



International Journal of Allied Practice, Research and Review

Website: www.ijaprr.com (ISSN 2350-1294)

Women Entrepreneurship in India –an Empirical Study

Pooja Verma

Assistant professor, Govt. PG College,
Narnaul, Haryana

Abstract- An entrepreneur is someone who is a risk taker and is ready to face challenges. And women entrepreneur it may be defined as a woman or group of women who initiate, organize and run a business enterprises. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurship creates new opportunities for themselves and others also provide society with different solutions to management, organization and business problems. Thus governments across the world as well as development organization are actively undertaking promotion of women entrepreneur through various scheme incentives and promotional measures. Yes, in this paper, we study about women as entrepreneur in India. The original situation of women entrepreneurs, state wise distribution of women entrepreneurs in India and also a study about of successful women entrepreneurs. We discuss the challenges and solutions for startup business of women entrepreneurship.

Keywords- *Entrepreneur, Challenges, Business.*

I. Introduction

An entrepreneur is someone who is a risk taker and is ready to face challenges and women entrepreneur it may be defined as a woman or group of women who initiate, organize and run a business enterprises. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurship create new opportunities for themselves and others , also provide society with different solutions to management, organization and business problems. However they still represent a minority of all entrepreneurs. Women entrepreneurs often faced gender based barriers to starting and growing their business like discriminatory property matrimonial and inheritance laws and/or culture practice, lack of access to formal finance mechanisms limited mobility and access to information and networks etc. Women entrepreneurship can make a particularly strong contribution to the economic well being of family and communities; poverty reduction and women empowerment, thus contributing to the Millennium Development Goals (MDGs).Thus government across the world as well as various development organizations are actually undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

Women entrepreneurs in the four southern states and Maharashtra account for over 50% of all women led small scale industries units in India.

II. Methodology

The data for the research paper collected from secondary resources .All the data on FDI from the various secondary sources like journals, books, newspapers and websites etc.

Sr. No.	State Union Territory	Percentage to Total
1	Kerala	13.09
2	Tamil Nadu	12.2
3	Karnataka	9.7
4	Maharashtra	9.46
5	Andhra Pradesh	7.25
6	Uttar Pradesh	6.83
7	West Bengal	6.55
8	Madhya Pradesh	6.47
9	Gujrat	5.05
10	Bihar	4.65
11	Orissa	3.59
12	Rajasthan	3.42
13	Punjab	2.73
14	Delhi	1.35
15	Assam	1.11
16	Manipur	1.01
17	Chhatisgarh	0.94
18	Haryana	0.9
19	Uttranchal	0.83
20	Jharkhand	0.74
21	Jammu and Kashmir	0.54
22	Himachal Pradesh	0.35
23	Mijoram	0.35
24	Meghalaya	0.34
25	Chandigarh	0.21
26	Pondichery	0.1
27	Tripura	0.08
28	Goa	0.08
29	Daman,Diu,Dadra and Nagarhaveli	0.02
30	Nagaland	0.02
31	Arunachal Pradesh	0.01
32	Andaman and Nicobar Island	0.01
33	Sikkim	0.01
34	Lakshadweep	0.01
	All India	100

- **Policies and schemes for women entrepreneur in India**

In India the micro ,small ,medium enterprises development organizations various state small industries development corporations ,the nationalized banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The office of De (MSME) has also opened a women cell to provide coordination and assistance to women entrepreneurs facing specific problems.

There are also several other schemes of the government at central and state level which provide assistance for setting up training cum income generating activities for needy women to make them economically independent. Small Industries Development of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

In addition to the special scheme for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneur for instance under Prime Minister's Rojgar Yojana (PMRY), preference is given to women beneficiaries in this scheme. Similarly, under the MSE cluster development programme by minister of MSME, the contribution from the ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of cluster owned and managed by women entrepreneurs, contribution of the M/O MSME could be upto 90% of the project cost. Similarly, under the credit guarantee fund scheme for micro and small enterprises, the guarantee cover is 80% for MSEs operated and/or owned by women.

Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provide below_

- Scheme of Minister of MSME Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme For Women Mahila Core Yojana
- Scheme Of Ministry Of Women And Child Development Support To Training And Employment Programme For Women (STEP) Swayam Siddha
- Schemes Of Kerala State Women's Development Corporation Self employment loan programmes Educational loan schemes Single women benefit schemes Job oriented training programmes Marketing support for women entrepreneurs Auto rickshaw/school van's driver scheme
- Kerala Government 's Women Industries Programme
- Delhi Government's Stree Shakti Project
- Scheme Of Delhi Commission For Women(Related to skill development and training)
- Incentives To Women Entrepreneurs Scheme 2008, Government To Goa
- Magalir Udavi Scheme Puducherry Government
- Financing Scheme By Banks /Financial Institutions

- **Women Entrepreneurs Associations**

The efforts of government and its different agencies are supplemented by NGOs and associations that are playing an equally important role in facilitating women empowerment list of various women associations in India is provided in the below

