in offices from Nine to Five but still societal perspective towards self-employed women needs a broad acceptance. Earlier Women have proved themselves successful in their multitasking roles at home and office. But today's Women are taking active participation in owing a business and its governance instead of just become a part of organization as a back office member. Globalization has changed the women trends in working sector. Women are involved in entrepreneurial activities. Social perceptions have always rendered the women work. In every field, women must be considered as recourse of our country. Conventions about ability and roles of women have been shifted. Women must have rights about their choice of life and decision making. Figures and facts have evidence about participation of women in different roles. In this paper profile of women entrepreneur in India have been discussed and case studies have been presented to measure the societal perception of people towards women entrepreneurs in India.

Keywords- *Women Entrepreneurs, Societal Perceptive, Multitasking Roles, Entrepreneurial Activities*

I. INTRODUCTION

Who is an Entrepreneur?

An economic man is called the entrepreneur who tries to capitalize on his profits by novelty. Innovation entails solution of problems and an entrepreneur gets contentment from using competence in attacking problems. Someone who can take any thought, whether it be a service and/or product, and have the skillfulness, will and guts to take passionate risk to do whatever it takes to convert that concept into actuality and not only bring it to marketplace, but put together it a viable service and/or product that people demand is known as Entrepreneur. In recent years the entrepreneurship has gained wide popularity on the whole globe.

II. RELATED LITERATURE

Indian Women

Pt. Nehru remarked on that “the worth of a civilization can be judged by the place given to women in the society”. Honorable place granted to women is one of several factors that justify the enormity of India's olden culture. Indian Constitution has also given women an equal status with men. No discrimination has been notified therebetween men and women. Both the genders have equal opportunities among all professions. Good academic merit and other required skill set are the only criterion of selection. Indian women are not only entrusted with responsibilities of work but also they perform their duties sincerely and honestly. There is barely any field of life in which Indian women have not participated and proved their worth.

Changing Role of Indian Women in the Indian Society

In this era women have made widespread steps in instructive achievement and personnel participation. Involvement of women in work is one of the substitute indicators of women in general status in society and gender empowerment.

But in comparison to ancient culture which portrays examples of many strong women, the present society, except some essential changes in the status and responsibility of women in the society, do not treat its women as well as its men on all parameters. Consequently, women continue to undergo from different dispossession from kitchens to key-boards, from moms to managers across nations.

Women as a Bread Butter Earner

A report (Dr. Nirzar Kulkarni, 2011) on survey by New Mercer on women's leadership development revealed some facts about position of women in working sector. Such results have shown that corporation must implement a working culture to encourage talented women to lead from front. Results showed that -

- 73% companies don't have a strategy for developing women in leadership roles.
- 42% companies do not offer activities targeted to the needs of women leaders.
- 23% companies offer some activities or programs for women.
- 9% companies are planning to add programs and activities in the future.
- 20% companies are very concerned about retaining women in leadership roles.
- 20% companies want to have work – life programs to attract and retain female talent.
- 81% companies want to help women develop the full range of skills for senior leadership roles.

In the survey, the most important trait for a good leader is the honesty and half of the respondents believed that women are more honest than men. In public view, “intelligence” was considered as the other important trait of leadership where 38% said that women are smarter than men in comparison to 14% who said that men are smarter. It is understood that participation of women in the decisionmaking is made conditional on men's, so we do not consider joint utility maximization or bargaining within household. (Pieters, 2012).

Women Entrepreneurship

A group of women or a woman may be defined as women entrepreneurs who begin, organize and run a business enterprise. There is increment in the number of business owned by women.

For building a healthy nation, contribution of men & women is very essential as both are two wheels of society. Around seven lakh villages are there in India and population lives in villages are more than 70%. In rural sector, 33% of the female and 56% of the male were in the labor force. In the rural sector, about 66% of the female is unutilized and idle. Indian women are struggling for entrepreneurial freedom even after 56 years of the independence. They had to face different socio-economic challenges.

But due to development of education and business, modernization, urbanization, the scenario is changing fast. Thus the opportunities of women employment have increased drastically. As compared to men, the rate of becoming entrepreneurs in women is more. (Renzulliet al. 2000). A study (Brush & Hierarch, 1999) reveals that women own 38 percent & small businesses in the North America. In comparison to the developed countries, the growth rate in women owned enterprises are higher in some of the developing countries. ILO Statistics exposed that the growth rate is 42% in Indonesia & 36% in Philippines, 30% in Thailand & 24% in Malaysia. In Tamil Nadu, India the growth rate of women entrepreneur is highest which 18% was in 2001.

