

**Sustainable Women Entrepreneurship Development**

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**Research Review on Innovative & Adaptive Family Based Women Entrepreneurship Development in West Bengal, India.**

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**Abstract**

***Women entrepreneurship is a woman who sets a business unit, becomes leader of that and struggles for achieving success in the business for her economic independency which will give them a social and economic stability and also make them capable to take own decisions and contribute to her family. The growth of women entrepreneurship in India especially in rural areas has become an important domain of Indian economy. The present paper has highlighted the development of entrepreneurship among women in India. It has highlighted different aspects of entrepreneurship like social prestige of women, status of women in India, trades, profitability of each trade and contribution of income from entrepreneurship to household income******etc.***

**1. Introduction**

It is generally said that entrepreneur is a person who sets up a business for production or trading of goods and services in order to fulfill personal needs, accepts challenging roles to make the business successful and capable to take financial risk and make own decision at correct time.

As reference on this definition of ‘entrepreneurship’, there are many statements on Women entrepreneur by many Scholars, like- “women entrepreneur is a woman who sets a business unit, becomes leader of that and struggles for achieving success for economic independency” **(Maheshwari & Sodani-2015).**

The term ‘entrepreneur’ can also be defined as, “a person who combines capital and labour for production” **(Ansari 2016).**

“The progress of women entrepreneurship and self-help groups has significant impact on *sustainable development* as it involves poor women of rural and backward areas towards income generation and creating employment opportunities. The SHG based microfinance is mostly concentrated among poor women”- said by **Daley-Harris S. 2007.**

**Bama et al.,2018** Stated that **“**The increasing rate of women’s education and their urge to become financially independency has led them to be entrepreneurs”.

The government also takes remarkable efforts and initiatives time to time to set plans and policies suitable for self-employment including women empowerment. Keeping the gradual increasing rate of unemployment, more thrust has been given for entrepreneurship development among youth including formation of SHGs for women. We know that government has taken every possible step in order to establish equality in society. In accordance to that **Pal et al. 2016** said**,** “It is fact that since the passage of time Government has also made several changes in drafting its plan and policy in order to minimize the gender gap in development process”.

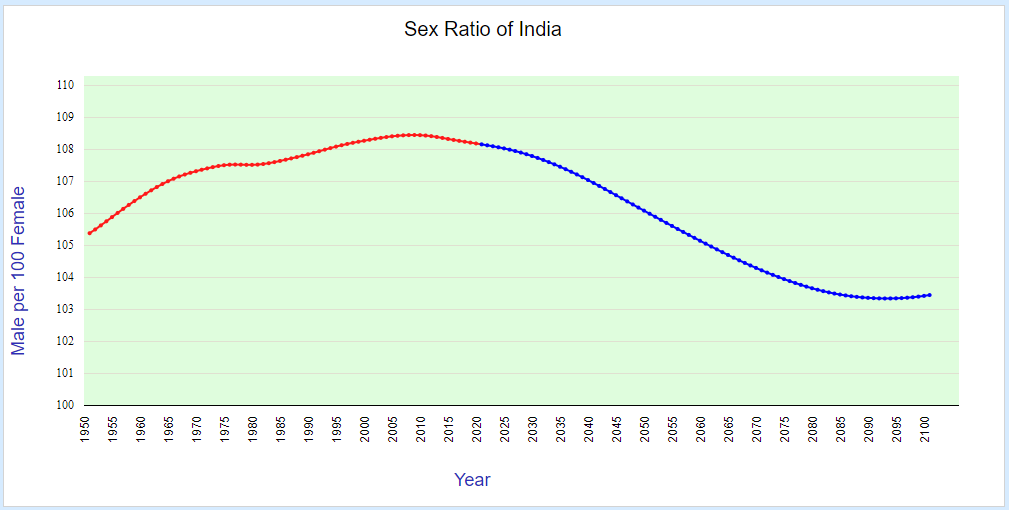
Some of such initiatives include- ***Rashtriya Mahila Kosh, Indira MahilaYojana, Micro Credit Scheme, Women’s Dev Corporations, Marketing of Non-Farm Products of Rural Women, NABARD-SEWA Bank project, Sabla Scheme, Support to training & Employment Programme(STEP), Mahatma Gandhi National Rural Employment Guarantee Scheme(MGNREGA), Priyadarshini Project, Trade Related Entrepreneurship Assistance and Dev., Mahila Vikas Pariyojana, setting up Ministry for Skill Development and Entrepreneurship, Mudra Bank, Startup Village Enterprises Programme, Micro & Small Enterprises Cluster Development Programs, Aajeevika skill development, SBI’s Stree Shakti Scheme, Prime Minister Employment Generation Programme, Interest Subvention, Pradhan Mantri Koushal Vikash Yojana, etc.[https://www.india.gov.in]***

We know that globalization has provided opportunities for skillful women. Women are blessed with different qualities. Generally, they are known to be good buyers, but they have the unique skills and qualities to sell products also. On that context here is a statement- “The distribution of women entrepreneurship across economic activities indicates that women tend to work in retail and service sectors **(UNDP-2018).**

The progress of women entrepreneurship is receiving attention globally. **“Women Development”** is not only a term to develop community but also describing the fact that gender gap still remains a global phenomenon.

**1.1 Women in India**

***Indian women are considered as a source of power (shakti)*** since mythological periods. Women are the womb of the Universe. The Hindus worship goddesses as mothers. But in reality, women occupy a back seat to men. Moreover, they are always identified as someone’s mother, sister and other social bondages. There are many difficulties to make an independent identification in society for women since Arya-Rigvedic period. Many poets have imagined woman’s minds as ocean- “The upper layers of their minds, like those of the ocean, have turbulent waves. But depths are serene and meditative. Women’s minds are essentially steadfast and strong”. The truth is acknowledged by the Bhagavat Geeta wherein Lord Krishna describes his manifestation in the feminine quality of Medha or higher intelligence. In spite of these facts, in traditional Indian society women are accorded.

***Source: Ministry of Statistics and Programme Implementation***

***Date: 18th March 2020***

It is quite common in Indian families that the women will be the homemaker and look after to the family needs, take up more responsibilities in bringing up children and maintaining home with love and affection in a far better way and men will take all the financial responsibility and do all the outdoor works. This aspect of women being the nucleus of the family is being envied by westerners since they lack such family affirmations. The task of co–ordination of various activities in a much useful manner, without feeling any pinch of it, is being well managed by Indian women in their families. Child rearing and providing support services at home is till today recognized as principal function of an Indian woman. The traditional perception of woman as a homemaker or at the most a helper in the husband’s occupation is still prevail.

But we know that changes occur and due to change in time, society mentality, women life and their needs are changing. Women in India now participate fully in areas as education, sports, politics, media, business, art, culture, science, technology etc.

**1.2 A Review on Status of Women in India**

Government tried for every possible act to protect women.***According to Mishra S.K (1955) Mishra, S. K. and Pandey, Pradeep Kumar, Women status and empowerment in India / by Shyam Kartik Mishra and Pradeep Kumar Pandey New Century Publications New Delhi, India 2012 – “***There are suggested legal safeguards for women in India law supports women than men. Economic empowerment t of women is needed in developing countries”. **The sexual Harassment of Women at Workplace (Prevention, prohibition and Redressal) Act, 2013**, is a legislative Act in India, came into force from 9th December 2013, to protect women from sexual harassment at their workplace.

Women around the world, till now has to face various challenges in order to find their independent identity***. According to Dr. (Smt.) Rajeshwari M. Shettar (2015)*** “Today the strengthening of women have turned out to be a standout amongst the most essential worries of 21st century. Yet, for all intents and purposes women strengthening is as yet a hallucination of the real world. We see in our everyday life how women wind up exploited by different social disasters. Women Empowerment is the fundamental instrument to grow women's capacity to have assets and to settle on key life decisions. Strengthening of women is basically the procedure of upliftment of monetary, social and political status of women, the generally underprivileged ones, in the society. It is the way toward guarding them against all types of brutality”.

We know well that women play the most important role to make balance of this world. ***According to Neetu Rathore (2017), Pandit Jawaharlal Nehru once stated*:** "In the point when women who contribute half of the populace are engaged it will reinforce the national economy. Training is considered as a development for women strengthening since it empowers them to react to the difficulties, to go up against their conventional part and change their lives”.

From the very previous decades women were dominated by male dominated society. They always became homemaker. Their opinion about anything was neglected always. But by the time, situation changes. After independence the participation of women in every field was widely acknowledged. ***According to UM Gopal Krishna et., al., (2017)*** “In the previous decade, women were compelled to participate in any social exercises and not considered piece of any basic leadership process in the family. The states of women in provincial and remote zones were still more terrible. In any case, with the evolving times, women are engaged with wage producing exercises”.

As per the **Census 2011 the sex ratio in India is 943 per 1000 males**. Despite of such a big proportion in population, still women have to fight for their rights. **According to S.K Asha Begum (2018)”** In spite of the fact that women constitute half of the aggregate populace of the world, their social, monetary and political status is lower than that of men and they are subjected to the oppression and abuse of a specific request for a considerable length of time and accepted even today”.

**2. Changing Role of Women**

Change is a universal truth. It is a rule of our universe. Things can never be unchanged. And society has to change with time. Times flows like streaming water and brings change to the society.

From Vedic to ancient period we know the condition of women in society, but the 21st century has brought new hopes and opportunities for development of women. Women occupy almost 50% around the world, so from here it is very clear that how much women should develop for their nation’s economy besides fulfilling her own desires.

Education is an important key to get success. Empowering women would become more pertinent if women were well informed and educated. Women need proper education to understand about their rights, to make own decisions.

The decades after independence have seen tremendous changes in the status and the position of the women in Indian society. The role of women have changed tremendously and they have been able to create a positive impression to the society. Women are now working in every field. They have been active socially, economically, politically as well. From only housewives to successful doctors, engineers, company CEO, in every field they are just doing tremendous job. The constitution has laid down as a fundamental right – the equality of the sexes. It would not be an exaggeration to say that the recent changes in the status of women in India is not a sign of progress, but it is really a recapturing of the position that was held by women in Vedic period**. *Jayapalan in his book on women studies in 2000*** describes the changing roles as I) Social Role ii) economic Role iii) Political Role

**2.1 Social Role:**

The wave of reformist movement in nineteenth century brought the changing role of women in the social field. Finally, it led to the great emancipation of the Indian women in the twentieth century. There was a change in the outlooking society. Many legislative measures were brought about for the protection of women. The urgency of women’s education was felt and thus facilities for the same were made. Many women leaders created a kind of political awareness among women which led to a great change in their role. Women even began to fight against the social evils during this period like anti-dowry, agitation, domestic violence. Modern women are fighting for their rights.

