

## Women Entrepreneurship in India

G. Siva Vineela

Research Scholar, Department of Entrepreneurship, GITAM Institute of Management,  
GITAM (Deemed to be University), Visakhapatnam, Andhra Pradesh, India

---

**ABSTRACT:** Dynamism is introduced into an economic system through entrepreneurship. In this male dominated society, the educated Indian women should go a long way to attain equal rights and position as the traditions are deeply imbedded in Indian society. Women entrepreneurship has an important role in the economic development and also contributes to the economic growth. The development of women entrepreneurship, which is an important part of human resource development, is very low in India, particularly in rural regions. But, with the extent of education and awareness among them, the situation has been altered and they are turned into most memorable and inspirational entrepreneurs. They are now aware of their rights and their work situations and the progress is also seen in many areas. It can be strongly said that there will be a slow development of the country if women entrepreneurship is ignored. This paper concentrates on the concept of entrepreneurship and women entrepreneurship, along with the qualities of an entrepreneur. This study also focuses on the importance of entrepreneurship in Indian economy. In addition, it describes Women entrepreneurship in India - Reasons for Women becoming entrepreneurs - Involvement of women entrepreneurship for Indian economy along with their problems - Suggestions to enhance women entrepreneurship in India and finally Role of government to improve women entrepreneurship in India. There is a need of shaping the women entrepreneurship with necessary entrepreneurial qualities and skills. This enables the women to acclimate with the varying trends in domestic and global markets and build competencies which are required to sustain and effort for excellence.

**Key Words:** Entrepreneurship, Women Entrepreneurship, Economic Growth, Indian Economy, Entrepreneurial traits and skills.

---

Date of Submission: 21-08-2019

Date of acceptance: 05-09-2019

---

### I. INTRODUCTION

Indian entrepreneurship story is very inconsistent. At the time of pre – colonial and colonial era, an entrepreneur was considered as a trader – money lender who was not affected by caste and religion associations, cultural and social forces which range from the beliefs of fate to the joint family system. But in the present era, there is a huge effect of political and economic factors on entrepreneurship. Some of the issues that had an adverse impact on entrepreneurship in India are insufficient political unity and stability, lack of active communication systems, presence of custom hurdles and inhuman tax policies, occurrence of currency system till third decade of 19<sup>th</sup> century.

Entrepreneurship is important for initiating the economic development of developed and also developing countries as it is considered as the back bone of country's economy. Entrepreneurship is stated as merging the resources available for production in an innovative way to obtain the products and services that gives more customer satisfaction. Entrepreneur is highly responsible for a change. It is also involved in nourishing the process of development of the economy. Every country makes an attempt to attain economic development for prosperity and improved standards of life of its people. Many economic, social and political dimensions are involved in the development of the country in which 50 percent of the total population is women and where without their growth, economic development will be incomplete. Hence, women's contribution in economic activities is important for building a strong and healthy nation.

#### Entrepreneurship – In detail

Entrepreneurship is referred to the combination of all functions that are accomplished by an entrepreneur. This is the method that involves several actions which are to be commenced by an entrepreneur in order to establish a new enterprise. In general, the activities done by an entrepreneur is termed as entrepreneurship. Hence, entrepreneurship comprises of the functions of:

- (i) Recognizing and utilizing the opportunities that are present in the market;
- (ii) Transforming the ideas into actions;
- (iii) Commencing promotional activities to start an enterprise;
- (iv) Striving for excellence in the work;

- (v) Bearing the risk and uncertainties that are involved, and
- (vi) Consistency.

“Entrepreneurship is an effort in order to build value through recognizing business opportunity, managing risks and through mobilizing human, financial and material resources with the help of communication and management skills which is necessary to make a project successful.”

“A person who runs a commercial business is not only considered as an entrepreneur, but also one who is adventurous is also said to be an entrepreneur”. -Sadguru Jaggi Vasudev, founder of the Isha Foundation.

