



Stand-up India - International Conference on “Entrepreneurship and Women Empowerment”

18 - 19 November 2016 at NIESBUD Noida

**THE NATIONAL INSTITUTE OF ENTREPRENEURSHIP AND
SMALL BUSINESS DEVELOPMENT (NIESBUD)**

(Under Ministry of Skill Development and Entrepreneurship, Government of India)
A-23, Sector-62, Noida - 201309, UP, India

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A way to emancipation and empowerment by rural women leaders: A study of microfinancing self help groups in Rural Nadia, West Bengal

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Abstract

Micro financing self help groups is a powerful tool to bridge the gap between the governmental provisions for rural folk and the women in rural India. In the long journey of the existence of self help groups in various parts of Indian. Rural women have played a pivotal role and have acted as leaders for the emancipation and empowerment of the women. Since the inception of such groups in the rural set up women have looked forward for an effective leader to empower themselves in rural environment. Studies have cited selecting leaders for SHG's, "members keep in mind the functional aspects of the SHGs, objective of forming SHGs, and other personal qualities especially behaviour of the member with others and honesty."(Singh, 2014). In this paper the author attempts to discuss how despite of the negative approach and not being sufficient medium to bridge gender gaps it is interesting to find that effective leaders in rural areas have encouraged mobility, increased security inculcated the ability to make small purchases and have encouraged involvement of major decisions.

Introduction

Leadership plays a prominent role in enabling the group to not only flourish in the said work but also helps the group to contribute to the well being as a whole. The capability of a leader is dependent on his certain personality traits such as intelligence, alertness to needs and motives of others, insight into situations, responsibility, initiative, persistence and self-confidence.{Stogdill (1948/1969)}. Although there is lot of literature available on women empowerment and micro financing self help groups (Kumar 2006, Anand, 2002, Rajagopal 2002 Kabeer2005). Studies on leadership and micro financing are negligible. Scholars point out that microcredit is provided through the means of self-help groups (SHGs), where the group elects two or three of its members as leaders (president, secretary and treasurer), who help the SHGs to function and, occasionally, also work collectively to deal with issues that impinge on them as

women.(Singh,2014) This paper attempts to discuss how despite of the negative approach, among the women folk to not be a part of self help groups since they do not get immediate returns. It is interesting to find that effective leaders in rural areas have shown successful ways to keep the women together by trying to facilitate them in time of need.

Literature review

Leadership practices are culturally bound is suggested by many leadership theories (Alves, Lovelace, Matsypura, Toyasaki and Ke, 2006) Adher (1997) is of the opinion that there are numerous leadership theories but no global leadership theoretical explanation. In the scholars view that there is a feminization of global leadership not only due to increasing number of women in leadership positions but also because of the relevance and wide expansion of certain leadership traits and qualities that have traditionally been connote as feminine such as cooperation, participation and relational styles. (Alves, Lovelace, Manz, Matsypura, Toyasaki and Ke, 2006)

Leadership and empowerment are closely related. Empowerment can help leaders to tap the knowledge, skills, experience and motivation of each person. (Roy, 2006) In micro enterprises owned by women, it is pointed out by scholars that they work for more hours but get less remuneration compared to men. It can be observed that women have been excluded from the formal financial services on the ground of their property less status, castes and discriminatory practices. The literature cites that women who have joined self help groups have also joined the *panchayat* but their personal traits and situations in emergence as a leader is neglected. (Ghosh & Vidya 1997) Scholars are of the opinion that despite of their representation in the hierarchical structure their contribution is surpassed. (Datta, 1998)

Singh (2014) identifies that education and other social activities were found to be important parameters to become a leader in a SHG. She is of an opinion that it is not a matter of aged and young women to be a leader but women are expected to reflect the participative /democratic style of leadership. It was also interesting to find in Singh's study that situations within the groups and within the family also plays an important role to decide the emergence of a leader in the Self help groups. The concept of "proxy leaders' and 'ex leaders" role in operation of the groups is also an interesting finding The concept of proxy leader was also envisaged by Dutta 1998 in the panchayat to act as agents for male members.

Kurt Lewin recognised that one of the factors that determines a leader's choice of leadership style is the need to make decisions. In 1939 he and his co-workers identified three styles of leadership decision making, the autocratic, the democratic and the laissez-faire. (Lewin, K., Lippit, R. and White, R.K. 1939).

1) **Authoritarian/autocratic:** Authoritarian leaders provide clear directions to achieve the outcomes. These are leaders are more concern for production than concern for people. A leader of such a quality takes decisions himself and has control over all task. Autocratic leaders make decisions themselves. They do not consult their followers, or involve them in the decision-making process. Having made a decision they impose it and expect obedience.

2) **Participative/democratic:** This style is generally the most effective leadership style. The leader believes in team management. The group has a constant participation in decision making. Democratic leaders take an active role in the decision making process but they involve others too. Despite the term "democratic" they don't necessarily put decisions to the vote. Of course, they still carry the responsibility for seeing that decisions achieve the desired outcomes.

3) **Delegative /Laissez-fair:** Delegative leaders offer little or no guidance to group members and leave decision making up to group members. This style can be effective in situations where group members are highly qualified in an area of expertise. Laissez-faire leaders have very little involvement in decisions making themselves, pretty much leaving matters to their followers.

Objectives of the study

- To explore the style of leadership and investigate the effectiveness of operation of micro financing self help groups in the villages and the role of the leaders.
- To examine and analyse the role of the women of the group contributing to the society without the help of male counterparts and their relationship with the leader per se

Methodology

The study investigates the women of rural areas of Haringhata Block, Nadia District, West Bengal. The study takes into account two villages and examines the style of women leadership on the existence of twenty one self help groups since last fifteen years. A case study method is adopted to understand the perception and opinions of

women in the changing environment. Each group has 10-12 members. Three members have occupied a leader position such as president, secretary and treasurer and three were non leader members as a whole, six members were interviewed from each group. There were sixty three leaders and same number of non leaders. These twenty one groups were purposely selected since they all existed over fifteen years and have seen group dynamics over years.

Findings and Discussions

The investigation of twenty one groups was done. In every group there were three leaders. All the groups had 10-12 members who are a part since last fifteen years. Every month the members meet. The meetings start with sharing their day to day problems, stories, jokes and sometimes managing conflicts. They deposit an amount of Rs 20-25 every month. If they are working they contribute from their saving or they ask from their family members particularly husbands. After an amount is saved for certain months the group registers with the block office. Leaders of the group i.e. the president, secretary and treasurer approach to the cooperative banks and deposit the money. Many times the NGO's also facilitate the leaders to transact with bank officials. In turn basis of the three leaders elected by the non leaders do all the banking transactions. Proper accounts and register is maintained so that it can disclose to all the members. When a certain amount is attained in the book of accounts in the bank loan at a subsidiary rate is provided for encouraging entrepreneurship and to help the poor to take loan at lower interest rate for family purpose. Loans are provided for dairy farming, goat rearing, vermicompost, farming and small shop establishment etc. Many times the block offices organize training programmes for the women such beautician courses, sewing and cow rearing etc. The leader's role is to send the members for training, disclosing all the accounts and explain the programmes organized by the block offices. Conflict arise and misunderstanding creeps within the group members when the money has been deposited but has not given immediate returns, paying off the loans taken from the group and opportunities not provided while training is offered by the block office. There are cases found in which the training was given by the block office to rear goats but ducks were issued by the office to the members although the leaders followed a participative approach there was serious conflicts between members over a long period of time. It also generated household and neighbourhood conflicts.