**[Source: Jayapalan, Women Studies, 2000]**

**2.2 Economic Role:**

Rural women have always been working in the fields and farms from time immemorial. They have worked because that was way of life. Similarly, women have been working to help their husbands in cottage industries. They have been working and they now continue to work. Work in the lives of majority of women is not a matter of self-equity. Changing economic roles and responsibilities of women, particularly among the poor, make employment/work a matter of economic survival. Male unemployment or male low earnings resulting due to wage labour and high rates of urbanization have also meant an increase in the number of married women workers. Low male wages often impose double responsibilities on married women who need to substitute the family income through additional home production and work outside the home. Women’s contribution to household income provides the means to meet basic survival needs such as food, clothing and shelter. Ultimately, women’s contribution makes possible improvements in the health and nutritional status of household members. The rural women took full part in agriculture and crafts. The Government done a wonderful job for the changing role of women in society. The Integrated Rural Development Programme has taken significant steps for betterment of women.

**[Source: Jayapalan, Women Studies, 2000]**

**2.3 Political Role:**

Mahatma Gandhi rendered signal service to the advancement of the women’s movement, by making thousands of them, of all classes to come out of their homes and participate in the political movement. So, a large number of women participated in all her movements viz., Non-cooperation, Salt Satyagraha, Civil Disobedience, and Quit India. In the first General Elections held in 1952 several women stood for the Lok Sabha as well as the State legislatures. From 1952 to till now there are spectacular increase in the women legislatures in the country. Thus, with the removal of legal disabilities and by availing themselves of the opportunity in the field of education, women are now taking the rightful place as citizens in a free democracy. More and more women are coming forward to participate in the Economic, Political and Social fields today.

**[Source: Jayapalan, Women Studies, 2000]**

**3. Entrepreneurship**

According to **the National Knowledge commission** an “Entrepreneurship is the professional application knowledge, skills and competencies and/or of monetizing a new idea by an individual or a set of people by launching an enterprise de novo to pursue growth while generating wealth, employment and social good‟.

***A.H. Cole*** defines “Entrepreneurship is purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services”.

**3.1 Types of Entrepreneurship**

There are various types of entrepreneurship. Based on the nature of entrepreneurship here are 8 type of entrepreneurship discussed below:

**i) Ethnic:**

Ethnic entrepreneurship is ‘’a set of connections and regular patterns of interaction among people sharing common national background or migration experiences’’ **(Waldinger et al.,1990a:3).** Since the emphasis for theoretical explanations of this phenomenon is based upon those patterns of interaction, the focus of the majority of studies in this area is the ethnic group. Various definitions for the term ‘ethnic group’ have been suggested. According to **Yinger (1985:27)** for example, an ethnic group is ‘‘a segment of a larger society whose members are thought, by themselves or others, to have common origin and to share important segments of a common culture and who, in addition, participate in shared activities in which the common origin and culture are significant ingredients. An alternative term used to ‘ethnic’ is ‘’immigrant entrepreneurs’’, which in turn would only include the individuals who have actually immigrated over the past few decades.

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| **Opportunity Structure**  **Market conditions**  **Access to Ownership**  **Job Market Condition**  **Legal Frameworks** |

|  |
| --- |
| **Resource**  **Cultural Traditions**  **Ethnic Social Networks** |

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| --- |
| **Ethnic Strategies** |

**ii) Institutional Entrepreneurship:**

The term “institutional entrepreneurship” refers to the “activities of actors who have an interest in particular institutional arrangements and who leverage resources to create new institutions or to transform existing ones” **(Maguire et al.**[**2004**](https://link.springer.com/referenceworkentry/10.1007%2F978-1-4614-3858-8_421#CR042116)**, p. 657**). The term is most closely associated with **DiMaggio (**[**1988**](https://link.springer.com/referenceworkentry/10.1007%2F978-1-4614-3858-8_421#CR04213)**, p. 14)**, who argued that “new institutions arise when organized actors with sufficient resources see in them an opportunity to realize interests that they value highly.” These actors – institutional entrepreneurs – “create a whole new system of meaning that ties the functioning of disparate sets of institutions together” **(Garud et al.**[**2002**](https://link.springer.com/referenceworkentry/10.1007%2F978-1-4614-3858-8_421#CR04215)**).** Institutional entrepreneurship is therefore a concept that reintroduces agency, interests, and power into institutional analyses of organizations.

***Framing Theorization***

***Standardization collaboration***

***Negotiation Lobbying***

**iii) Cultural Entrepreneurship:**

According to Christopher Rea and Nicolai Volland, cultural entrepreneurship is "practices of individual and collective agency characterized by mobility between cultural professions and modes of cultural production", which refers to creative industry activities and sectors. In their book [*The Business of Culture*](https://www.ubcpress.ca/the-business-of-culture) (2015), Rea and Volland identify three types of cultural entrepreneur: "cultural personalities", defined as "individuals who build their own personal brand of creativity as a cultural authority and leverage it to create and sustain various cultural enterprises"; "tycoons", defined as "entrepreneurs who build substantial clout in the cultural sphere by forging synergies between their industrial, cultural, political, and philanthropic interests"; and "collective enterprises", organizations which may engage in cultural production for profit or not-for-profit purposes.

In the 2000s, story-telling has emerged as a field of study in cultural entrepreneurship. Some have argued that entrepreneurs should be considered “skilled cultural operators” that use stories to build legitimacy, and seize market opportunities and new capital.  Others have concluded that we need to speak of a ‘narrative turn’ in cultural entrepreneurship research.

***Cultural Entrepreneurship***

**iv) Feminist Entrepreneurship:**

A [feminist](https://en.m.wikipedia.org/wiki/Feminist) entrepreneur is an individual who applies feminist values and approaches through entrepreneurship, with the goal of improving the quality of life and well-being of girls and women. Many are doing so by creating "for women, by women" enterprises. Feminist entrepreneurs are motivated to enter commercial markets by desire to create wealth and social change, based on the ethics of cooperation, equality and mutual respect.

### **V) Social Entrepreneurship:**

Social entrepreneurship is the use of the by [startup companies](https://en.m.wikipedia.org/wiki/Startup_company) and other [entrepreneurs](https://en.m.wikipedia.org/wiki/Entrepreneur) to develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like [profit](https://en.m.wikipedia.org/wiki/Profit_(economics)), [revenues](https://en.m.wikipedia.org/wiki/Revenues) and increases in [stock prices](https://en.m.wikipedia.org/wiki/Stock_price), but social entrepreneurs are either [non-profits](https://en.m.wikipedia.org/wiki/Non-profit_organization) or blend for-profit goals with generating a positive "return to society" and therefore must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the [voluntary sector](https://en.m.wikipedia.org/wiki/Voluntary_sector) in areas such as poverty alleviation, [health care](https://en.m.wikipedia.org/wiki/Health_care) and [community development](https://en.m.wikipedia.org/wiki/Community_development). At times, profit-making [social enterprises](https://en.m.wikipedia.org/wiki/Social_enterprise) may be established to support the social or cultural goals of the organization but not as an end in itself. For example, an organization that aims to provide housing and employment to the [homeless](https://en.m.wikipedia.org/wiki/Homelessness) may operate a [restaurant](https://en.m.wikipedia.org/wiki/Restaurant), both to raise money and to provide employment for the homeless people.

### ***Social Problems******Social Values***

### ***Organizational capital***

***Leadership***

### ***Society & Social***

### ***Responsibility***

### 

### ***Human capital***

### ***Teamwork Social change***

### **vi) Nascent**

A nascent [entrepreneur](https://en.m.wikipedia.org/wiki/Entrepreneur) is someone in the process of establishing a business venture. In this observation, the nascent entrepreneur can be seen as pursuing an [opportunity](https://en.m.wikipedia.org/wiki/Business_opportunity), i.e. a possibility to introduce new services or products, serve new markets, or develop more efficient production methods in a profitable manner. But before such a venture is actually established, the opportunity is just a venture idea. In other words, the pursued opportunity is perceptual in nature, propped by the nascent entrepreneur's personal beliefs about the feasibility of the venturing outcomes the nascent entrepreneur seeks to achieve. Its prescience and value cannot be confirmed ex ante but only gradually, in the context of the actions that the nascent entrepreneur undertakes towards establishing the venture, Ultimately, these actions can lead to a path that the nascent entrepreneur deems no longer attractive or feasible, or result in the emergence of a (viable) business. In this sense, over time, the nascent venture can move towards being discontinued or towards emerging successfully as an operating entity.

### **viii) Project-based:**

Project entrepreneurs are individuals who are engaged in the repeated assembly or creation of temporary organizations. These are organizations that have limited lifespans which are devoted to producing a singular objective or goal and get disbanded rapidly when the project ends. Industries where project-based enterprises are widespread include: [sound recording](https://en.m.wikipedia.org/wiki/Sound_recording), [film production](https://en.m.wikipedia.org/wiki/Film_production), [software development](https://en.m.wikipedia.org/wiki/Software_development), television production, [new media](https://en.m.wikipedia.org/wiki/New_media) and construction. What makes project-entrepreneurs distinctive from a theoretical standpoint is that they have to "rewire" these temporary ventures and modify them to suit the needs of new project opportunities that emerge. A project entrepreneur who used a certain approach and team for one project may have to modify the business model or team for a subsequent project.

### **vii) Millennial:**

The term "millennial entrepreneur" refers to a business owner who is affiliated with the generation that was brought up using digital technology and mass media—the products of [Baby Boomers](https://en.m.wikipedia.org/wiki/Baby_Boomers), those people born during the 1980s and early 1990s. Also known as [Generation Y](https://en.m.wikipedia.org/wiki/Generation_Y), these business owners are well equipped with knowledge of new technology and new business models and have a strong grasp of its business applications. There have been many breakthrough businesses that have come from millennial entrepreneurs such as [Mark Zuckerberg](https://en.m.wikipedia.org/wiki/Mark_Zuckerberg), who created [Facebook](https://en.m.wikipedia.org/wiki/Facebook). Despite the expectation of millennial success, there have been recent studies that have proven this to not be the case. The comparison between millennials who are self-employed and those who are not self-employed shows that the latter is higher. The reason for this is because they have grown up in a different generation and attitude than their elders.