“An entrepreneur is an individual who stands for their beliefs and is capable of altering others’ lives through their actions”. –Rahul et.al, Authors of the Game Changers.

In India, Indus Valley Civilization is the origin for the history of entrepreneurship. Trade, that is carried out with sophisticated transportation technology is the main source of economy. In the course of copper age, there exist ceramic similarities between Indus Valley Civilization and southern Turkmenistan and northern Iran that proposed mobility and trade. During the period of Early Harappa (about 3200–2600 BCE), there were many similarities in pottery, seals, figurines, ornaments, etc. document high caravan trade with Central Asia and the Iranian country. As in the mid Harappa Phase, the navigation trade network that was operated between Harappa and Mesopotamian civilizations was very high in which abundant commerce was being operated by modern Bahrain and Failaka which are situated in Gulf. This long – distant sea transportation became advantageous with advanced growth of plank – built watercraft, which was armed with a only central mast supporting a sail of woven rushes or cloth. It can be understood by the history that apart from the survival of the Indus people through agriculture and hunting, they also reinforced themselves through trade of goods through which the culture was expanded and came into contact with lands in distance.

The community system ruled Indian Entrepreneurship in the Historical past. In the administration, Kshatriyas (rulers) were assisted by Brahmans, who were educated; the activities of trading and industry were carried out by Vaishya whereas Shudra were involved in agriculture. In addition, many people were also engaged in economic and social system. In order to instrument this aspect into modern entrepreneurship, villages are considered as organizations and an entrepreneur is known as a craftsman. The independent India could demand for a conducive climate to spread entrepreneurship. It is in this broad environment that the advanced development and growth of entrepreneurship in India need to be positioned.

The word ‘entrepreneur’ is originated from the French word ‘entreprendre’ that means ‘to undertake’. In early stage of 16th century, the Frenchmen who controlled military missions were stated to as ‘entrepreneurs’. Around 17th century, this term was used to denote architects and contractors for public works. Later it was applied to the role of engaging labor and buying things and selling the resultant products at contracted prices.

### **Characteristics and qualities of an entrepreneur**

- 1) Managerial and organizational ability
- 2) Complete knowledge
- 3) Emotional steadiness
- 4) Innovativeness
- 5) Public relations
- 6) Methodological knowledge
- 7) Effective communication
- 8) Business secrecy
- 9) Clear objective
- 10) Intelligence and creativity.

### **Significance of entrepreneurship in Indian economy**

**Economic Development:** Entrepreneurship has a vital role in economic system. The nature and scope of entrepreneurship is determined by economic system. The industrial, economic, socio – political policies and cultural ideas are the elements that influence economic system through which the growth is achieved and takes a shape. New organizations can be boosten up through entrepreneurship and the economy needs to adjust to these alterations and demands. The extent of economic development and entrepreneurship is directly related to each other. An entrepreneur is one who creates wealth which is highly essential for economic development. For every country – developed, developing or underdeveloped, entrepreneurship is very essential portion of social and economic growth which is very scarce source in the country. Entrepreneurs are directly related to the people. Individuals who take up the challenge to commence their own business or an industry are considered as entrepreneurs. The key element in economic growth, its development and human welfare is the growth of an entrepreneur. Hence, it became essential to discover appropriate entrepreneurs.

Motivation is required to bring out entrepreneurial abilities of people. Entrepreneurial skills are very important for development of industrialization and also to meet employment opportunities. Mr. V. V. Bhatt, member of Economic Institute of World Bank, Washington appropriately stated that, historically, the impact of an effective entrepreneur on starting and sustaining of social and economic growth is highly appreciable and hence an entrepreneur has been noticed as godfather.