Many non leaders who do not work are not in a situation to pay the regular deposit. Even if the leaders approach the houses themselves it is found that they have to comeback facing insults and women even avoid by running away. This becomes more crucial when the leader enquires about the return of loan taken from the groups. Many women have also left the groups after taking loans. An interesting finding in such a case allows a proxy leader to take over. These leaders manage to develop a group within the existing one and stand against the leaders they had themselves selected. Many times ex leaders of group also play a negative role in such a case which leads to breaking of the group solidarity, trust and cohesiveness.

The groups following a participative leadership follow proper communication skills, have ability to integrate people, believe in positive behaviour and a transformational attitude. The leaders manager the money in structured matter. The leaders facilitate the non leaders of the group by updating the changing scenario of the village as a whole. Without the assistance of the male members in the village, they operate the groups in an effective manner. There are cases in which men are inspired by the leadership style and the way women tackle the problems. This has also encouraged starting of male self help group under the guidance of female leaders. Women leaders have personally taught many members of the group to sign their names when they deposit the amount for further saving to the leaders. They have even inculcated the behaviour among the members to educate their children. In both the villages many people have started sending their children to school because of the efforts initiated by the leaders of SHG's. The leaders have even convinced their members visiting door to door to encourage education. There is also an opportunity of adult and continuing learning provision in the village which has gained recognition because of the efforts of the leaders per se. One can find a sense of empowerment among women and a positive impact on health awareness and knowledge. The *aganwari* health centres facilitates women with hygiene and precautionary lectures, child care needs and family planning measures. The SHG leaders play a vital role in imbibing the changing perceptions and ideas towards approaching the health services. Although the understanding is not very clear till date, but still there is a sense of empowerment. SHG leaders also accompany the non leaders to the health centres in the time of need. When the group members rely on the leader for help it is interesting to find that they act more as sisters than friends and solve certain problems. Such an understanding is true in many parts of India and other developing countries as quoted by Kumar 2006, & Doocy, Teffera, Norell, &

Burnham, 2005. Women are more confident to take decisions about themselves and their family members since they find that the leaders would always guide them at the time of need. In many cases women are confident that can share their personal problems with the leaders and decisions can be taken. Many a times it is found that SHG leaders have resolved domestic conflicts by effective communication with the family members and their neighbours. They have also interfered when women face domestic violence at their households.

Another remarkable contribution made by the leaders in Nadia District is encouragement for entrepreneurship. Many women have started with petty shops, duck rearing, vermicompost and sewing as a business for complementing the income of the male members of the family. The generating of funds is from the loan taken by the group. The establishment of linkages is facilitated by the leaders of the group. It was interesting to note in one of the villages that the bank has provided a computer system to the leader to maintain accounts and facilitate the group members.

The empowerment that can be seen among women who are a part of a groups which follows participative/democratic leadership to its members consult the group members time and again to work together and reach to a goal. When the meetings start with the group members each individual is consulted ideas are discussed and conclusions are reached. In lot of cases the ideas do not match with the ideology of the leaders and major conflicts arise. It is also seen that conflict also arise between leaders i.e. president, secretary and treasurer. There also instances seen where a leader is changed and new one is elected because of situational or circumstantial factors. However, it's found that sometimes women agree to an idea when they come for the meeting, but when the same is shared with family members there is a drastic change in their behaviour. Such a change calls for proxy leaders, leaving of the group because there are no immediate returns. The style of participative leadership as Lewin 1939 points out believes in team management and constant participation of the members keep the members together for years.

Women are of the opinion that where there is a dominating type of leadership in case of SHG's the groups has either changed their leaders or the groups have not survived. In case of a delegate style of a leadership women generally unaware of various intricacies of financial matters and groups fail to exist.

Summary and Conclusion

The feeling of being a leader is an escalation of women at an individual and societal level. The idea of maintaining solidarity and generating funds from the group is a deep sense of empowerment. The skill of maintaining a cohesive and trusted group and in meanwhile teaching a women to empower herself by signing her name and educating the family, maintaining digital accounts and developing awareness about various programmes and many a times developing entrepreneurship ventures is a greatest contribution an leader can make to the society as a whole. In the present study after investigating the sample size the participative/democratic style is the most effective medium to operate the system of micro financing self help groups. The leader's capability, their intelligence, alertness in the time of need, motives and objectives towards the group, their far-sightedness to analyze the problems, cooperation, participative behaviour and confidence has shown effectiveness of operation of micro financing self help groups in the villages. The role of the leader is vital since it has not only led to taking of new responsibilities and initiates but has also shown persistence in working with the groups over fifteen years. Although the role of the proxy leader is sometimes very harmful for the present leader but also in very few cases it has shown that these leaders have tried to explain the need of togetherness within the groups. One can also find disputes, misunderstandings and conflict and an engraved understanding of women folk that managing finance is the domain of the male members in the society, still there an urge among the women to create a new place for themselves in the rural society. The women share a cordial and sister like relationship with the leaders over years which allow them to create a women's world for themselves. In most of the cases without the help of their male counter parts women try to make a place in the society rather acting as agents for male members. A proper facilitation of resources directly to the leaders than to the middle men would enable a smooth running of the system and development of the society as a whole

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Mahila Bank in India- A Catalyst for Economic Empowerment of Women

(A study of Women Customers in Delhi &Semi Urban Area)

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Abstract

The economic empowerment of women in India has always been a subject of concern. Their inclusion in the banking world can be measured on parameters like percentage of women creditors, percentage of women debtors, number of women employed in banks and number of women members in the decision making boards. According to the data furnished by World Bank, merely 26% of women in India have an account with a formal financial institution, as compared with 46% of men. If we consider credit supplied, only about 12% of the individual bank loan accounts belong to women and if we consider deposits, the share of deposit accounts held by women is 24.7% of the individual bank deposit accounts. BhartiyaMahila Bank was established in November, 2013 with the objective of economic and financial empowerment of women in India. The bank is unique as it is the first bank in the country to be dedicated to women. With majority women staff and only-women Board, the bank offers products and services that have been specially customized for women. The Savings Bank rate of interest for Rupees One lakh and above is 5% and for amount less than Rs. One lakh, the interest rate is 4.5%. While lending rates for women are the least in the country, that is, barely 2-4% above the base rate. However, in 2014, schemes such as Pradhan Mantri Jan DhanYojna and MUDRA were launched which have overlapping objectives with that of BhartiyaMahila Bank. This makes the evaluation of the role of BhartiyaMahila Bank as a catalyst for economic empowerment of women in India even more important.

