

Women Empowerment through Entrepreneurship and Its Glitches: A Theoretical Approach

Mrs. Gopika G¹, Ms. Remya John² & Ms. Elsa M Jose³

¹Assistant Professor, Amrita School of Arts and Sciences,
Amrita Vishwa Vidyapeetham University, Kerala, India. g.gopika@gmail.com

² Amrita School of Arts and Sciences,
Amrita Vishwa Vidyapeetham University, Kerala, India.

³ Amrita School of Arts and Sciences,
Amrita Vishwa Vidyapeetham University, Kerala, India.

Abstract

Economic development can be fostered only when women entrepreneurs in the nation is empowered. It is clear that women are the powerful drivers of development. Developing entrepreneurial skills among women will be a good approach for women empowerment and this would elevate social status of women. If she feels that she is reasonably strong, women entrepreneurs will be able to compete in all respect. The study is mainly focusing on the social problems faced by women entrepreneurs. This research paper makes some suggestions for overcoming the major problems encountered by the women entrepreneurs and endorses various women empowerment programmes that were till now jargons for the women entrepreneurs; thereby stimulate the healthy growth of entrepreneurship in India.

Keywords : Women Entrepreneur- Economic development- stimulate- growth

Introduction

“When women are the advisor, the lords of creation don’t take the advice till they have persuaded themselves that it is just what they intended to do; then they act upon it and if it succeeds, they give the weaker vessel half the credit of it; if fails, they generously give herself the whole” – Louisa May Alcott ^[1]

“When you empower a man, you empower an individual; when you empower a woman, you empower a nation.” HE Tebelelo Seretse, Ambassador of Botswana to the United States ^[2]

Women empowerment can be said as a process in which women challenge the existing norms and culture, to efficaciously improve their personality, status in the family as well as in the society. Entrepreneurship on small scale is very often to empower women especially who cannot find the jobs for many such reasons. In urban area, women from lower level of the society though educated, also find it difficult to get the jobs. Self helping groups thus have pave the way through entrepreneurship here. The profound impact of

entrepreneurship development is seen not only in raising economic status of women but for personality and social status of women. Women entrepreneur is a person who accepts challenging role as well as competing phases to meet her personal needs and become economically independent. A strong passion to do something positive is an inbuilt quality of entrepreneurial women, is to contribute values in both family and social life. With the advent of media, women are much better aware of their own traits, rights and the working conditions. In the world of digital era paved the way for women to be job creators rather than job seekers.

A rich number of talent women entrepreneurs are forming today, as more women ready to leave corporate world to sketch their own destinies. They are coming out of flying colors as designers, beautician, interior decorators, exporters, garment manufactures and still exploring new avenues of economic participation. Women from all the segment of Indian economy cannot be isolated from the frame work of development. The

role of women is gradually increasing all over the world as business owners. The main instrument of women empowerment is the women entrepreneurship development. Empowerment leads to fulfill women's desires and make them aware of where they are going, what their position in the society, their status and rights. Women are becoming more empowered personally and economically through business ownership.

Objectives:

- To identify the social glitches faced by the women entrepreneurs.
- To examine the attitude of family as well as society towards women entrepreneurs.
- To suggest measures to promote women entrepreneurs.
- To familiarize the programmes endorsed by Govt. of India and other institutions.

Research Methodology:

The samples under this study are from women entrepreneurs of Ernakulam district. The total number of samples selected for this study is 25. The study is primarily based on primary data collected from the respondents. A structured interview schedule was prepared to collect information regarding the social problems faced by the women entrepreneurs. The secondary data has been collected from various journals, periodicals and articles in connection with the study

Findings of the study

Personal problems:

Among the major personal constraints that faced by the women is the absence of need for achievement, economic independence and autonomy. Most of the women are confined to their role as homemaker which acts as inhibition in her life. Sometimes they are incompetent in handling technical and other managerial activities, lack of information and experience pose hurdles in their entrepreneurial activities.

Lack of entrepreneurial training:

Generally, for small-scale women entrepreneurs, due to lack of awareness about the benefits of entrepreneurial training they stand back being inactive to utilize the platform properly.

Gender based discrimination:

As per the new companies act its mandatory that there should be at least one woman in the company's board member. But in the real scenario most companies takes their spouses as their board members. Outsiders are not given due opportunity as the society considered as a male dominated area. As per the result limited number of women initially faced the gender inequality.

Educational problem:

Even though country ranks as one of most literate position, educational constraints are quite prevalent among the women. They are having poor knowledge about technical, financial and managerial aspects of business, lack of information about various government schemes, new technologies, loan schemes and procedure of availing loan which again generates obstacles in their development.

Financial problem:

Finance is the back-bone for every business activity. Financial institutions are not ready to give them financial assistance as they considered women as less creditworthiness. Lack of financial support and non-availability of resources at the initial stages of development may discourage women, de-motivate them into business world. It may cause loss and stands back them to discontinue the business.

Family problems:

One of the biggest problems of women entrepreneur is that she is caught in the cobweb of her family and work. Traditionally women are only to perform the role of home-maker, wife and mother. She is still striving to get role in decision making, freedom, independence in her role and capabilities in spite of the unwept constitutions and legal equality. In such situation lack of support from husband, in-laws and other family members entering into any business activity could be a dream and unimaginable for women.

Women empowerment programs in India

Some of the Government programs for women empowerment are stated below:

- Support to training and employment program for women (STEP) (2003-04)
- Rashtriya mahila khosh (1993)

- Tamil nadu corporation for development of women (1983)
- Integrated rural development program(IRDP)
- Women's development corporation scheme (WDCS)
- Indira priyadharshini yojana
- SBI's sree shakthi scheme
- SIDBI's mahila udyam nidhi mahila vikas nidhi
- Mahila samiti yojana
- Mahila vikas nidhi
- Working women's forum

Suggestions:

- It is essential to systematize training programmes to develop their capabilities and professional competence in managing activities, leadership skills, profit scheduling, production planning and other skills.
- A responsiveness programme to make the women entrepreneurs aware about different opportunities and areas for initiating business to achieve their dreams need to be conducted at regular intervals.
- Financial institution should provide adequate working capital assistance to meet their working capital requirements.
- Adequate subsidies should be given to the small scale women entrepreneurs by the government.

have under taken the enterprises like designer's boutique, beauty parlours, fancy stores, paper products, handicrafts etc. A paradigm shift of economic activities from above mentioned areas to industries, commerce and other large scale enterprises that owned by women should need sustained hold from government organizations and non government organizations. Then only women will be in high yielding enterprises and their real empowerment can be achieved successfully. As a part of overall human resource development, women entrepreneurial development is one of the important areas, which has to be focused by most of the countries.

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- Women entrepreneurs should make use of different schemes provided by the government.
- Women should upgrade themselves by adapting latest technology benefits.
- Women must be educated and trained to acquire knowledge in all functional areas of business management.

Conclusion:

Women constitute almost half of the total population in India but they are not enjoying their freedom, privileges equalities compared to male counterparts at the fullest. Several policies and approaches were made to reduce inequalities between women and men. As a result there occurred a shift from 'welfare' to 'development' to 'empowerment' to 'human development. Both government and NGO's sectors were indulged to empower the women entrepreneurs. National empowerment policy, 2001 also emphasized that women's economic empowerment can only happen with the development of women entrepreneurship. The encouragement given to women entrepreneurs; have shown significant impact on all segments of the economy in India. Majority of the women entrepreneurs

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