

WOMEN ENTREPRENEURSHIP AND SOCIAL DEVELOPMENT

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Abstract

Over the years women from all over the world have been engaged in an apparently never ending battle to gain equal economical, political and social rights. But now, the scenario had been changed and we can witness this by the establishment of numerous women Entrepreneurships. Women entrepreneurship will lend a hand for women from both urban and rural areas through creating new jobs and by developing their skills as well as providing opportunity for self-employment. This has been an indicator for the social progress as well. This article discusses the various factors, characterizes and categories of women entrepreneurships. Entrepreneurship among women, undoubtedly improves the wealth of the country in general and of the family in particular.

Keywords: Women Entrepreneurship, Discrimination, Patriarchy, Social Development, Nation Building

Introduction

"You can tell the condition of a nation by looking at the status of its women"-Jawaharlal Nehru

Over the years women from the entire world have been engaged in an apparently never ending battle to gain equal economical, political and social rights. Women occupies almost one half of the global population and they have massive potential but because of various reasons it is being underutilized or unutilized. For the overall development of our nation we need the strong participation of from all communities. Women have a very significant role in the growth of any nation. Women Entrepreneurship simply means 'the women or a group of women who initiate, organize and operate a business Entrepreneurship. So there is need to strengthen and support the women to participate socio, political and financial activities'.

Entrepreneurship, the word derived from the French word "*Entreprendre*" that means '*to do something*'. In this 21st century every nation focused towards the economical development. So for the economic development, entrepreneurship is one of the vital ingredients as considered by our country. If we study the economically developed nations or economic super powers today, we can realize that Industrial revolution, economic liberalization, new economic policies, Globalization and also promoting the entrepreneurship paved the path for their economical development. So entrepreneurship have significant role for the economical progress of a nation. In India because of various reasons women are facing discrimination in all areas including the economical sector. Women entrepreneurship in India will help both the development of financial and social sector. According to Indian government women entrepreneurship is that an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.

Women entrepreneurship will help for women from both urban and rural areas through creating new jobs and by developing their skills as well as providing opportunity for self-employment. It will also pave way towards social progress and certainly contribute to the overall development of national economy. Most of the women from rural and urban areas have talents in different areas but because of social, economical and political reasons they can't partially or

completely participate in entrepreneurial or commercial activities. In this context, the present paper is attempted to study the connection between women entrepreneurship and the social development.

Women Entrepreneurship in India

Women are found to take backseat in many aspects, which played a huge part in the eventual deprivation of economic and political rights of many women. The 2016, ILO (International Labor Organization) report on women at work trends states that "Women entrepreneurship in India feels that they are victims of discrimination. The different studies emphasize that this inequity against women seems to be even worse in cities, such as East and South east states of India. Women entrepreneurship feels that they are not getting equal priority as well as how men get it. Various studies examined the types of inequity and some have been attempted to document them." This argument is supported by **De Bruin, Brush and Welter (2007)**.

In Colonial rule particularly British period, they began to teach English to Indian masses to civilize the uncivilized people. But it became detrimental for the progress of Indian women, social reformers and Indian freedom fighters generated awareness among Indian people. It helps in the involvement of women in India's freedom struggle and it also paved beginning of women contribution in modern India.

S P Mishra in his work "*Factors affecting Women entrepreneurship in small and Cottage Industries in India*" (1996), it says that 'when we look at women employment gender based separation of labor perpetuates in the rural India, women's role in financial growth began to more visible, and women workers make up 90 percentage of the unrecognized sectors, 80 percentage of the workers involved in the agrarian sector and 10 percentage in the other activities. Unskilled workers constitute 90 percentages of the rural women and 70 percentages of urban women workers, lot of women from these areas, are economically exploited, issues of low income and discriminatory wages persisted amongst the unskilled women labors'.

A research was conducted by **Dharmeja (2004)** regarding the problems in enterprise set up management elaborate on different issues women in India face in the set up business. Research was titled as "*Women entrepreneurship: Opportunities, Performance, and Problems*". He says that 'Women were identified to be facing problems in advertising, manufacturing and staffing which was mainly caused by lack of adequate training received up and coming of women entrepreneurs. While in the case of men, many men who have not had formal training regarding operation of a business'. Due to various reasons, extremely small number of women who express interest in to starting their own business ventures have undergone formal education.

