



WOMEN ENTREPRENEURSHIN IN THE ERA OF GLOBALIZATION

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ABSTRACT

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Like a male entrepreneur a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination administration and control of business and providing effective leadership in all aspects of business. During the last two decades, Indian women have entered the field of entrepreneurship in greatly increasing numbers. With the emergence and growth of their businesses, they have contributed to the global economy and to their surrounding communities. The routes women have followed to take leadership roles in business are varied. Yet, most women business owners have overcome or worked to avoid obstacles and challenges in creating their businesses. The presence of women in the workplace driving small and entrepreneurial organizations creates a tremendous impact on employment and business environments.

Key words : Entrepreneur, administration, business

INTRODUCTION

Women represent approximately half of the total world population as well as in India also. So we can say that they are the better half of the society. But the attitude towards women today is not as rigidly discriminative as it was earlier. Every society differentiates its member on the basis of sex, treating men and women in different ways and expecting different patterns of behavior from them. Society reacts like a stereotype behavior to both of them and also expects the stereotype behavior from them. On the basis of work division of society in the world, women are for three K's-Kitchen, Kids and knitting. Apart from the household activities, they were engaged mostly in agriculture or at most in the family trade activities. Their participation in market-oriented activities was much less than that of men. In world, where women were at free socially to participate in all types of economic activities, they were supposed to be subordinate to men. In other words, women are treated as non productive gender on the economical task base.

The Indian constitution has adapted the principle of women's equality in all spheres of life. Since independence, several steps have been taken for the progress of women by the Government through successive Five Year Plans. During the early decades of Five Year Plans, much attention was not given on the development of different aspects of women as the nation was engaged in formulating different strategies and programs for the economic development of the country. During Nehruvian Era (1948-64), the women's role was considered as a component of social welfare programs and they were regarded as a mother and a home maker, and not as a productive worker of the society. The approach was the welfare of women. The draft of sixth Five Year Plan (1980-85), for the first time, incorporated a new chapter entitled "Women and Development" with a special stress on the issue of the development of women entrepreneurship. Therefore, during 1980s, the approach was the development of women. It is well accepted fact that, more and more women are taking up the employment and self-employment.



REVIEW OF LITERATURE

In Indian Universities, the field of entrepreneurship is being fast recognized as an important area of research. Not much research has been done in this direction, especially in the area of women entrepreneurship. A number of studies have been undertaken by various scholars on related to the problem under study.

Medha Dubhashai Vinze (1987) – In the book “Woman Entrepreneurship in India, has attempted to analyze the measures taken for the social and economic development of women in India.

Sandra Feilden, Maryland Davidson(2009)–India is country of a total population of 10270154247, where the number of females for 1000 males is 933 as per the census 2001. It is a fact that no society will progress satisfactorily unless women, who constitute almost half of its population are given equal opportunities. The late Indian Prime Minister, Pandit Jawaharlal Nehru, a great visionary and an architect of modern India always felt that the development of women should be given top priority in the pattern of progress in the economic development of the country. According to him “One of the truest measures of the nation’s development is the state of its women.”

Pareek (1973) – The study was to analyze the role and significance of financial institution in lending capital to small scale enterprises and tiny units. He observed that state assistance play a significant role in the promotion of small scale enterprises. The policies of financial assistance required to be coping with changing needs of the sector.

Narender Kumar and Himachalam (1991) – The State Bank of India (SBI) has designed a package exclusively for promoting women entrepreneur called SBI Stree Shakti (Women empowerment) package.

Ross Geraghty/TNN, (2009) – Worldwide, the glass ceiling continues to exist – Women are able to look upwards and see their male counterparts become more and more successful without being able to reach that success themselves. And it is here that India will remain far behind until a great deal of work has been done to rectify the situation.

Tattwamasi Palta Singh (2007) – One thing comes out in a more explicit manner that women business face challenges common to all small firms such as access to credit, contacts and trainings. Their problems are added on by lack of access to the networks and skills that can help them compete in the Global Business. It makes good business sense and good development sense to encourage women to build their businesses. Chadha, G K &

Sahoo P P (2002) – The reflection on the economic history of India has immensely relied on the textile and the cottage industries. Each culture to a large extent depends upon the art and craft of that region. The process of empowerment has largely ignored the significant contribution made by the rural artisans and women.

