



BUSINESS MANAGEMENT THROUGH WOMEN ENTREPRENEURSHIP

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ABSTRACT

The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders. The main objective of this paper is to study the correlation between literacy level and no. of women entrepreneurs. The data shows that there is positive relationship between the level of literacy in state and number of women entrepreneur in that state. The women entrepreneurs are important constituent in the economic development of a nation. It is important that the government take positive steps to facilitate the necessary environment that will help promoting women entrepreneurs. The research throughout the world has shown that the nation achieved its target of growth and development only when it has provided space to women entrepreneurs to grow and prosper.

“To call woman the weaker sex is a libel, it is man’s injustice to woman. If by strength is meant brute strength, then, indeed, is woman less brute than man. If by strength is meant moral power, then woman is immeasurably man’s superior”– Mahatma Gandhi

INTRODUCTION

In India today, there are over 8 million successful female entrepreneurs. While men still dominate the world of entrepreneurship in the country, these numbers are a testament to the growing number of talented women who are steering their start-ups to success. Women today play multi-dimensional role in the society. They are laborer, teachers, doctors, pilots, etc. They are most crucial contributor to the economy as entrepreneurs. Entrepreneurship provides the most powerful and economically empowering avenue for women, for the community, and the nation. In India, as per the Business report 2014 and Survey conducted by IFC, women-owned enterprises contribute 3.09% of industrial output and employ over 8 million people. About 98% of women-owned enterprises, however, are micro enterprises. The bulk of the businesses, roughly 78%, are in the service sector. With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Start-up India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders in the start-up ecosystem. Constitution of India has enshrined all type of equality for men and women. Apart from that India is signatory for many international convention for giving equal opportunities to women. When equal opportunities are extended to women it will lead to economic empowerment.

Economic empowerment means guaranteeing families secured livelihoods and overall well-being. The rural development is not possible without empowering women. As empowerment of women is inter-connected and has positive impact on social and political empowerment of





women on one hand and the society at large on the other hand. With empowering women through self-employment will not only increase their self confidence and status in society but also will help them to have a say in the decision making process. Empowering women as an entrepreneur will benefit future generations because women tend to spend more time on their children's education and health, which should boost productivity.

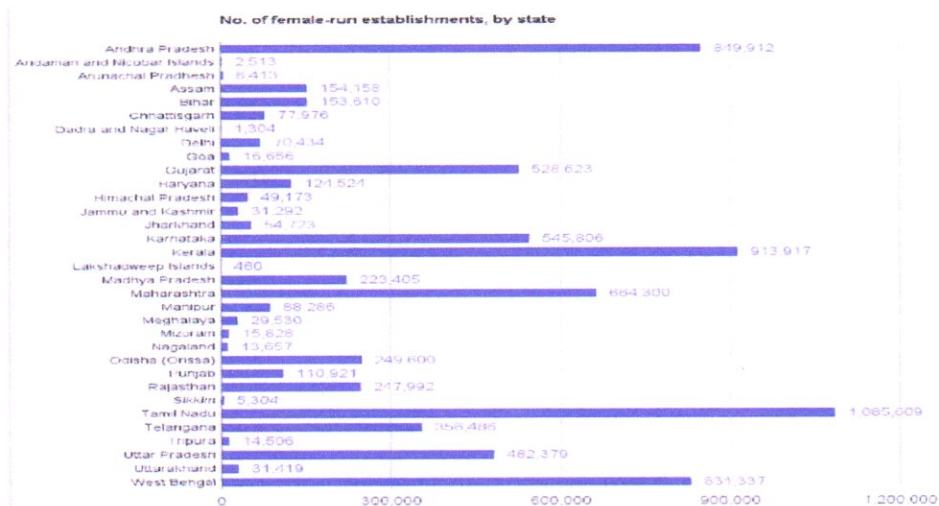
I. OBJECTIVES

- 1) To study women entrepreneurship in India.
- 2) To study the problems for women entrepreneurs.
- 3) To study the level of women entrepreneurship management.

II. RESEARCH METHODOLOGY

This research is based on secondary data including newspaper reports and study reports of various NGOs.

1) STATE WISE DISTRIBUTION OF ENTREPRENEUR IN INDIA



As per the above data the southern states in India like Tamil Nadu, Andhra Pradesh and Kerala have high percentage of women entrepreneurs, states like Maharashtra, Gujarat, Uttar Pradesh and West Bengal have moderate level of women entrepreneurs whereas states like Sikkim, Tripura and Goa has less number of female entrepreneurs.