So in India, entrepreneurship was a male dominated area for a very long time till recent past in our country. However, women have broken their shackles to enter into the workplace. (IndraNooyi, ChandaKochhar, KiranMajumdarshaw and so on) in Politics (Indira Gandhi, Sumithra Mahajan, SushmaSwaraj, Soniya Gandhi, PrathibhaPatil just to name a few) and Scientific research (Kalpana Chawla, ISRO scientists)and make a significant mark for themselves. It is a global scenario and part of Indian scenario as well. But how many women are really able to give shape to their entrepreneurial dreams in the patriarchal nation is indeed highly significant.

Important Characteristics of Women Entrepreneurship

Entrepreneurs believe that they can change the environment in their own capacity. In Women Entrepreneurship, women is the most important and central character. For a better Women Entrepreneurship to become successful, it is necessary to possess certain characters. Following are the characteristics of Women Entrepreneurs which has an urge to become flourishing.

- Confidence
- Hardworking
- Takes personal responsibility
- Desires feed backs and learns from experience, recognizing errors
- Drive for independence but can co- operate when necessary for her goals
- Ability to grasp quickly
- See goals and realistic step by step sub goals
- Mentally hyperactive
- Higher tolerance and ambiguities
- Family and friend second to business
- Pleasant personality
- Positive attitude

Different Categories of Women Entrepreneurs

- Women in unorganized and organized sector
- Women in rural and urban areas
- Women in modern and customary industries
- Women in small scale and large scale industries
- Single women and joint venture

How Women Entrepreneurship help Social Development?

Women entrepreneurs are creating jobs, innovative methods and contributing to the Gross National Product and national economy. Second, and more compelling, are the contributions women entrepreneurs make in a society rooted upon gender impartiality and welfare of all. There is increasing proof that women are more likely to reinvest their profits in education and family. Ironically established measures of economic development and business performance do not often capture the correct transformational benefits of these transformational businesses.

Several schemes have been introduced by the Indian Government for the boost of women entrepreneurs due to the significance of women empowerment in our country. It have important role in the social development and gender equality. Women entrepreneurs are transforming families and society, besides making contributions to business development. The expanding number of women entrepreneurs around the globe suggests that there might be more attention to social problems, using economic solutions. Michelle Bachelet, UN Women's Executive Director, suggests that now more than ever the world needs to unleash women's entrepreneurship to make our economies and societies stronger.

Categories of Women Entrepreneurs in Practice in India

First category

- Metro cities or big cities
- Having higher level of technical and professional qualifications
- Having good education
- Non-traditional items
- Sound financial positions

Second Category

- Cities and towns
- Having sufficient education
- Both traditional and non-traditional items
- Undertaking women services- kinder garden, shops, beauty parlors, clinic and so on

Third Category

- Illiterate women
- Economically weak
- Involved in family business such as Horticulture, Agriculture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Power loom etc

Conclusion

There is a need for changing the attitude towards women so as to give equal rights as enshrined in the constitution. The movement towards gender equality is slow and is partly due to the failure to attach money to policy commitments. In the words of former president Dr.APJ Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured." To attain Women Empowerment and Gender equality is an essential goal. Their thoughts and their value systems lead to the growth of a good family, good society, good nations and ultimately a good world. When a woman is empowered it should influence, her family and society. And also her competencies towards decision- making will surely influence her family's behavior.

In developed nations, there is a phenomenon of raise in the number of self- employed women after the Second World War. For example, in United States, women own 25% of all business, even though their sales on an average are less than two-fifths of those of other small business. Moreover in the case of Canada, women own one-third of small business and in France it is one-fifth.

There is no doubt about that women Entrepreneurship, improves the wealth of the country in general and of the family in particular. In today, Women are more willing to take up activities that once considered exclusively as men's domain, or which are dominated by men. Also they are proved that they are in second position to one with respect to contribution to the growth of economy. To sustain and strive for excellence in the entrepreneurial arena, Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges of global markets

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