The present study is an attempt to analyse the concept and need of Mahila Bank in India along with accessibility of financial services & credit facilities by women in those area where BMB branches are present. Simultaneously asset holding by women & development of entrepreneurial habit among women are also the focus area of this study. Public Sector Banks are creating lot of

employment opportunities for women whereas BMB is exclusively recruiting women staffs. This study is examining the effect of BMB on overall employability of women in Indian PSBs.

Key Terms—*Bhartiya Mahila Bank, MUDRA, Inclusion, Economic Empowerment, Entrepreneur.*

1. Introduction

A Bank is financial intermediary which facilitates the supply of funds from surplus to deficit side of various economic activities in ways that promote fullest possible utilization of economic resources. The people are the core of these economic activities, so participation of people at larger extent in these economic activities has always been encouraged by various policy formulating agencies. Emergence of banking system is also a result of these efforts made by policy makers. In India banking started in the late 18th century by some trader's groups. The first bank was established in 1770 by the name "Bank of Hindustan". After that, series of banking institutions were established by various trader's group of India. The access of financial product and services were limited to these traders. The financial product and services were designed to fulfil the need of trading activities only. After Independence, Indian banking went through various reform measures like as Nationalization of banks. One of such measures taken by Indian government initially in 1955 was nationalization of SBI. Indian government planned to nationalise 14 other banks in 1969, then 6 more in 1980, all of this was done to promote the inclusive growth of economy. After the nationalization of various banks, policy makers have witnessed an increased participation by people from various societal groups in various economic activities. Furthermore policy makers promoted liberalisation and globalisation of Indian economy to encourage global participation & competitiveness of Indian banks. Later on government allowed FDI 74% in private bank and 49% in new bank. All these measures by policy makers did boost the rapid establishment of new banking institutions which has increased a great level of competitiveness among Indian banks.

In the present scenario Indian banking system is broadly classified in public sector banks, private sector banks and foreign banks. The present banking system is catering all strata of society through its vast network from metro cities to remote area by offering a number of financial products and services. Accessibility of these financial products and services are necessary to participate in economic activities and a savings bank account is considered as primary tool of participation in economic activities by women. But the data of World Bank suggests that only

26% of female population in India have bank accounts. The Government of India and RBI have started a number of financial inclusion drives to motivate people for opening savings accounts in banks. RBI has initiated its financial literacy campaign in year 2004 and implemented its financial inclusion drives with the objective of 100% financial inclusion by the end of financial year 2012-13.

The Government of India also initiated various programmes to motivate people to open a basic savings account in banks by implementation of various schemes like Direct Benefit Transfer (DBT) Scheme in financial year 2012-13, Prime Minister Jan DhanYojana(PMJDY), Prime Minister Atal Pension Scheme. Apart from this, to enhance the accessibility to credit facilities government and RBI have initiated various government sponsored credit programmes, priority sector lending and lead bank schemes in banks. Despite all these efforts by government and RBI the accessibility of financial products and services is limited to particular segment of society. Specifically World Bank report suggests that women constitute almost half of the population but only 26% women are having bank accounts in India. According to world bank's report there are a large population of women which is not participating in any type of economic activity in developing nations including India. Women are continuously facing discrimination in accessibility to employment, asset holding, financial services and decision making activities in private and public life. There are large populations of women who are forced to live in poverty

(UN MDG Report'2015).ⁱ

Women earn less than men even for the same job and same working and there is more unemployment in women as compare to men who are having similar level of educational qualifications. United Nation's Millennium Development Goal-3(UNMDG-3) "Promote Gender Equality and Empower Women" also suggest to its member countries for to formulate policies and establish institutions which promote equal gender representation in all kind of decision making process in private & public life (UN MDG Report'2015).ⁱⁱ In our country it is an irony that despite having diverse cultures, customs and traditions, women who are portrayed as goddess in mythology are unfortunate to access all available economic resources, financial services, employment opportunities and decision making boards. Predominantly in our country women engaged in household activities and domestic issues. Even in domestic issues, their participation is usually not expected in any major decision making which affects the course of

her and the entire family's life. In metro cities women are breaking the glass ceiling and participating in various economic activities but in Rural & Semi Urban areas women are giving preferences to their domestic issues over their participation in economic activities.

India is a mixed economy which plays a major role in meeting developmental objectives along with societal needs. In a country like India – welfare and growth of individuals is the responsibility of the family, society and village community. Initially these kinds of efforts were dependent upon the private charity, donations and volunteering but government also has set up some formal institutions which carry developmental agenda along with Individual's growth.

Women constitute almost half of the Indian population, who have significantly contributed in India's social progress even though they were kept outside any formal power and profit centre for a long time. In 1960s few upper-class and upper middle-class women have started some volunteer work for welfare of the rest of the women. They have formed various small groups and small organisations by contributing Money and Volunteer work. In the past, in India wage work by women were considered as taboo, So Indian women had no economic independence, No independent financial decision making and had very limited property rights. Indians followed a patriarchal system, a joint family system with joint property or common property in the name of eldest male of family. Women never had the right to sell or mortgage a property and for a long time this made them economically disadvantaged group of the society.

During the India's freedom struggle Gandhi had encouraged women to take active part in the social and political life but as purely volunteer and not as paid workers. Gandhi also believed that the primary duty of women was to raise the family first and simultaneously he believed that they should become self-confident by utilising their full potential through active participation in volunteer work. This Gandhian philosophy had motivated a few women to start their own entrepreneurial work. Initial entrepreneurial venture by women accepted the Gandhian ideology that's women's primary responsibility is family while men and women had equal rights but their role and responsibilities were different. Women came out to their household chores to support women or to contribute something to society without any expectation of economic return.

