

Problems and Prospective of Women Entrepreneurship- A Critical Evaluation

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***Abstract:** Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast developing country like India. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of „Jobseekers“ to „Job givers“. The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. This paper clearly analysis different problems in women entrepreneurs in general and organization , polices for promoting women entrepreneurs in particulars.*

Key Words: Entrepreneurship, Foreign Direct Investment, AWESSI, policy, etc.,

1. INTRODUCTION:

Women constitute 50 per cent of the total population of India. In spite of it, women are still lagging behind men in several aspects. Over the years, the literacy rate of women and employment opportunities are being increased by leaps and bounds. Moreover, of late, they are actively engaging in several activities apart from employment. Women are involving and entering into business and establishing different types of industries. The Government of Indian and Andhra Pradesh have been encouraging women to take up industrial establishments. Several financial corporations are funding for establishment of industries. Hence, women started establishing industries and collaborating self and economic development and coming out with flying colours.

In India, though women have played a key role in the society, their entrepreneurial ability has no been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India. There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution. The progress towards gender equality is slow and is partly due to the failure to attach money to policy commitments. In the words of president APJ Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. The policy makers, and administrators in India have for long recognized, the important role that Micro, Small and Medium Enterprises play in the national economy, therefore the Central and State Governments have taken over the years active steps to promote and foster their growth. But these measures have not been particularly effective. Today, these enterprises continue to suffer from innumerable problems which hinder their performance and growth. Many of the problems of finance, marketing, production, distribution and infrastructure still continue to afflict the MSME sector. While some of them are more or less common to a wide range of small enterprises all over the country, others have particular relevance to groups of small enterprises situated in rural and backward areas.

2. CONCEPT OF WOMEN ENTREPRENEURSHIP:

Women Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy. The government of India has defined women entrepreneurship based on women participation in equity and employed of a business enterprise. The word Entrepreneur is derived from the French word "entrepender" which means a person who undertakes

the task of bringing together various resources and manages them to achieve desired results and take some share. Women entrepreneurship in India represents a group of women who are exploring new avenues of economic participation. The entry of the women in organized business is a fairly recent phenomenon. Women Entrepreneurship plays a prime role in industrial development. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to stand on their own legs. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

3. REVIEW OF LITERATURE:

The study by **Rani (1996)** found that the availability of leisure time motivated women entrepreneurs from higher income classes. Contrary to the above, women entrepreneurs are forced to take entrepreneurship in the absence of any other means of contributing to family income (**D'Cruz, 2003**). The study also found that, family support and encouragements are the highest facilitating factor which helped women to aspire entrepreneurship (**Pillai and Anna, 1990**). Traditional concept of the entrepreneurship cited the desire to self-employed, to generate income and to utilize skills according to **Hookoomsing and Essoo (2003)**, (**Richardson et al., 2004**). Women's reasons for starting business are not always often driven by positive factors but also due to negative circumstances such as low family income, lack of employment opportunities, dissatisfaction with a current job or the need for flexible work (Robinson, 2001), These factors tend to be most predominant among women within developing economies (**Dhaliwal, 1998**). A previous study also observed that the primary concern of women NGO founders in India is pursuing the NGO's mission than the earnings (**Handy, Kassam and Ranade, 2003**) **Tambunan, (2009)**, made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes. Singh, 2008, identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocates for ensuring synergy among women related ministry, economic ministry & social & welfare development ministry of the Government of India.

Lall & Sahai, (2008), conduct a comparative assessment of multi-dimensional issues & challenges of women entrepreneurship, & family business. The study identified Psychographic variables like, degree of commitment, entrepreneurial challenges & future plan for expansion, based on demographic variables. Through stratified random sampling & convenience sampling the data have been collected from women entrepreneurs working in urban area of Lucknow. The study identified business owner's characteristics as self perception self esteem, Entrepreneurial intensity & operational problem for future plans for growth & expansion. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business. **Cohoon, Wadhwa & Mitchell, (2010)**, present a detailed exploration of men & women entrepreneur's motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The study identifies top five financial & psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of startup culture, a long standing desire to own their own company and working with someone else did not appeal them. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. Mentoring is very important to women, which provides encouragement & financial support of business partners, experiences & well developed professional network.

