

Women Entrepreneurship – past present and future

T. Charulakshmi, Dr. M. Thaiyalnayaki, Dr. S. Chandrachud,

Research Scholar, VISTAS, Chennai
Prof & Head, Dept. of BBA, VISTAS, Chennai
Professor, VISTAS, Chennai
Corresponding Author: Dr.S.Chandrachud

ABSTRACT: *Compared to previous years, now-a-days women entrepreneurship is started with dozens, hundreds and even thousands but not to the needed level. 50 percent share of total population, the women, not even 3 percent are not in self-employment but nearly 30 percent women are employed. This phenomenon is not only in India but even in Global scenario. This is the high and right time to restructure the social phenomenon of women status particularly the entrepreneurship. Chapter one provides basic idea about the women entrepreneurship. Chapter two enlists the review of literature. Chapter three analyses the reason for the poor number of women entrepreneurship. Chapter four exposes the current status of women participation in leather industry in MEPZ/SEZ. Chapter five discusses the need for the women entrepreneurship in SEZ and the last chapter concludes with findings and suggestions.*

KEY WORDS : *Women, Entrepreneurship, SEZ, gender, leather industry, India*

Date of Submission: 03-02-2019

Date of acceptance: 19-02-2019

I. INTRODUCTION

“Women are not born, but made”. The patriarchy society over thousands of years demands the gestation period to equalize the gender. The right tool to equalize the gender is encouraging the women entrepreneurship. The three quarters of unpaid working hours in household duties and family commitments makes them not to reach out the peaks of the corporate world. The current study throws light on women entrepreneurship status in Tamilnadu state with special reference to leather industry. Compared to previous years, now-a-days women entrepreneurship has been initiated with few hundreds and even thousands but not to the expected level of entrepreneurship. As fifty percent share of total population, the women, not even 3 percent are in self-employment, however, nearly 30 percent women are employed in 21st century. This phenomenon is not only in India but even in Global scenario. This is the high time and of course, right time to restructure the social phenomenon of women status particularly in the entrepreneurship. Another drawback of women entrepreneurship is basically women suffers with soft mental syndrome and they feel responsible for happiness and success of their kith and kin, trapped with the sentiments of household duties, marriage, children and their motherliwood. Apart from this, they enjoy the dependency on parental care in childhood, dependency on sibling during Adolescence, dependency of life partner in middle age and dependency on next generation in old age. All of a sudden it is not possible to create the effective women entrepreneurship as the task demands phenomenal change in the Socio, Economic, political and cultural transformation in the minds of the citizen of the world. In lighter way, all women are not expected to do the business and all women entrepreneurs are not having the household commitments. The best way to reach the destination is imparting entrepreneurship skill right from the school age and makes them understand that they have the capacity to do the business.

II. REVIEW OF LITERATURE

Ram Mohan Gali¹, in his research article, mentioned the challenges of women entrepreneurship such as Conflict between work and Domestic commitments, Gender gap in education, lack of finance, Household responsibilities, lack of family support, lack of confidence etc and also listed out the various five year plans which encourage the women entrepreneurship.

Dr. A. Vijayakumar and S. Jayachitra S², in their research article, mentioned that the policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India.

Padmaja Ruparel³, President of Indian Angel Network, opinioned ‘the percentage of women entrepreneurs who have completed the lifecycle of entrepreneurship in India is a small fraction’ and these women have to go through a complete lifecycle of entrepreneurship: starting a venture, raising money, exiting it,

giving in to healthy returns,” she said. Until this changes, the ratio of investments in female- and male-led ventures won’t change, and this topic will continue to dominate any discussion on women entrepreneurs

Sushma UN⁴ mention in her article that only about 9 percent of the country’s startup founders are women and India, world’s fastest growing startup ecosystem is no place for female entrepreneurs. It is unfortunate that only two Indian cities have made it to a recent ranking of the 50 most favourable global places for them

Reasons for Poor women entrepreneurship in India

There are many challenges faced by businesswomen. The developing country like India also faces many phenomenal challenges for women entrepreneurship and some of them are discussed here as the reasons for poor women entrepreneurship in India.

1. Devotion of time.

Most of the women work force are obligated with household duties and family obligations. This hurdle is prevalent both in developing and developed economies. In India, the infant and old age family members are the two barriers for most of the women which incline the women entrepreneurship

2. Type of Education

The attitude of the parent towards girl child is discouraging because the parent assumes that the life commitment is conducting the marriage for their daughter but not the education. Vocational, Technical and professional education are refused to most of the female students.

3. Marriage

Marriage is a contract between bride and bridegroom in which brides are expected to earn money and only the working or business man are offered for the marriage. But in case of bride, the expectations are different. She should be submissive, beautiful and fit for the family etc., earning women are optional but not mandatory. Businesswomen are the last option in the marriage world. That is why, parents and elders are discouraging their ward to do business.