***Steve Blank*** talks about Four types of entrepreneurship-

|  |  |
| --- | --- |
| **1.Small Business Entrepreneurship-**  In today’s world, the majority of businesses are still small businesses. In the U.S,[**99.7%**](http://casnocha.com/2011/02/the-four-types-of-entrepreneurship.html)of all companies are small businesses and they employ 50% of all non-governmental workers.  They are mostly barely profitable, but they make profits only to make a living and support their families. Such businesses lack the scale to attract [**venture capital**](https://www.feedough.com/angel-investors-vs-venture-capitalists/amp/) and they are funded via friends/family or small business loans.  Examples of small business entrepreneurship include hairdressers, grocery stores, electricians, carpenters, plumbers, consultants, etc.  **Startup Small Business** | **2. Scalable Startup Entrepreneurship-** In this type of entrepreneurship, entrepreneurs start their company believing that their vision can change the world. Their funding comes from [**venture capitalists**](https://www.feedough.com/angel-investors-vs-venture-capitalists/amp/) and they hire the best employees. Finding a scalable and repeatable business model is their goal. Once they find it, further funding from venture capitalists is required for growing their business.  Scalable startups only make up a small proportion of all businesses due to the risk capital and outsize returns.  Examples of scalable startup entrepreneurship include Facebook, Instagram, Online shopping for electronics, etc.  **Scalable Transition Large**  **startup company** |
| **3. Large Company Entrepreneurship** Large companies through sustaining innovation, offering new products that are variants around their core products. New products are developed in order to meet with changing customer needs and advanced technology. Often, companies do this by partnering with or buying innovative companies.  Examples of large company entrepreneurship include Google, Microsoft, Samsung, etc.  **New division/ Transition Large Company**  **Product Line** | **4. Social Entrepreneurship** Social entrepreneurship is where [**an** **entrepreneur**](https://www.feedough.com/what-is-an-entrepreneur/amp/) creates products and services to solve social needs and problems. Their only goal is to make the world a better place and not to make profits or acquire wealth. They can be non-profit, profit or hybrid  **Social Startup Large non-profit** |

***Source:*** [***https://steveblank.com***](https://steveblank.com)

**3.2 Characteristics of Entrepreneurship**

Not every entrepreneurship got success. There are some characteristics that make entrepreneurship successful. Here are some characteristics of successful entrepreneurship below:

### **Ability to take Risks**

This is the first and foremost trait of entrepreneurship. Starting any business involves a considerable amount of [risk](https://www.toppr.com/guides/business-management-and-entrepreneurship/recent-trends-in-management/risk-management/) of failure. Therefore, the courage and capacity to take the said risk are essential for an entrepreneur.

* **Innovation**

In a world, where almost everything has been done, innovation is a priceless gift to have. Innovation basically means generating a new idea with which you can start a business and achieve a substantial amount of profits. Innovation can be in the form of a product, i.e., launching a product that no one is [selling in the market](https://www.toppr.com/guides/business-studies/marketing/personal-selling/). It can also be in the form of process, i.e., doing the same work in a more efficient and economical way

### **Visionary**

To be successful every person should have a vision to accomplish his missions. Every entrepreneur needs to be a visionary. Without a vision for the future of his [venture](https://www.toppr.com/guides/business-studies/private-public-and-global-enterprises/joint-venture/), he or she would just be working aimlessly without reaching any point of success.

### **Leadership**

An entrepreneur has a vision. However, it takes a lot of resources to turn that vision into reality. One of these resources are the people that the entrepreneur hires to perform various functions like production, supplying, [accounting](https://www.toppr.com/guides/principles-and-practice-of-accounting/meaning-and-scope-of-accounting/meaning-of-accounting/), etc.

A single person cannot perform all the tasks and therefore it is important to bring some more people to do it. This also makes leadership very important as a leader provides the required direction to the efforts of the [employees](https://www.toppr.com/guides/business-management-and-entrpreneurship/human-resource-management/recruitment-process/). Without proper [leadership](https://www.toppr.com/guides/business-studies/directing/leadership/), everyone would be working independently without achieving the desired results.

### **Open Minded**

A good entrepreneur realizes that every situation can be a[business opportunity](https://www.toppr.com/guides/business-studies/small-business/roles-of-small-businesses-in-india-and-problems-of-small-businesses/). Thus, can be utilized for the benefit of the organization. For example, [Paytm](https://www.toppr.com/guides/general-awareness/economy/economy-in-the-news-april-to-june/)realized the significance of [demonetization](https://www.toppr.com/guides/business-economics-cs/overview-of-indian-economy/demonetization/) and recognized that the need for [online transactions](https://www.toppr.com/guides/business-studies/emerging-modes-of-business/online-transactions-and-security-of-e-transactions/) was more than ever during this time and so it utilized and grew massively during this period.

* **Flexible**

Change is a universal phenomenon of the world. An entrepreneur should be flexible to change according to the situation

### **Confident and Well Informed**

An entrepreneur needs to be confident about his ideas and skills. This confidence also inspires the confidence of the people working for him as well as the other [stakeholders](https://www.toppr.com/guides/accountancy/financial-statements/stakeholders-and-their-information-requirement/) involved in his business.

This confidence comes from being well informed about the industry and environment. Various legal and political [policies](https://www.toppr.com/guides/general-awareness/environment/policies-and-projects/) enhance business and trade opportunities, while some hinder them. Having knowledge about these can really help an entrepreneur make the right decision at the right time.

* **Know your product**

A company owner should be the product offerings, and also the latest trend in the market. It is essential to know if the available product or service meets the demands of the current market, or it is time to tweak it a little. Being able to point on yourself and then alter as needed is a vital part of entrepreneurship.

* 1. **Importance of Entrepreneurship**
* **Creation of Employment-**Entrepreneurship generates employment. It provides an entry-level job, required for gaining experience and training for unskilled workers.
* **Innovation-**It is the hub of innovation that provides new product ventures, market, technology, and quality of goods, etc., and increase the standard of living of the people.
* **Impact on Society-** A society becomes greater if the employment base is large and diversified. It changes society and promotes facilities like higher expenditure on education, better sanitation, fewer slums, a higher level of homeownership.
* **Community Development-** Entrepreneurs regularly nurture ventures by other like-minded individuals and provide financial support to local charities. This enables further development beyond their own ventures. Therefore, entrepreneurship assists the organization in a more stable and high quality of community life.
* **Increase Standard of Living-**Entrepreneurship helps to improve the standard of living of a person by increasing the income. The standard of living means, increase in the number of consumptions of various goods and services by a household for a particular period.
* **Supports research and development-**New products and services need to be researched and tested before launching in the market. Therefore, an entrepreneur also dispenses finance for research and development with research institutions and universities. This promotes research, general construction, and development in the economy.

**4. Women Entrepreneurship**

“When women move forward, the family moves, the village moves and the nation moves”. -***Pandit Jawaharlal Nehru*.** Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. ***According to Govt. of India***, a women entrepreneur is defined as “an entrepreneur owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women “. According to ***J.A. Schumpeter***, “Women who innovate, initiates or adopts a business activity is called women entrepreneur”. Thus, women operate business enterprise and want to prove their mettle in innovative and control every aspects of her business for its overall success. Increase in cost of living has prompted the Indian women to undertake economic activities in order to support their families. They are coming forward to take risks, face challenges and prove to the world that their role in the society is no more limited to that of buyers but they can be also successful sellers. There are thousands of good examples where women entrepreneurs are the key players in any developing country in terms of their contribution to economic development. Now, it is imperative to know who is a women entrepreneur. Women entrepreneurs have been making a significant impact in all the segments of the economy in *India., Canada, Great Britain, Germany, Australia and USA*. The areas chosen by women are Retail trade, Restaurants, Hotels, Education, Culture, Cleaning, Insurance and Manufacturing. Women take up business enterprises to profession as a challenge and get over financial difficulties and respond with an urge to do something. Women Entrepreneurship in India in the 21stCentury. The combined effect of increase awareness, better education and a change in societal mind set the roles is the century of telecom, IT and Financial institutions. Women expertise in all these industries is beginning to emerge and women are emerging as a force to reckon with Women have come out of their role which was laid back and which related with their father, brother or husband. With the spread of education and awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher level of activities. Service sector has opened up vast opportunities for women entrepreneurship development.

**: Conceptual Framework:**

**Women Entrepreneurs**

* Hardworking
* Information Seeking
* Creative
* innovative
* Risk taking
* Seeking opportunity and initiative
* Demand of efficiency and quality
* Persistence Goal setting
* Networking
* Independence and self confidence

htt

**Sustainability Development**

**Ecology:**

Environment-friendly activities,

Philanthropy, Green production, Green

education

**Social System:**

Culture, tradition, wellbeing of the society,

Taking part of social activities, leadership,

Fair trade practices

**Economics:**

Elimination of poverty, creating

employment, environment challenges, financial changes

Financial independence

***Source:*** [***https://www.researchgate.net/publication/303406640***](https://www.researchgate.net/publication/303406640)

**4.1 Evolution of Women Entrepreneurs in India**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Women Entrepreneurs in Fifties** | **Women Entrepreneurs in Sixties** | **Women Entrepreneurs in Seventies** | **Women Entrepreneurs in Eighties** | **Women Entrepreneurs in Nineties** | **Women Entrepreneurs in 21st Century** |
| Business was taken away by relatives, and the women along their family live like dependents while they had the resources or had not. | Many women educated in schools and colleges but soon had to accept the social coding of marriage. They started small businesses but not for economy but as a hobby | This was the decade when women completed their education and entered into the workforce as professionals. The women this decade opened up as new frontiers, but the expected support from their family was not enough that time. | By the time of Eighties, the women were highly educated in sophisticated, technological and professional education. Many has medical, engineering, similar other degrees and diplomas. Many entered to their father’s or husband’s industry as equally contributing partners. But the society was hostile, the family was non-supportive that time and forces the women to be homemaker. | The women of nineties were capable, competent, confident and assertive women. This was the first time the concept of “The Best’’ rather than a male heir began to be talked about. The father ‘’inheritance’’ or a ‘’legacy’’ was now given to a daughter than just a son who may have been incapable and incompetent. | This is the century of telecom, IT and finance institutions. Women expertise in all these industries in beginning to emerge and women are merging as a force to reckon with. With the spread of education and awareness, women have shifted from the kitchen, Handicraft and traditional cottage industries to non-traditional higher level of activities. Even the govt. has laid special emphasis on the need for conducting special entrepreneurial training programs for women to enable them to start their own ventures. |

