

EMPOWERMENT OF WOMEN THROUGH ENTREPRENEURSHIP

A STUDY IN BADLAPUR

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Abstract:

A nation can only be developed if its women are given ample opportunities. Developing entrepreneurship among women will be right approach for women empowerment. This would enhance their socio-economic status. Once a women feels that she is economically strong. She will feel equal to man in all respect. This is perhaps the need of the hours. Entrepreneurship development among women is one activity that promises encouraging results by motivating, training and assisting women towards forming and running business ventures.

India has many women Entrepreneur who have proved their mettle and have taken the whole country by storm. Women have been successful in the entertainment and fashion industries for a long time. Few examples are Dr. KiranMazumdar – Shaw, NeelamDhawan, NainaLalKidwai, Indu Jain, Priya Paul, Preetha Reddy and many more.

Introduction

The term 'Women Empowerment' has come to occupy an important position globally over the years. Educational attainment and economic participation are the key constituents in ensuring empowerment of women. The economic empowerment of women is a vital element of strong economic growth in any country. Entrepreneurship happens to be one of the best ways towards self-sufficient & poverty alleviation for women in a country where employment is not guaranteed. Involvement of women in entrepreneurial activities would ensure effective utilization of labour, generation of income & hence improvement in quality of life. Women empowerment through entrepreneurship is a must for a modern developed economy.

Generally women entrepreneurs in Badlapur are engaged mainly in traditional activities like tailoring, knitting, beauty parlour, running of schools, crèches, readymade garments, jam – pickle, vadapav and tea stall, poribhaji making, papad making etc.

Need for developing women entrepreneurship in India:

The participation of women in the economic activities is necessary not only from a human resource point of view but is essential even from the objective of raising the status of women in the society. The low status of women in large segment of Indian society cannot be raised without opening up opportunities of independent employment and income for them for this, due recognition has to be accorded to the role & contribution of women in the various socio-economic, political and cultural activities.

Objectives

Following are the objectives of the study.

- To understand the impact of economic status of women entrepreneur.
- To examine the attitude of family.
- Society attitude towards women entrepreneur.
- To identify the problems faced by the women entrepreneurs.
- To support measures for promotion of women entrepreneurs.

Methodology

The samples under this study are taken of the women entrepreneurs of the Badlapur area. The study was conducted during the month of September 2014. The total numbers of samples selected are 50. An interview & questionnaire was prepared to collect information regarding family background, income, trade & knowledge about enterprise. The secondary data has been mainly from various publications, books & internet

Data Analysis

Educational Qualification	No. of Entrepreneurs
Below SSC	8 (16%)
SSC	15 (30%)
HSC	16 (32%)
Graduate	11 (22%)
Post-Graduate	-

Marital Status	No. of Entrepreneur
Married	38 (76%)
Unmarried	12 (24%)

It is observed that majority of women started their enterprise at the age range of 25-45. They had qualification and perhaps could get some other job. But they selected entrepreneurship as career. This reflects the changing attitude of women entrepreneurship.

Annual income of the women entrepreneur

Annual Income	No. of Entrepreneurs
Below Rs. 50,000	2 (4%)
Rs. 50,000 – 70,000	8 (16%)

Rs. 70,000 – 90,000	12 (24%)
Rs. 90,000 – 1,20,000	18 (36%)
Rs. 1,20,000 – 1,40,000	10 (20%)

Employment generated by Women entrepreneurs

Persons	No. of Employment
Self	50
Family	27
Wages	75
Total	152

The above table shows that women entrepreneur got gainful employment in the units established by them besides generated employment for a number of persons the total number of employment generated in 50 units is 152 persons.

Support received by women entrepreneur

Support received	No. of Entrepreneur
Parents	05 (10%)
Husband	25 (50%)
Friends / relatives	05 (10%)
Financial Institutions	10 (20%)
Training Institute	05 (10%)

The above table shows that women entrepreneur got good support from husband, financial institutions and all others.

Problems faced by Women Entrepreneurs

Apart from the assumption that women are frail and indecisive, women entrepreneurs encounter many problems in their efforts to develop the enterprises they have established.

Women have a lot of skills in them, but the main problem, there is nobody to train and initiate them in craftsmanship.

The problem faced by women entrepreneurs are as follows:

- ✚ **Social Attitude:** The biggest attitude of a women entrepreneur is social attitude and the constraints in which she has to live and work. Despite constitutional equality, there is discrimination against women.
- ✚ **Apathetic Family System:** Traditionally, Indian women are supposed to assume the responsibility of looking after family, thus the bright future of educated and skilled women may be ruined .
- ✚ **Low Ability to Bear Risk:** Women have comparatively a low ability to bear economic and other risks because they have led a protected life. Inferiority complex, unplanned growth, lack of infrastructure, late starts, etc are other problems of women entrepreneurs.
- ✚ **Scanty Financial Resources:** Women and small entrepreneurs always suffer from inadequate financial resources and working capital. They are lacking access to external funds due to absence of tangible security and credit in the market.
- ✚ **Inadequate Innovation and Modern Technology:** Many studies have resulted that the low literacy rate among women and non co-operative attitude of authorities are the reasons for the use of outdated technology and lack of innovation in business enterprises for women.
- ✚ **Penetrating Competitions:** Due to imperfect organizational setup many units fail .For example, women entrepreneurs engaged in hand pounding rice in Kerala confronted heavy competition from merchandised rice mills which resulted in the liquidation of many units.

- ✚ **Inefficient arrangement for Marketing and Sale:** For marketing their products women entrepreneurs are often at the mercy of middlemen who pocket a large chunk of profits. Further, women entrepreneurs find it difficult to capture the market.
- ✚ **Shortage of Raw Materials:** Women entrepreneurs find it difficult to procure raw materials and other inputs. The failure of many entrepreneurial units is due to the inadequacy of raw materials. The prices of raw materials are also quite high.

Measures for promotion of women entrepreneurship

In view of the problems cited above it is necessary to adopt some measures for development of entrepreneurship among women. Founding recommendations have been made for the development of women entrepreneurship in Badlapur.

- The banks can play an important role by lending money to women entrepreneur.
- Banks, government agencies etc., should launch awareness and publicity campaign about schemes available for women.
- The family members can also be involved in the business with a view to sharing the burden of entrepreneurial work.
- Training also plays a significant positive role in promoting women entrepreneurs.
- Encouragement and assistance should be provided to women entrepreneurs for setting up co-operatives.
- Successful women in the field of entrepreneurship have to help other women in starting and sustaining in their business whole-heartedly.
- Women entrepreneurship research and applications from time to time have to be documented.
- The Government policy-makers have to re-evaluate the strategies on women education and their entrepreneurial development and it should be planned and implemented.
- The tendency of women portraying themselves as “Poor me” should be changed.

- To support and supplement women entrepreneurship, it should be in the form of training-skill up-gradation, managerial skills, production and marketing along with development programmers like health and nutrition, women and child welfare etc.
- For effective sustainable development and technology transfer to women entrepreneurs, proper training based on scientific inputs, suitable product ideas, product identification, market survey, project formulation and necessary approvals from the government at the right time with less of legal formalities, soft recovery rules are of utmost importance.
- To overcome the problem of procurement of raw material to women entrepreneurs and also the problems of brokers and middlemen and problems in marketing of products of women entrepreneurs, the Government has to give a helping hand especially in this connection.

Conclusion

On the basis of the above discussion and suggestions it is hoped that women entrepreneurship has a bright future. The women entrepreneurs must have to take up the challenges of the new economic policy. A nation or region can only be developed if its women are given ample opportunities.

References

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