

A PERSPECTIVE STUDY OF WOMEN ENTREPRENEURSHIP IN INDIA

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WOMEN ENTREPRENEUR

Women Entrepreneur is any women who organizes and manages any enterprise, especially a business. Women Entrepreneurs may be defined as the women or group of women who initiate, organize and co-operate a business enterprise.

Government of India has defined Women entrepreneurs is 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.

TYPES OF WOMEN ENTREPRENEURS:

Women entrepreneurs in India are broadly divided in to the following categories:

1. Affluent Entrepreneurs
2. Pull factors
3. Push factors
4. Self-employed Entrepreneurs
5. Rural Entrepreneurs

These are explained as below:

1. **AFFLUENT ENTREPRENEURS:** Affluent women entrepreneurs are those women entrepreneurs who hail from rich business families. The family supports a lot in carrying out their responsibilities.
2. **PULL FACTORS:** Women in towns and cities take up entrepreneurship as a challenge to do something new and to be economically independent. Under this category, women

usually start service centres schools, food catering centres, restaurants, grocery shops, etc.,

3. **PUSH FACTORS:** These are women entrepreneurs who accepts entrepreneurial activities to overcome financial difficulties. The family situation forces them either to develop the existing family business or to start new ventures to Improve the economic conditions of the family.
4. **SELF-EMPLOYED ENTREPRENEURS:** Poor and very poor women in villages start tiny and small enterprises like brooms making, waxcandle making, providing tea and coffee to offices ,ironing of clothes, tailoring firms etc., such womens are called rural entrepreneurs.
5. **RURAL ENTREPRENEURS:** Women in rural areas start enterprises which need least organising skill and less risk. Dairy products, Pickles, Fruit juices, pappads are coming under the category of rural entrepreneur.

THE PSYCHO-SOCIAL FACTORS IMPEDE THE GROWTH OF WOMEN ENTREPRENEURS:

Some psycho-social factors impede the growth of women entrepreneurs are:

- ❖ Poor Self-image of Women
- ❖ Inadequate Motivation
- ❖ Discriminating Treatment
- ❖ Cultural Values
- ❖ Lack of Courage and Self-confidence
- ❖ Inadequate Encouragement
- ❖ Lack of Social Acceptance
- ❖ Lack of Freedom of Expression
- ❖ Afraid of Failures and Criticism
- ❖ Susceptible to Negative Attitude

❖ Low Dignity of Labour

TOP EIGHT WOMEN ENTREPRENEURS AND LEADERS OF INDIA:

The Indian women are no longer treated as show pieces to be kept at home. They are also enjoying the impact of globalization and making an influence not only on domestic but also on international sphere. Women are doing a wonderful job striking a balance between their house and carrier. Here are few:

1. INDRA NOOYI

Indra Nooyi is the current chairman and CFO of the second largest food and beverage business, PepsiCo. Born in Chennai, Indra did her Bachelor's in Science from Madras Christian College in 1974 and a Post Graduate Diploma in Management (MBA) from Indian Institute of Management, Calcutta in 1976. Beginning her career in India, Nooyi held product manager positions at Johnson & Johnson and textile firm Mettur Beardsell. Nooyi joined PepsiCo in 1994 and was named president and CFO in 2001. She has been conferred with prestigious Padma Bhushan for her business achievements and being an inspiration to India's corporate leadership.

2. NAINA LAL

Naina Lal Kidwai is presently the Group General Manager and Country Head of HSBC India. Naina has a Bachelor's degree in Economics from Delhi university and an MBA from Harvard Business school. In fact, Kidwai was the first Indian woman to graduate from Harvard Business School. with ANZ Presently she is also serving as a non-executive director on the board of Nestle SA. Kidwai is also global advisor at Harvard Business school. Indian government conferred Padma Shri award on Naina for her contributions in the field of Trade and Industry.

3. BIOCON KIRAN

Biocon Kiran is the founder Chairman and Managing Director (CMD) of Biocon Limited. Born in Bangalore. She completed her Bachelors in Zoology from Mount Carmel College, Bangalore University. She later did her post-graduation in Malting and Brewing from Ballarat College, Melbourne University. She worked as a trainee brewer in Carlton and United Breweries, Melbourne. She started Biocon in 1978 and spearheaded its evolution from an industrial enzymes manufacturing company to a fully integrated bio-pharmaceutical company. Kiran received the prestigious Padma Shri (1989) and the Padma Bhushan (2005) from the government of India.

4. CHANDA KOCHAR

Chanda Kochhar is currently the MD & CEO of India's largest private bank ICICI Bank. Rajasthan born Chanda got Masters Degree in Management Studies from Jamnalal Bajaj Institute of Management Studies, Mumbai. She received the Wockhardt Gold Medal for Excellence in Management Studies as well as the J. N. Bose Gold Medal in Cost Accountancy. Chanda Kochhar is married to Deepak Kochhar, a wind energy entrepreneur and her Business schoolmate.

5. INDU JAIN

Indu Jain, the chairperson of India's largest and most powerful media house – The Times Group. A strong votary of women's rights and women entrepreneurship, Indu contributed immensely to the growth of Times group. Now, her two sons Samir and Vineet are running the company. Indu Jain is also founder President of the Ladies wing of FICCI (FLO). Indu is also the Chairperson of the Bharatiya Jnanpith Trust, which awards India's most prestigious and highest literary award, the Jnanpith award. She addressed the United Nations in 2000 at the Millennium World Peace Summit of Religious and Spiritual Leaders, a speech in which she stressed the need for oneness among faiths and went on to chair a special session of the conference.

