

SOCIALISATION AND NURTURING ENTREPRENEURSHIP AMONG INDIAN WOMEN

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ABSTRACT

Small industry is considered to be an idle industry for the growth and development of entrepreneurship. The small scale sector promotes decentralization and widens the entrepreneurial base. Thus, entrepreneurship and small sector industry are closely related. Entrepreneurship is considered to be a major determinant of the rate of economic growth of a country. Growth of women entrepreneur would be supplementary and complementary for the women in particular and the country in general. Women in our country have always remained a victim of discrimination and neglect. Since, some time, the need is urgently felt that women should work outside the home for getting better living standards for all. But women faced so many hurdles in the development of their enterprises. This paper “SOCIALISATION AND NURTURING ENTREPRENEURSHIP AMONG INDIAN WOMEN” aims at studying the different aspects of women entrepreneur. This paper includes different aspects of entrepreneurship, women entrepreneurs and their historical perspective, different challenges faced by women entrepreneurs and initiatives taken by government to encourage women entrepreneurship.

KEYWORDS: Small Industry, Growth, Living Standard, Challenges, Initiatives

INTRODUCTION

The Entrepreneur is the single most important player in a modern economy. Choosing to be an entrepreneur requires an understanding of a variety of business areas. An entrepreneur must possess the ability to combine talents and manage those of others. Hence, entrepreneurs are individuals who are multi-faceted. Although not necessarily superb at everything, entrepreneurs have to be sufficiently skilled in a variety of areas to put together the many ingredients required to create a successful business. In India, majority of women community – though equal to men in population – is subject to a lot of deprivation with reference to business activity. A large number of women are involved in fulfilling their domestic duties; as a result, their entrepreneurial skills and abilities are not properly utilized for the development of the nation (Sahoo & Dass, 2012).

OBJECTIVES OF THE STUDY

The present paper tries to draw the attention of the family, society and government towards an equal, independent and confident nurturing of the female child by providing them equal chance, which can later develop their personality for being a successful entrepreneur. The present paper also attempts to highlight that equal opportunity to access and control resources is a pre-requirement stage to produce successful and influential women entrepreneurs in India, who may take innovation and risks without the fear of falling or avoiding success.

METHODOLOGY

The study is based on secondary data literature review. With the help of literature review and research material the paper aims to understand the concept, need and importance of women entrepreneurs in India.

Entrepreneurship and Women Entrepreneur

Entrepreneurship is the act of being an entrepreneur, which is a French word meaning, “*one who undertakes an endeavor*”. Entrepreneur assembles resources including innovations, finance and business acumen in an effort to transform innovations into economic goods. The most obvious form of entrepreneurship is that of starting new business; however in recent years, the term has been extended to include social and political forms of entrepreneurial activity. When entrepreneurship is describing activities within a firm or large organizations, it is referred to as intra-preneurship and may include corporate venturing, when large entities start spin-off organizations. Many “high value” entrepreneurial ventures seek venture capital or angel funding in order to raise capital to build the business. Angel investors generally seek returns of 20-30% and more extensive involvement in the business. Many kinds of organizations now exist to support would-be entrepreneurs, including specialized government agencies, business incubators, science parks and some NGO’s.

The Government of India declared in the year 2000-01 as the women empowerment year, keeping in view the social and economic well being of the female community. There is a need to strengthen and streamline the role of women in the development of various sectors by proper nurturing the female child so that when they grow up, they are confident enough to take risk and become successful entrepreneurs.

LITERATURE REVIEW

Pareek and Nadkari (1978), were of the view that an entrepreneur is one who initiates and establishes the economic activity of an enterprise. They are people who recognize the strengths, weaknesses, opportunities and threats of their enterprise and grab opportunities for its success.

According to an ILO study (1988), Women around the world face more obstacles than men in setting up their business. Women face more problems than men in acquiring technical and entrepreneurial competencies.

A women entrepreneur is defined as an enterprise owned and controlled by a woman and having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women. **(Government of India)**.

A survey conducted in 1995 among the women entrepreneurs in Kerala revealed that raw material stocking and marketing were major problems of their small scale units. The cottage industries, such as, those engaged in making mats and baskets, where female employment was very high, failed because of reasons of inadequate availability of raw material and working capital problems. An industry, where entry is easy because of low technical threshold, is characterized by overcrowding of manufacturers and consequently subnormal profits, making it impossible for small firms to grow significantly. **(Eugene and Morse, 1965)**.