CONCEPTS OF THE STUDY

After Internationalization and Globalization in the world, the role of working women has been increasing continuously. Now women are enjoying the impact of globalization not only on domestic but also on international sphere. Women come out of the four walls to contribute in all activities. In the 21st century the business women in the form of women entrepreneurs are highest rising entrepreneurial populations in the world. Table-1 shows the female participation rate of entrepreneurs in the world.



TABLE -1: FEMALE PARTICIPATION RATE OF ENTREPRENEURS

S. No.	Economy	Percent of firms with female participation in ownership	Percent of firms with a female top manager
1	All Countries 2	34.3	18.6
2	Afghanistan (2014)	2.2	4.7
3	Bangladesh (2013)	12.7	4.8
4	Bhutan (2015)	43.3	26.3
5	Brazil (2009)	50.2	19.4
6	China (2012)	64.2	17.5
7	Germany (2005)	20.3	n.a.
8	Ghana (2013)	31.6	14.9
9	India (2014)	10.7	8.9
10	Myanmar (2014)	27.3	29.5
11	Nepal (2013)	21.8	17.2
12	Pakistan (2013)	11.8	6
13	Russian Federation (2012)	28.5	20.1
14	South Africa (2007)	22.6	n.a.
15	Sri Lanka (2011)	26.1	8.8

Source: World Development Report, 2016

Entrepreneurship is a typical global phenomenon attracting millions of economists, politicians, and social workers. In developed countries, entrepreneurship has gained attention in the last century. But in developing countries, it has been gained original consideration only in recent decades. In these countries, entrepreneurship development is considered as the way to promote self-employment -the panacea not only for chronic unemployment among the educated youth but also to sustain economic development and to augment the competitiveness of industries in the eve of globalization and liberalization. Social scientists and economists are in search of this factor as a competent agency for the coherent integration of resources to stimulate sustainable and balanced socio-economic development. In the industrial and agricultural sectors, threshold of new generation entrepreneurs has been welcomed for they carry out radical and tremendous changes in the arena of production and distribution. In the academic scenario, special importance is being given for the entrepreneurial lessons as a part of curriculum plan and a number of research studies are being conducted to learn the stimulants and inhibitors of entrepreneurship development.

In industrially developed countries, the business environment has witnessed radical changes. The result was restructuring of economic and social systems in a way, which has led to increased levels of business formation, innovation, new organizational forms and more general shifts in attitude and behavior. This mirrored a transition from a managerial to entrepreneurial society, which was evident in the USA. Timmons, J (1994) viewed this as a silent revolution, which may affect the 21st century as much as, or probably more than, the industrial revolution of the 19th century. This revolution is expected to spawn revitalizing economies, generating millions of jobs, and constructing new prosperity. In India though women has played a key role in the society their entrepreneurial ability has not been properly tapped due to their lower status in the society. Women involvement in the economic activities is marked by a low work participation rate, excessive concentration in the



unorganized sector, and employment in less skilled jobs. In spite of all this women entrepreneurship has gained momentum in the last three decades with the increase in the number of women enterprise and the substantial contribution to economic growth. There is a need of changing the mindset towards women so as to give equal rights to them as enshrined in our constitution.

It is a common assumption that majority of women in India are economically nonproductive as they are not involved in activities that are financially remunerative, but this trend is gradually changing. Women across regions have started showing interest and willingness to work hard in a supportive environment. The experiences of the existing women entrepreneurs can facilitate the aspiring ones to overcome the hurdles. The present study will undertake and analyze the various issues and challenges that are faced by Indian women entrepreneurs in the era of the new economic age.

LIMITATION OF THE STUDY

Though good numbers of studies have been done on Women Entrepreneurship in India but yet lot is to be explored in this field. No Research Scholar has researched on Women Entrepreneurship in the States of Uttar Pradesh. Hence the present study is an extension to the present study in these states in east & west India with a view to analyze the problems and prospects.

NEED OF THE STUDY

Women make up 50% of the population in India. Women across the world seem to be breaking through the Glass Ceiling to command positions of power. India, however, remains an exception. Therefore a study performed to evaluate their role in the State of Uttar Pradesh and how better this issue can be evolved.