4. Access to Finance

Most of the businesswomen find difficult to accumulate finance for the business as documents of title are in parents name or husband name. Most of the financial institutions are asking counter sign of husband’s or father’s signature for documentation.

5. Lack of family support

The social phenomenon of the life insist that women are liable for all the household duties and once she move from the residence to workplace, affects the routine of the family commitments. Therefore most of the family will not support for the women entrepreneurship.

Apart from these reasons, an ILO report on women entrepreneurship identifies the following problems faced by women entrepreneurs

- a) Cultural traditions may hold back a woman from venturing into her own business.
- b) Traditional sources of finance like banks are reluctant to lend to women entrepreneurs especially if they do not have any male or family backing. This is especially true of lower income females. Women do not have adequate finance or legal knowledge to start an enterprise.
- c) Lack of confidence and faith-lack of role models undermines the self confidence of women entrepreneurs.
- d) The activity of selling is considered detestable to the female gender.
- e) Most public and private incentives are misused and do not reach the woman unless she is backed by a man. Also many trade associations like ministries, chambers of commerce do not cater to women expecting women’s organizations to do the necessary thing.

Leather industry in MEPZ-SEZ

Leather industry is one of the leading industry in Indian export scenario. Most of the leather industry generated employment opportunities particularly to women. More than 70 percent of the employees are women employees. Most of the employees are from nearby villages and recent studies has witnessed, for the purpose of lesser wage and more working hours, these leather units are keep on employing more number of women. Secondly, these leather units fail to implement labour laws, such as minimum wage act, Bonus act, etc., On one side more women employees and on the other side non implementation of labour laws. The twin factors of existing leather units, give rise to a new solution with the case study on women entrepreneurship in rural areas where abundance of workforce available with required resources i.e., cattle population and irrigation facilities.

Women Entrepreneurship in SEZ

It is unfortunate that as per the primary data collected, there is no women employer in the leather units of SEZ. More than 70 percent of the employees of leather units in MEPZ- SEZ, are women but not even a single employer belongs to feminine gender. In the words of Swamy Vivekananda, “With five hundred men, the conquest of India might take fifty years; with as many women, not more than a few weeks.” So if we create opportunities for women entrepreneurship in the SEZ units of leather industry, the forthcoming scenario of leather industry may create a new history by attaining new heights in the export performance at global level.

III. CONCLUSION:

Every individual in this world has some capability irrespective of gender. The main reason for lower level of women entrepreneurship in SEZ, is the government of India concentrates on export promotion and employment generation rather than entrepreneurship generation. It is suggested that in the initial stage of entrepreneurship development, SEZ policy may provide reservation for women entrepreneurs and a new rule of supervisor-labour ratio on gender ratio of employees.

A study by Mastercard Index of Women Entrepreneurs (MIWE) has ranked India 52nd out of 57 countries judged on the basis of parity for women entrepreneurs. According to the Sixth Economic Census by the National Sample Survey Organisation (NSSO) only 14% businesses in India are run by women domiciled in the country. There are a total of 58.5 Million businesses in India, but only 8.05 Million are managed by women entrepreneurs.

reference

- [1]. Ram Mohan Gali, (2016), Status of Women Entrepreneurship in India, International Journal of Multidisciplinary Educational Research (IJMER), Volume 5, Issue 5(2) pp 206-217
- [2]. Dr. A. Vijayakumar and S. Jayachitra.(2013) Women entrepreneurs in India – emerging issues and challenges, International Journal of Development Research (IJDR), Volume 3 Issue 4 pp 12-17.
- [3]. <https://inc42.com/features/gender-biases-persists-but-indias-women-entrepreneurs-still-on-the-rise/>
- [4]. <https://scroll.in/article/887200/india-the-worlds-fastest-growing-startup-ecosystem-has-little-space-for-female-entrepreneurs>
- [5]. Bivas Chandhuri and A.K. Panigrahi, (2013) “Gender bias in Indian Industry” The Journal of Indian Statistics, Volume 2, Issue 1, 2013, pp. 108-127
- [6]. Chandrachud S, “A Comparative study on prospective labour problems in Leather Industry” ISBN 978-1-63042-705-4, Sara Book Publications, Gujarat, India 2016.
- [7]. Giriappa B, (1994). “Rural Industrialisation in Backward Areas” ISBN 63KA-1XF-92ZQ,
- [8]. Daya publishing house, Delhi,
- [9]. Jurgen Hannak, “Status of women’s participation in the tanning industry in south east Asia” Regional programme for pollution control in the tanning industry. US/RAS/92/120, 1997.
- [10]. Nihila M, “Marginalisation of women workers: Leather tanning Industry in Tamilnadu, Economic and political weekly, Volume 34, Issue 16/17, April 17-30, 1999, pp. WS21 – WS27

Dr. S. Chandrachud " Women Entrepreneurship – past present and future" International Journal of Business and Management Invention (IJBMI), vol. 08, no. 02, 2019, pp 30-32