Sometimes circumstances forced a woman to start her own entrepreneurial activity to generate self-employment opportunity for self or her dependents with the objective of income generation. While entering into this kind of entrepreneurial or self-employment venture women faced

numerous challenges including lack of financial assistance. Accessibility of financial resources may protect women from unwarranted economic shocks, poverty and deprivation from decision making in their private & public life. Accessibility of financial resources was significant as a first step towards economic empowerment of women. It encouraged saving and investment habit among women and it did boost their confidence to take independent financial decisions. It also encouraged them for setting up of their future financial goals and to chalk out a plan to tackle the economically difficult situation. The success of any financial inclusion plans or schemes for economic empowerment of women primarily depends on the type of financial products and services & their delivery mechanism. (Parliamentary Committee '2014)ⁱⁱⁱ

Initially poor women had formed local groups to extend the financial support to each other which were known as Self Help Groups (SHGs). These small groups triggered the emergence of Micro financial institutions (MFIs) and cooperative banks in those areas where these groups were started. MFIs, NGOs & Cooperative Banks became the efficient channels to cater the financial need of poor women in majority of India. Inclusive financial system facilitated efficient allocation of productive resources; financial leveraging with deepening of innovative products and services can reduce cost of capital & can achieve profit out of it. Indian banks are also present in every corner of the country to provide access to financial services and credit facilities to all. Indian banks are recognised as catalyst for socio economic transformation of our nation. A country which is aspiring for inclusive growth and sustainable development of the economy should ensure the equal opportunities and equal access to financial services and credit facilities by all. So it becomes the utmost desire of the policy makers to trigger participation of half of population in economic activities of nation like asset holding, access to financial services and credit facilities& participation in employment. The key sources of growth in next generation would be efficient banking infrastructure, small and medium enterprises, retail customers and a formal financial system for bringing lower income persons into its fold. Public sector banks are important for part of Indian banking system which plays critical role in stability and employment. (CAFRL,RBI'2014)^{iv}

In Indian banking women constitute almost one fifth of the total work force which is not an encouraging proportion as per the demography of the country. Of these, there are total 24% women employees working in Public Sector Banks. Out of which majority are working in Urban

Branches. (PC'2014, empowerment of women) So, with the objective to enhance women participation in economic activities Government of India has proposed to set up separate bank for women in its Annual Budget of 2013-14. To conceptualise the business model government has framed a 6 members committee under the chairmanship of M.B.N. Rao. BhartiyaMahila Bank (BMB) was launched on 19th November 2013 with simultaneously opening its 7 Branches with the purpose of to encourage decision making women board and their role in Indian banking industry along with to catalyse the economic empowerment of women by motivating them for entrepreneurial habits. (BMB Annual Report 2013-14)^v

The BhartiyaMahila Bank is different from other public sector banks (PSBs), Where other public sector banks are engaged in mass banking to cater all levels of the social pyramid irrespective of their genders and income levels. The BhartiyaMahila Bank is primarily focused in fulfilling the financial needs of women. The Bank will cater all categories of women but its primary objective will remain to facilitate equal access of economic and financial resources to women those are living in semi urban or rural areas and women who are underprivileged or unbanked. BMB does not work upon traditional mass banking model, instead it has developed a niche banking model where it will accept deposits from all women and men, but primary focus of these products or services are women. Predominantly this bank extends its credit facilities to women through various tie-up arrangements with companies like Lakme, Naturals and NGOs or MFIs to motivate entrepreneurial habits among women. Another focus of BMB is to encourage the employment of women in banking sector to execute its concept. BMB is keeping 70% female employees in its workforce. (BMB Annual Report'2014)^{vi}.

2. Rationale to Study –

A large number of women started volunteering work in informal sector, started getting education and employment in formal and informal institutions. It has increased their participation in economic activities and made them economically independent which enables them to take part in private and public decision making but there are very few women in decision making boards of Indian Banks. The reasons may be primary role of women as per social traditions is to carry the household responsibilities, which may be hindering her career path in mid-way. Transfer policies of banks and remote postings may force her to choose between family and job. Women preferred

to sacrifice the promotion or bank job. Thus it suggests a women's bank where work environment and transfer policies can be design according to need of their women employees.

Indian Banking System is dominated by public sector banks with good number of branches. Most of PSBs are working on mass banking model to cater the all strata of society irrespective of gender and income levels. There are various schemes and plans executed by government or banks to increase the bankable population but there are less number of women customers as compare to men. The patriarchal system makes a woman dependent upon male members of her family which keeps her out of the reach of bank accounts. One possible reason behind it may be that women are hesitating to visit a bank branch. Thus it suggests some women focused approach by women banker to encourage them for opening the bank accounts & accessing the financial services. Accessibility to financial services and credit facilities foster the participation of women in economic activities & enable them to hold assets & to take independent financial decisions. But most of the women entrepreneurs face the challenge of getting timely & adequate credit facilities from bank. The possible reasons may be lack of professional training or lack of collateral securities to loan. The male alienated inheritance laws deprived them from asset holding. Most women start self-business or entrepreneurial ventures with the objective of income generation for their household needs, not for asset creation or expansion. A good number of financial institutions are extending credit facilities to women entrepreneurs on reasonable rate of interest by various delivery mechanisms. There are very few women business leaders as compared to men in India. Lack of professional experiences, training and contacts with outer world for expansion of business may be hindering their business growth path. Thus it suggests the customisation in financial products and services as per the requirement of women customers, entrepreneurs, businesswomen& to encourage them for setting up an entrepreneurial venture in consultation with bank.

3. Review of Literature

There is a large part of society which does not have sufficient autonomy in their decision making and whose choices are not valued, they are women. The empowerment of women and autonomy in their decision making is linked with their accessibility to financial services, control of economic resources, asset holding and active participation in employment, self-employment and entrepreneurial ventures (Nagaraja, 2013)^{vii}. Women have immense potential to achieve equal economic status to men but the attitude of opposite gender and lack of women centred

institutions is the main hindrance. This can be eliminated by formulation of definite economic policies and state owned institutions for women (Kumuda, 2014)^{viii}. The success of SEWA Bank in Gujarat and Mandeshi Bank in Maharashtra point towards the conclusion that financial inclusion model requires three pillars that is - the trust, customised product and support services,

Modification in loan product as per the borrower's need and repayment capacity along with innovative delivery mechanism backed by effective monitoring of their income-expenditure pattern and life style. This can create some successful women entrepreneurs out of the rural women. Firstly any financial institution needs to create an infrastructure and vast delivery channels by incorporating other organisations or subsidiary units, and then they should spread financial literacy among women as well as provide support services like training and consultancy for their every economic activity (Mahadevan, 2014)^{ix}.

The United Nations has shown its concern as a desire to create gender equality and economic empowerment of women in its Millennium Development Goals. The United Nations UN MDGs

2009 report says "Women lag behind in terms of participation in decision making and employment. This huge gap between both the genders could not be minimised by 2015" World

Bank policy reports and Beijing (1995) Declaration presented women empowerment as the key strategy for development. The report suggested that full participation in employment and decision making activities by women and equality in payment of wages or salary of women can make women economically empowered. India has 1210 million women who account for 48.5% of total Indian population and 17.5% of total global population. (Census, 2011) Unfortunately, India ranks 123 in education and economic participation by women. This is the main detrimental factor to India's economic progress. (World Economic Forum, 2012)^x Most of the women waste their potential in non-economic activities such as domestic chores. As per the study, approximately 13-14 hours are spent by women in their household responsibilities of catering to the family and children (Gopalan, 1987)^{xi}. Independence for participation in economic activities, employment and financial decisions are considered as most important indicators for economic empowerment of women (Kabeer, 1999)^{xii}. There is huge disparity in asset allocation in men and women. Asset allocation, accessibility to financial services and credit facilities, control over finances and economic resources by women will make them economically empowered

(Malhotra, 2002)^{xiii}. There are large number of women, particularly poor women who are deprived of access to economic resources and opportunities which are easily available to men. Ownership of economic assets, business ownership and access to employment in formal sectors are the basic parameters to compare women's economic progress with that of men's. There is a huge gap between men and women in terms of economic independence (Sen, 2001)^{xiv}.

