

POVERTY ELIMINATION THROUGH WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES IN INDIA

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Abstract:

Empowerment of women needs to begin with her participation in different spheres of life. Education is a great determinant in this regard. To achieve empowerment, women have to be educated and aware of their rights and privileges in a modern society. It is education which can bring about awareness in them related to their social status, injustice and differentiation meted out to them. Besides, economic independence is a major factor which can contribute in empowering women. India in the very beginning realized this need. In the knowledge-based economy, innovation is the key driver of success. Metropolitan areas in many countries have increasingly turned into multi-cultural societies. Ethnic entrepreneurship and, increasingly, female entrepreneurship have become popular concepts in modern multi-cultural society. In a modern "multi-color" city, ethnic and female entrepreneurship tend to become an indigenous and significant part of the local economy. At the same time it is difficult to identify and tap potential business opportunities in this competitive world. Hence this paper attempts to shed light on possible business opportunities in today's knowledge-based economy by reviewing a number of empirical papers associated with innovation and firm size. The paper addresses different elements of business plan for women entrepreneurs.

KEYWORDS:

women empowerment, poverty & entrepreneurship .

INTRODUCTION

Poverty in India is a major issue. Rural Indians depend on unpredictable agriculture incomes, while urban Indians rely on jobs that are, at best, scarce.

Since its independence, the issue of poverty within India has remained a prevalent concern. As of 2010, more than 37% of India's population of 1.35 billion still lives below the poverty line. More than 22% of the entire rural population and 15% of the urban population of India exists in this difficult physical and financial predicament.

POVERTY SITUATION

The division of resources, as well as wealth, is uneven in India - this disparity creates different poverty ratios for different states. For instance, states such as Delhi and Punjab have low poverty ratios. On the other hand, almost half the population in states like Bihar and Orissa live below the poverty line. A number of factors are responsible for poverty in the rural areas of India. Rural populations primarily depend on agriculture, which is highly dependent on rain patterns and the monsoon season. Inadequate rain and improper irrigation facilities can obviously cause low, or in some cases, zero production of crops. Additionally, the Indian family unit is often large, which can amplify the effects of poverty. Also, the caste system still prevails in India, and this is a major reason for rural poverty - people from the lower casts are

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often deprived of the most basic facilities and opportunities. The government has planned and implemented poverty eradication programs, but the benefits of these programs are yet to bear fruits. The phenomenal increase in population in the cities is one of the main reasons for poverty in the urban areas of India. A major portion of this additional population is due to the large scale migration of rural families from villages to cities. This migration is mainly attributed to poor employment opportunities in villages.

NEED OF THE HOUR:

Women sector occupies nearly 45% of the Indian population. The literary and educational status of women improved considerably during the past few decades. More and more higher educational and research institutions are imparting knowledge and specialisation. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programmes to women.

The institutions available at present are very limited. Moreover, their functions and opportunities available with them are not popularised much.

Name	Total population	Total male	Total female	Total literates	Male literates	Female literates
India	1210193422	623724248	586469174	778454120	444203762	334250358
A.P	84665533	42509881	42155652	51438510	28759782	22678728

Source: census 2011

The Indian sociological set up has been traditionally a male dominated one. Women community, even though equal to men in population, it is the subject of concern to note that, yet in this modern sophisticated world, she is treated as the second citizen or subordinate to men. Though various efforts are being made to improve the status of women, women folk have not taken their maximum use and remain still backward.

In India, during "VEDA", "UPNISHAD" periods, women were given much respect and they enjoyed equal right with men in all fields, slowly women's position deteriorated and now we can see that she is being harassed in all respects.

Though during British era steps were taken to improve the status of women in India it was only after the independence, she enjoyed privileged rights. As per constitution, she is given equal status with men and several special provisions are there for the upliftment. Only a small percentage of women have taken maximum advantage of the laws and facilities available to them and have shined in various fields. Now we can see that women are working not only in the primary and secondary sectors, but also being successful in the military and defense field. So many women doctors, entrepreneurs, bankers, lawyers, scientist and teachers have shown that they are not less efficient to men, but are more efficient intelligent and hardworking.

The World Bank recommended that the surest and infact the only way to lift India out of poverty is to educate and enhance the status of the country's women. The women's health and skill is more important for any family as she can work and contribute to the income of the family. And hence steps should be taken to uplift her position, health, education and ability.

In the field of business and commerce, women are lagging behind as compared to other fields. However, there are certain expectations that a few women have shined in the industrial and commerce sectors also, and earned name and fame outside the country too.