Mr. Joseph Schumpeter, a German economist who settled in USA, stated that, entrepreneurship and an entrepreneur have an important role in every country's economic growth. Father of modern management, Peter Drucker, the entrepreneurs in all countries across the world is between 12% and 15% which is very less. So, there is a necessity to increase this percent for growth of an economy. Attracting more number of people towards entrepreneurship is the solution to overcome this problem. Entrepreneurs take up, increase and maintain the economic development process in the following ways:

- a) Formation of Capital
- b) Increase of per capita income
- c) Employment generation
- d) Economic independence
- e) Stable regional development
- f) Earning of foreign exchange
- g) Increase in peoples' purchasing power
- h) Tax contribution
- i) Resolving unemployment and underemployment
- j) Harnessing youth vigor
- k) National production development.

**Industrial Development:** The contribution of entrepreneurship is not only for development country's economy, but also it plays an essential role in industrial development of a country. Currently, the development of a country is highly based on its industrial development. In India, the initiation, enhancement and sustainability of industrial development through entrepreneurship is in following ways:

- a) Increase of unit production of an industry
- b) Upgrading standard of living
- c) Advanced technology utilization
- d) Market expansion
- e) Utilization of natural resources
- f) New industries and supplementary units development
- g) Innovation through research and development.

### **Women entrepreneurship in India**

From an early age, entrepreneurship was male – dominated, but today's situation was changed and brought up women as greatest memorable and inspirational entrepreneurs. Out of total entrepreneurs in India, about 10% are women entrepreneurs which are growing rapidly year by year. If this trend sustain for a long period, in coming five years, total entrepreneurial force comprises of 20% of women(Saidapuretal, 2012).The main objective of The Tenth Five – Year Plan (2002 – 07) is to empower the women by putting recently introduced National Policy for Empowerment of Women (2001) into practice and certifying women's and children's Survival, Protection and Development with rights based methodology.

### **Reasons for Women becoming entrepreneurs**

Now a days, women are seen almost in every business line. In India, women's entry into business is noticed as an addition for their house hold activities, primarily 3P's, Pickle, Powder and Pappad. Through education and time, they started converting 3P's to modern 3E's i.e., Energy, Electronics and Engineering. Important reasons for emergence of women in business field are skill, knowledge and adaptability. A woman is considered as an entrepreneur when she takes her role challenging for meeting her personal needs and in turn becomes independent economically. A strong feeling or a desire to achieve a positive thing is an inherent quality of an entrepreneurial woman who is efficient to contribute values in both family and social life. Women are very well known about their own qualities, rights and the work environments through the introduction of media. The women of digital era are provided with many challenges and opportunities which have a rapid increase and hence job seekers are turning into job creators.

Most of the women commence their own business because of some distressing situations like divorce, some economic reasons like layoff etc. But a new trend of women entrepreneurs are emerging today, as they determine the corporate world to their won destines. They are thriving as designers, interior decorators, exporters, publishers, garment industrialists and still discovering new projects of economic participation.

**Work participation of women – Country Wise**

Country	Percentage
USA	45
U.K	43
Canada	42
Indonesia	40
Sri Lanka & Brazil	35
France	32
India	31.6

**Involvement of women entrepreneurship for Indian economy**

Women’s role in the development of an economy of the nation can’t be ignored. Indeed, they should be cheered and driven for their active participation in any business action. In the informal economy and micro and small enterprise sectors in India, women have a greater share. Shah, 2012, said that, women entrepreneurs are required extensively for the acceleration of economic growth. Women entrepreneurs are considered as change makers not only in the family, but also in the society who in turn motivate other society members to engage in activities. Due to their involvement in assured productive activities, they are big assets for the nation who also generate employment opportunities for others. Hence, the poverty and also unemployment can be reduced.