OBSTACLES TO WOMEN ENTREPRENEUR IN INDIA

a) LACK OF BASIC EDUCATION-

As per the survey report of 2016 literacy rate among women is around 65%. The lack of proper education is biggest hindrance in the progress of women entrepreneurs in India.

b) LACK OF TECHNICAL SKILL AND KNOWLEDGE ABOUT BUSINESS-

As per UN survey report of 2014 on Indian women entrepreneur, women are hesitant to enter in the area where technology is changing. Women controlled businesses are small in size hence they fail to have access to information technology. They need to run business, technical training and support, innovative schemes and marketing strategies etc





c) INADEQUATE FINANCE

As the availability of fund to women owned enterprises are very limited women entrepreneurs mainly concentrated on small and low growth ventures. According IFC report of 2012 the total requirement of fund to women owned enterprise was around 8.6 trillion but actual finance availed was around 2-1 trillion. The capacity of women to access finance from formal source is limited due the fact that they themselves do not own any resource in their name to keep it as collateral securities..

d) LACK OF SOCIAL SUPPORT

Female entrepreneur have been fighting battle against the traditional outlook of the society to start up their own business, As in India starting new venture is considered as sole domain of male. Whenever female tries to enter in this field, they are not supported by their family members.

2) FUND ALLOCATED UNDER VARIOUS SCHEME

a) MUDRA LOAN-

The 'MUDRA' loan for women entrepreneurs or Boutique Finance for Women Entrepreneurs – a special loan scheme under Prime Minister MUDRA Yojana – was launched to cater the financial needs of women entrepreneurs. Loans are being provided at a concessional rate of interest. Loans up to Rs. 10 lakhs will be provided under the scheme without any collateral security. A maximum loan amount of Rs. 50 lakhs can be availed under the scheme.

b) THE STAND UP INDIA LOAN SCHEME YOJANA

The “Stand up India” is an initiative for the schedule caste and backward tribes. It aims at providing financial aid to the lower sections of our country. Stand up India also promotes employment and entrepreneurship to the lower sections and women. The loan amount or aid varies between Rs. 10 lakhs to Rs. 1 crore. This initiative will enable the underserved section to utilize the institutional credits in the form of bank loans.

c) TRADE RELATED ENTREPRENEURSHIP ASSISTANCE AND DEVELOPMENT –

Under this scheme fund is allotted to women from year to year to make them strong entrepreneurs.

Sr. No.	Years	Grant released by Govt. of India (Rs. In Lakhs)	Number of women benefitted
1	2004-05 to 2011-12	630.09	28,023
2	2013	138.79	11,168
3	2014	233.40	5,455
4	2015	254.20	8,265
5	2016	200.00	3,560
	Total	1456.48	56,471

Source : MSME

III. SUGGESTIONS

- a) Government, NGOs and other institutions which are closely working for increasing the capacity of women entrepreneur should chalk out the plan not only to enhance





their skill but also to help them to plan their business as per local requirement and availability of resource so as to increase their chance of success.

- b) It will be good practices that media give wide publicity to success of women entrepreneur so as to encourage more women to shed their inhibition.
- c) Credit should be made easily available by educating bank workers by keeping their attitudes friendly and sympathetic towards women entrepreneur.
- d) It is essential that government schemes should get wide publicity, there procedure should be simplified and should try to incorporate better technological aspect in making scheme user friendly.
- e) Measures should be taken to give women a better child and family support system.

IV. CONCLUSION

Women-owned businesses are still in the minority, and the hurdles faced by women who have embraced entrepreneurship are vast and often very different from those experienced by their male counterparts. Women entrepreneurship even though their number appears to be very marginal in scene of economic development in India, contributed positively to the economic growth. Their role in the economic development of our nation cannot be under estimated. They have positively contributed towards economic growth, creation of employment opportunities, poverty alleviation, elimination of gender bias, positive social and economic changes in the country, etc.

There is a strong need that Indian government should take some concrete steps in direction promoting the women entrepreneurs. Even though India has special policies that are women centered, still a lot have to be done for their development. Government through the policy measures should give a level playing field for women entrepreneurs.

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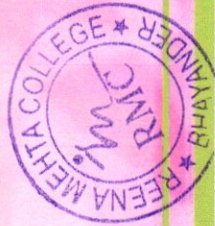
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