***Source: International Research Journal of Commerce Arts and Science***

[***http://www.casirj.com***](http://www.casirj.com)

**4.2 Categories of Women Entrepreneurs**

* Women in organized & unorganized sector
* Women in traditional & modern industries
* Women in urban & rural areas
* Women in large scale & small-scale industries
* Single women and joint venture

**4.3 Categories of Women Entrepreneurs Practice in India**

|  |  |  |
| --- | --- | --- |
| **1st Category** | **2nd Category** | **3rd Category** |
| **1**. Established in big cities  **2**. Having higher level technical & professional qualifications    **3.** Nontraditional Items  **4.** Sound financial positions | **1**. Established in cities and towns  **2.** Having sufficient education  **3.** Both traditional and nontraditional items  **4.** Undertaking women services-kindergarten, crèches, beauty parlors, health clinic etc. | **1.** Illiterate women  **2**. Financially week  **3.**Involved in family business  such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, Agro Forestry, Handloom, Power loom etc. |

***Global Journal of Management and Business, http//www.ripublication.com/gjmbs.htm***

**4.4 Supportive Measures for Women’s Economic Activities and Entrepreneurship**

• Direct & indirect financial support

• Technological training and awards

• Federations and associations

**4.4.1 Direct & Indirect Financial Support**

• Nationalized banks

• State finance corporation

• State industrial development corporation

• District industries centers

• Differential rate schemes

• Mahila Udyog Nidhi scheme

• Small Industries Development Bank of India (SIDBI)

• State Small Industrial Development Corporations (SSIDCs)

**4.4.2 Technological Training and Awards**

• Stree Shakti Package by SBI

• Entrepreneurship Development Institute of India

• Trade Related Entrepreneurship Assistance and Development (TREAD)

• National Institute of Small Business Extension Training (NSIBET)

• Women's University of Mumbai

**4.4.3 Federations and Associations**

• National Alliance of Young Entrepreneurs (NAYE)

• India Council of Women Entrepreneurs, New Delhi

• Self Employed Women's Association (SEWA)

• Association of Women Entrepreneurs of Karnataka (AWEK)

• World Association of Women Entrepreneurs (WAWE)

• Associated Country Women of the World (ACWW)

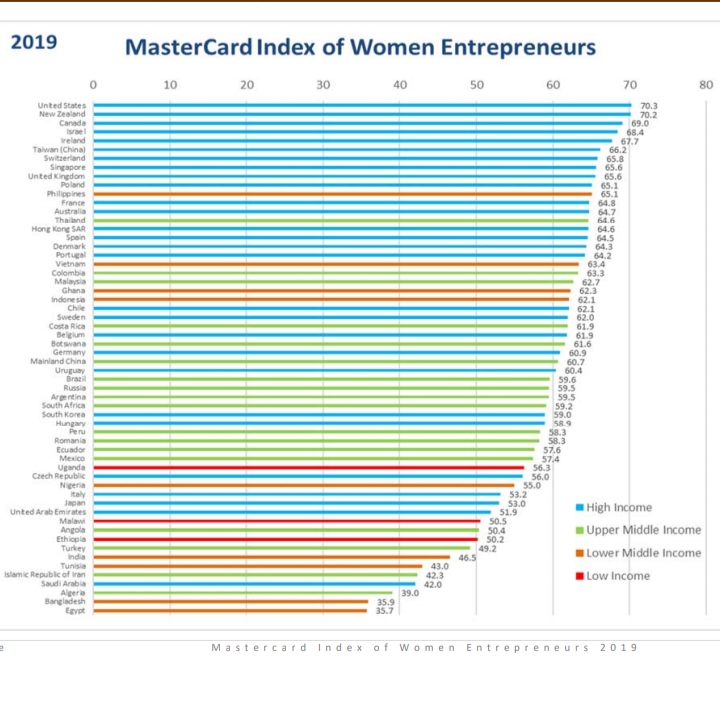
**4.4.4 Women Work Participation**

|  |  |
| --- | --- |
| **Country** | **Percentage** |
| India (1970-1971) | 14.2 |
| India (1980-1981) | 19.7 |
| India (1990-1991) | 22.3 |
| India (2000-2001) | 31.6 |

**Source: http//www.ripublication.com/gjmbs.htm**

**4.5 Growth of Women Entrepreneurs at Global Level**

***The results from the Mastercard Index of Women Entrepreneurs (MIWE) 2019*** echoed a positive correlation with the Benchmark Women Business Owners.  Women in the United States, New Zealand, and Canada took the reins as the top 3 MIWE performers, displaying admirable and  distinct traits of high women business ownership fueled by highly supportive and  conducive  entrepreneurial factors.  Of the 58 markets, American women outperformed all global peers, topping the MIWE chart in 1st spot (score of 70.3) driven by an increase in ‘Women Entrepreneurial Activity Rate (F/M)’ from 64.1% in 2018 to 76.8% in the latest2019 data. Women in New Zealand continued to make astounding strides in the business world, securing 2nd spot in the MIWE (score of 70.2, only marginally lower than US’s score of 70.3) against a backdrop of very supportive entrepreneurial conditions. This likely played an instrumental role in promoting women’s role in society as business owners (around 3 out of every 10 business owners are female). In 3rd place, Canadian women are among the most highly represented globally as professionals and technical workers (57.6, rank 4), and are best placed in terms of access to financial services and products (100.0, rank 1) and quality of governance (95.0, rank 3). The latest results also point to an increase in female entrepreneurial activity rate (up from 15.0% in 2017 to 17.0% in 2018) in Canada, contrasting the decline in men’s engagement in entrepreneurial activity from 22.6% in 2017 to 20.4% in 2018.  Based on the latest updates from the International Labor Organization, women’s share of the business world for 2018 (Women Business Owners F%T) remained broadly unchanged with only slight variations noted in a few markets: UAE (up 6.5% from 7.2 in 2017 to 7.7 in 2018), Costa Rica



***Source:*** [***https://newsroom.mastercard.com***](https://newsroom.mastercard.com)

(up 3.2% from 20.9 in 2017 to 21.6 in 2018), Tunisia (up 3.0% from 10.6 to 10.9), and Bangladesh (up 3.0% from 4.2 to 4.4). It is encouragingto note women achieving gender equality in entrepreneurial activity rate in 7 markets (1 more than the previous year), including Ecuador, Indonesia, Philippines, Vietnam, Ghana, Nigeria, and Uganda. This suggests that in these economies, women are just as inclined as men to engage in entrepreneurship. 

**4.6 Growth of Women Entrepreneurs in India**

The following table shows the number of units registered state wise and the number of women entrepreneurs in India based on this statistical information the percentages were calculated to show the growth rate of women entrepreneurs.

|  |  |  |  |
| --- | --- | --- | --- |
| **States** | **Number of units registered** | **No. of Women Entrepreneurship** | **Percentages**  **(%)** |
| Tamil Nadu | 9618 | 2930 | 30.36 |
| Uttar Pradesh | 7980 | 31800 | 39.84 |
| Kerala | 5487 | 2135 | 38.91 |
| Punjab | 4791 | 1618 | 33.77 |
| Maharashtra | 4339 | 1394 | 32.12 |
| Gujrat | 3872 | 1538 | 39.72 |
| Karnataka | 3822 | 1026 | 26.84 |
| Madhya Pradesh | 2967 | 842 | 28.38 |
| Others States and UTs | 14576 | 4185 | 28.71 |
| **Total** | 57,452 | 18848 | 32.82 |

**Table 1**

***Source: NABARD Annual Report 2011***

|  |  |
| --- | --- |
| **Year** | **Percentage** |
| 1970-1971 | 14.2 |
| 1980-1981 | 19.7 |
| 1990-1991 | 22.3 |
| 2000-2001 | 31.6 |
| 2010-2011 | 31.6 |

**Table 2**

***Source: NABARD Annual Report 2011***

The above table shows that the women work participation in India has been increasing from 14.2% to 31.6%during the period from 1970-71 to 2010-11. this clearly shows that the participation of women in economic activity has been increasing.

***Mastercard****recently released its third edition of the****Mastercard Index of Women Entrepreneurs (MIWE), 2019*** an index focusing on female entrepreneurs’ ability to capitalize on opportunities granted by various supporting conditions in their local environments**. India ranked 52nd** (unchanged from the previous two years) among the 58 countries studied, significantly behind the **United States (1st) and China (6th).**

While India’s position in the index highlights the need for an enhanced enabling environment for Indian women entrepreneurs, it also recognizes the several silver linings for the country. For instance, the government has recently launched a 59‐minute loan platform that enables easy access to credit for micro, small, and medium enterprises (MSMEs).

Several such steps have helped the country register improvement in the ‘Ease of Doing Business’ index, rising from 60.6 (rank 44) to 67.2 (rank 39), as well as an increase in the ‘Women Financial Inclusion (F/M)’ index, growing from 58.2 (rank 51) to 69.0 (rank 43), which are part of the World Bank ‘Doing Business Database, 2018’.

India’s score on this parameter has witnessed a decline to 58.6. This is due to an increase in men’s entrepreneurial activity rate leading to a widening gender gap. Despite this, India stands out for its high proportion of innovative entrepreneurs, with nearly half reporting they have innovative services or products.