- a) **Formation of Capital:** If the savings of people are invested in some other productive activities, there can be the optimum utilization of resources and also the economy can be developed. This occurrence of capital creation promotes the economic growth.
- b) **Enhancement in per capita income:** The proper utilization of available opportunities to transform the unused resources like land, labor and capital in to national income and wealth in the form of goods and services is the result of increase in entrepreneurial activities which in turn the per capita income and the net national product also be increased.
- c) **Employment generation:** The employment opportunities can be raised through entrepreneurial activities. The women entrepreneurs develop as the job creators and not job seekers. Obviously the generation of employment accelerates the economic growth.
- d) **Balanced regional development:** As the women generally start their businesses in the rural and underdeveloped areas, the nation’s regional development is balanced. The entrepreneurs are also encouraged by the government in order to commence their own businesses in these regions through many schemes and subsidies.
- e) **Development of living standards:** Women produce many products in their small scale industries, which are offered at reasonable prices to the people. The shortage of required products can be removed through introducing new products. Hence, this accelerates the upgrading in standard of living.
- f) **Innovations:** Innovation, through which an entrepreneur starts a new business, is termed as the key of entrepreneurship and hence acts as a pioneer and industry leader. Women entrepreneurs, not only contributing for business development, but also renovating families and society. They are more interested to invest their profits in education, their family and their community. Apart from all these contributions, today it is found that percent of women entrepreneurs is very low. Government and nongovernment agencies also accepted their contributions and increased their attention on their empowerment. Although their entry into entrepreneurial activities is at lower speed, many women are seen running their businesses successfully both in domestic and also international markets.

**Successful women entrepreneurs in India**

Women, not only, gave good citizens to the nation, but also given good organizations to the nation. Evidently, women can do better what man can do with their dedication and commitment which is proved in the analysis of Indian business history. There is saying “Where women are respected, dwells God”. In the same way, when women are present in the industry dwells progress and prosperity. The list of the women entrepreneurs who made a mark in their respective business is as follow

Indu Jain	Chairperson of Bennett, Coleman & Co. Ltd.,
-----------	---

Kiran Mazumdar Shaw	Founder Chairman and Managing Director (CMD) of Biocon Limited.
IndraNooyi	CFO and President of PepsiCo.
VandanaLuthra	Founder and Chairman of VLCC
NainaLalKidwai	Head and Group General Manager HSBC Group India
ChandaKochar	MD & CEO of India's largest private bank ICICI Bank.
Ekta Kapoor	Founder and head of Balaji Telefilms
Suchi Mukherjee	Founder of Limeroad
RichaKar	Founder of online lingerie store Zivame

### Problems of women entrepreneurs in India

**Conflicts between Work and Domestic Commitments-** The family responsibilities of women are also act as obstacles for them to become successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" (Starcher, 1996)

**Gender differences in education-** There is a lack of education, vocational and technical skills at primary and secondary levels, and also no sufficient work experience to support the highly productive businesses development.

**Lack of finance** –One of the important challenges that entrepreneurs, mainly women, face is access to finance who are additionally obstructed by lack of personal identification, their own property and the necessity of the husband's countersignature on several documents.

**Legal constraints in family law-** The institutional and legal environment is critical for the development of enterprises owned by women. Laws that are controlling the private sector especially concerning marriage, inheritance and land can obstruct women's access to assets which can be used as collateral when securing a loan.

**Heavy household responsibilities** are demanding women especially in rural areas who have more children. They should carry out their traditional role as housewives and hence, they have only less time than men in any day.

An ILO report on women entrepreneurship recognizes some problems that are faced by women entrepreneurs. They are **Lack of family support, Lack of capital, Lack of confidence and faith, Lack of right public/private institutions**

### Suggestions to enhance women entrepreneurship in India

A major change is required in traditional attitudes and people's mindset to eliminate the obstacles for women in entrepreneurship along with creation of opportunities for them. Hence, it is essential to formulate the programmes which concentrate on changes in attitudes, training, supportive services. For women entrepreneurship development, awareness on her existence, her unique identity and her involvement in economic growth and development of country are the basic requirements. Here are some suggestions to increase the role of women entrepreneurs:-

**Infrastructure** – Infrastructure is essential for every enterprise. Government can allocate some industrial plots, sheds and other amenities for women entrepreneurs. In addition, some measures are also to be taken to avoid misuse of such facilities by the men in the name of the women.