Greene et.al., (2003), evaluate the research & publication contribution in the area of women entrepreneurship. The study categorized various journal & resources of research on the basis of certain parameters concerned with women entrepreneurship like gender discrimination, personal attributes, financing challenges, business unit, context and feminist perspectives.

4. Linkages Between Women Entrepreneurship and Development in India:

The Indian economy has been witnessing a drastic change since mid -1991, with new policies of economic liberalization, globalization and privatization initiated by the Indian government. India has great entrepreneurial potential. At present, women involvement in economic activities is marked by a low work participation rate, excessive concentration in the unorganized sector and employment in less skilled jobs. Any strategy aimed at economic development will be lop-sided without involving women who constitute half of the world population. Evidence has unequivocally established that entrepreneurial spirit is not a male prerogative. Women entrepreneurship has gained momentum in the last three decades with the increase in the number of women enterprises and their substantive contribution to economic growth. The industrial performance of Asia-Pacific region propelled by Foreign Direct Investment, technological innovations and manufactured exports has brought a wide range of economic and social opportunities to women entrepreneurs. In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress.

Women Entrepreneurship Development in Select Leading Nations and India:

Table 1: Women Work Participation of Select Leading Countries and India (2010-11)

Country	Percentage
India	31.6
USA	45.0
UK	43.0
Canada	42.0
Indonesia	40.0
France	38.0
Sri Lanka	35.0
Brazil	35.0

Source: World Bank Report 2010-11 and WAVE Conference Report 2009-10.

The data presented in Table 1 shows that USA is at the top followed by UK in terms of women work participation. India's position of women work participation is the lowest comparing with other countries. Women work participation in India has got momentum recently as the percentage of work participation went up from 14.2% in 1970-71 to 31.6% in 2010-11. In 2010-11, women work participation in India is 31.6% whereas in USA it is 45%, UK 43%, Canada 42%, Indonesia 40%, France 38%, Sri Lanka & Brazil both 35%. From the above analysis it can be concluded that India has got the lowest development of women entrepreneurship in the Select Leading Countries.

Table 2: Women Entrepreneurship Development in Select Leading States

States	No. of Units Registered	No. of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
UP	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
MP	2967	842	28.38
Others States & UTS	21920	5308	24.22
Total	64796	19971	32.82

Source: CMIE Report 2011.

Table 2 discloses the data regarding women entrepreneurship development in terms of total number of units registered, number of women entrepreneurs and their percentage in Select Leading State in India. The analysis of data shows that UP has got the highest percentage of 39.84 in number of women entrepreneurs followed by Gujarat which secures 39.72%. The state of Karnataka has the lowest women entrepreneurs, i.e., 26.84% only. It is clear from the above analysis that women entrepreneurship development in different states of India is in different degrees.

5. PROBLEMS OF WOMEN ENTREPRENEURS:

Women not only face problems as entrepreneurs but as women themselves and therefore compared to men the problems of women entrepreneurs are numerous. The problems range from mobilizing various resources including problem of capital, marketing, raw material, sales, labour, technical, competition, new

technology, problem of land/ Shed/ water/ power/ taxes, lack of family support as well as lack of government support and the like. Hence their problems arise both from within and outside and also differ from enterprise to enterprise. Some of these problems are many and similar to all, where as for some others it is more specific and related to the line of activity of the enterprise. Some have the problem of the external environment; what ever be the problem there is no prescribed formula to deal with them. The problems have to be dealt with them by the entrepreneurs themselves otherwise it would affect the working of the enterprise it self. Efficient and timely handling of the problems leads to their success.

• **Socio personal problems:** Wrong attitude of the society against women due to lack of proper education and information, economic backwardness and low risk bearing capacity.