Challenges Faced by Women Entrepreneurs

The foremost confronted by women in business are -the economic, educational and the social, environment. During the last two decades, India has undergone a sea change in these three environments. With the changing social structure and rising cost of living has also changed, due to which, the society has undergone changes in its perception towards working women. Realization about significance of quantitative and qualitative increase in number of women entrepreneur to achieve the growth of economic development. But our women entrepreneur are suffering are not getting support from the business world and following can be some enlisted Problem of women entrepreneur- Finance, Scarcity of Raw Material, Stiff Competition, Limited Mobility, Family Ties, Lack of Education, Male-Dominated Society, Low Risk-Bearing Ability etc. Enthusiastic and active women entrepreneurs can fully utilize the potentialities of a country's available resources such as technology, innovations, infrastructures, labour, skill, capital and ideas.

III. OBJECTIVES OF THE STUDY

The following are the objectives of the present research paper.

1. To understand the profile of women entrepreneur in India.
2. To measure the societal perception of people towards women entrepreneurs in India.

IV.WOMEN ENTREPRENEURSHIP – AN EARLY APPROACH

In India, women have stayed back as a neglected section of organization. In the decision making process, women are lagging behind men mainly because of the relative absence of minimal participation and economic opportunities. Another reason of less number of women entrepreneurs in this period was their educational backwardness and the lesser opportunities for higher studies by their families. The women participation in technical and professional work force was low. Then the organizations concerned with the women development and empowerment came across as a solution to these problems. Economic developments have been considered as a possible approach to empower women by the specialists. Women entry into business and entrepreneurship is traced out as an extension of their kitchen activities mainly to 3Ps, viz., Pickles, Powder and Pappad. With growing awareness about business and spread of education among women over the years, women have started shifting from 3 Ps to engross to 3 modern Es, viz., Engineering, Electronics and Energy. Women entrepreneurs are manufacturing solar cookers in Gujarat, small foundries in Maharashtra and T.V. capacitor (Vasant Desai, 1992). Despite the best efforts of government and non-government organizations, the women entrepreneurs have been facing many problems. Vyas and Swamy (2002) and Hookingsing and Essco (2003) reported that lack of business background, mobility in business, lack of market, lack of knowledge about accounting system, inadequate personal contacts in business sector and difficulty in receiving the money from the consumer were some of the major problems faced by women entrepreneurs.

V.WOMEN ENTREPRENEURSHIP – MILE STONE ACHIEVED

The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, during the last two decades, increasing numbers of Indian women have entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should be

1.Mrs. Jaishree -A Case Study of Mrs. Jaishree from Kothari Silk Mills

Ms. Jaishree who belongs to a small remote village from Madhya Pradesh, India. The family was very poor and conservative also. She completed her graduation in Food and Nutrition from SNDT college Surat, because her family was shifter due to business purpose. Ms. Jaishree was very keen to set up her own business. She was never being forced to do such thing, but this was her interest which made her courageous and passionate. Her husband was very supportive and let her joined her brothers design studio Kothari Silk Mills, Surat for making the in-house samples and maintain the secrecy was well. Jaishree was very dynamic and laborious, very soon she has proved this to her brothers also. The initial set up was started with 5 people in year 2008 and very soon the business was grown up and turned into a professional corporate style and well managed business. More than 100 skilled and unskilled employees are now working in this organization. This has shown that women entrepreneurs are having tremendous potential in empowering and transforming the society in all

aspects which is a great milestone in the social progress and economic development. In today's scenario Jaishree's adaptive team claims to generate 20 to 25 samples every day and 2-3 catalogues every month. Each catalogue is containing 18-20 unique designs. The surprising thing is this that they claim that none of their design is ever repeated. All the time 6-7 teams are working on separate mandates. Every team is having number of skilled and unskilled workers like sketchers, punchers and fashion designers. They all work together and shape the different designs in very short span of time. All this work is related to one thing that is dress material and the forte is Punjabi Suits. This is known in the market is as SKD (salwar, kameez, dupatta etc). Day by day women are proving that their role is not just as a consumer in society rather they are playing a vital role in the enabler and service providers. Women are not only limited to homemakers but they are making home and all the other usability. The above said statement has been very well justified by Ms. Jaishree design studio, a major part of Kothari Silk Mills. Being an entrepreneur it is really a challenging role for her but she has faced all the challenges and difficulties in a positive way and rather solved them and took her path a long. The demand of their products are increasing day by day by seeing this they have also started the online marketing and online business as well. All the processes related to the technology has been handled by the web developers and other accounts related tasks are managed by other skilled managers. This way a home maker lady was become an entrepreneur, not only she is satisfying herself rather she is an inspiration for other women as well.

