

***RECENT POSITION OF WOMEN LEADERS IN INDIAN ECONOMY***

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**ABSTRACT**

Leadership is a process by which a person influences others to accomplish an objective and directs the organization in a way that makes it more cohesive and coherent. Programmer directors and managers can use this resource to inspire staff to higher level of teamwork. Woman by their very nature are relatively more sincere and hard working. The share of woman in the economic sector as a leader is very small in India. The number of woman's leader is practically negligible compared to the developed countries. In this paper, I try to evaluate the present position of woman leaders in economy with a special reference to India and also try to evaluate the problems faced by woman leaders in India and suggest some measure for increasing active participation of woman leaders in India.

### **Introduction**

Woman leaders are more assertive and persuasive and have a stronger will to get things done they are more willing to take risks than male counterparts Woman leaders found more empathetic and flexible as well as stronger in interpersonal skills than their male these woman leaders are able to bring others around because they understand and care about other so that the people they are leading feel more understood supported and valued. With the announcement that Marissa Mayer would become the new of yahoo on July 17, 2012, the fortune 500 reached at a significant milestone. Twenty of fortune 500 CEO's are woman. The new to is a 25% increase over 2009 when only 15 CEO's in the fortune 500 were woman this may suggest greater upward mobility of woman in the business sector. These 20 women represent only 4% of the fortune 500. This paper analyses the present position of woman leaders in Indian economy. The main aim of the paper is to evaluate the main problems faced by woman leaders.

### **Objective of study**

- 1) To find out the increasing contribution of woman leaders in economic activity.
- 2) To evaluate the role of woman leaders
- 3) To examine the role of government for encouraging the active participation of woman leaders.
- 4) To find out the problems faced by woman leaders
- 5) To suggest some remedies on recent problems of woman leaders.

### **Methodology of study**

The data is mainly conducted through the analyses of all the secondary data. To analyze the role of woman entrepreneurs and their active participation in the economic activities have been taken from various reputed magazines, newspapers, books and websites the data.

**Woman as a leader**

Domination as a leadership style is becoming less and less popular. There is a new growing appreciation of those traits that woman use to keep families together and to organize volunteers to unite and make change in the shared life of communities these newly admired leadership qualities of shared leadership which is woman leaders achieved feminine way leading includes helping the world to understand and be principled about values that really matter.

In India there are social, economic and cultural reasons was mainly responsible for gender inequality. Because of that the status of woman in India is not equal with males. However the active participation of woman in various sectors is increased after globalization, yet compared to developed countries, the position of Indian woman in corporate sector is not fair. There are very few number of woman leaders who organize and operate business world.

According to government of India women leaders are enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving's least 51% of employment generated in the enterprise to women.

Indian women also enjoy the impact of globalization and make influence not only at the domestic level but also in business world. Here are few of them.

**1) Indra Nooyi (Chairman & CEO of Pepsico Company)**

Mrs. Nooyi was named president and CEO on October, 2006 and role of chairman in May 2, 2007. Prior to joining pepsico in 1994, she worked for four years as Senior Vice President of strategy and strategic marketing of a Sea Brown Boveri, a Zerich based Industrial Company. She was a part of the top management team responsible for the company's U.S business between 1986 and 1990. She worked for Motorola as a vice president and director of corporate strategy and planning. Mrs. Nooyi began her career in

India as a product manager at Johnson & Johnson. According for fortune 500 she ranked 4<sup>th</sup> position all over the world.

**2) Chanda Kochhar (MD & CEO ICICI Bank)**

After the MBA degree she joined the world of finance in 1984. She joined the ICICI bank at age 22 and climbed through the ranks to her current position. She is looking after corporate and international banking at India's largest private sector bank. She has also grown along with the bank. She also helped to set up every new business, infrastructure, financing, commercial banking, retail credit etc.

**3) Simone Tata (Chairperson of Trent Limited TATA Group)**

She has been changing a small subsidiary of TATA Oil Mills into the largest cosmetic brand in India LAKME. She became a part of Lakme during 1961 and responsible for turning the company into one of the biggest brands of fashion in India.

**4) Dr. Kiran Murumdar Shaw (Chairman & MD of Biocon Ltd)**

She was educated at the Bishop Cotton girls' school and Mount Curmel College in Bangalore. She founded Biocon India. The initial Operation was to extract an enzyme from Papaya. Today her company is the biggest biopharmaceutical firm in the country.

**5) Neelam Dhawan (MD Microsoft India)**

She graduated from St. Stephens College in 1980 and passed from Delhi faculty of management studies in 1982. After graduation she tried to join Hindustan Lever and Asian Paints but both the Companies rejected Dhawan because they did not wish to appoint women for marketing and sales. But at present she worked as a MD in Microsoft India and proved herself worthy of the post.