• **Managerial problems:** Which is due to lack of enough knowledge of general management and experience, lack of skilled labour, absenteeism and low labour turnover, lack of clear cut objectives, transportation problem as women.

• **Production problem:** Such as inadequate availability of land, plots, and premises, irregular supply of enough inputs, inadequate technical support of production identification, and lack of up gradation of technology research and development and quality control, poor inventory management.

Marketing Problem: Difficulty in marketing their products due to lack of enough knowledge of how to market their products and also relying on local markets; heavy competition from big enterprises, exploitation by middlemen, difficulties in the collection of dues, inadequate sales promotion avenues and lack of export market support.

Problem of government assistance: Both central and State governments are implementing various assistance, schemes, for the promotion of women entrepreneurship. But in practice the respondents face many difficulties in obtaining government assistance due redtapism at various levels, exploitative advisors, problems due to dishonest officials, complicated and time consuming long procedures in getting the assistance etc.

Problem of Labour: In the course of this study, it has been observed that the women entrepreneurs in the selected group face various labour problems in their units. Type of Labour Problems Faced: The human resource of an organization is the most important resources for a firm. The amount of work done, talent, skills and drive, competent and dedicated performance on the part of the labour force goes a long way for the successful accomplishment of the objectives of the industrial units. The various types of labour problems definitely hinder their success.

Problem of Raw-Materials: For an uninterrupted production, there is an urgent need for regular and continual supply of raw-materials, sufficient backup of stock of raw- material in times of anticipated changes in price, time consuming procedure of procurement of raw- material, variations in the prices of raw material at different places. Uncertainty in all these and also lack of marketing experience, competition from established and large units in the purchase of raw material, non- availability of raw material are all constraints to the entrepreneurs especially at the initial stages. The difficulty in the processing of raw materials is very much felt by the women entrepreneurs. Since the allied industry depends on agriculture during off seasons the supply of raw material is not sufficient and is very difficult to get them at reasonable prices.

Less Confidence: Women entrepreneurs are not confident about their strength and competence. Their family members don't stand by their entrepreneurial growth. In recent years, though the situation is changing, yet the women have to face further change for increased entrepreneurial growth.

Non-Availability of Finance: They have lack of access to funds, because they do not possess any tangible asset and credit in the market. Very few women have the tangible property in hand. So, they are suffering from inadequate financial resources and working capital.

Competition from Male Entrepreneurs: Competition from male counterparts develops hurdles to women entrepreneurs in business management process. Women entrepreneurs have to face the constraints of competition from male entrepreneurs due to less organizational skills than men.

Lack of Education and Awareness: Entrepreneurs must have knowledge of latest technological changes; know how, etc for running business efficiently. But it needs high level of education among entrepreneurs. In a country like India, the literacy rate of women is found at low level compared to male population. So, they have not sufficient knowledge of technologies; know how, etc. that affect their business ventures adversely.

Low Level of Risk Taking Attitude: One pre-requisite of the entrepreneurial success is risk taking. It is normally believed that women being feminist gender have low risk taking ability. Because of this, they are suppressed by the protected environment and are not allowed most of the time to take any type of risk even if she has capacity to bear it.

Mobility Constraint: The Indian society is a conservative society which restricts the mobility of women entrepreneurs. Women are less mobile than men. The confidence to travel day & night and to different regions and States is lacking in women comparing with men.

Other Constraints: They are poor self image of women, inadequate motivation, discriminating treatment, lack of freedom of expression, etc.