- **Details of Women Entrepreneur Associations In India**

- Federation Of Indian Women(FIWE)
- Consortium Of Women Entrepreneurs(CWEI)
- Association Lady Entrepreneurs Of Andhra Pradesh
- Association Of Women Entrepreneurs Of Karnataka(AWKE)
- Self Employed Women's Association(SEWA)
- Women Entrepreneurs Promotion Association(WEPA)
- The Marketing Organization Of Women Enterprises(MOOWES)
- Bihar Mahila Udyog Sangh
- Mahakaushal Association Of Women Entrepreneurs(MAWE)
- SAARC Chamber Women Entrepreneurship Council
- Women Entrepreneurs Association Of Tamilnadu(WEAT)
- Tie Stree Shakti
- Women Empowerment Corporation

- **Success stories of women in India**

- Story of Dream Weaves which started with Rs. 500 and now makes Rs. 25 Lakhs
- Story of Patricia Narayana, winner of FICCI women enterprises of the year award.
- Story of Sarala Bastian who set up a successful mushroom business with just Rs.15000.
- Success story of Kiran Majumdar Shaw, the Biocon queen.
- Success story of Saloni Malhotra, founder of Desi Crew..
- Story of Lata Manohar's boutique –vishuddi.
- Story of Radha Rajkrishnan, a successful entrepreneur.

- Story of Revati Krishna, the founder of coffee books and more.
- **Tips For Women Entrepreneurs**
- Start a business that works for you and your personal life
- Research the product/service
- Assess the market
- Start business with adequate funds
- Do networking
- Consult with professionals
- **Challenges Women Entrepreneurs Face(And how to overcome them)**

Although more women are becoming entrepreneurs , they often face a set of challenges not typically shared by their male counterparts .To shed light on some of these disparities ,female CEOs spoke with business news daily about the key challenges ,women entrepreneurs face and how to overcome them.

- Defying Social Expectations_

Most female business owners who have attended networking events can relate to this scenario you walk into a crowded seminar and can count the number of women there on one hand when women entrepreneurs have to talk business with primarily male executives, it can be unnerving. In this sort of situations women may feel as though they need to adopt a stereotypically “male” attitude toward business competitive aggressive and sometimes overly harsh. But successful CEOs believe that remaining true to yourself and finding your own voice are the keys to rising above preconceived expectations. “Be yourself, and have confidence in who you are.”

- Limited Access to Finding_

Not all startup founders look for investors to help get their business off the ground, but those who do know how difficult the pitching process can be. Raising capital is even more difficult for women owned firms .A 2014 Babson College Report found that less than 3% of venture capital funded companies had female CEOs. Investors typically look for business that can grow their valuation to over \$1 billion.

“Think about how to do that” If you have experts on your founding team that can execute the business well, investors will have confidence in those people need a good product market fit.

Another way to overcome this issue is by working to get more female investors involved in supporting one another, said Felena Hanson, founder of Hera Fund, a female angel investor group. According to Hanson, group like hers are “Looking do not only inspire

and encourage female investors, but to grow and support other female entrepreneurs through both founding and strategic educational workshops.”

- Balancing Business and Family Life

Work life balancing is a goal of many entrepreneurs regardless of their gender, but mothers who start business have to simultaneously run their families and their companies and in this area traditional gender expectations often still prevail.”Being another while running a business is very challenging .But there are ways to balance your time, but the perception is that you could be more effective running your business if you didn’t have to deal with kids .And the word “mompreneurs” have dual responsibilities to their business and to their families, and finding ways to devote time to both is key to truly achieving that elusive work life balances.”

- Coping With A Fear of Failure

The fear of failure is the top concern of women who launch startups failure is a very real possibility in any business venture, but Delia Passi, CEO of women certified and founder of the women’s choice award, it should not be viewed as a negative.

You need to have massive failure to have massive success. ”You may need 100 noes to get one ‘yes’ but that one ‘yes’ will make you more successful tomorrow than you were today.

- Building A Support Network Forty eight percent of female founders report that a lack of available advisers and mentors limits their professional growth with the majority of the high level business world still being dominated by men, it can be hard to blaze your own path and facilitate the introductions and connections into some of more elite business networks said Hanson, who established the Hera Hub co-working space to foster support and collaborations among female entrepreneurs.”As much of business today still rings true with the philosophy that ‘it’s not what you know this can be a huge factor in your ultimate ‘success’.

Knowing where to find the right support network is not always easy. A few good places to start include women focused networking events. Such as women con, women in technology summit and win conference –as well as online forums and group created specifically for women in business, such as elevate network

- Owning Your Accomplishment

The communal, consensus building qualities encouraged in young girls can leave women unintentionally developing their own worth .Molly Macdonald, founder and CEO of ‘The Mobile Locker co. A startup’ that provides personal storage for events, said she has always found it difficult to convey her own worth as a leader.

“Many women naturally have extraordinary common sense, a sharp intuitive sense and a great focus on people. These are extremely valuable in business and can help to set us apart as leaders.”

III. Conclusion

Thus women entrepreneurship has been recognized as an important source of economic growth and create, new jobs for themselves and others .And it is very good for growth of economy And self development of a woman, for development of women entrepreneurs government across the world s well as various development organization are actively undertaking promotion of women entrepreneur through various schemes, incentives and promotional measures.

IV. Reference

1. www.businessnewsdaily.com
2. www.entrepreneur.com
3. www.slideshare.net
4. www.forbesindia.com
5. www.smallb.sidbi.in