**Personality Development-** The education standards of women are to be increased along with effective training, practical experience and personality development programmes to improve their over-all personality standards.

**Self-help groups of women entrepreneurs-** The mobilization of resources and pooling of funds can be done through self - help groups of women entrepreneurs in order to help them in the field of industry, trade and commerce.

**Business Development Training Programs** – These programmes consists of day-to-day management training such as the process of maintaining the accounts, handling taxes and understanding of compliance rules and regulations. They also include concentration on strategy and the long-run success of a business starting from writing a business plan to targeting particular markets, together with product innovation within business clusters and incubators.



**Access to Finance Programs-** Efforts to facilitate financial access for women entrepreneurs typically includes initiatives which improve restrictive bank and regulatory policies. Such reforms require less traditional forms of collateral, look at a lender's readiness to repay and simplify business registry. They also help financial institutions improve innovative loan and savings products for female entrepreneurs.

**Role of government to improve women entrepreneurship in India**

**Direct & Indirect Financial Support**

- Nationalized banks
- State finance corporation
- State industrial development corporation
- District industries centers
- Differential rate schemes
- MahilaUdyogNidhi scheme
- Small Industries Development Bank of India (SIDBI)
- State Small Industrial Development Corporations (SSIDCs)

**Federations and Associations**

- National Alliance of Young Entrepreneurs (NAYE)
- India Council of Women Entrepreneurs, New Delhi
- Self Employed Women's Association (SEWA)
- Association of Women Entrepreneurs of Karnataka (AWEK)
- World Association of Women Entrepreneurs (WAWE)
- Associated Country Women of the World (ACWW)

**Technological Training and Awards**

- Stree Shakti Package by SBI
- Entrepreneurship Development Institute of India
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- National Institute of Small Business Extension Training (NSIBET)
- Women's University of Mumbai

## II. CONCLUSION

Entrepreneurship is considered as economy's growth activity. The vital factor that every entrepreneur follows to bring a change in overall process for social development is innovation. Indian entrepreneurs are more aware of overcoming the obstacles, motivating and prevailing in their fields. Economic growth, reduction of poverty and women entrepreneurship are directly associated with each other. Our honorable first Prime Minister PanditJawaharlal Nehru acceptably stated that – **“When women move forward, the family moves, the village moves and the nation moves.”**

In general, the nation's wealth can be improved through entrepreneurship among women in addition to improvement in family particularly. Today, women are ready to take up the activities which were once taken up by men, which proved that they are very essential and contribute for the economic growth. Entrepreneurship among women should be built appropriately with many traits and skills of entrepreneurship in order to compete with the global market, face challenges and meet market trends to sustain and attempt for excellence in the field of entrepreneurship.

From the above discussion, it can be stated that, women are prepared to handle business and contribute to the growth of the nation. There is a long way for women entrepreneurs to go, althoughthey are attaining recognition at present. It is not so easy for a woman to turn as an entrepreneur from homemaker and also it is also challenging for them to thrive and withstand in her business. She should learn through her experiences in her field, acclimate herself and overcome the challenges which can be done through utilizing of her strengths in a creative way. She should utilize the available market opportunities in order to reduce her weaknesses. This will definitely work like a mantra for her to improve and raise her business in a successful way. Hence, their role should be recognized and necessary steps are to be taken to encourage women entrepreneurship.

## REFERENCES

- [1]. Hisrich, R D & Brush C 1984, The woman entrepreneur: Management skills and business problems, Journal of Small Business Management, vol.22, No. 1,pp. 30-37. Kayed, Rasem N and M Kabir Hassan 2010, The motives and the incentives in Islamic entrepreneurship, Dhaka University Journal of Business Studies. Vol 15, pp.67-78
- [2]. Brush, C. (1997). Taori,Dr. Kamal - Entrepreneurship in the Decentralized Sector Women-Owned Businesses: Obstacles and Opportunities, Journal of Developmental Entrepreneurship
- [3]. Donald F. Kuratko, "Entrepreneurship," International Encyclopedia of Business and Management (London: Routledge Publishers, 1997), p.168-176.