As now, in this modern world every where the cost of living has increased, it becomes necessary for women to undertake economic activity and support their families. Now the attitude of the society has also changed and working women is not seen with suspicious eyes like earlier. She is more liberated now and the modern woman leads a very happy and peaceful family life with her husband and family's support in her economic activity. Again the modern woman has realized her values, she wants to make use of her intelligence. Knowledge and education

Throughout the World, women's participation in economic activities is increasing, in India too; women are participating in large number in almost all the spheres of economic activity. From village to city, we can see large number of women workers and entrepreneurs contributing towards the national income of the country.

Women Entrepreneurs:

The government of India has defined a women's entrepreneurship as “ an enterprise owned and controlled by a women having a minimal financial interest of 51 per cent of the capital and giving atleast 51 per cent of the employment generated by the enterprise to women”.

Govt. of India

Women entrepreneurship is the process where women take lead and organize a business or industry and private employment opportunity to others. Though at initial stage Women entrepreneur developed only at urban areas, lately it has extended its wings to rural and semi-Urban areas too.

Although earlier women concentrated much on traditional activities, due to the spread of education and favorable Govt. policies led towards development of women entrepreneurship. Women have changed their attitude and diverted towards non-traditional activities too. They show favorable response to changing situation and get adjusted themselves and have improved position.

The Govt. and Non-Govt. organizations are giving more promises to promote self-employment among women and build women entrepreneurship special financial assistance is provided and training programs are organized from women to start their ventures.

List of Govt. and Non-Govt. agencies helping for the promotion of women entrepreneur as below:

Federation of societies of Women Entrepreneur (FSWE), Small Entrepreneurship Development Institute of Women and Children in Rural Areas (DWCRM), integrated Rural Development Program (IRDB), Prime Ministers Rozar Yojana (PMRY), Training of Rural Youth and Self Employment (TRYSEM), etc.

As due to globalization of trade and control of the international trade by WTO, we see the short comings of liberalization and privatization. Measures should be taken to face the severe competition posed by big countries and multinational companies by encouraging Women entrepreneur too and face crisis.

QUALITIES REQUIRED FOR AN ENTREPRENEUR:

An effective entrepreneur requires certain basic qualities, which can be listed as follows.

- Innovative thinking and farsightedness.
- Quick and effective decision making skill.
- Ability to mobilise and marshal resources.
- Strong determination and self confidence.
- Preparedness to take risks.
- Accepting changes in right time.
- Access and alertness to latest scientific and technological information

AREAS OF WOMEN ENTREPRENEURSHIP:

Women participation may be found in the following fields:

Agriculture, Horticulture, Sericulture, Dairying and Animal Husbandry, Fisheries. Home based industries like Handicrafts, Agarbati marking. Tailoring and Garment Industries, Poultry & Black Smith Industries, Doll making, Fancy items, Beauty Parlor, Printing Textiles, Food processing, Body Care Centers etc.

Thus Women entrepreneur can take a lead in both organized and unorganized sectors.

In India only 8 percent of the small scale manufacturing units are run exclusively by women owners which is proportionately units are run exclusively by women owners which is proportionately very small as compared to other developed and developing countries. In USA small as compared to other developed and developing countries. In USA alone about 50 per cent of the business is owned and managed by women.

Suggested list of appropriate areas suitable to Indian women entrepreneurs:

- Food products manufacturing
- Food processing and preservation.
- Catering services and fast food centres.

Interior decoration.
DTP and Book binding.
Maintenance of Dairy, Poultry and their products.
Maintenance of house-hold appliances.
Stationeries retailing.
Manufacturing of note books and pads.
Packing & packaging
Diagnostic lab & pathology clinics.
Communication centers with telecom, fax, browsing, and Xeroxing facilities.
Readymade garments, embroidering and fashion designing.
Retail selling through different methods.
Art and painting works on commercial decorations.
Hiring of warehouses and godowns.
Floral decorations.
Jewellery
Beauty centers
Running old-age homes
And so on.
The list is only suggestive and not conclusive.

