

Women Entrepreneurship in Indian Perspectives

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ABSTRACT

Female entrepreneurship is a growing phenomenon across the globe, but available knowledge on the nature and characteristics of women entrepreneurship and their system of functioning is still less and also insufficient for arriving at useful decision. Women in India have struggled to establish an identity and create a space for themselves at their workplace, especially in terms of leadership. Present paper focuses on the study of women entrepreneurship in Indian culture.

Key Words- Women entrepreneurship. Indian Culture

I. INTRODUCTION THE OBJECTIVE OF THE STUDY

The present study can throw some light on this new and difficult phenomena of women enterprises to solve its mysteries on the basis of experience, some attempts can be made specifically on the following :-

- The nature extent and direction of women entrepreneurship as a product of one another of several factors.
- The profile of a women entrepreneurship and her business.
- Underlying motivations of women entrepreneurship for increase swelling the ranks of industrialists.
- The pressure faced by women enterprises.
- Strengthening and broad-basing women entrepreneurship so that women can come out of the narrow range of traditional small business and develop a highly professional approach towards their enterprises.

AN APPROACH TO THE PROBLEM

Entrepreneurship and small business which is the natural place of an entrepreneurship have attracted considerable attention in the recent past as government and planners are progressively

realising their strategic role in printing the speed and regenerating the slow economy.

They have discovered that economic growth cannot be manufactured by fine tuning, tax and regulatory policies only for existence of a basket ball and current does not guarantee the game and players.

This increased interest in small business and entrepreneur has fuelled multidimensional research into entrepreneurship from various social, cultural, economic, political and psychological standpoints. The increasing numbers of courses being offered, papers being presented. Workshop being held journals being brought out on entrepreneurship bear ample testimony to this. However, most of these studies have focused exclusively on male entrepreneurship till today. The presumption seems to be that either entrepreneurship is gender free or is an exclusive male domain, and hence, entrepreneurship among women barely requires special attention.

Consequently, the field of women entrepreneurship has often been looked upon with downward and if ever, has scarcely received only minor attention of the investigative effort. As a result much of the potential of female entrepreneurship has remained constrained of unrealized.

Concept Of Women Entrepreneurship

There are several schools of thought regarding entrepreneur. Sociologist consider it to be a culturally conditioned phenomenon influenced by, interalia, family, ethnic group and in terms of Weber's formulation, religious values. The economists lay greater emphasis on favourableness of the economic policies and the attractiveness of the incentives for new venture creation.

The role of the entrepreneur in economics is usually traced to the performance of a distinct function such as organisation of resources, risk/uncertainty bearing and, according to Schumpeter, innovations. The psychologists contend that

perception of economic opportunities and exploration thereof is a function of individual and his motives. Thus, desire for autonomy, internal locus of control and, as Mecell and puts it, need for achievement find special mention as stimulants for entrepreneurial activities. The behaviourists identify entrepreneurship with a dominant, independent minded owner-manger who makes strategic decision for his/her firm. Thus, clearly, the field of entrepreneurship has benefited from cross fertilisation of insights from several disciplines.

Now it has been accepted that entrepreneurship is an outcome of interplay of a host of factors rooted in economics, sociology, psychology, political science, geography, entropology etc. and depending upon the discipline of the researcher, the definition of an entrepreneur is likely to have those overtones. That is why probably, Kilby(1971) has compared and entrepreneur to the Heffalump, that is, it is a large and important animal which has been hunted by many individuals using various ingenious trapping. All who claim to have caught right of him report that he is enormous, but they disagree on his peculiarities and so that search goes on.

REVIEW OF EXISTING LITERATURE

In the existing literature on women, many aspects of the female Psychiatrist, Physiological and biological role differences as well as their position in society have been researched, analysed and discussed at length.