**6) Naina Lal Kidwai (HSBC Bank)**

She was the first Indian women to graduate from Harvard business school. According to the Economic Times, she is the first women to head the operation of a foreign bank in India.

**7) Indu Jain (Chairman of Times Group)**

India Jain is known as spiritualist, humanist, entrepreneur and educationalist but mostly she played the role of the chairman of Times Group. The most powerful and largest media House in India.

**8) Priya Paul (Chairperson of Park Hotels)**

She has bachelor's degree from Wellesley College, USA in Economics currently she is the chairperson of Park Hotels.

**9) Mallika Shrinivasan (Director of TAFE- Tractor and Farm Equipment)**

She joined company in 1986 and has been responsible for accelerating turnover from 85 to 2900 crores within two decades. She was honored business women of the year during 2006 by the Economics Times.

**10) Preetha Reddy (MD of Appollo Hospital)**

One of the largest health care conglomerates of India is one of the pioneer business women of India in the segment of health care industry.

**Problems of Women Leaders in India**

Women leader are key players in any developing country. In the developed countries like USA and Canada, women role in small business has been increasing. The facts of study conducted by IIT Delhi:-

- 1) Women own one third of small business in USA & Canada

- 2) Great Britain has seen an increase of over three times of women in workforce than that of men even since 1980s
- 3) Women make for Forty percent of Total workforce in Asian Countries.
- 4) In China business women outnumbered men by at least twice.
- 5) In Japan the percentage of women various entrepreneur increased from 2.4 percent in 1980 to 5.2 percent in 2005.

There are problems faced by women various stages beginning from their initial step of commencement of enterprise to running their enterprise. There are as follows:

#### **1) Patriarchal Society**

Entrepreneurship has been traditionally seen as a male area and an idea of women taking up entrepreneurial activities is considered as a distant dream. Women also have to face role conflict as soon as they initiate any commercial activity.

#### **2) Absence of Entrepreneurial aptitude**

Many women take the training by attending the entrepreneurial development programmes without entrepreneurial bent of mind. Involvement of woman in small scale sector as owners stands at mere seven percent.

#### **3) Quality of EDPs**

All woman entrepreneurs are given the same training through EDP's. Second generation woman entrepreneurs don't need such training. They already have the previous exposure to business.

#### **4) Marketing Problems**

Women Leaders face the problem in marketing their product. Marketing area is mainly dominated by males. For marketing the product women entrepreneurs have to be the

mercy of middlemen who pocket a chunk of profit. Women entrepreneurs also find it difficult to capture the market and make their product popular.

**5) Financial problems**

Marketing and financial problem are obstacles where training doesn't help the women. Some problems are structural in nature and beyond the control of entrepreneurs.

**6) Family conflicts**

Women also face the conflict of performing of home role as they are not available to spend enough time with their families. They spend long hour in business. Their inability to attend domestic work, time for education of children, personal hobbies, and entertainment add to their conflicts.

**7) Credit facilities**

Women are denied credit by bankers on the ground of lack of collateral security. Woman access to risk capital is limited.

**8) Shortage of raw materials-**

Women Leaders encounter the problem of shortage of raw material. The failure of many women co-operations in 1971 such as these engaged in basket making were mainly because of the inadequate availability of forest based raw materials.

**9) Heavy competition**

Many of the women entrepreneurs have imperfect organizational set up. They have to face severe competition from organized industries.

**10) High cost of production**

High cost of production undermines the efficiency and stands in the way of development and expansion of women's enterprises, government assistance in the form of grant and subsidies to enable them to tide over the default situations.

Women entrepreneurs also face the problem of labour, human resources, infrastructures, legal formalities overload of work, lack of family support, mistrust etc.

**11) Travelling**

Women Leaders cannot travel from one place to another as freely and frequently. As men do women have same problem like staying out in the nights at distant places etc.

**Suggestions**

Keeping in view of the above discussion we can say that the active participation of Indian women leaders is still very less compared to developed countries. They face many problems as listed above. For increasing active participation of women leader in economy some measures can be taken as follows:-

- a. Government should encourage implementations of women entrepreneurship.
- b. Focus on needs and resource provided for the women entrepreneurship
- c. Need of women empowerment and entrepreneurship.
- d. To promote and educate women empowerment and entrepreneurship
- e. To provide some financial assistance for improvement
- f. To change male mentality regarding women's entrepreneurs
- g. Government should provide policy to promote active participation of women leaders.

**Conclusion**

According to Napoleon Hill, "Leadership can be deadly or constructive". Many women leaders in India proved that leadership can be constructive. If they get opportunities in

many sector. But still there is need for some strategy and policy to promote women leadership in economy and I hope present position of women leaders may be improved in future. There are many women leaders active in economy not only urban but rural areas also which is not listed above.

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