Challenges: If we have though something to do then there is no problem of difficulty rather they are just few challenges which need to be solved and handled in the proper way. Though she did not have the background of the fashion this was a great challenger for her, but she took as a positive move and her strong business sense and sloid support from the family made her learn all the lessons of the business very fast. Initially it was not easy for her to claim for the success, it was just like a self-doubt also because of her non fashion background, but the first taste of success made her more clear and confident. She has handled all the issues of skilled and unskilled labors very well. She coordinated the tasks so well and her approach of alternative and second option never let her down and scary. She has started to recruit the students from the big fashion schools and colleges. As a designers they have made many things according to latest trends and fashion. Initially the biggest challenge was a stable manpower, people used to quit the job as they get the new and handsome salaried job, which at times made her work suffer and disturbed also, but she never fallen down and always had the trust on her and her will power. From last 2 years they have become more stable. More than 60% of their employees are with them more than 5 years. People are getting motivated, upgraded and incentivized in all aspects. Having fair educational background help us to get more knowledge and make ourselves more confident in the society, but strong will power and self confidence and passion to do something in life always helps to achieve the desired goal in the life.

2. RAJNI BECTOR: A CASE STUDY OF SUCCESSFUL WOMEN ENTERPRENEUR

We all know about the company Cremcia, which is one of the largest food processing company of India. The company has annual growth rate of 30%. The company has given the good taste and perfection to its customers which is a required thrust of the sales. The first plant started in Phillaur, but now company has number of plants situated in various locations in all over India. Cremica has

very vast range of products like: Biscuits, Sauces, Jams and Ketchups, Indian Snacks, Ready to Eat Food, Condiments, Frozen Products and Bakery Products. With these vast range of products Cremica has made its presence very visible in the current market.

Mrs. Bector who was a home maker had started her first project in her garage by just making the ice creams. She was not having any projected studies in this field nor her family was in this business, but very soon her ice creams became the first choice of Punjab. Though we all know that Punjab is not very much open for the women in the society. Mrs. Bector was one of the first entrepreneur in Ludhiana, Punjab. The success was not easy for her, it took a long way to come to her. She had long journey for this success. She was just a home maker before starting this business. She started selling her home made ice creams in Diwali Mela in Punjab in 1970. Today Cremica is one of the biggest company having turnover Rs.. 2 billion. The company has got the chance to supply the bakery items like buns, breads, sauces, ketchups and ice creams toppings to McDonalds and Barista. We have mentioned the sequence of steps of the success of Mrs, Bector, which shows the growth of her business and a successful woman entrepreneur.

In 1980 - Mrs. RajniBector started her career as an entrepreneur with a meager investment of Rs. 20000/- for the manufacturing of Ice Creams & Bakery items from the backyard of her residence.

In 1982 – Her eldest son joined her in this business and to helped her to increase the growth of business.

In 1986 –Both mother and son started one another unit at Ludhiana for the manufacturing of Bread and bakery biscuits with an investment of Rs. 1.00 Lac.

In 1989 - AkshayBector&AnoopBectorher two younger sons joinder her business after completing their education. A new unit for manufacture of bread was established at Phillaur near Ludhiana for the manufacture of 50000 loaves of bread per day.

In 1991- The company has started another fully automated unit for the manufacture of Biscuits at Phillaur with a capacity of 7200 M.T. of Biscuits per annum with an investment of Rs.75.00 Lacs.

In 1992 - Mrs. Bector’sCremica established a manufacturing facility for confectionery items followed by a unit for the manufacture of Namkeens.

In 1997- McDonalds approached Mrs. Bector for supplies of various products i.e. buns, liquid products and batters & breading. The golden opportunity knlocked the door and the whole family welcomed it. After this the company entered in many joint ventures of national and international businesses.

In 2002 - In greater Noida a fully modern bun manufacturing unit was established, where over 150000 buns per shift were manufactured for supplies to McDonalds. This is one of the most modern units of its type in the country.