**5. Family Based Entrepreneurship**

There is worldwide recognition of the importance of *family businesses* ***[Faccio and Lang, 2002,*** ***Holderness, 2009, Lopez de Silanes et al.,1999]*** and their contribution to job creation, gross national product, and wealth generation ***[Beckhard and Dyer, 1983, Feltham et al., 2005, Kelly et al., 2000,*** ***Shanker and Astrachan, 1996b].*** Entrepreneurship is also growing rapidly. The Global Entrepreneur-ship Monitor [Kelley et al., 2012] reports that in 2011 there were 388 million entrepreneurs actively engaged in starting and running new businesses worldwide. In many economies there has been a sharp increase in entrepreneurial rates across all levels of development. The reason can be found in recent challenges in the global economy that have led to the downsizing of large traditional organizations, pushing many individuals to seek new employment opportunities or a new career perspective ***[BarNir et al., 2011].*** Entrepreneurial behaviors are thus of vital importance today, considering both the economic downturn that companies have to deal with and the fact that they can be especially beneficial for firms operating in hostile environmental contexts ***[Zahraand Covin, 1995].*** Moreover, research into hostile environments suggests that a multitude of strategies are used by enterprising families to engage in family entrepreneurship ***[Nordqvist et al., 2011].*** In recent decades, entrepreneurship and family business research fields have been the subject of numerous studies, which have been communicated at conferences and published in scientific journals. Despite the fact that these fields have been studied as two separate domains each with their dedicated research conferences and academic journals, a certain amount of research has been devoted to studying the intersection of the two research fields, in an attempt to generate a new field of family entrepreneurship research ***[e.g., Fayolle and Begin, 2009,*** ***Hecket al., 2008, Kraus et al., 2012, Nordqvist and Melin, 2010, Poutziouriset al., 2004, Rogoff and Heck, 2003, Uhlaner et al., 2012]*** given that many family businesses act entrepreneurially by exploiting new opportunities ***[Shane and Venkataraman, 2000, Stevenson and Jarillo, 1990]*** or by adopting strategies and practices underpinned by entrepreneurial attitudes and behaviors, this topic seems all the more relevant. Similarly, entrepreneurship may be considered as the foundation of the family business [Chua et al., 2004]. Moreover, it cannot be denied that the family influences the eco-nomic and social orientations of its members, so, we may join ***Rogoff and Heck [2003****] in stating that* ***family is “the oxygen*** ***that feeds the fire of entrepreneurship***”. Additionally, as ***Selznick [1984]*** points out, family business entrepreneurs are unique in that they try to build businesses that are also family institutions. Significant advances have taken place recently, for example, as ***Brigham [2013]*** notices in a recent review, family forces on entrepreneurship, entrepreneurial orientation, corporate entrepreneurship, innovation, entrepreneurial risk taking, are some of the most explored topics in family business studies. However, several questions remain unresolved ***[Sorenson et al., 2013]*** such as whether family firms are more or less entrepreneurial than non-family ones, how family resources affect transgenerational entrepreneurship ***[Sharma et al.,2013],*** or the extent to which corporate venturing in family firms can be an effective value creating tool ***[Hoy, 2014].*** In their conceptual piece, ***Anderson et al***. [forthcoming a] offer a broad topography of what the field of family entrepreneurship may look like and base their exploration of family entrepreneurship on the overlapping fields of family, entrepreneurship, and family business; they identify overlapping questions of interest and blind spots that maintaining a rigid separation between these fields engenders. Although this approach gives a broad view and has set a topography of potential areas of interest, it does not constitute a concrete, operationalizable conceptualization of family entrepreneurship. Recently, the concept of Family Entrepreneurship has started to be developed by different authors. Among them, ***Fayolle and Begin [2014, 2009]*** have focused their attention on the family dimension of individual and organizational entrepreneurial behaviors and the entrepreneurial dimension of family businesses. Here, we define family entrepreneurship as the research field that studies entrepreneurial behaviors of family, family members, and family businesses. Building on the previous work in family entrepreneur-ship our objective is to explore entrepreneurial behaviors by taking into account the possible interplays that can occur among the individual, the family, and the family business, in order to offer a conceptualization of the field as well as a research agenda of this developing field.

**The Three Loci of Entrepreneurial Behavior in the Field of Family Entrepreneurship**

**5.1 Role of Family in Development of Entrepreneurship**

Family support is crucial to succeed as an entrepreneur.

“We know small business owners are inherent self-starters making significant personal sacrifices on behalf of their businesses, but what’s fascinating is this dimension of family, friends and community that they see as core to their success,” said Sharon Miller, head of Small Business at Bank of America.

**5.1.1 Emotional support: the moderating role of family cohesiveness**

“Cohesiveness refers to the degree of connectedness and emotional bonding that family members experience within the family” **(Lansberg and Astrachan, 1994; Laspita et al., 2012; Olson and Gorall, 2003).**

“Families with high cohesiveness are characterized by shared norms, behaviors, understanding and emotionally intense relationships” **(Granovetter, 1992).**

“Cohesion increases solidarity and loyalty, creates a sense of togetherness, and enhances the pressures to support family members because of moral obligations. Thus, cohesive families can be a source of emotional support to their members. There is some evidence in the literature that the emotionally intense ties among family members provide access to resources, often at below-market rates, due to an inherent sense of obligation” **(Witt, 2004).**

Research also suggests that “nascent entrepreneurs will seek out individuals with whom they have a strong emotional attachment for various forms of support during the new venture creation process” **(Newbert et al.,2013; Renzulli et al., 2000; Ruef et al., 2003).**

“cohesive families readily exchange, share, and process experiences and information, facilitate the accumulation of experience in different areas, readily assist each other, and thus leverage the impact of instrumental family support towards the realization of the entrepreneurial initiative” **(Jaskiewicz et al., 2015; Zahra, 2012).**

Aspiring entrepreneurs coming from cohesive families may feel a strong moral obligation to accelerate their organizing activities in order to reciprocate the social and financial support offered by family members.

Overall, the greater the family cohesiveness, the stronger the relationship between family financial capital and the scope of start-up activities undertaken by the young nascent entrepreneurs. The greater the family cohesiveness, the stronger the relationship between family social capital and scope of start-up activities.

**5.1.2 Family Social Capital**

“Social capital refers to networks of relationships in which personal and organizational contacts are closely embedded” **(Bastie et al., 2013).**

“Through these relationships, social actors can gain access to information, resources, and social approbation” **(Hoangand Antoncic, 2003; Newbert et al., 2013; Stuart and Sorenson, 2007).**

However, “the likelihood of an exchange of resources, channeling of information, or ascribing legitimacy is a function of the quality of network relationships, measured in the strength of relationship ties” **(Hoang and Antoncic, 2003; Newbert et al., 2013).**

“Strong ties tend to be long-standing relationships based on frequent contacts such as those existing among family members, friends, or tightly knit communities” **(Coleman, 1988).**

In contrast, “weak ties tend to be short-term relationships based on infrequent interactions and exchange” **(Granovetter, 1973).**

“In matters pertaining to the scope of start-up activities, the number of social network ties appears to be more beneficial than the strength of established ties” **(Kreiser et al., 2013).**

“Parents often assist younger generation family entrepreneurs by using their own connections. Through the introduction of young nascent entrepreneurs into family members' existing social networks, family social capital facilitates the mobilization of other resources and the implementation of founding activities needed for a successful start-up. By exploiting the previously established relationships between family members and resources holders, family involvement may be instrumental in the acquisition of debt financing, a critical start-up activity” **(Chua et al., 2011).**

“Children may also access the social capital of parents-entrepreneurs, including contacts with suppliers, business partners, and customers, to facilitate the completion of other start-up activities” **(Laspita et al., 2012).**

Hence, the greater the family support, in the form of social capital, the greater the scope of startup activities undertaken by the entrepreneurs.

**5.1.3** **Family Financial Support**

“Financial capital is the lifeblood of new ventures. It is fungible, easily transformed into alternative resources, and thus instrumental in the construction of the new venture's resource base and the execution of the key start-up activities necessary for the establishment of a new organization. Financial capital also acts as a buffer against random external shocks and allows entrepreneurs to pursue more capital-intensive strategies, such as exploration and experimentation” **(Cooper et al., 1994).**

“Family financial assistance often offers the benefits of lower transaction costs, fewer strings attached, the ability to maintain strategic control over the nascent venture, and access to family resources beyond the provision of start-up capital” **(Steier, 2003).** only if they expected lower transaction costs and low levels of family inference in the business

“Existing literature on family finance assumes that family members have access to private information about a new venture based on their proximity to the venture's founder” **(Parker, 2009).**

Specifically,” family members are likely to have information about the founders' work ethic and dedication to the start-up, which affect the start-up's value. This private information implies that family investment in a new venture is a signal to external investors of the quality of the founder” **(Conti et al., 2013).**

Thus, “family involvement may have the added benefit of facilitating the obtainment of debt financing from outside sources” **(Chua et al.,2011**), which further facilitates the engagement in start-up activities.

“In sum, financial capital is instrumental social support that provides entrepreneurs with the flexibility to undertake a wider range of start-up activities” **(Pena, 2002**) and “family-provided finance is likely the greatest source of financial support for young entrepreneurs” **(Steier, 2003).**

Formally, the greater the family support, in the form of financial capital, the greater the scope of start-up activities undertaken by the entrepreneur.

**5.2 Pros & Cons of Family Entrepreneurship**

**Pros**

For entrepreneurs in developing countries, family and kinship networks have the potential to generate learning spillovers.

Family and kinship networks may reduce uncertainties about market opportunities, the reliability of partners, and the productivity of employees, in particular family labor which needs less supervision by the entrepreneur.

Risk-sharing and informal credit arrangements can be enhanced by family networks.

Reducing transaction costs in various business relationships can be a positive result from family networks.

Family and kinship networks may promote innovation and enhance the returns to production factors.

**Cons**

Sharing norms with family and kinship networks may lead to business inefficiency if entrepreneurs are unable (or unwilling) to control the influence of relatives who make excessive demands.

Family labor is often less productive than hired labor.

Measuring and explaining the existence and effects of social networks on the performance of small businesses is not easy because of the endogenous nature of social interactions.

Because of the high degree of heterogeneity in the effects of family and kinship networks, sophisticated research and data collection designs are required to analyze the effects on firm performance.