Some Points Focusing Entrepreneurship

- The concept was first established in early 1700's.
- The term "entrepreneurship" comes from the French verb "entreprendre" and German word "unternehmen", both means to undertake.
- By grave and Hofer, in 1891, defined the entrepreneurial process as "involving all functions, activities and actions associated with perceiving of opportunities and creation of organizations to pursue them."
- Joseph Schumpeter introduced the modern definition of 'entrepreneurial' in 1934, as "carrying out of new combinations, we call 'enterprise', and the individuals and whose function is to carry them out we call 'entrepreneur'.
- Benjamin Higgins, in 1959, says "entrepreneurship" is meant the function of seeing investment and production opportunities: organizing an enterprise to undertake a new production process; raising capital, hiring labour, arranging for a supply of raw material, finding a site and combining these factors of production into a going concern; introducing new techniques and commodities, discovering new sources of natural resources and selecting top managers for day-to-day operations.
- Henry H. Schloss, in his article titled 'The concept of Entrepreneurship in Economic Development', divides function of entrepreneurship into "Schumpeterian" entrepreneurship, financial risk taking and management.

Women Entrepreneurship in India: A Historical Perspective

The term "Women Entrepreneur" means an act of business ownership and business creation that empowers women and business creation that empowers women economically, increases their economic strength as well as position in the society. In India, emphasis for the promotion of women entrepreneurship started in the late 1970's. The shift from "welfare to development" of women took place in the **6th five year plan (1980-85)**. Looking through the different five years plans, it was found that in the 8th, 9th, 10th and 11th five year plans, major efforts were put to change the face of women entrepreneurs. In the **8th five year plan (1992-97)**, it was ensured that the benefits of development from different sectors do not bypass women. The **Rashtriya Mahila Kosh** was set up in 1993 to meet the credit needs of poor and asset less women. The **9th five year plan (1997-2002)** made significant changes in strategy of planning for women that was to empower and attempt to converge the existing services available both in women specific and women related sectors. The **10th five year plan (2002-07)** aimed at empowering women by translating the National Policy for Empowerment of women, which was adopted in 2001 for ensuring the survival, protection and development of women through rights based approach. Similarly, the inclusive growth programme of the **11th five year plan (2007-12)** focused on "empowering women as the agents of socio-economic change and development" (Rao 2011). The **12th five year plan (2012-16)** recognizes that economic independence is the key to improve the position of women with in the family and in the society. The plan focuses on enhancing women's access to and control over resources (GoI, Ministry of women and child development, n.d.). Thus, the realization of women empowerment in different five year plan demands social empowerment, economic empowerment and gender justice, which did not meet to full pace as it is estimated that presently, women entrepreneurs in India is significantly low, that is, only 10% as compared to the total entrepreneurs in India.

Traditionally, women in India were associated with three enterprises called 3P's – Pickles, Pappads and Pepper. However, now, in urban cities of India, more and more women are successfully running day-care centers, placement services, floriculture, beauty parlors and fashion boutiques among other businesses. Of late, technically and professionally qualified women are launching their small and medium enterprises (SME's) in click and portal areas like information technology, multimedia, telecommunications and some have become very successful knowledge entrepreneurs. In the rural areas, **self-help groups (SHGs)** are empowering women to start their own business enterprises. A SHG is a small voluntary association of poor people preferably from the same socio-economic background. The loan given to them from the specific procedure makes them enterprising. It can be an all women group, all men group or even a mixed group. However, it has been experience that women's group perform better in all the important activities of SHG's (Panda, 2009).

The case of **Self Employed Women's Association (SEWA)** is a good example of empowering rural women. The major objective of SEWA is to attain self-reliance and strengthen the economic status of women. The changing role of women is being acknowledged, in the examples of SHG's and SEWA at rural place and in the urban places also has the success stories of women entrepreneurs like Chanda Kochhar, managing director of ICICI bank, the country's largest private sector lender.

These examples depict that the efforts taken for the empowerment of the rural as well as urban women are commendable, but still much is required to foster the growth of women entrepreneurs as there are many hindering factors in their path of entrepreneurship.