6. SIMON TATA

Current position: Chairperson (Former), Lakme Chairperson (Present), Trent Limited . She is born in France and educated in Switzerland, Simone is wife of Naval Homey Jahangir Tata and step mother to Ratan Tata. She is better known as 'Cosmetic Czarina of India'. She has the distinction of changing a small subsidiary of Tata Oil Mills into the largest cosmetic brand in India – Lakme. In 1996 Tata sold off Lakmé to Hindustan Lever Limited (HLL), and created Trent from the money it made through the sale. Presently, Simone is the chairperson of Trent Limited.

7. MALLIKA SRINIVASEN

Mallika has an MBA from Wharton School of Business, Pennsylvania. She joined TAFE in 1986 and has since been responsible for accelerating turnover from 85 crores to 2900 crores within a span of two decades. Her innovative business ideas and excellent leadership qualities have won her laurels from every quarter. She was awarded 'Businesswoman of the year 2006'. Her contribution to the hospitality industry has got recognition from the government of India which conferred on her Padma Sri award in 2012.

8. NEELAM DHAWAN

Neelam Dhawan is presently the Managing Director of Hewlett-Packard (HP), India. Neelam is an iconic figure in Indian IT industry . She is an inspiration for women working in IT sector. She dared to enter the IT world in early 1980s when there were just a handful of women in this industry. At the start of her career she yearned to be a part of major players in the FMCG space such as Asian Paints and Hindustan Lever. Unfortunately, these organizations did not want a woman to be a part of their marketing and sales efforts and hence she was rejected at the time. But a determined Neelam refused to give up and fought back with laurels galore. Before joining HP, India as Managing Director (MD), Neelam was Managing Director (MD) of Microsoft, India. She had successful and rewarding stints with other leading players like IBM and HCL.

FACTORS WHICH INFLUENCES THE WOMEN TO BECOME A WOMEN ENTREPRENEUR:

Women setup an enterprise due to economic and non-economic reasons as well. Various reasons can be due to: 1. Motivational Factors and 2. Facilitating Factors.

1. MOTIVATIONAL FACTORS:

- ❖ Economic Necessity
- ❖ Educational Qualification
- ❖ Independence
- ❖ Family Business
- ❖ Success Stories of Others
- ❖ Social status

2. FACILITATING FACTORS:

- ❖ Adequate Financial Facilities
- ❖ Self Satisfaction
- ❖ Innovative Thinking
- ❖ Co-operation from Family
- ❖ Morale support from friends and relatives

CHALLENGES OF WOMEN ENTREPRENEURS:

The challenges that Women Entrepreneurs faces are:

- ❖ Defying social expectations
- ❖ Limited access to funding
- ❖ Owing your accomplishments
- ❖ Building a support network
- ❖ Balancing business and family life
- ❖ Coping with fear of failure

PROMOTIONAL SCHEMES TO DEVELOP WOMEN ENTREPRENUESHIP:

The promotional schemes available in the country in order to develop women entrepreneurship are as follows.

- Mahila udyam nidhi.
- Mahila vikas Nidhi
- Priyadarshini yojana .
- Trade related entrepreneurship assistance and development (TREAD).
- Special programs conducted by the SIDO (small industries development organization)
- CWEI (the consortium of women entrepreneurs of India.
- WIT (women India trust).
- SWEA (self-employed women association) .
- SHG's (self-help group)
- FTWE (federation of women entrepreneurs)
- Income generating schemes by Department of women and child development.
- KVIC (khadi villages industries commission)
- DIC (District industrial centres)
- Women cell
- Women industries fund schemes.

These schemes can financially help the women but she has to take her own decision! Step out motivate each other and let the stars work for you! And ofcourse our government who is coming up with various schemes to make women socially and economically strong.

WOMEN ENTREPRENEURSHIP IN INDIA

States	No. of Units Registered	No. of women Entrepreneurs	Percentage (%)
Tamil nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other states and union territories	14576	4185	28.71

Source: economic survey 2013-14

WOMEN ENTREPRENEURS IN CORPORATE SECTOR:

S.no	Industry	Percentage of Women corporate
1	Transport and Warehousing	15.1%
2	Agriculture ,forestry and fishing	14.6%
3	Whole sale trade	14.0%
4	Mining and oil and gas extraction	13.5%
5	manufacturing	13.3%

6	Management of companies	12.4%
7	Real estate ,rental and leasing	11.8%
8	Administrative support and waste management remediation service	10.0%

Source: economic survey 2013-14

SUGGESTIONS:

- ❖ Government should provide separate fund for women entrepreneur.
- ❖ We should provide her special infrastructure facilities whatever she needs.
- ❖ Government should arrange special programmes of women entrepreneurship.
- ❖ Government should felicitate top ranked women entrepreneur.
- ❖ Women entrepreneur should be more competitive and efficient in local and international market.
- ❖ We should invite successful entrepreneurs from foreign countries to motivate the Indian women to come out with their talents.

CONCLUSION:

Women entrepreneurs have become a strong driving force in today’s corporate world. Not only are they able to to equalize their duties of both motherhood and entrepreneurship but they also compromise of almost half of all business owned today. Many women entrepreneurs have an average age of 40-60 years old because they have previous careers in other areas. Their primary goal is not monetary reward but rather personal satisfaction and community involvement. Many of them are educated and assemble in to groups in order to pool business ideas and resources together.

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