This inequality shows effects in banking sector too, where women lag behind men in terms of employment in banks as well as access to banking services and credit facilities availed by them. This phenomenon is deepening the economic gap between men and women. Recent policies on financial literacy and education successfully addressed these issues. Further these policies suggested implementation of some innovative measures to increase the percentage of financially included population. These financial inclusion policies were general in nature and did not specifically address the gender related issues (Chavan,2009)^{xv}. G-20 leaders recognised financial inclusion as one of the nine pillar of development. G-20 reports suggest that developing countries must endorse systems which enable women's accessibility to financial services. To achieve these, developing nations should give gender dimension to their financial inclusion programmes, strengthen entrepreneurial habits by extending appropriate financial education and training opportunities to women, increase the capacity of financial institutions to better serve the interest of women entrepreneur(GPFI)^{xvi}. The Microfinance Institutions in India have emerged as great source of credit delivery to rural women. The Bank-SHG Linkage programme is an efficient delivery mechanism to serve the credit requirement of rural women. A study of this programme suggests initiation of some policy measures or set up of institutional framework to fulfil the women's banking requirement instead of dependence on Micro finance institutions

(Chavan, 2009)^{xvii}. To provide bank credit to women is one of the ways to deal with the underprivileged condition of economically poor women in India. Currently, the relationship between banks and poor women is indirect i.e. through some intermediaries in the form of NGOs, MFIs and NBFCs. Women are not aware about the rules, regulations and procedures of a bank so they are more hesitant to approach banks directly. They turn to someone they know and trust from their community who could help them to get the loan. An easy access to credit facility by women significantly increases their asset holding, purchasing power, mobility for employment or economic activities and participation in major decision making (Hashemi,

1996)^{xviii}. There exist some negative sides of the credit flow to women borrowers as well. Easy availability of loan to women increases the workload of women and pressurises to repay the loan with interest amount. The study reveals that when income of women is increased, it is spent on non-economic purposes or household requirements(Mayox, 2001)^{xix}.Commercial banks prefer to lend to only to those who can pay back on time with interest. Probability of women entrepreneurs of getting loan increases in developed countries. When competition among financial services is high, banks are more inclined to lend to all customers who qualify for loan irrespective of their gender with the purpose of increasing the bank's profitability in a highly competitive environment. Hence, it is believed that as the financial markets and banking sectors evolve in developing countries, the higher level of competition among banking institutions will curb gender disparity in credit decisions (Prasad, 2009)^{xx}.

National policies for empowerment of women (NPEW), 2001 as well as the 10th five year plan enumerate the policy guidelines for empowerment of women by extending them employment opportunities, support for self-employment and women enterprises. Economic empowerment of women aims to make all women economically independent through skill training and participation in employment and income generation activities. There is an urgent need in modern times to facilitate women to own and manage their savings and investments along with management of their specified institutions. SHGs and small credit groups are the foundation of establishment of women orientated specified institutions(Premchander, 2007)^{xxi}. Poor women should start some entrepreneurial activities based on local resources. To encourage the entrepreneurial habit among women banks and financial institutions should provide easy access of credit to poor women. Most poor women don't have the right to spend their own earnings and don't have ownership of assets. This makes them economically dependent on others. The formal institutions like bank are averse to provide credit facility, access to bank account and other services to poor women. There is a need of providing easy access of credit by formal institutions to these women, because this will increase their ownership of asset as well as entrepreneurship. This increased participation in economic activities by women can lead to their economic empowerment in the truest sense(Lokhande, 2014)^{xxii}.There exist a need to boost the community and village level activities in which women should be engaged by releasing their hidden potential which at present is limited to their domestic chores and other unpaid household responsibilities.

The full capacity utilisation by women can be a true indicator of their economic empowerment (Bohil, Milind S. 2003)^{xxiii}. Women credit group formation is the first step towards achieving the economic empowerment which leads to encourage equal participation of women in local communities and breaks socially oppressive traditional practices.(ICPRD, 2003)^{xxiv}. Working more creatively, being their own boss while maintaining work- life balance can be the main driving force for women to establish their own entrepreneurial venture. Whereas availability of adequate finance and marketing activities may be the main challenges for any newly set up entrepreneurial venture by women (www.womenweb.in)

Rajeshwari (2015)^{xxv}highlighted hindrances and needs of empowerment of women. Some of them are - women have low level of risk bearing ability and absence of self-centred ambitions among women. Simultaneously the study suggests the need of women empowerment to increase their decision making power and their access to employment. There are some solutions to fulfil these needs which the study also suggests such as the formation of Self Help Groups (SHGs) and women entrepreneurial ventures along with active participation in employment in formal sectors. Achievement of women in the field of Income and employment are comparatively poor. Economic empowerment of women is not possible without definite policies for their economic development. These policies should facilitate equal employment opportunities to women and smoothen the process of establishing their own entrepreneurial ventures. This will ensure equal participation of women in economic activities which would eventually lead to sustainable development of the economy. “When women move forward, the family moves forward, the village moves forward and the nation moves forward too.” So the study suggests their accessibility and control over economic resources build up their identity in society. There is a need to emphasise on gender based training component with the objective of economic empowerment of women (ISST, Bangalore, 2000)^{xxvi}. There is also need to design a strategy for those women who are educated and belong to low income category with the aim to increase their involvement in outside economic activities by encouraging mobility among women. There also exists a need of empowerment training and skill based vocational trainings to women workers and local leaders at village level (Mohammad, Noor and Shahid, 2004)^{xxvii} ..:

The stereotypical behaviour towards women employees in the banking sector hinder their participation in employment, decision making and climbing the ladder to hold the managerial positions. The level of corruption in public sector banks can be reduced by employing women on

key managerial positions. The culturally prolonged patterns have affected the managerial decisions regarding selection and promotion of women in banks. The family pressure is one of the key factors for women employees affecting their employment and career progression in Banks. Good education, better training, cooperative organisational and family environment, safety and flexibility for women in banks are necessary for the progress of women in managerial decision making roles (Joshi, 1990)^{xxviii}. Financial services, Banking and Insurance activities have been growing day by day. These are the sectors which have also been the major source of employment. The reason behind it is their vast network and widespread presence throughout the country. There are several factors which make this sector more feasible and attractive for women like non- manual nature of working, security, good salary levels, fixed working hours which suits the domestic schedule, stationary nature, respectability in society. (Ramachandran, 2003)^{xxix} There are 24 % women employees in banking sector. There is a huge gender gap in employment in public sector banks. There are no separate service conditions or rules and regulations for women employees in public sector banks in India. Bank jobs are transferable job- that too all over India sometimes even globally. Transfer policies of banks states that an officer need to work at multiple locations including mandatory rural postings. There are no separate support systems for women employees, climbing the ladder in banks. This results in women being forced to sacrifice their career to look after their family & children. Few banks have started sabbatical leave provisions for two years, flexible working hours, part time work, and work from home to increase the retention of female work force in bank (Gollapudi, 2014)^{xxx} The above discussion derives the hypothesis as follow:

These days, banks are facing multiple challenges in human resource management. In near future banks will get more diverse work force from different parts of country and from both the genders with varied needs and preferences. In such conditions banks have to look beyond their traditional working environment like non-traditional work relations, flexible work schedules for women, contract arrangements, work from home concept and virtual teams (Jha and Anand, 2014)^{xxxi}.