**6. Sustainable Entrepreneurship for Women Development**

In the recent past **sustainable development** of women has emerged as an important issue. In the present-day scenario sustainable development of women is considered as a land mark of progress for any country; hence the economic sustainability of women is of at most importance to social scientists, economists, policy makers, reformers and NGO’s. The self-help groups have paved the way to the rural women for economic sustainability and independence**. “The extent to which society gives equal protection to its women is a measure of its progress” – Swami Vivekananda**. Women thy name is creation. The inseparable care and attention for a period of nine months and nine days have enabled women to nurture life within them, so as to maintain the spontaneity of the human civilization**. “When women move forward, the family moves, the village moves and the nation moves”. These words of Pandit Jawaharlal Nehru** are the central theme in the socio-economic paradigm of the country as it is an accepted fact that only when women are in the mainstream of progress can any economic and social development be meaningful **(Saha and Banerjee,2001).**

The women are under increasing scrutiny even at the dawn of the 21st century. Women constitute half the world’s population still majority of the women do not have equal access to land, credit, technology, education, employment and political power. In every society, women play critical roles in the family and outside. In nut shell, women have a profound and pervasive effect on the health and happiness of their families, communities and local ecosystem. Therefore, inequalities that are detrimental to them be it to their physical and mental health, income-earning ability, education and a decision-making power, to name just a few, are detrimental as well to society at large and to the environment **(Gupta, 2000).**

*Women’s development is directly related to nation’s development. Therefore, sustainable development of women’s resources, their abilities, interests, skills and other potentialities are of paramount importance for the mobilization and development of human resources. The development of woman is an integrated and unified concept, stretching across economic, social and cultural fields* ***(Mehta and Sethi 1997).***

**6.1 “Women Entrepreneurs” -Opportunities**

The growth of the economies of many countries is due to the increasing participation of women in entrepreneurial activities. It is because of guidance and counseling extended to the women in SHGs to unearthing their hidden entrepreneurial capabilities by providing skills, knowledge, adoptability and sensitizing them towards socio-economic status in the society. A woman who can accept challenges, adventures and an urge to become economically independent can transform in to an **‘Entrepreneur’**. A woman entrepreneur can contribute positive values to the family, community and the society. Globally women are indulging from teaching to technical areas. In India by breaking the glass ceiling women entrepreneurs are developing and intruding into the male dominated arena as ***garment manufactures, farm owners, business women with many commodities, establishing firms like- tiffin centers, milk centers, petty shops etc.***

**6.2 Type of women entrepreneurs**

1. Affluent entrepreneurs
2. Pull factors
3. Push
4. Self-employed entrepreneurs
5. Rural entrepreneurs

**1. Affluent Entrepreneurs:**

Affluent women entrepreneurs are those women entrepreneurs who hails from rich business families. They are the daughters, daughter-in laws, sisters, sisters-in-law and wives of affluent people in the society. Many of them are engaged in *beauty parlor, interior decoration, book publishing, film distribution* and the like. The family supports the above type of entrepreneur in carrying out their responsibilities

**2. Pull Factors:**

Women in towns and cities take up entrepreneurship as a challenge to do something new and to be economically independent. These are coming under the category of pull factors. They belong to educated women who generally lake up small and medium industries where risk is low. Under this category, women usually start *service centers schools, food catering centers, restaurants, grocery shops etc.*

**3. Push Factors:**

There are some women entrepreneurs who accepts entrepreneurial activities to overcome financial difficulties. The family situation forces them either to develop the existing family business or to start new ventures to improve the economic conditions of the family. Such categories of entrepreneurs are termed as push factors.

**4. Self-employed Entrepreneur:**

Poor and very poor women in villages and town rely heavily on their own efforts for sustenance. They start tiny and Small enterprises like *brooms making, wax candle making, providing tea and coffee to offices, ironing of clothes knitting work, tailoring firm etc.* Such women are called self-employed entrepreneurs.

**5. Rural Entrepreneurs:**

Women in rural areas/villages start enterprises which needs least organizing skill and less risk. *Dairy products, pickles, fruit juices, pappads and Jagger* making are coming under this category of Rural entrepreneur

**6.3 Micro Entrepreneurship Most Important Aspect for Sustainable Development of Rural Women by Rural Entrepreneurship Development**

According to the census of India 2011, the population of India is more than 1.21 billion and out of it ***72.20% population belongs to the rural area***. Women constitute nearly 50% of population, perform two thirds of the work and produce 50% of food commodities consumed by the country. They earn one third of remuneration and own 10% of the property or wealth of the country. Women are regarded as the “better half” of the society and at par with the men. But in reality, our society is still a male dominated and women are not treated as equal partners both inside and outside the four walls of the house. In fact, they are treated as weak and independent on men. As such Indian women enjoy an unfavorable status in society. ***Especially rural women in India, constitute 77% of female population***, women play a vital role in farm and home system, they share an abundant responsibility and perform a wide range of duties in running the family, maintaining the house hold activities like rearing, feeding and attending to farm labor, tending domestic animals and possess skills and indigenous knowledge. Her direct and indirect contribution at the farm and home level along with livestock management operation has not only helped to save their assets but also led to increase the family income. They were also engaged in starting individual or collective income generation programme with the help of self-help groups. This will not only generate income for them but also improve decision-making capabilities that led to overall empowerment.

**6.3.1 Classification of Micro Entrepreneurs**

The Women are classified into four groups according to their activities as (1) Cultivators (2) Sellers (3) Manufacturers (4) Managers.

|  |  |  |
| --- | --- | --- |
| **SL. No** | **Classification of Women micro entrepreneurs** | **Activities under taken** |
| 1. | Cultivators | Cultivators Cultivating (1) Organic vegetables, (2) Fruits (3) Flowers, (4) Leaf Vegetables (5) Oil seeds. |
| 2. | Sellers | Sellers Selling vegetables, fruits, nuts, flowers leafy vegetables, milk, milk products. |
| 3. | Manufactures | Manufactures Associating with preparation and selling of pickles, milk, curds, milk cakes, Jams, fruit juices, establishing tiffin centers, food courts, butter milk centers on the high ways nearer to their villages, Handicrafts like ornaments by seeds, designable pots; Handloom, Taser sarees, Garments etc. |
| 4. | Managers | Managers Managing, Milk Centers, Petty Shops, Bakery, Flour Mills, sericulture activities etc. |

***Source: IPEDR. Vol. 24 (2011)***

**6.3.2 Role of Micro Entrepreneurship in Rural Area**

No economy can sustain itself without participation of all those who are responsible and involved in its working, government has devised many programs to empower rural women in various avenues. Rural women can play a significant role by their effectual and competent involvement in entrepreneurial activities. They have basic indigenous knowledge, skill and potential and resources to establish and manage enterprise.

Micro enterprise is an effective instrument of social and economic development to generate employment for a number of people within their own social system and is a best tool for rural women as it adds to the family income. Now, the need of the hour is to equip them with knowledge regarding accessibility to loans, various funding agencies, procedure regarding certification, awareness of various government welfare programmes, technical skills and support from family, government and other non-government organizations. More over formation and strengthening of rural women entrepreneurs’ network must be encouraged to motivate other women to take up entrepreneurship ventures. Empowerment would not hold any meaning unless they are made strong, alert and aware of their equal status in the society particularly in rural areas. The need of hour is to improve female literacy as education holds the key to development of women in rural India.

Empowering women especially in rural areas is a great challenge and micro-enterprises in rural area can help meet these challenges. The role of Micro-entrepreneurship is not only to enhance national productivity, generate employment but also to develop economic independence, personal and social capabilities like boosting self-confidence, increasing awareness through social interaction; sense of achievement also improves leadership qualities and decision making. In totality, the economic empowerment of rural women through micro-entrepreneurship has led to empowerment of women and contributed much to the development of nation.

**6.3.3 Advantages of Women Micro Entrepreneurship**

Sustainable development of women especially rural women is not so easy but it is a challenge. Micro entrepreneurship is an answer to this challenge. Like a Telugu Proverb “Chukka Chukka Sammudramainattu” (water drops will collect as sea) ***micro entrepreneur is like a water drop will added to the nation’s economy to solve the nation’s unemployment and other advantages like. ¾ Develop individual economic independence. ¾ Enhance the personal and social capabilities*** like

* Create awareness
* Develop social networking
* Enhance the self confidence
* Improve the standard of living
* Urge to achieve
* Dare to participate in political affairs
* Economic empowerment
* Able to participate in decision making activities.
* Enhance the leadership qualities.

Sustainable Development of women through micro entrepreneurship fetch many benefits like women’s empowerment, socio-economic status, equality, property rights, development of self-esteem, prestige, overall market facilities, community development etc.

**7. Woman Sustainable Development through MSMEs in India**

The Micro, Small and Medium Enterprises (MSME) sector has been playing a significant role in providing employment opportunities at comparatively lower capital cost than large industries and helps in industrialization of rural & backward areas, thereby, assuring more equitable distribution of national income and reducing regional imbalances.

MSMEs contribute immensely in the inclusive industrial and entrepreneurial development by working as ancillary units to large industries, producing variety of products and services to meet requirements of domestic and international markets. In India the Ministry of MSMEs promotes growth and development of the sector, including Khadi, Village and Coir Industries, in cooperation with concerned Departments, State Governments and other Stakeholders, through providing support to existing enterprises and encouraging creation of new enterprises.

A woman is a catalyst in the economic development of the country. In traditional societies the potential and immense strength of women remained unrecognized and underutilized due to their confinement in the houses. With the change in time women are coming out of this confinement to participate in all sorts of activities including entrepreneurship. Now, the policy makers have become aware of the women ‘s productive potential and its aware of the women ‘s productive potential and its economic significance, resulting in increment of gross domestic product.

The contribution of women cannot be ignored in MSME sector, especially in rural areas where they have strengthened the rural economy by generating employment in small scale units. The 18th survey of Global Entrepreneurship Monitor (GEM) conducted on different aspects of entrepreneurship in 65 countries including India. It also highlighted the condition of female entrepreneurs.

**Table-1: Female/Male TEA Ratio**

|  |  |  |
| --- | --- | --- |
| **Ratio** | **Value** | **Ranked out of 65 countries** |
| Female/Male TEA Ratio | 0.56 | 43T |

***Source: Global Entrepreneurship Monitor (GEM) 2016-17***

**TEA-Total Early Stage Entrepreneurial Activity**

**T- Indicates that the ranking for those economics sharing the same rank**

Table-1 shows the Female/Male Total Early Stage Entrepreneurial Activity (TEA) Ratio. The value is 0.56 and the rank is 43, that too is shared with other country. This reveals the lamentable situation of early stage female entrepreneurs in India.

**7.1 Initiatives taken for sustainable development of Women Entrepreneurship**

A number of institutions conduct various programmes including Entrepreneurship Development Programmes to accommodate the needs of potential women entrepreneurs and assist them in different ways. These institutions include ***Micro, Small & Medium Enterprises Development Organization (MSME*-DO),** State Small Industries Development Corporations (SSIDCs), the Nationalized banks and even NGOs. MSME-DO has introduced product oriented EDPs in different areas like screen printing, TV repairing, leather goods, etc. To recognize the achievements made by women entrepreneurs a special prize to "outstanding women entrepreneur" of the year is being given by MSME-DO. It has also opened a women cell to provide coordination and assistance to women entrepreneurs.