A number of studies, report that gender stereotypes exists across groups which differ in sex, age, religion marital status and educational level regarding the appropriate role of women which is at home, for transmission of moral values to children, look after nuclear families and contend that women work only out of necessity for pin money or as a hobby. They also show higher rates of absenteeism, are not tenable to transfer and cannot take on heavy responsibilities. Kapur (1970) also contends that role conflicts arise because of the biological functions that a woman has to perform and the demands of her duties in connection with her employment, as well as the norms defined by her culture. Kapur (1974) and Kala Rani (1976) further report that where women were working mainly to supplement husband or family income, rather than for personal gain the experienced more role conflict than in case where they worked to satisfy their intellectual needs, get fame and recognition, etc. it is also argued that this conflict and emotional trauma can affect the actual role

performance of an individual leading to lower level competence and effectiveness.

Many papers have been presented on women's upbringing and marriage, effects of cultural and religious influences their participation in the National moment or legal provision for them. The historians have traced the position of women in Indian society over ages. They have focused on the role and status of women in India indifferent historical stages right from the Vedic times, through Buddhism, Jainism the Medieval Ages, the colonial period and in contemporary Indian society. They highlight how women's position ranged from one of considerable power and authority during Vedic period to one of subservience during the Medieval period as a result of continuous foreign inventions.

STUDIES ON FEMALE ENTREPRENEUR IN INDIA

Singh, Sehgal, Tinani and Sengupta (1986) studies 60 successful women entrepreneurs of Delhi, Gurgaon, Ghaziabad and Noida. They profited a typical a typical entrepreneur as a graduate in the age group of 36 to 45 years married with kids. Their venture ranged from garments electronics machinery, paper etc., with two thirds (66%) running manufacturing units. A vast majority of them had exposure to business either through husbands, in-laws or parents. Their motivations for venture start-up included, in order of ranks to keep busy, to fulfil ambition, to pursue own interest by accident and to earn money. Major problem faced by them included financial (28%), labour (23%) and marketing (20%), 44% female entrepreneurs felt that they had fight harder because of their gender, and 35% experienced role conflict between family and entrepreneurial roles.

Vinze (1987) in her study of 50 women entrepreneur of Delhi from a cross section of Industries including garments, chemicals, electricals and home appliances, leather, electronics etc., reports on their perception on the prospectus and future of their enterprise problem faced by them and the effect of entrepreneurial activity on their social status. The majority of women entrepreneurs of her sample were earning Rs.3000-7000/- per month and were optimistic about the prospects of their enterprise. Infrastructural and credit battle necks surfaced as their major problems.

Iyer (1993) has highlighted the catalytic role played by women's organisations in promoting developing and sustaining women entrepreneurship. She has given an account of 'Awake'. The association of women entrepreneurs

of Karnataka and described how in a short span of seven years it has helped in the training and development of first generation entrepreneurs and helped women to face challenges and shape the destinies of their families, communities and countries. She regards it as a revolutionary change especially because traditionally women's role was mostly behind the scene, the general tendency was to relegate women to areas where they played no role in decision making or where their dignity was undermined.

Dhillon (1993) has examined the demographic background of Women Entrepreneurs and observed that most of them are graduate between 35 to 40 years of age, married, and hail from nuclear families. They set up enterprises to fulfill their ambitions and attribute their success to their commitment to work. Her study lacks focus on the type of activity engaged in i.e. whether manufacturing or service, the communities they belong to their area of operation, levels and sources of initial investment etc.

In fact all the studies on Indian women entrepreneurs reviewed here have been limited in terms of the chosen sample, size, territory covered and the issue explored. These studies are stray, isolate cases which fail to present a coherent integrated picture. Thus, there is a need for a comprehensive study on women entrepreneur in India throwing light on their background, motivations, problems and performance which can provide lesson for policy formulation. The cadre of professional female entrepreneurs.