The establishment of an all women bank in the form of BhartiyaMahila Bank by government of India will play a great role in triggering the access of banking services and credit facilities by women and extend a vast opportunity for women employment in public sector banks as the bank is predominantly for women customers, by the women employees. But, a bank is a business entity which requires profitability for its own survival and growth. So this bank should work

upon innovative business approaches to keep balance between profitability and its responsibility towards economic empowerment of women in the country like India where women are socially and economically excluded. This exclusive preference to women may boost their participation in economic activities and make them economically independent (Tiwari,2014)^{xxxii}.

4. Objective of Study

1. To understand concept and need of all women's bank- BhartiyaMahila Bank.
2. To analyse accessibility of financial services in areas where BMB branches are opened.
3. To explore the asset holding pattern and credit utilisation pattern among women in the areas where BMB branches opened.
4. To investigate the entrepreneurial activity & BMB efforts to encourage it in selected area.

5. Hypotheses of the study

H₀₁:The establishment of Women's Bank encourages the participation of women in economic activities in terms of income generating activities.

H₀₂:The gender focused financial inclusion schemes may boost the accessibility of financial

services by women& financial education among women in large.

H₀₃:Easy accessibility of credit facilities by women increases their asset holding, purchasing power & economic independence.

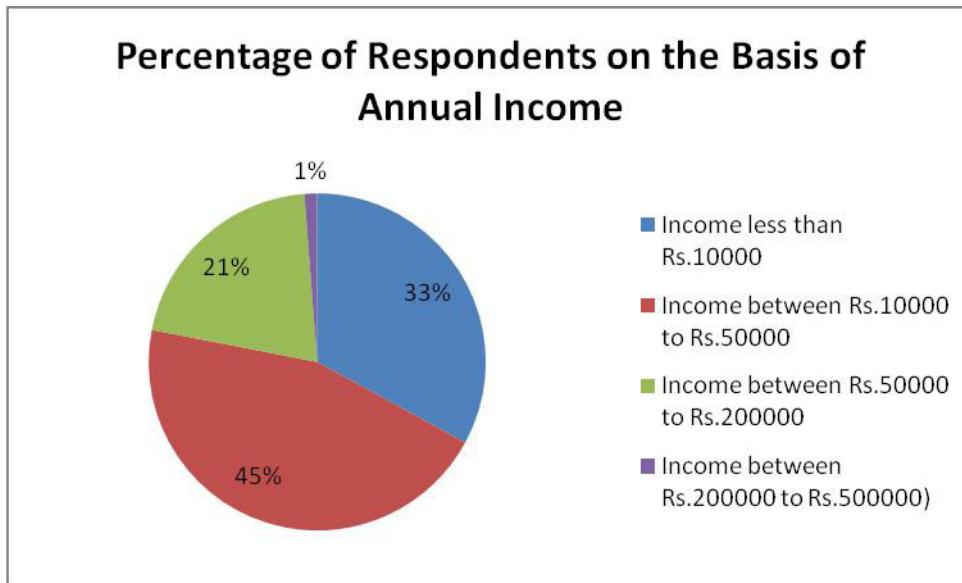
H₀₄:The training and consultancy facilities by financial institutions increase saving and investment habit among women and encourage them to participate in some income generating activities.

6. Methodology of Research

The present study is exploratory in nature. A primary survey has been conducted on 300 Women customers of various branches of Bhartiya Mahila Bank (BMB) with the help of structured questionnaire. The questionnaire is designed in bilingual, English and Hindi (Annexure) to make it understandable to respondents. The questionnaire collected the information, preferences & choices of women customer of Bhartiya Mahila Bank. The aim of questionnaire to understand the key factor by way of collection the response about their income, asset, banking support & their empowerment through bank. The responses have been collected by personal interaction method. The study covers the women customers only of Bhartiya Mahila Bank Branches of Northen Indian States viz., Delhi, Uttar Pradesh, Rajasthan and surrounding area of National Capital Territory of Delhi. To select the respondents we have used non probability sampling technique. The women customers selected by way of purposive sampling technique.

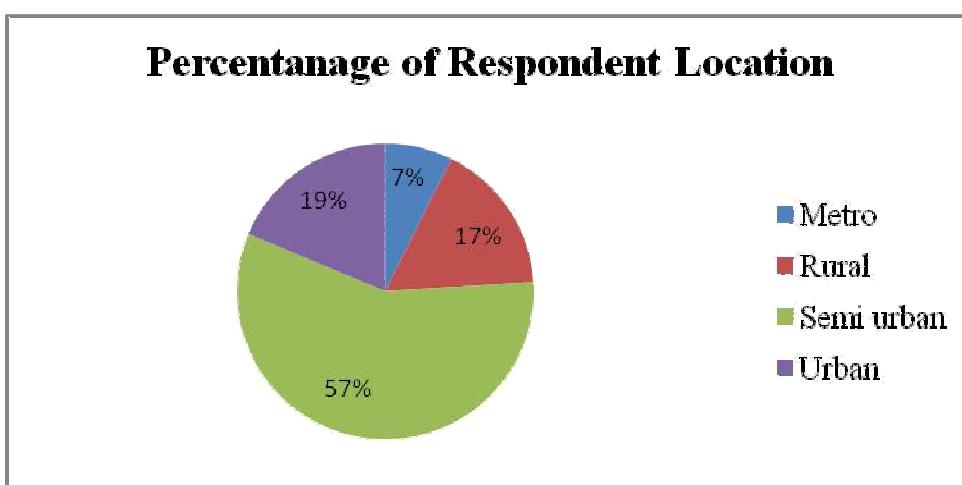
The study conducted on 300 women customer of various Bhartiya Mahila Bank (BMB) branches viz. Nehru Place, Model Town, Najafgarh, Noida, Gurgaon, Alwar and Jaipur. Although all the branches are located in main cities but their targeted customer segment for banking services are unbanked and underprivileged population of the area. The respondents for present study selected by using purposive sampling technique. The respondents are selected for a purpose to evaluate the economic participation of women through BMB so they are selected on the basis of criterion viz. availed banking services (deposits & loan).