***The Ministry of Micro, Small and Medium Enterprises (MSME) executes two schemes for women entrepreneurs, namely, Mahila Coir Yojana (MCY) and Trade Related Entrepreneurship Assistance and Development (TREAD) scheme.***

* The Mahila Coir Yojana (MCY): It is implemented by Coir Board which is a statutory body of Ministry of MSME. Under this scheme self-employment opportunities are provided to the rural women artisans. The training is given in various coir processing activities to rural women in coir fiber producing regions. The scheme materializes distribution of motorized ratts and other coir processing equipments to women artisans after completion of the two months training programme.
* Trade Related Entrepreneurship Assistance and Development (TREAD): This scheme is operated by Office of Development Commissioner MSME. It materializes economic empowerment of illiterate and semi-literate women through trade-related activities products, training, counseling etc. Under this scheme loans are provided through NGOs for self-employment ventures by women for pursuing any kind of non-farm activity. There are also several other schemes of the government, some of the important schemes are as follows:

Stree Shakti Package

Mudra Yojana

Annapurna Scheme

Cent Kalyani Scheme

Bharatiya Mahila Bank Business Loan

Orient Mahila Vikas Yojana

Maan Deshi Foundation – Women’s Bank

ICICI Empowering Women

Mahila Udyam Nidhi (SIDBI)

Mahila Vikas Nidhi (SIDBI)

Udyogini Scheme

Dena Shakti Scheme

National Credit Guarantee Trustee Company Ltd (NCGTC)

Ernst and Young Supporting Women Entrepreneurs

Empower: Accelerator for Women in Tech

Agri Udaan: Food & Agribusiness Accelerator

Support to Training and Employment Programme for Women (STEP)

Science for Equity Empowerment and Development (SEED)



**7.2 Gender wise/Enterprise wise/State wise Women Ownership and Number of Beneficiaries under PMEGP**

**7.2.1 Gender wise ownership:**

**Table-1: Percentage Distribution of Enterprises by Male/ Female Ownership**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sector** | **Male** | **Female** | **All** |
| Rural | 77.76 | 22.24 | 100 |
| Urban | 81.58 | 18.42 | 100 |
| **All** | **79.63** | **20.37** | **100** |

***Source: Annual Report, MSME, 2017-18***

Table-1 depicts the male dominance in ownership especially in urban areas. The share of female entrepreneurs in rural areas (22.24) is more than urban areas (18.42). The overall share of female entrepreneurs being 20%.

**7.2.2 Enterprise wise Ownership:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Male** | **Female** | **All** |
| Micro | 79.56 | 20.44 | 100 |
| Small | 94.74 | 5.26 | 100 |
| Medium | 97.33 | 2.67 | 100 |
| **All** | **79.63** | **20.37** | **100** |

**Table-2: Percentage Distribution of Types of Enterprises by Male/Female Owners**

***Source: Annual Report, MSME, 2017-18***

Table-2 reveals that the share of female owners is decreasing with the increase in the size of enterprise. The share of female owners is highest in micro enterprises i.e. 20.44, which is just 5.26 in small enterprises and it further reduced to 2.67 in medium enterprises. So, it again confirms the male dominance in ownership of MSMs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SL No.** | **State/UTs** | **Male** | **Female** | **All** | **Share of state among all MSMEs with Female Owners** |
| 1. | West Bengal | 5583138 | 2901324 | 8484462 | 23.42 |
| 2. | Tamil Nadu | 3441489 | 1285263 | 4726752 | 10.37 |
| 3. | Telangana | 1459622 | 972424 | 2432046 | 7.85 |
| 4. | Karnataka | 2684469 | 936905 | 3621374 | 7.56 |
| 5. | Uttar Pradesh | 8010932 | 862796 | 8873728 | 6.96 |
| 6. | Andhra Pradesh | 2160318 | 838033 | 2998351 | 6.76 |
| 7. | Gujrat | 2375858 | 826640 | 3202499 | 6.67 |
| 8. | Maharashtra | 3798339 | 801197 | 4599536 | 6.47 |
| 9. | Kerala | 1647853 | 495962 | 2143816 | 4.00 |
| 10. | Rajasthan | 2261127 | 380007 | 2641134 | 3.07 |

* + 1. **Top Ten States in MSMEs with women owners:**

**Table-3: Percentage Share of Top Ten States in MSMEs With Women Owners**

***Source: Annual Report, MSME, 2017-18***

According to Table-3, **West Bengal secures first position** in the share of state among all MSMEs with female owners, which is quite impressive i.e. 23.42. The second and third position is secured by Tamil Nadu and Telangana with large decreased share i.e. 10.37 and 7.85 respectively. After that the share of other states becomes static. But surprisingly the share of Uttar Pradesh which is the biggest state is just 6.96 and other bigger states like Gujarat, Maharashtra, Rajasthan also show the awful performance.

**7.2.4 Women Entrepreneurs Beneficiaries under PMEGP**

Under Prime Minister Employment Generation Program (PMEGP) higher subsidy is provided to women entrepreneurs. Since the beginning (2008-09 to 31.12.2017), 116447 projects have been assisted to women entrepreneurs.

**Table-4: Women Entrepreneurs Beneficiaries under PMEGP over the Past Five Years**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Year** | **2012-13** | **2013-14** | **2014-15** | **2015-16** | **2016-17** | **2017-2018(As on 31.12.2017)** |
| **Women beneficiaries under PMEGP** | 13612 | 13448 | 13394 | 11356 | 14768 | 8464\* |

***Source: Annual Report, MSME, 2017-18***

***\*Provisional***

Table-4 shows that the number of women entrepreneurs’ beneficiaries under PMEGP has been decreasing over the past five years. In 2012-13 the beneficiaries were 13612 which continuously decreased till 2015-16 up to 11356 that may be due to different changes and problems in the economy. But it got the momentum in 2016-17 and reached up to 14728.

Hence, there is a need of major changes in attitudes and mindsets of people rather than being limited to development of schemes and opportunities for women. Now it is imperative that besides designing policies and programmes regarding training, marketing, supportive services, complementary programmes must be designed that will address to attitudinal changes of the people in society. Awareness program must be conducted on a huge scale to make women aware regarding their unique identity, existence, deference, nurturance and their role in the development of economy. The government should encourage various private organizations and industry associations to play role in various fields rather than itself trying to do everything ineffectively. The need of the hour is to design the curriculum carefully that will impart the basic knowledge along with holistic policy and lobbying for implementation of the same, to accomplish the full potential of female entrepreneurs.

# **8. Government Initiatives for women-led MSMEs, startups to help Covid-hit women workers earn livelihood**

**8.1 Trade, import and export for MSMEs:**

 The government’s initiative to boost women entrepreneurship. **Women Entrepreneurship Platform** **(WEP)** has invited women-owned startups and small businesses that can procure, supply raw materials for masks and provide it to home-based women workers to make masks as an alternate source of income. **NITI Aayog, which houses WEP, tweeted the initiative ‘Masking it up with WEP’** to support women workers hit hard due to Covid-19. “Home-based women workers have been hard hit and are struggling to make ends meet in this uncertain climate,” the initiative said inviting women-led businesses to join it

Making masks would help women workers “cope with the economic difficulties that have ensued due to the pandemic and help in combating the shortage of surgical and reusable cloth masks,” it said. WEP plans to aggregate women startups and small businesses with the capacity to supply, procure raw materials and distribute cloth masks made by women workers across the country.

WEP was formally launched in March 2018 to help the aspiring and existing women entrepreneurs grow and scale their ventures through necessary support required such as incubation, entrepreneurship skilling, marketing assistance, funding and compliance support. ***WEP has over 30 partners such as PayPal, SIDBI, NASSCOM,***[***Google***](http://www.financialexpress.com/tag/google/)***, Facebook, CRISIL, Institute of Chartered Accountants of India, US India Business Council and more.*** The platform currently has over 13,000 registered women and has benefited over 500 entrepreneurs, according to the data available on its website.

***Importantly, women have been the biggest beneficiaries of the government’s two pet schemes to support entrepreneurship and self-employment — Standup India and Pradhan Mantri Mudra Yojana (PMMY).*** Under Standup India scheme, **wherein bank loans of Rs 1 lakh to Rs 1 crore are facilitated** to at least one scheduled caste or scheduled tribe and one-woman borrower per branch of scheduled commercial banks, ***over 81 per cent account holders are women as on February 17, 2020, according to Ministry of Finance. Similarly, for PMMY, as per a finance ministry’s statement, “out of over Rs 22.53 crore loans sanctioned till January 31, 2020, more than Rs 15.75 crore loans extended to women” — 70 per cent of total borrowers.***

**9. Problems Faced by Women Entrepreneurs in India**

* **Lack of Education:**

Education is an important factor to understand the opportunities, ability and building a successful business. It has been experienced that the female population in developed countries are more educated as compared to their counterparts in developing countries. In India, the situation is that the 56% of female population is literate with majority of them not even having education beyond school. This leads to a scenario where the women entrepreneurs are not adequately equipped to the latest developments in technology or market, let alone being aware about new business opportunities. Thus, women entrepreneurs run into a number of problems while setting up and operating their businesses due to this deficiency.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Total** | **Male** | **Female** |
| **Population (in Crore)** | 121.09 | 62.33 | 58.76 |
| **Literate (in Crore)** | 76.36 | 43.48 | 32.89 |
| **Literacy%** | **63.07** | **69.76** | **55.97** |
| **Literacy as % of Total Population** | - | **35.91** | **27.16** |

**Literacy Rate in India**

***Source: General Census 2011***

There is an 8.75% gap in the literacy rate at the national level. 89.57% of the literate population is educated to higher secondary or below levels. Only 9.07% of the total female literate population as against 11.47% of their male counterparts has an education of above higher secondary and hence a lot of work is required to be done to enable women population to get higher education and equip them to venture into entrepreneurship.

* **Social Barrier:**

Gender discrimination, fear of reaction from the society, family responsibilities and commitments are some of the factors that combine together to make a social barrier for women to venture into entrepreneurship. Women in India are treated as subordinates and a live as dependents to men and thus it is assumed that entrepreneurship is not the subject of women as it is a total preserve for men. The duties, responsibilities and obligations towards family is considered to be acting as a barrier for women to take up entrepreneurship. Various surveys show that this attitude is a result of pressures brought by the conservative thinking of a traditional society as the women are expected to prioritize delivery on family front as against any other activity. It is more visible and prominent in rural areas where the traditional role of women results into almost no or less time to be spared for business activities. The women are made to feel guilty in case there is any lapse towards family duties thus indicating the lack of family support and commitment towards the development of women in society. This also restricts a woman from setting up and running a business, visiting banks, attending entrepreneurship development training courses and seminars and conferences, attracting customers or looking for diversified suppliers.