RELEVANCE OF THE STUDY

There has hitherto been limited theoretical or empirical work on women entrepreneurs in general and on the Indian women entrepreneur in particular. An effort to assess the role of women entrepreneur in the emancipation of women and their contribution towards the development of the nation calls for an urgent exploration while psychologists and sociologists are dwelling deep to understand the nature of female psyche and socio-culture complexities of Indian women, planners and talking about political and legal reforms to raise the status of women. All these efforts, at best, will be inconsequential in bridging the gap between a theoretical framework and the harsh reality till women are inducted in the production process.

It is only economic independence which can give meaning and shape to various policies for economic independence which can give meaning and shape to various policies for emancipating women integrating them in the mainstream. The growth of women entrepreneurship till date has

been sporadic and intermittent. In the current liberalisation of Indian economy, a 'hit and miss' approach will not be viable. A cadre of highly motivated, professionally developed and competitive women entrepreneurs is needed.

India is a huge country with million strong female population, identifying and developing women entrepreneurs will not only result in economic benefits of growth, job creation and wealth distribution but also bring in societal benefits of increased independence for women as well as job enrichment and satisfaction. The influence of the myriad communities and regions from which these female business owners are drawn and its effect on the nature, size and type of venture that they initiated, the stimulants and constraints experienced in starting, financing and operating their business are all areas which need to be studied in depth but have not been explored so far.

SCOPE OF THE STUDY

A women entrepreneur is largely an urban phenomenon where an interplay of forces of education demographic changes and shift in psychological expectations has created a climate for entrepreneurship. In view of the geographical area of the country and the infinite configurations of socio-cultural, economic and psychological factors across the regions, it was thought expedient to limit the scope of the study to four mega cities. The study focuses on the cities of Delhi, Mumbai, Kolkata, and Bangalore to ensure representation of all four regions of the nation namely North, South, East & West in order to obtain a balanced view point. The cities of Mumbai and Kolkata have been traditional centers for entrepreneurial activity, both domestic as well as for commerce with foreign traders, Delhi & Bangalore enjoy their new flung importance as industrial centres and hubs of commercial activities Delhi has been the seat of Central Govt. and therefore has occupied prominent position over the years. Bangalore has become the fastest growing city in India with the best natural climate for enterprise and commerce and therefore, it is the most sought after city by young entrepreneurs.

RESEARCH METHODOLOGY:

The secondary data may be used for the purpose of analysis. The secondary data which have already been collected compiled and presented earlier by Govt. of India and any agency may be used for the purpose of investigation. There are many printed and published reports of various government and private agencies.

LIMITATIONS OF THE STUDY

A study of Indian Women Entrepreneur has been largely neglected as an area of serious academic research inspite of the fact that a large country, with a diverse socio-cultural fabric. Generalisations based on observations from a small sample might prove to be mypic, if expended to the whole country. This study on Women entrepreneur is first if its kind although a modest one and therefore cannot easily stand test of scientific security. In social science, the scientific rigorousis hard to obtain. The study of this kind is likely to suffer from similar limitations.

A major obstacle in this study has been the different kind of obbsolute the sheer number of units, their unorganized nature and the complete absence of secondary sources of data on women especially in the informal sector. Since responses on a number of issues may often qualitative, data lend themselves more to a cross tabulation than to more rigorous statistical analysis. It can be argued that exploration from this type of data, to describe a national phenomenon is highly suspect. Nevertheless, though variations may exhaust in degree in the magnitude and intensity yet the essential nature of problems of women entrepreneurs would tend to be similar in all mega cities in India.

II. CONCLUSION

The Pivotal element in our march towards the new millennium for creation and distribution of wealth and empowerment of almost half of the world population is development of women entrepreneur. The present study has been a modest attempt to explore some of the key facts of the process of female venture initiation in order to foster the spirit of entrepreneurship among them and develop policies therefore, our Endeavour has been analyses what kindly the spark of entrepreneurship amongst females, what encourages women of different regions, communities, ages and background to initiate their venture and what makes them succeed or fail. The study also explodes certain myths prevalent about female enterprise roadblocks that they might encounter in initiating and running their enterprises.

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