In 2004 - ITC India Ltd. approached Cremica for the agreement of the manufacturing of biscuits. This unit produces 30000 M.T. of biscuits for ITC under the SUNFEAST BRAND and 30000 M.T. under the Mrs. Bector's Cremica label. The Group also entered in to an agreement with Cadbury India Ltd. for supply of Cadbury Bytes with an investment of Rs. 3.00 Crores producing goods valued at Rs. 30.00 Crores annually.

In 2007 - Goldman Sachs offered an opportunity for Equity participation valued by Goldman Sachs at Rs. 500.00 Crores. The group offered Goldman Sachs 15% equity for Rs. 75.00 Crores to help speed up its expansions with the equity infusion.

VI. WOMEN ENTREPRENEURSHIP – THE ROAD MAP AHEAD

After having the study of above mentioned case studies one thing is very noticeable that women in the current age are most welcome in the entrepreneur. Though we agree that there are some social barriers and constraints which are still stopping women to be the most part of the entrepreneur in the society. Today's women are educated, smart and have the understanding of each and every aspect of business. What we believe that education is one of the major weapon through which women can defeat the constraints in the path. Now a day's number of women is coming forward for the purpose. There are number of government schemes in India which are mainly designed for women only. The Indian Govt. is always keen to have women as an entrepreneur after the independence. Few of the schemes are mentioned below:

1. Assistance to Rural Women in Non Farm Development (ARWIND) schemes
2. Entrepreneurial Development programme (EDPs)
3. Indira Mahila Yojana
4. Indira Mahila Kendra
5. Integrated Rural Development Programme (IRDP)
6. Khadi and Village Industries Commission (KVIC)
7. Management Development programmes
8. Women's Development Corporations (WDCs)
9. Marketing of Non Farm Products of Rural Women (MAHIMA)
10. Mahila Vikas Nidhi
11. Mahila Samiti Yojana
12. Mahila Vikas Nidhi
13. Micro Credit Scheme
14. Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
15. NGO's Credit Schemes
16. NABARD KFWSEWA Bank project
17. National Banks for Agriculture and Rural Development's Schemes
18. Priyadarshini Project
19. A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains

20. Prime Minister's RojgarYojana (PMRY)
21. RashtriyaMahilaKosh
22. Rajiv Gandhi MahilaVikasPariyojana (RGMVP)
23. SIDBI's MahilaUdyam Nidhi
24. SBI's Stree Shakti Scheme
25. Trade Related Entrepreneurship Assistance and Development (TREAD)
26. Working Women's Forum
27. Training of Rural Youth for Self-Employment (TRYSEM)

Apart of these above schemes there are number of training programs which runs time to time by the different departments of govt. i.e. MSME DI regularly conducts the EDP or MDP for existing and potential entrepreneurs. This training is specially designed for physically challenged and SC/ST women with a very low cost to be charged from them. (500/-). The recent proposal has been submitted that rather taking the money from these women the govt. should pay the stipend to them. More than 50,000 women entrepreneurs have been trained in different areas like Fashion, IT, Agro and Food Technology, Catering and many more. There are many micro and small enterprises for cluster development programme where number of small industries are involved and this clusters gives the training to those women who wants to start of their own small or mini business. This scheme provide support for marketing, capacity building etc. Under this scheme infrastructure is also provided for the purpose of exhibit, display in the different areas. They also provide the different facilities as well like telecommunications, population control and drainage etc. So we believe that if women are hard to do the things there are number of opportunities and roads where they can go ahead and start with new possibilities.

VII. CONCLUSIONS

Well this is really a hard fact that starting a new business or becoming an entrepreneur for the women is not a cake walk. There are number of difficulties and hardships which need to be faced. Society does not support very easily. There are number of family and religion constraints due to which sustainability is a very crucial task. Very few women get the family support rather they have to face the opposition as well. But besides all these facts we believe that if women have decided to do something and she has started any small or micro business then after some time she can always let her family and other society member get convinced with her decision and can get their support as well. The only this is "Willingness" which is the most important aspect in the anybody's life. Moreover, there are number of Govt. schemes which are very useful for the women. We can always take a help from different training programs and get ourselves updated. Therefore, promoting entrepreneurship among Indian women is not so easy but at the same time it is not very hard also. So we all should try to get this figure more and more year after year.

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