6. ORGANIZATIONS PROMOTING WOMEN ENTREPRENEURSHIP IN INDIA:

i. National Resource Centre for Women (NRCW) An autonomous body set up under the National Commission for Women Act, 1990 to orient and sensitise policy planners towards women's issues, facilitating leadership training and creating a national database in the field of women's development.

ii. Women's India Trust (WIT) WIT is a charitable organisation established in 1968 to develop skills of women and to earn a regular income by providing training and employment opportunities to the needy and unskilled women of all communities in and around Mumbai.

iii. Women Development Corporation (WDC) WDCs were set up in 1986 to create sustained income generating activities for women to provide better employment avenues for women so as to make them economically independent and self-reliant.

iv. Development of Women and Children in Urban Area (DWCUA) DWCUA was introduced in 1997 to organise the urban poor among women in socio-economic self-employment activity groups with the dual objective of providing self-employment opportunities and social strength to them.

v. Association of Women Entrepreneurs of Karnataka (AWAKE) AWAKE was constituted by a team of women entrepreneurs in Bangalore with a view to helping other women in different ways –to prepare project report, to secure finance, to choose and use a product, to deal with bureaucratic hassles, to tackle labour problems, etc.

vi. Working Women's Forum (WWF) WWF was founded in Chennai for the development of poor working women to rescue petty traders from the clutches of middlemen and to make them confident entrepreneurs in their own right. The beneficiaries are fisher women, lace makers, beedi making women, landless women, labourers and agarbathi workers.

vii. Association of Women Entrepreneurs of Small Scale Industries (AWESSI) It was founded in Ambattur in Chennai in 1984 to promote, protect and encourage women entrepreneurs and their interests in South India to seek work and co-operate with the Central and State Government services and other Government agencies and to promote measures for the furtherance and protection of small-scale industries.

viii. Women's Occupational Training Directorate It organizes regular skill training courses at basic, advanced and post advanced levels. There are 10 Regional Vocational Training Institutes (RVTIs) in different parts of the country, besides a National Vocational Training Institute (NVTI) at NOIDA.

ix. Aid The Weaker Trust (ATWT) ATWT was constituted in Bangalore by a group of activists to impart training to women in printing. It is the only one in Asia. Its benefits are available to women all over Karnataka. It provides economic assistance and equips girls with expertise in various aspects of printing and building up self-confidence.

x. Self-Employed Women's Association (SEWA) SEWA is a trade union registered in 1972. It is an organisation of poor self-employed women workers. SEWA's main goals are to organise women workers to obtain full employment and self-reliance.

xi. Women Entrepreneurship of Maharashtra (WIMA) It was set up in 1985 with its head office in Pune to provide a forum for members and to help them sell their products. It also provides training to its members. It has established industrial estates in New Mumbai and Hadapsar.

xii. Self-Help Group (SHG) An association of women, constituted mainly for the purpose of uplifting the women belonging to the Below Poverty Line (BPL) categories to the Above Poverty Line (APL) category. The major activities of the group are income generation programmes, informal banking, credit, unions, health, nutritional programmes, etc.

xiii. The National Resource Centre for Women (NRCW) An autonomous body set up to orient and sensitise policy planners towards women's issues, facilitating leadership training and creating a national data base in the field of women's development.

xiv. Women Development Cells (WDC) In order to streamline gender development in banking and to have focused attention on coverage of women by banks, NABARD has been supporting setting up of Women Development Cells (WDCs) in Regional Rural Banks and Cooperative Banks.

Financial Institutions Assisting Women Entrepreneurship in India

For the past several years, financial institutions have been playing a pivotal role in giving financial assistance and consultancy services to women entrepreneurs. These institutions include: i) National Small Industries Corporation (NSIC), ii) All-India Development Banks (AIDBs), viz. IDBI, IFCI, ICICI, IIBI, IDFC and SIDBI, iii) Specialised Financial Institutions (SFIs), viz. Exim Bank and NABARD, iv) Investment Institutions, viz. LIC, GIC, NIC, NIA, OIC, UII and UTI, v) Regional/ State-Level Institutions, viz. NEDFI, SIDCs and SFCs, vi) Commercial Banks, vii) Co-operative Banks, etc.