- [4]. Goswami, Arun Kumar 1998 Empowerment of Women in Bangladesh Empowerment: A Journal of Women for Women, vol. 5, pp. 45-54.
- [5]. Dhameja S K (2002), Women Entrepreneurs: Opportunities, Performance and Problems, DeepPublisher (P) Ltd., New Delhi.
- [6]. AparnaBasu (2004), —Women's Empowerment and Self Help Groups, SHELTER, Human Settlement Management Institute, New Delhi, Vol. VII, No. 1, January, 2004, pp. 13 – 15.
- [7]. Arora, R;andSood, S.K(2005), —Fundamentals of Entrepreneurship and Small Business
- [8]. Drucker Peter F., Innovation and Entrepreneurship, UK, Elsevier Linacre House, 2006
- [9]. Taneja S. and Gupta S. L. Entrepreneurship Development 2nd Edition, New Delhi, Galgotia Publication, 2006, p. 3-5.
- [10]. MahantySangramKeshari – Fundamentals of Entrepreneurship – Prentice Hall of India Raheem A (2006), "Role of SHGs", Yojana, Vol. 50, No. 12.Renuka V. (2001) Opportunities and challenges for women in business, India Together, Online Report, Civil Society Information Exchange Pvt. Ltd.
- [11]. Parveen, Jannat Ara and Nazneen,Suriya 2006. Women's Status and Role in Development: Problems, Prospects and Remedies from Islamic Viewpoint. \_Islamic Economics research Bureau .Dhaka, Bangladesh
- [12]. C. Mirjam van Praag, Peter H. Versloot, (August 2007), —What is the Value of Entrepreneurship?
- [13]. Baporikar, N. (2007) Entrepreneurship Development & Project Management- HimalayaPublication House.
- [14]. C. R. Kothari (2007) —Research Methodology Methods and Techniques, Second edition, New Age International Publishers, New Delhi.
- [15]. Aparijita Sinha, —What are the problems faced by Women Entrepreneur in India? <http://www.preservearticles.com/201101153366/problems-faced-by-women-entrepreneur.html>.
- [16]. Yetim, N 2008. Social capital in female entrepreneurship. International Sociology. Vo.23, no.6, pp.864-885
- [17]. Cohoon, Wadhwa&Mitchell,(2010), —The Anatomy of an Entrepreneur- Are Successful Women Entrepreneur Different From Men?|Kauffman, The foundation of entrepreneurship.
- [18]. MeenuGoyal, Jai Parkash, Women Entrepreneurship In India-Problems and Prospects, . Zenith Int. J. Multidisciplinary Res., **1(5), 2011.**
- [19]. Anita TripathyLal(November 15, 2012)—Women Entrepreneurs in India - Over the Years!! Fore School of Management.
- [20]. Sultana, Afiya 2012, Promoting Women's Entrepreneurship through SME: Growth and Development in the context of Bangladesh, IOSR Journal of Business and Management (IOSRJBM), Vol 4, No. , pp.18-29
- [21]. Saidapur, S et.al, 'Women candle entrepreneurs in Gulbarga district – A micro analysis', Spectrum: A Journal of Multidisciplinary Research', vol.4, 2012, pp. 7-17.
- [22]. Annapoorani, Prospects And Challenges of Women Entrepreneurship with Specific ReferenceToDalits, Int. J. Res. Commerce & Management, **4 (01): 2013.**
- [23]. Ayesha Kalim, Women Entrepreneurship- The Emerging Workforce in 21st Century: Turning Challenges into Opportunities, Proceedings of 2nd International Conference on Business Management (ISBN: 978-969-9368-06-6).
- [24]. Sankar P, Woman entrepreneur in India - Opportunities and challenges, Abhinav, International Monthly Refereed Journal of Research In Management & Technology ISSN – 2320-0073 Volume II, January'13.