



## ENTREPRENEURSHIP - A KEY TO WOMEN EMANCIPATION AND EMPOWERMENT

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### Introduction:

Entrepreneurs must generate new ideas by using their experience, skill, education training etc. Awareness of opportunity is essential for the growth of entrepreneurship. They have to generate many ideas and final selection of the idea can be done in the light

of available resources.

Before starting any business it is necessary to determine goals. Some entrepreneurs aims at profit at initial stage and customer satisfaction in the later period and vice-e versa. They have to decide about the nature of business.

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### Scope for women entrepreneurship:

About 10per cent of the worlds income is received by the women. In Indian context women represent 56 percent of the total unemployed. Women shared only 2 percent increase in recruitment in government service out of overall increase of 10%

Rural Women are far away from development instead of having potentials. There is a need to provide them guidance, support and training to promote theme to become successful entrepreneurs . It will lead to an improvements in standard of living. SHG's are playing a vital role in changing socio-economic status of women. Women empowerment is also essential for promotion of entrepreneurship.

The first national conference of women entrepreneurs held in 1981 in new Delhi stated the need of women entrepreneurs for the development of a country. It was decided to offer priority regarding allotment of land, electricity, license etc.

The second international conference of women entrepreneurs was held in 1989 in new Delhi put thrust on women participation in industry. So this study try to concentrate on the role of banking sector and SHG in Women empowerment

### Barriers to women entrepreneurship”

1. women entrepreneurs have lack of market contacts. They are not familiar with the market and fail to take decision regarding the type of business they want to start.
2. They suffered form the problem of lack of technical skill and capital which are the main requirement of any business.
3. They lack business know-how which is required to start and run the business.
4. There is lack of motivation and market is dominated by the male entrepreneurs.
5. They face the problems of legal constraints and regulations

### Emancipation and empowerment of women through Entrepreneurship:

Entrepreneurship among the women is an emerging recent phenomenon. It is the process of creating value by attracting together resources to exploit opportunity. micro credit programs will empower the women by strengthening their economic roles, increasing their ability to contribute income to family and giving them experience and self- confidence in public sphere and exposure to income earning activities. Women need credit for skill upgradation, training and entrepreneurial development.



The study also represents physical and financial achievements of various institutions the extended support credit for women entrepreneurial development in the state.

### Objective of the study:

1. To study the achievements of women entrepreneurs
2. To suggests main measures for emancipation and empowerment of women
3. To apply the findings for providing guidelines for promotion of women entrepreneurship
4. To study push and pull factors affecting women entrepreneurs
5. To study the barriers for women entrepreneurs
6. To suggest suitable measures to help the women to start and run their own business

### Hypothesis of the study:

1. Women entrepreneurs are ready to accept the social and economic challenges.
2. Available atmosphere can be helpful in promotion of women entrepreneurship.
3. There is change in the outlook of the society towards women entrepreneurs.

### Research Methodology:

This study involves the collection of primary and secondary data. The primary data will be collected from women who are running their own business in suburban areas of Mumbai. For this questionnaire method will be used for collecting information about working of SHG's their activities and problems faced by women

### Data Analysis

Table 1

Starting of entrepreneurship/Business	No of women	Percentage
Less than 10 years	24	34
More than 10 years	46	66
	70	

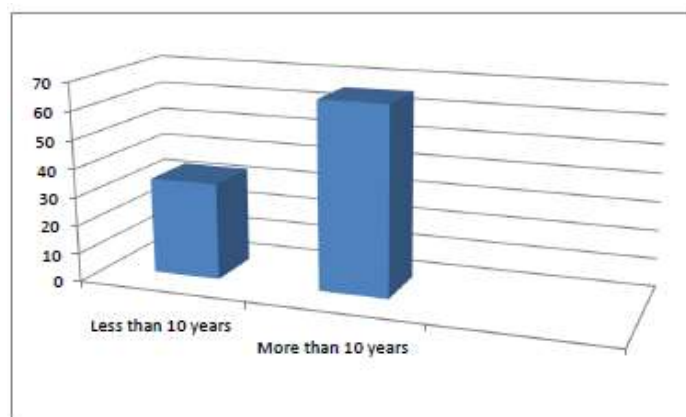
entrepreneurs and personal discussion with the women entrepreneurs who are participating in the exhibitions and Grahakpeth to sell their products. Secondary data will be collected from magazines, journals and records of government departments.