7. PARTICIPATION OF WOMEN IN SSI SECTOR IN INDIA:

The participation of women in SSI sector has been identified in three different roles-as owners, as managers and as employees. As per the 1981 census, there were only 150000 self-employed women, accounting for 5.2 per cent of the total self-employed persons in India. There were more than 153260 women entrepreneurs claiming 9.01 per cent of the total 1.70 million entrepreneurs in 1988-89. As on 1995-96, the number of women entrepreneurs in the SSI

sector was 297696 with a share of 11.2 per cent in the total SSI sector. As on 2001-2002 there were 1063721 women enterprises in the total SSI sector and their relative percentage to total SSI sector was 10.11. Kerala had the largest number of units managed by women (137561) and women enterprises (139225) followed by Tamil Nadu where the respective number is 130204 and 1297111

8. POLICY FOR DEVELOPMENT OF WOMEN ENTREPRENEURS:

Nagendra Kumar Jha from Patna University stated the following strategy for development of women entrepreneurs in his research article presented in 9th AIMS International Conference on Management held on January 1-4, 2012;

- A) Vocational training to be extended to women community that enables them to understand the production process and production management.
- B) State Finance Corporations and Financing Institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
- C) The financial institutions should provide more working capital assistance both for small scale ventures and large scale ventures.
- D) Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- E) Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- F) A Women Entrepreneurs' Guidance Cell may be set up to handle the various problems of women entrepreneurs all over the state.
- G) Training in entrepreneurial attitudes should start at the high school through well designed courses, which build confidence through behavioral games.
- H) More governmental schemes to motivate women entrepreneurs to engage in small scale and large scale business ventures.
- I) Involvement of Non-governmental Organizations in women entrepreneurial training programs and counseling.
- J) Training on professional competence and leadership skill to be extended to women entrepreneurs.
- K) Adequate training program on management skills to be provided to women community.
- L) Better educational facilities and schemes should be extended to women folk from government part.

9. SUCCESSFUL LEADING BUSINESS WOMEN IN INDIA:

The 21st leading business women in India:-

- Akhila srinivasan, Managing Director , Shriram Investments ltd.
- Chanda Kocchar, Executive Director, ICICI Bank
- Ekta Kapoor, Creative Director, balaji Telefilms Ltd.
- Jyoti Naik, President, Lijjat Papad.
- Kiran Mazumdar Shaw, Chairman & Managing director, Biocon Ltd. Lalita D.Gupte, JMD , ICICI Bank.
- Naina Lal Kidwar, Deputy CEO , HBSE.
- Preetha Reddy , Managing Director, Apollo hospitals.
- Priya Paul, Chairman, Apeejay Park Hotels.
- Rajshree Pathy, Chairman, Rajshree Sugars & Chemicals ltd. Ranjana Kumar, Chairman, NABARD.

10. STEPS TAKEN BY THE INDIAN GOVERNMENT:

The growth and development 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 women to participate actively 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 entrepreneur in India. The Government of India has also formulated various training and development cum employment generations programs for the women to start their ventures. These programmes are as follows: 1 Steps taken in Seventh Five-Year Plan: In the seventh five-year plan, a special chapter on the "Integration of women in development" was introduced by Government with following suggestion:

- A) Specific target group: It was suggested to treat women as a specific target groups in all major development programs of the country.
- B) Arranging training facilities: It is also suggested in the chapter to devise and diversify vocational training facilities for women to suit their changing needs and skills.
- C) Developing new equipments: Efforts should be made to increase their efficiency and productivity through appropriate technologies, equipments and practices.
- D) Marketing assistance: It was suggested to provide the required assistance for marketing the products produced by women entrepreneurs.
- E) Decision-making process: It was also suggested to involve the women in decision-making process.