Picture : -1 : Respondents classification on the basis of their location.



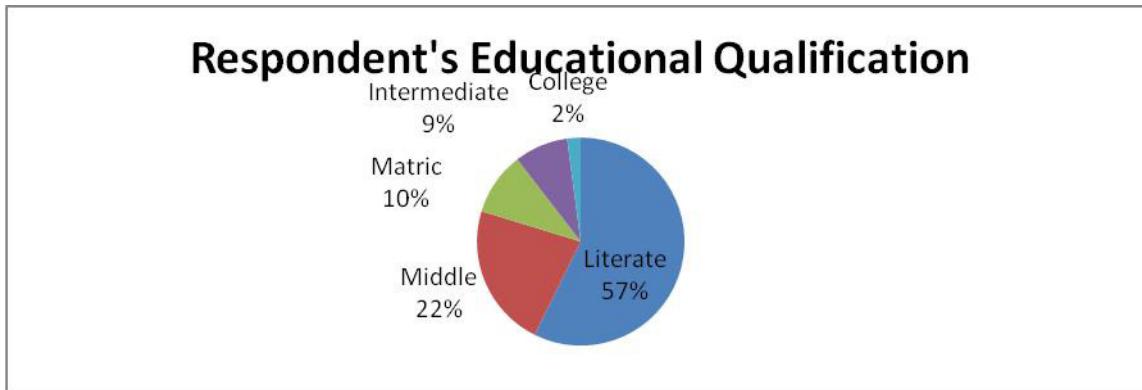
Picture-1 tells about the location of residence of women customer, there are 300 respondents out of which 57 % are from semi-urban area, 19% are from urban area and 17% are from rural area, 7% are from metro. This table signifies that primarily BMB is attracting the women customer from a population which lives in sub-urban and urban area. These results are similar to the results shown in BMB Annual Report'2014.

Pictur-2: Respondents classification on the basis of Annual Income



Picture-2 reveals that 78% women customer are having annual income less than Rs. 50000/- out of which 33% are earning less than Rs.10000 / annum. This result tells that primarily BMB is constituted to cater the banking needs of underprivileged and marginalized segment of population. The results are similar to agenda discussed in Annual Report BMB'2014.

Picture -3 : Respondents classification on the basis of education



Picture -3 reveals about the educational background of respondents. There are a large population who don't have education above middle (Class 5 to 8) level. There are very few women customers of BMB those have collegiate education.

7. Data Analysis : Questionnaire

Table -1 :- KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.524
Approx. Chi-Square	1387.716
Bartlett's Test of Sphericity Df	435
Sig.	.000

The statistics for KMO can be calculated on the basis of multiple variables (Kaiser(1970) in Field, 2000). The sample adequacy has been tested by using the Kaiser-Meyer-Olkin (KMO) test, and Bartlett's Test of Sphericity to confirm the no identity matrix $\{x \neq 1\}$ are run and the results are found satisfactory. The data have been analysed by applying principal component analysis (PCA). The variables with initial eigenvalue greater than one ($e > 1$) have been selected

for further examination of rotated component matrix. Appropriate name is given to the extracted components. The regression equation is saved for extracted computer with help of statistical software SPSS.21 and analysis of variance has been applied to know the responses of women customers of BMB on independent variables / extracted components.

8. Result and Discussion

The data have been collected from women customers on likert's five scale order and analysed through principal component analysis (PCA) technique. In the following table firstly Total Variance has been explained for different factors which are affecting the economic empowerment of women through BMB.

Table 2: Total Variance Explained of Economic Empowerment of Women (BMB)

Components	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.424	8.079	8.079	1.930	6.433	6.433
2	2.021	6.738	14.817	1.682	5.608	12.042
3	1.802	6.008	20.824	1.657	5.522	17.564
4	1.755	5.851	26.675	1.646	5.485	23.049
5	1.726	5.752	32.427	1.609	5.364	28.413
6	1.555	5.184	37.611	1.537	5.123	33.536
7	1.472	4.907	42.518	1.535	5.117	38.654
8	1.400	4.665	47.183	1.495	4.985	43.638
9	1.348	4.495	51.678	1.488	4.961	48.599
10	1.276	4.254	55.932	1.487	4.955	53.554
11	1.146	3.819	59.751	1.478	4.927	58.481
12	1.090	3.633	63.383	1.471	4.902	63.383

Extraction Method: Principal Component Analysis.

Table 2 reveals the total variance explained of different variables affecting the economic empowerment of women through BMB. There are total 30 Variables, 12 components are extracted with initial eigenvalues of more than one ($e > 1$) as written in research methodology. These 12 components explained 63.38% of cumulative loadings. First 9 components explained 51.67% out this first 5 components have 32.42% cumulative eigenvalue and sum squared loadings.

Table 3: Rotated Component Matrix of Economic Empowerment of Women in India through BMB

	Components											
	1	2	3	4	5	6	7	8	9	10	11	12
Women Employee	.618											
Higher Deposit Rate	.742											
Lower Loan Rate	-.864											
Documentation		.687										
Lack of Financial Literacy		-.791										
Monthly Repayment		.528										
Commercial Shop/Plot					-.835							
Res. House/Plot						.849						
Agriculture & Allied activities							-.809					
Professional Services							.795					
Deposits												.593
Business Loan												-.663
Print News			-.816									
Doorstep			.794									
Adequate Loan				.774								
Training & Consultancy				.795								
Locker & Fund Transfer									-.771			
Value Added Service									.760			
Interest Rate												
Women Employee												

Inheritance							-.803				
Relatives Fund /Gift							.707				
Insurance											-.530
House									.795		
Household Requirement									-.828		
Business Loan								.742			
Agricultural & Allied Loan								-.803			
Consultancy by Women									-.829		
Saving Habits									.774		

Extraction Method : Principal Component Analysis (PCA)

Rotation Method : Varimax with Kaiser Normalization

Table 3 shows further examination of rotated component matrix of the extracted components. The first component covers three variables viz., Women Employee, Higher Deposit Rate & Lower Loan Rate as their respective loadings are highest in first component as compared to other components. All these factors are customized banking services for women customers only to boost the economic empowerment of women through any financial institutions, similar to the results of Mahadevan (2014) and Mayox (2001).

The second components comprises variables of simple documentation, lack of financial education and knowledge about monthly repayment, infer towards financial literacy/counselling facility by financial institutions for active participation of women in economic activities, similar to the study by GPFI and Mahadevan (2014) revealed.

The third component consist the medium of communication or information gathering about financial products & services which are print news and doorstep personal/peer contacts, The fourth component comprises additional loan facility and training facility these are the support services provided by BMB to boost the entrepreneurial activity among women, the eighth component consist tech enabled services and value added services are considered as Tech enabled support services by bank which reveals results similar to ISST, Bangalore (2006), Mohammad *et.al.*, 2004 and Mahadevan (2014).