ROLE OF WOMEN AS AN ENTREPRENEUR'S:

- 1) **Imaginative:** It refers to the imaginative approach or original ideas with competitive market. Well-planned approach is needed to examine the existing situation and to identify the entrepreneurial opportunities. It further implies that women entrepreneur's have association with knowledgeable people and contracting the right organization offering support and services.
- 2) **Attribute to work hard:** Enterprising women have further ability to work hard. The imaginative ideas have to come to a fair play. Hard work is needed to build up an enterprise..
- 3) **Persistence:** Women entrepreneurs must have an intention to fulfill their dreams. They have to make a dream transferred into an idea enterprise; Studies show that successful women work hard.
- 4) **Ability and desire to take risk** the desire refers to the willingness to take risk and ability to the proficiency in planning making forecast estimates and calculations.
- 5) **Profit earning capacity:** she should have a capacity to get maximum return out of invested capital.

A Woman entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation, and screening, determination of objectives, project preparation, product analysis, determination of forms of business organization, completion of formal activities, raising funds, procuring men machine materials and operations of business.

Fredrick Harbison, has enumerated the following five functions of a women entrepreneur's

Exploration of the prospects of starting a new business enterprise.
Undertaking a risk and handling of economic uncertainties involved in business.
Introduction of innovations, imitations of innovations.
Co ordination, administration and control.
Supervision and leadership.

Problems and constraints faced by Women entrepreneur:

1. **Family Discouragement:** they are not supported much to undertake entrepreneurship by their members.
2. **Social Barriers:** Women entrepreneur in India are always seem with suspicious eyes, particularly in rural areas, they face more social barriers.
3. **Caste and Religion:** though India is a secular country in practice, so many castes and religious rituals dominated with one another and it hinders women entrepreneurs.
4. **Lack of self-confidence:** Women lack self-confidence and hesitate to take risks. Their risk-bearing capacity is always less.
5. **Psychological factors:** Always women feel that she is women not a man and hesitate to take risks. As she has to pay a dual role if she is employed or engaged in work, she has to strive hard to balance her family life with care and hence feels better to be housewife.

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- 6.Lack of Practical Knowledge: Though women and educated, she lacks practical knowledge and hence hesitates to establish her own venture.
- 7.Problem of Finance: Women entrepreneur lacks property in their own name and hence banks and financial institutions may hesitate to render finance.
- 8.Problem of marketing: Their marketing knowledge will be less and lack marketing skills as compared to men.
- 9.Problem of middlemen: Women entrepreneur have to face the problem of middlemen more, as they depend more on them, and also middleman profit margin will be more hence selling price will be high.
- 10.Lack of information: Women entrepreneur lack of information regarding availability of raw materials, financial facilities and Govt. help and subsidy etc.

Hence it becomes necessary for the society and Govt. to find remedies for the problem of women entrepreneur. Already the central and state governments and non-government organizations have taken so many steps to solve the problems of women entrepreneur, yet they have to provide special incentive and subsidy.

Remedial measure undertaken and suggestions are:

- 1.Establishment of Government Agencies, Association of women entrepreneur: NGO's and CBO's have carried on so many programs for development of women entrepreneurship.
- 2.Increase of opportunities for women education: Govt. has stressed on women education and special programs have been introduced. Yet it is necessary to increase the number of professional schools for women.
- 3.Financial Assistance: Banks, financial institution are lending more freely to women entrepreneur today yet Govt. has to lend more subsidies to Women entrepreneur.
- 4.Availability of practical knowledge: It is necessary to provide practical knowledge at the study levels. Some schools and colleges are providing such knowledge during education periods. It should be increased.
- 5.Increase of market facilities: Market should be developed in rural and semi-employed programs should be undertaken and proper training should be giving it both rural and urban youth including women.
- 6.Self-employed programs and training: More training should be given to both rural and urban women.
- 7.Availability of information: It is necessary to start information bureaus, to help them in getting required information.
- 8.More and more research and survey programs: More research programs should be conducted and steps should be taken to solve the problems of women entrepreneur.

CONCLUSION:

Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same society. Women entrepreneurs faced many obstacles specifically in market their product (including family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. In addition, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women. Particularly the entry of rural women in micro enterprises will be encouraged and aggravated. Rural women can do wonders by their effectual and competent involvement in entrepreneurial activities. The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Now, what is the need is knowledge regarding accessibility to loans, various funding agencies procedure regarding certification, awareness on government welfare programmes, motivation, technical skill and support from family, government and other organization. More over Formation and strengthening of rural women Entrepreneurs network must be encouraged. Women entrepreneur networks are major sources of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion. This network helps to give lectures, printed material imparting first hand technical knowledge in production, processing, procurement, management and marketing among the other women. This will motivate other rural women to engage in micro entrepreneurship with the right assistance and they can strengthen their capacities besides adding to the family income and national productivity.

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