Steps taken by Government during Eight Five-Year Plan:

The Government of India devised special programs to increase employment and income-generating activities for women in rural areas. The following plans are launched during the Eight-Five Year Plan:

- A) Prime Minister Rojgar Yojana and EDPs were introduced to develop entrepreneurial qualities among rural women.
- B) „Women in agriculture“ scheme was introduced to train women farmers having small and marginal holdings in agriculture and allied activities.
- C) To generate more employment opportunities for women KVIC took special measures in remote areas.
- D) Women co-operatives schemes were formed to help women in agro-based industries like dairy farming, poultry, animal husbandry, horticulture etc. with full financial support from the Government.
- E) Several other schemes like integrated Rural Development Programs (IRDP), Training of Rural youth for Self employment (TRYSEM) etc. were started to alleviate poverty. 30-40% reservation is provided to women under these schemes.

Steps taken by Government during Ninth Five-Year Plan:

Economic development and growth is not achieved fully without the development of women entrepreneurs. The Government of India has introduced the following schemes for promoting women entrepreneurship because the future of small scale industries depends upon the women-entrepreneurs: (a) Trade Related Entrepreneurship Assistance and Development (TREAD) scheme was launched by Ministry of Small Industries to develop women entrepreneurs in rural, semi-urban and urban areas by developing entrepreneurial qualities.

(b) Women Component Plan, a special strategy adopted by Government to provide assistance to women entrepreneurs.

(c) Swarna Jayanti Gram Swarozgar Yojana and Swarna Jayanti Sekhari Rozgar Yojana were introduced by government to provide reservations for women and encouraging them to start their ventures.

(d) New schemes named Women Development Corporations were introduced by government to help women entrepreneurs in arranging credit and marketing facilities.

(e) State Industrial and Development Bank of India (SIDBI) has introduced following schemes to assist the women entrepreneurs. These schemes are:

(i) Mahila Udyam Nidhi

(ii) Micro Credit Scheme for Women

(iii) Mahila Vikas Nidhi

(iv) Women Entrepreneurial Development Programmes

(v) Marketing Development Fund for Women 4 Consortium of Women entrepreneurs of India provides a platform to assist the women entrepreneurs to develop new, creative and innovative techniques of production, finance and marketing. There are different bodies such as NGOs, voluntary organizations, Self-help groups, institutions and individual enterprises from rural and urban areas which collectively help the women entrepreneurs in their activities.

Training programmes: The following training schemes especially for the self employment of women are introduced by government:

(i) Support for Training and Employment Programme of Women (STEP).

(ii) Development of Women and Children in Rural Areas (DWCRA).

(iii) Small Industry Service Institutes (SISIs)

(iv) State Financial Corporations

(v) National Small Industries Corporations

(vi) District Industrial Centres (DICs)

Mahila Vikas Nidhi: SIDBI has developed this fund for the entrepreneurial development of women especially in rural areas. Under Mahila Vikas Nidhi grants loan to women are given to start their venture in the field like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts, bamboo products etc.

7 Rashtriya Mahila Kosh: In 1993, Rashtriya Mahila Kosh was set up to grant micro credit to poor women at reasonable rates of interest with very low transaction costs and simple procedures.

11. CONCLUSION:

Women, being almost 50% population of India, have a pivotal role to play as far as economic development of country is concerned. India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence etc. Various factors like Pull and Push factors influencing women entrepreneurs. Successful leading business women in India. Government takes various steps for the upliftment of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan. Women have the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India.

The Government has increased the importance of women by adopting various schemes and programs for their participation in economic activities. As technology speeds up lives, women are an emerging economic force, which cannot be neglected by the policy makers. The world's modern democratic economy depends on the participation of both sexes. Today, women in advanced market economies own more than 25 per cent of all businesses and women-owned businesses in Africa, Asia, Eastern Europe, and Latin America are growing rapidly. In some regions of the world, transformation to market economy, women entrepreneurs is a growing trend². However, in India, the actual participation of women in income generating activities is quite unsatisfactory, only eight per cent of the small scale- manufacturing units are owned and operated by women. If women entrepreneurs get support and encouragement from family, society, Government and financial institutions, such positive effort can open new avenues for them and increase the marketability and profitability of business owned by them. If the problems of women entrepreneurs are addressed properly, they can emerge as very successful entrepreneurs far better than men entrepreneurs.

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