### Problems of women entrepreneurs.

Women entrepreneur face the problem because they are the women and got secondary status in the male dominated society. They have the responsibilities towards the family, work and society. Society has conducive attitude towards the women. Women are reserved and conservative so they are not able to take the decisions on their won. They prefer to engage themselves in traditional business like agriculture, handicrafts etc. they get less payment for the services rendered by them. Women have skills but they are suffered form the problems like lack of training, support, opportunity etc.

She has a fear in her mind to work independently. Social attitude is responsible for creating hurdle in providing independence to the women and they are deprived of the essential opportunities which are required to become entrepreneur.

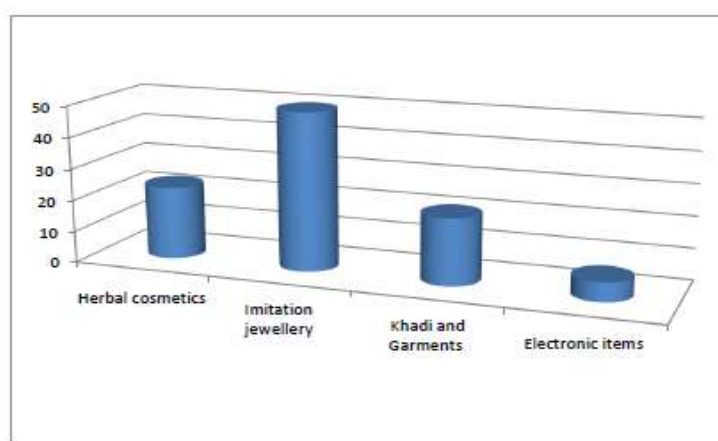
At government level, licensing authorities, officials etc fail to set up positive norms for promotion of women entrepreneurship in India. Existence of chain of middleman is also one of the hindrance for the promotion of women entrepreneurship.



It is seen from the table no 1 that 34% of the women entrepreneurs started their business for less than 10 years where as 66% women entrepreneurs started their business before more than 10 years it showed that the rate of women entrepreneurship was more even a decade back it shows that era of women entrepreneurship was started much before than a decade and women entrepreneurs are now successful in competing with the businesses dominated by male entrepreneurs.

**Table 2**

Nature of business	No of women	Percentage
Herbal cosmetics	16	23
Imitation jewellery	35	50
Khadi and Garments	15	21
Electronic items	03	06
	70	

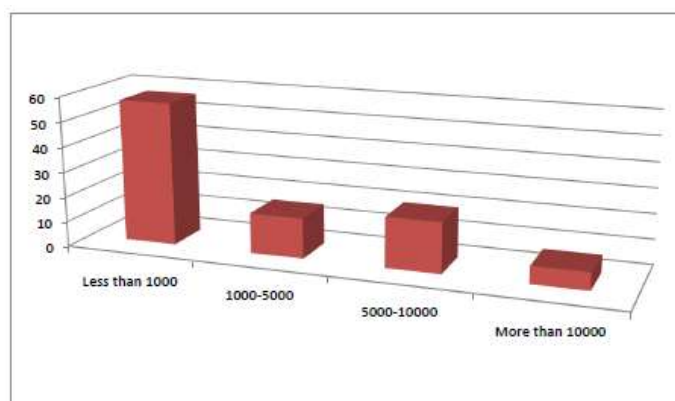


It is seen from the table no. 2 that 50% women entrepreneurs are operating in imitation jewellery business they are enjoying monopoly in this business because they possess better knowledge about the likes and dislikes of women customers, fashion etc. the women entrepreneurs operating in the business of herbal cosmetics and khadi and garments are 23% and 21% respectively it shows that women entrepreneurs are generally dealing in the traditional items and items made for women. It is further observed that only 6% women entrepreneurs under study are dealing in the electronic items because this business is generally dominated by the male entrepreneurs. They are not finding it easy to face the competition in the open market in terms of finance , risk, technical know-how etc.