Selection of Industry by Women Entrepreneurs

The type of industry to be established by women entrepreneur depends upon family background, education, attitude, training and local conditions, availability of raw material, the supply of local labor, local demand and power etc. **small Industry Service Institute (SISI), Indore** has recommended the following types of industries for women entrepreneurs:

- Manufacturing of agaebatti, papad, pickle, apparels, stationary, packaging material, handicrafts and bed sheets.
- Running of urban diaries, dry cleaning, crèches, restaurants, working women's hostel, photographic studios, Xeroxing firm, pathological clinics for biochemistry students, travel agencies, advertising etc.
- Service centers for plumbing, electric repairs, television repairs, radio and watch repairs, office maintenance on contract basis, catering, batik painting, embroidery, tutorial classes, and stenography classes.
- Retail shops for textiles, readymade garments, grocery, drug stores, snack bars, soft drinks and florist shops.

The Following Types of Assistance Should be Provided to Women Entrepreneurs

- **Promotional Help**

Preparation of project report, registration and licensing help

- **Training**

Achievement motivation training and training in the particular industry should be provided.

- **Selection of machinery and technology**

Suitable assistance in the choice of appropriate machinery and equipment should be provided.

- **Finance**

Necessary credit for fixed and working capital should be given.

- **Marketing assistance**

Sufficient data and marketing intelligence should be made available to women entrepreneurs.

Challenges Faced by Women Entrepreneur

Women entrepreneurs face many challenges in their efforts to develop their enterprises. Some of the challenges faced by women entrepreneurs are inequality, marketing problems, lack of entrepreneurial aptitude, lack of entrepreneurial training, stiff competition, legal formalities lack of self-confidence, will power, protected life, shortage of finances, male dominance, limited mobility, lack of education, requirement of monthly duties and lack of achievement motivation. (Goyal & Prakash, 2011; Kumar, 2006). In the feminine entrepreneurship model, Chaganti (1986) demonstrated that female prefer to be small in their shared value of business as compared to successful entrepreneurs who want their business to expand. Rao (2011) said that family discouragement in form of restrictions and psychological factors – like women are less efficient than men – creates hesitation in taking risks among women and thus, acts as barriers in the entrepreneurial development of women.

Cromie (1987) believed that women are less concerned with making money and often choose their own business due to career dissatisfaction. Women indeed are motivated to achieve, but that the areas of achievement are different from males because of cultural definitions of femininity. Women are motivated to develop skills for which women are valued, that is social skills. Women express their achievement motivation by achieving in social settings where they receive praise, rather than in traditional masculine areas, where they may experience negative reactions (Stein & Bailey, 1975). Thus it is believed that the first and foremost step towards the development of women entrepreneurs would be to eliminate these barriers to bring women in the mainstream.

Encouraging Entrepreneurship among Indian Women

Childhood socialization and independence play an important role in the development of women entrepreneurs. A women entrepreneur requires access to resources and a role in decision making. Division of activities in family and society for girls and boys results in different access to control of resources. The figure 1 below shows the impact of access and control over resources can be considered as one of the most important factors in determining gendering behaviors depicted in the life cycle theory (Singhal, 2003). The life cycle theory emphasis that the gap in access and control over resources between men and women are minimal at birth, but increase as they grow older.