* **Financial Problem:**

The Financial problem of businesses is related to shortage of adequate finance, difficulties in obtaining credit from banks, Low risk-bearing capacity, problem in capital for expansion, unaware about appropriate finance sources, lack of collateral, complex and lengthy loan procedures, etc. In India, women entrepreneurs always suffer from inadequate and inappropriate finance resources. They are unable to acquire finance from external sources such as formal financial institutions due to low creditworthiness and absence of accurate collateral as women have very less property and bank balance in their name. ***Research done by Robert in non-OECD and developing economies reveals that 59 percent of the respondents have mentioned financial problem as crucial problem followed by 41% having difficulty in obtaining a loan.*** Sandhu, (2012) discussed in his research that bank official takes a final decision on a loan application of women entrepreneurs when female owners provide collateral and have given a letter of guarantee from blood relation or husband or a head of the village for setting up enterprises. It is normally believed that women being feminist gender have low risk-taking ability. Thus, women entrepreneurs start a business with a very low level of capitalization and low level of debt finance and do not use much of private equity for their business sustainability due to unfavorable internal and external conditions of them, this financial exclusion is due to voluntary and involuntary reasons. Women entrepreneurs have voluntarily excluded from banking services due to lack of literacy as well as complex and lengthy procedures of bank loans. On the other hand, involuntary exclusion from financial services is happening as banks are not interested to provide loan facilities due to high -interest rate, low level of credit worthiness, absence of past credit history, low level of credit bearing capacity and unhealthy relationship with banks while availing bank credit. In addition, women entrepreneurs are not aware of financial assistance i.e. subsidies, incentives, tax relief etc. provided by the financial institutions and government which result into business failure. This results into women becoming more dependent on her small savings and loan from family and friends for their day to day operations which is not sufficient for business sustainability.

* **Personal Barriers:** Personal barrier are related to women entrepreneurs in their personal capacity or their own mental blocks that stops them from taking risks and starting businesses. Also, general assumption about women characteristics in the society like lack of entrepreneurial aptitude, lack of self - confidence and fear of failure, problem of gaining confidence and support from other businesses, lack of involvement with business colleagues etc. acts as personal barriers.

1. **Self - confidence and fear of failure** - The general assumption is that globally, men are much optimistic and confident than women in terms of their business opportunities and running a business. The lack of self-confidence is the one of the crucial problems to women who want to perform entrepreneurial activity into micro and small enterprises. It is considered that the self- confidence level in women is less as compared to women in general. However, the level of confidence varies from person to person and situation to situation and hence this may not hold true when it comes to self-confidence in handling entrepreneurial activities Female owners though have a fear of failure and this has been related to the social and economic challenges faced by them as per a research carried by Halkias et al., Some researches show that women may be able to come over this barrier and enhance their level of self - confidence by participating in various entrepreneurial training programmes, workshops and seminar conducted by government and government departments.
2. **Lack of entrepreneurial aptitude -** Lack of entrepreneurial aptitude and behavior is one of the personal barriers in the way of start and grow of any business activities. Generally, upbringing of women is not as well as men with respect to business understanding and thus, they have no entrepreneurial bent of mind even after participating in a number of entrepreneurship development programmes and training, workshops, seminar etc. Only some of the women start and runs the business after improving on their pessimistic attitude towards entrepreneurship or compulsion and increase risk bearing capacities and caliber.

* **Market Related Barrier:**

Marketing is an organizational function that creates, communicates and delivers value to customers. However, strong competition, weak marketing network, poor sales strategies, delays in payment by clients, lesser marketing experience and rapid change in demand and technology are the factors that pressure the women enterprises to respond quickly to changing market scenario. In general, Women - owned micro, small and medium enterprises have been surviving under stiff competition from establish firms and male entrepreneurs in term of cost, quality, standards and meeting the dynamic demand of customers. Also, male entrepreneurs have much experience, knowledge of the market and adopt new technology in their production. But as women start their business with small saving and small investment thus, they do not have adequate money to spend the advertisement of their products and services. Thus, females’ entrepreneurs have been doing limited marketing activities, mostly depends on middle men i.e. distributors, retailer etc. who try to take a major part of margin resulting into less profit for the firm. This results into less money for expansion and upgradation of technology. Inferior and inefficient technology produces low quality and costlier products making them uncompetitive in the market which is one of the major reasons for failure of the business. Networking in their own social network is another way to market products as this is

less costly and an emotional touch is there. Also, it would enable them to have access to information and make it easier for the women entrepreneur to easily access customers, suppliers and financial resources from close connections rather than business co-operators or colleagues.

* **Skill Related Barrier:**

Higher technical and general managerial skills are the quality which an entrepreneur obtains during his or her life during the course of entrepreneurial training and education received and prior industrial and managerial experience. This enables the entrepreneur to discover and exploit better career or business opportunities. However, women entrepreneurs in India and several other developing countries have been facing barriers related to skill i.e. lack of prior managerial and industrial experience, lack of technical and general skill, inadequate and timely entrepreneurial training and education, etc. These barriers create obstacles in the growth and development of women - owned enterprises. Also, women entrepreneurs in India do not having sufficient time to enhance their skill related ability by attending entrepreneurial programmes due to several social barriers. Government and Ministry of MSME have taken several initiatives by conducting Entrepreneurship Development Programmes (EDPs), Entrepreneurship cum Skill Development Programmes (ESDPs) and Training of Trainers (ToTs) programmes in the areas of Entrepreneurship and Skill Development.35 During the year 2015-16, 4,818 and 27, 557 women had trained by NI- MSME and NSIC respectively through various training programmes. The inability to attend such training programmes and workshops due to social barriers limits the managerial capabilities of the women entrepreneurs. The women entrepreneurs are less efficient when it comes to executing various functions like planning, marketing, motivation of work force, controlling and coordinating between various business functions, etc.

* **Operational Barriers:**

Women entrepreneurs are given a similar type of training by the EDPs, irrespective of the firm being a start-up or old. This results into severe lack of knowledge for running a business. Second -generation women entrepreneurs already have an exposure to business and therefore, need guidance and advisory to manage the unpredictable situation, which may arise, due to unexpected events, economic or political. One such example is of demonetization where the cash was not at disposal and hence the purchasing power of individuals has dropped. Also, a number of agencies have business development programmes for start-up phase, but once the business is established, the women entrepreneurs are left on their own to compete in an environment that does not provide a level playing field. The women entrepreneurs severely lack on the experience of operating a business and hence counseling, guidance, mentoring and advisory services can help them overcome the barriers faced by them while operating a business that was set-up with a lot of hard work and make it successful.

* **Other barriers:**

Some of the other barriers caused by the barriers mentioned above or due to a combination of above barriers are mentioned below.

Obsolescence of Technology / Technological Development Problems

Legal Formalities

Shortage of Raw Materials

Lack of Government Support/ Cumbersome Government Procedures

Lack of Availability of Motivational Factors

Direct and Indirect Tax-related Issues

Location of Business

High Turnover of Staff

Lack of Awareness about Government Schemes and Policies.

In spite, of so many hurdles, the women today are venturing into any and every field including trading and manufacturing. Any nation with a large population of females, like India, cannot ignore the hidden potential and hence, much - needed support both from society and the government authorities is required. This would help the nation’s economy to grow at much faster pace and contribute to reducing a major issue faced by the nation, unemployment.

**10. Conclusion**

Today’s women have ventured into manufacturing, trading and service sector from the earlier days where they were limited only to the domestic jobs. The participation of women in the entrepreneurial activity makes them not only self - confident but also self - dependent. Thus, it provides them an opportunity of not only contributing to the economic development of the nation, but also enables them to give a better life to their family.

The women make up for almost 50% of the population in India, however, only 10% of the firms in the MSME sector are owned by them. In India, the Micro, Small & Medium Enterprises development organizations, various State Small Industries Development Corporations, the nationalized banks and even NGOs are conducting various programs including Entrepreneurship Development Programs (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. Even as women are receiving education, they face the prospect of unemployment. In this background, self- employment is regarded as a cure to generate income. The Planning commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic development. Women entrepreneurship is seen as an effective strategy to empower the rural and urban poverty. Entrepreneurship Development and Skill Training is not the responsibility of the Government alone. Other stakeholders need to shoulder this responsibility too.

Hence, if supported, the women entrepreneurs can provide a much - needed boost to the economy by creating new employment opportunities. The women - owned firms have more than doubled from 1.02 million enterprises in 2001 – 2002 to 2.66 million in 2005 – 2006, the percentage of registered firms owned by women increased from 8.32% to 13.72%.

However, they face a number of barriers in the quest of achieving their ambition. They face social barriers right in the beginning of the start - up phase followed by the financial barriers. Market and skill related barriers make it more difficult for them to begin their entrepreneurial ventures. Barriers created by their own fears and attitude towards taking decisions for starting the business is another factor for the dismal percentage of women - owned enterprises.

However, amidst a lot of difficulties, they have proven their ability to manage not only small businesses but also convert them into highly successful large industries. Biocon Pharmaceuticals is one such example***. A proper environment with support from society, primarily their own family, and government can solve many of the issues*** and as such, government has rolled out several initiatives and schemes to help women entrepreneurs to overcome these barriers. Various initiatives have been taken in 7th, 8th and 9th five - year plans by making the women entrepreneurs a target group and developing schemes around this group. There are numerous schemes, wherein women receive additional benefits/concessions/assistance such as PMEGP; also, M/o MSME is executing two specific schemes for women i.e. TREAD and Mahila Coir Yojana. Mahila Vikas Nidhi and Rashtriya Mahila Kosh were funds setup in accordance with the provisions in the 9th five-year plan for providing financial assistance to the women entrepreneurs. Also, with higher education and increasing literacy rates, the view of the society is also changing towards venturing of women into entrepreneurial activities. In the constantly changing scenario, the government should not only spread awareness at a large scale about various initiatives for women entrepreneurs but also setup dedicated centres for helping women entrepreneurs. Also, a single window setup for women entrepreneurs staffed with well informed and skilled personnel could help the women entrepreneurs to manage the cumbersome government procedures, manage tax related issues and complete legal formalities. Designing training programmes and workshops, more relevant to today’s scenario along with programmes addressing needs of women entrepreneurs at various stage of the firm’s lifecycle would immensely help them by equipping them with skills and knowledge required to create a successful firm.

Women are coming forth to the business arena with ideas to start innovative enterprises. The transition from being a traditional homemaker to a sophisticated business woman is not that easy. Many women feel strong about themselves to leave the formal job scenario and work independently, starting a business on a modest scale, making a profit and moving onwards from there. Today, women entrepreneurs may manage to garner essential external support- special funds, working capital loans; network groups- find them & use them well. But ***the primary support needs to come from an understanding society. No area of society can be allowed to remain backward if the country wants to prosper and society wants to progress.***

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