Table 3

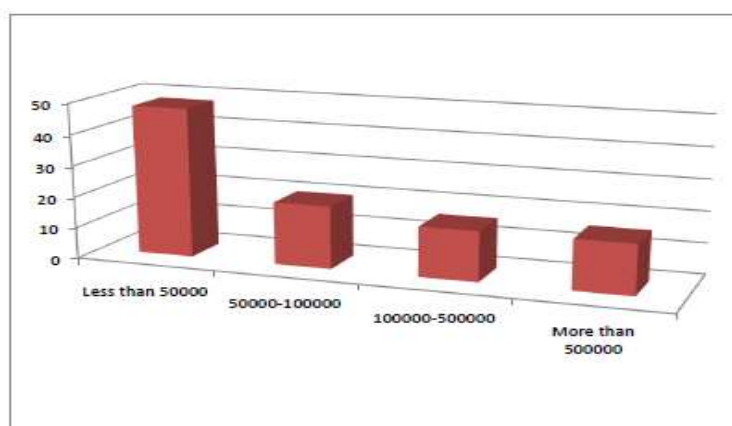
Initial capital	No of women	Percentage
Less than 1000	40	57
1000-5000	11	16
5000-10000	14	20
More than 10000	05	07



As denoted by the table no3 it is seen that 57% women entrepreneurs under study started their business with the nominal capital of Rs less than 1000 because most of them started the business 10 years back. And they started their business out of their personal saving and they did not get the support from the sources of finance like banks and other financial institution due to the rigid policies, lack of securities to offer etc. the women entrepreneurs having their initial capital in between 1000-50000 and 5000-10000 is 16% and 20% respectively because they also got the support from their families in order to start their business in financial terms. Only 7% women members were able to start their business with the initial capital of more than 10000 it shows that women members under study belong to middle class and their ability to start and run the business was underestimated by the family memers and financial institutions

Table 4

Current capital	No of women	Percentage
Less than 50000	34	48
50000-100000	14	20
100000-500000	11	16
More than 500000	11	16





It is seen from the table no 4 that there is a drastic change in the amount of current capital. Women entrepreneurs under study are able to get more response due to which their current capital limit is much higher than the amount of initial capital. 48 % women entrepreneurs have their capital of less than RS50000 , 20% women entrepreneurs have the capital investment in between 50000-100000 and 16% women entrepreneurs have the capital of more than 500000 which is the good achievement on the part of women entrepreneurs who belong to the middle class. It shows that the views of the society and market towards the women are changing. Families are supporting women entrepreneurs because they have faith in their qualities and strength.

### Conclusions:

- Banks and financial institutions underestimate the entrepreneurial abilities of the women and they have lack of surety regarding repayment of loan by the women applicants. They felt that it is risky to provide loan to the women entrepreneurs and male borrowers application is considered on priority basis.
- Women entrepreneurs under study face the problem because of wrong views of the society regarding their ability to handle economic, social and technical risk.
- It is found that the trend is changing so as compared to the past , the number of women entrepreneur is increasing since last 10 years
- It is found that women entrepreneurs prefer to invest in traditional business as they are feeling comfortable while dealing in the business so they select business like garment , artificial jewellery, khadi, food items and it is found that only few percent of women under study are dealing in electronic items.
- It is observed that women entrepreneurs started their business with less capital due to lack of support from family and financial institutions because of lack of trust in the abilities of women entrepreneurs.
- It is found that the working capital of women entrepreneurs under study increased because they
- proved their worth in the market and they are competing with the male
- competitors by providing quality goods at

reasonable price by keeping less profit margin.it improved their sales and financial viability.

### Recommendations:

- The government should extend the free education policy to higher education level also. This will be useful for poor people. as long as they are illiterate the women workers mostly would be informal sectors and NGO's should come forward to start small scale and cottage industries
- Women in informal sector should know about family planning otherwise their expenditure exceeds the level of income which leads them to the sea of borrowing.
- Separate cells may be established at state and district level to co-ordinate the work of various departments and their programs meant for women.
- It is necessary to provide infrastructural support to the women entrepreneurs by providing them working capital, electricity, water , land at subsidized rate till the proper establishment of business.
- It is essential to change the views of women entrepreneurs towards the business risk, so that they will be encouraged to enter into new areas of business which are not tapped and they will be promoted to enter into business associated with technology and modernization instead of concentrating only on traditional business.
- It is necessary to create positive attitude among the women entrepreneurs to raise finance for running their business so that they can approach banks and



financial institutions to meet their capital requirement.

- Technical assistance should be provided to the women entrepreneurs in preparation of business proposal, project appraisal, availing finance , technological upgradation etc
- They are unable to adjust the available resources and business opportunities hence it is necessary to guide them in proper selection of business by undertaking research and development.

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