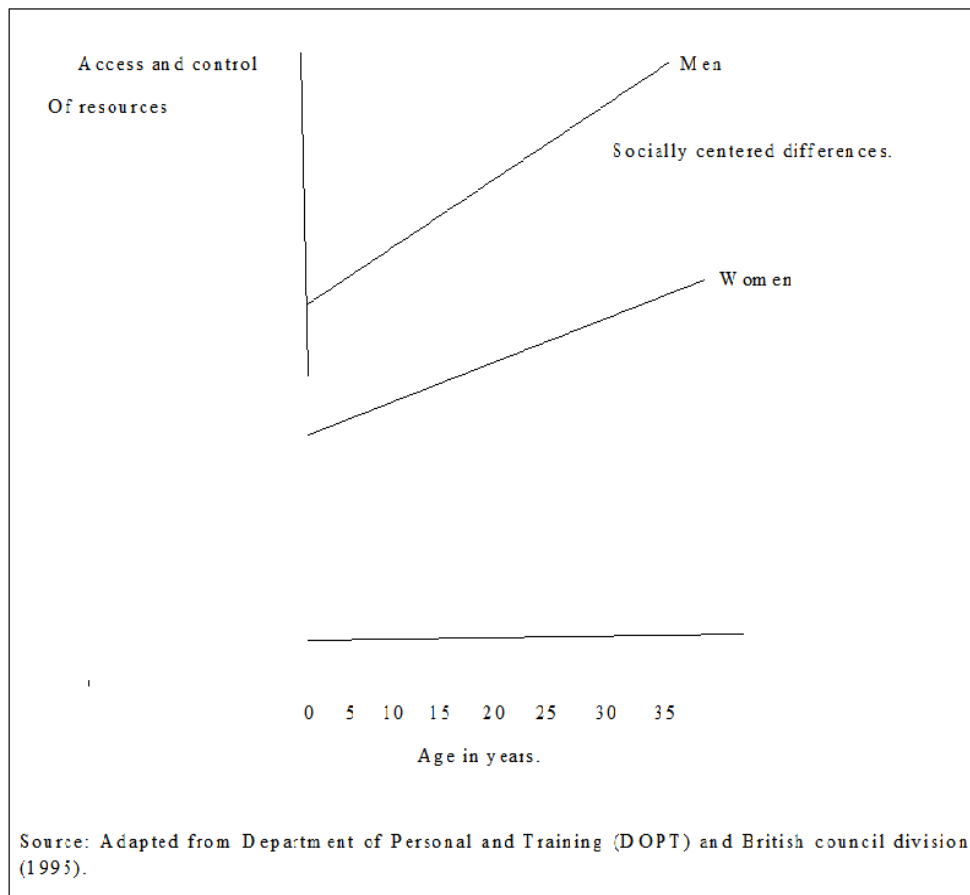


Figure 1: Relationship between Access and Control over Resources and Gendered Behavior

Women's access to control over resources such as education, health, food, prosperity and land, and so forth reduce with an increase in age in comparison to men. It is important to recognize that this gap is socially created and, therefore, can be changed if society desires. Nature has been supportive to the girl child by making them biological stronger (Isalkar, 2011) but the family and society pull down the girl child. This suggests that any serious effort to reduce this gap requires a conscious effort right from early-childhood- socialization practices and by creating equal space and conditions for both boys and girls from the childhood. Thus, to increase the pie of women entrepreneurship, the women have to be groomed independently and the role of parents, the government and the society has to be recognized in process.

CASE STUDY

Case: This is the case of a dairy entrepreneur. Mrs. Anusayabai Raghunath Shinde from Tadborgaon village of Pathri block, Parbhani district, Maharashtra state. Anusaybai is 33 years old, has two sons, and lives in a nuclear family. She owns a small piece of land where she works, and is also engaged in dairy entrepreneurship. Her husband is engaged in tailoring and farming. He is more interested in politics. So, all the responsibilities of running the household are taken by Anusayabai. Due to economic constraints, her brother suggested that she should undertake a dairy enterprise as she was experienced in this field (as her father also had a dairy business). From her savings and after borrowing some money from moneylender, she purchased two buffalos in the year 2000. After one year, she again purchased cow. In the year 2002, she has 2 buffalos, 1 cow, 1 male calf of cow and 2 female calves of buffalo. Her husband was not at all involved in the dairy

business. She, through her own efforts, succeeded in the dairy production. She produced green fodder in her farm to feed the milk animals. She was the only person in the family who looked after all the animal's management and cared to prepare the dairy products as well as looked into the sales and marketing aspects. She employed one boy for grazing the animals for a fixed amount per year. She had been all the responsibilities of marketing the dairy products, borrowing loans and refunding it. She was not only taking care of the animals, but was diligently performing all activities related to child and home care. She was involved in fodder management, purchase of fodder, feeding of animals, sale of produce, pre and postnatal management of animals and consultation with veterinarians regarding sick animals. She devoted 4-5 hours daily on managing this enterprise. Her son helped her to sell their products. Her total income during the year 2000 was 19,200/-, of which she spend Rs 3000 on her house, Rs 5000 on children's education, Rs 7000 and Rs 3000 on purchase of livestock and a plot of land. With the surplus income, her spending on children's education improves, her standard of living improved, the livestock increased, and her house got renovated. This shows that her quality of life improved drastically due to dairy entrepreneurship undertaken by her (Ekale, Bellurkar & Jadhav, 2006).

CONCLUSIONS

One Last Word

This paper has outlined the theoretical approach relating to nurturing of women and entrepreneurship. It has also analyzed the multiple and dynamic meaning of women entrepreneurship. The growth of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women. Therefore, a congenial environment is needed to be created to enable a woman to participate directly in the entrepreneurial activities. There is a need of government, non-government, promotional and regulatory agencies to come forward and play the supportive role in promoting the women entrepreneurship in India.

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