The results and findings from this research will serve as valuable information and an eye opener to the business circles in the State of Uttar Pradesh, about the importance of the role women play in the economic development of the region.

OBJECTIVES OF THE STUDY

Keeping in view the Review of Literature and its Limitations the present study is aimed at analyzing the problems and prospects of Women Entrepreneurs in the India specifically in Uttar Pradesh. The following are the objectives of the study:

- To study the present condition of Women Entrepreneurs in the State of Uttar Pradesh.
- To study the issues, challenges and constraints faced by the Women Entrepreneurs in the State of Uttar Pradesh.
- To study the possibilities of growth in the number of Women Entrepreneurs in the State of Uttar Pradesh.

DELIMITATION OF THE STUDY

In order to investigate the problems and prospects of women entrepreneurs in India a study is being carried out by the researcher in the State of Uttar Pradesh. The enterprises managed by the women are small business activities such as food processing, garment making, beauty parlors, internet kiosks, electronic industries, etc. To analyze the researcher will collect both Primary and Secondary Data. A pre-coded questionnaire will be prepared and data will be collected from 200 women engaged in Business activities in the states and details will be collected. The secondary data will be collected from books, journals, newspaper, magazines and the internet.



HYPOTHESIS

- The null hypothesis for the study will be – In Entrepreneurship the contribution of Women is very limited.
- The alternative hypothesis for the study will be - Women's contribution in entrepreneurship is very significant in the state of Uttar Pradesh.

RESEARCH METHODOLOGY

Research design is concerned with collection, analysis and presentation of data. In order to study the problems and prospects of Women Entrepreneurship the following methodology have been used to collect and analyze the data. For the purpose of research, the researcher will depend upon Primary as well as Secondary Data.

Primary Data is the data observed or collected directly from first hand experience. It can be obtained from clinical trials, case studies, true experiments and randomized control study. The information is analyzed by other experts who may decide the validity of the data by repeating the same experiments. The Primary Data will be collected from women entrepreneurs in the state of Uttar Pradesh.

Secondary Research also known as desk research is the most common research method employed in the industry today. It involves processing data that has already been collected by another party. With this form the researcher will consult previous studies and findings such as reports, press articles and previous market research projects in order to come to a conclusion. The researcher intends to collect information from various research agencies such as, journal, periodicals, research papers, books, news papers, magazines and the internet.

The application of statistics in research will be well documented. There are various statistical tools that will be used to analyze the study. Measurement scales will be used. For detailed statistical analysis central tendency will be calculated for each statement.

ANALYSIS OF DATA

The Data will be statistically analyzed using different statistical tools such as central tendency, using mean, and standard deviation if required. In order to test the hypothesis non parametric tests, chi square test will be used and the hypothesis will be tested at 5% level.

A picture is worth a thousand words. The research will be presented with the help of Tables, diagrams, pie charts, and bar graphs.

LIMITATIONS OF THE STUDY

The researcher has explored the statement of the problem only in the state of Uttar Pradesh. General study on the topic is not possible, for such a study more states will have to be involved for collection of data and analysis.

The study has been made on the basis of Secondary and Primary Data. Secondary data has been mainly obtained from reports and publications of the Government Departments, Newspapers and Journals. Therefore the accuracy of the study depends upon the reliability of the data obtained from these sources.

Some Statistical tools will be applied during the course of study which have their own limitations. The numbers of respondents were only 200, and in order to generalize the study more respondents will be required. In spite of all these limitations an earnest attempt has been made to arrive at fairly objective and representative conclusions by analyzing the available data elegantly and tactfully.

CONCLUSION

Empowering women entrepreneurs is essential for achieving the goals of sustainable development and the bottlenecks hindering their growth must be eradicated to entitle full participation in the business. Apart from training programs, Newsletters, mentoring, trade



fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are quickly achieved and more of remunerative business opportunities are found. Henceforth, promoting entrepreneurship among women is certainly a short-cut to rapid economic growth and development. Let us try to eliminate all forms of gender discrimination and thus allow 'women' to be an entrepreneur at par with men. Independence brought promise of equality of opportunity in all sphere to the Indian women and laws guaranteeing for their equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women.

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