The fifth component comprises asset holding (immovable property) which are commercial asset and residential asset, The sixth components refers to the intended entrepreneurial activity by aspiring women entrepreneurs are first is traditional one in Agri & Allied Enterprises and Other is Professional Services, which reveals the results similar to ICPRD (2003) and (Bohil, Milind S. 2003).

The seventh component infers the practices of assets acquisition by women which comprises by way of Inheritance and Relative's /Own Fund, which reveals that rely on traditional way of asset acquisition doesn't solve purpose of economic empowerment instead of rely on own fund & support from relatives to create own asset. The study reveals the results similar to Suchitra J. *et. Al.* 2011.

The ninth component comprises the retail loan facility and tenth components comprises business loan facility availed by women customer from Bhartiya Mahila Bank to support their livelihood, & increase in asset/income. These components consists loan facilities for House, Household Items/Requirements, Enterprises, Agri & Allied activities, The results are similar to Gopalan (1987), Mayox (2001) and Prasad (2009).

The eleventh component comprises consultancy by women and saving habits are motivating factor to avail the banking services from BMB. The result reveals the self motivation is prime cause to avail the services from BMB. The twelfth component consists Deposits, Business Loan and Insurance are ancillary financial services.

Table -4: Analysis of Variance between Selected Variables and Factors Derived from Present Study

Figures given above represent value of F-Test / Variance Analysis

Factors Variables	Customised Banking Practices	Financial Counseling	Information Sharing	Support Services	Asset Holding (Immovable)	Entrepreneurial Activity	Pattern of Asset Acquisition	Tech Enabled Services	Retail Loan Facility	Business Loan Facility	Motivating Factors	Ancillary Financial Services
Women Employee	0.605 (0.545)	0.436 (0.662)	-0.845 (0.398)	-0.941 (0.347)	1.728 (0.084)†	2.821 (0.005)*	-0.473 (0.636)	0.085 (0.931)	2.687 (0.007)*	0.331 (0.740)	-0.100 (0.920)	0.669 (0.503)
Distance	1.541 (0.124)	-0.133 (0.893)	-0.113 (0.909)	-3.278 (0.001)*	-0.997 (0.319)	0.702 (0.482)	0.548 (0.583)	0.237 (0.812)	1.660 (0.097)†	0.724 (0.469)	-9.477 (9.866)	0.429 (0.668)
Deposits with Bank	1.476 (0.140)	1.068 (0.286)	0.114 (0.908)	1.630 (0.104)†	0.658 (0.510)	2.714 (0.007)*	0.679 (0.497)	-0.045 (0.963)	1.463 (0.144)	-1.204 (0.229)	-6.134 (2.804)	6.925 (2.185)
Lesser Service Charges	1.132 (0.258)	-6.458 (4.473)	0.526 (0.598)	0.567 (0.570)	0.894 (0.371)	-0.599 (0.549)	1.44 (0.149)	-1.494 (0.132)	2.180 (0.030)**	-1.277 (0.202)	-3.721 (0.000)*	-1.077 (0.281)
Consultancy by Women	1.281 (0.201)	-0.338 (0.735)	-1.224 (0.221)	0.247 (0.805)	-0.639 (0.523)	1.730 (0.084)†	-0.651 (0.514)	-8.389 (8.196)	-0.795 (0.427)	0.555 (0.578)	-	-0.662 (0.508)
Government Schemes	-0.888 (0.375)	-1.391 (0.163)	-0.346 (0.729)	0.924 (0.355)	1.178 (0.239)	-0.558 (0.577)	-0.526 (0.599)	-12.629 (2.058)	0.345 (0.730)	-0.570 (0.569)	-0.676 (0.499)	2.870 (0.004)*

Own Saving Fund	0.470 (0.63862)	1.062 (0.288)	-0.292 (0.770)	0.480 (0.630)	0.946 (0.344)	0.492 (0.622)	0.682 (0.495)	-0.568 (0.570)	-0.879 (0.379)	0.146 (0.883)	-1.950 (0.052)**	-3.928 (0.000)*
Financial Education	2.878 (0.004)*	-0.589 (0.555)	-0.632 (0.527)	-2.301 (0.022)**	0.924 (0.355)	-1.43 (0.152)	-1.22 (0.222)	1.706 (0.088)†	0.882 (0.378)	1.052 (0.293)	0.529 (0.496)	-0.840 (0.401)

**Values are significant at the 0.01*

*level, **Values are significant at
the 0.05 level*

Values are significant at the 0.10 level

Table 4 states the variance according to respondents based on different criteria (Annexure-1) on selected extracted components. The women employee respondents significantly agreed on asset holding (immovable property), entrepreneurial activity and retail loan facility by women as the f-test is significant at the 0.10 level, otherwise all respondents have similar opinion about other extracted factors. With respect to distance of bank from customer's residence, the response of women customers varies regarding support services and retail loan facility. apart from this, all the respondents have similar opinion about other extracted factors. The respondents advised that increase in distance from bank is not favorable for the accessibility of the support services offered by bank.

The respondents who have good deposit varies significantly on support services and entrepreneurial activity. The respondents who are availing services on lesser service charge varies on retail loan facility and motivating factors. According the respondents lesser service charges / free service charges are enough to motivate for availing banking services at BMB, respondents of lesser service charges have discarded need of any other motivating factors.

The opinion of women customers, who got consultancy from women officers of BMB varies significantly on entrepreneurial activity. With respect to Government Scheme Benefits the opinion of respondents varies on ancillary financial services significantly other all respondents have similar opinion on other extracted factors. The women customers who owned good saving/family fund have diverse view on motivating factors and ancillary financial services. The result reveals that the women those have own saving & investment pattern they are not in the need of any motivating factor & ancillary financial services from bank. The women customers those have acquired financial education gave different opinion about customized banking practices, support services and tech enabled services by BMB. The women with better understanding of finances, financial education discarded the support services offer by bank.

The study reveals that in the opinion of women customers the entrepreneurial activities are positively influenced by women employee, their deposit with banks, consultancy services offered by BMB. The study reveals that there is no influence of any variable on the pattern of asset acquisition, financial counseling, and business loan facilities. There are many way of acquiring

the asset apart from the bank borrowing *viz-* inheritance, relative's gift /fund. On the contrary study reveals that immovable property asset holding by woman may get varies with presence of women employee at BMB. The study reveals that Government schemes played a positive role in accessibility of financial services. The respondents of government scheme benefits significantly varies on the factor ancillary financial services & products *viz-* insurance, deposit products, mutual fund.

Table – 5 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.715	.046	.037	.72078447	2.619

a. Predictors: (Constant), Support Services by Bank, Business Loan Facility by Bank, Motivation by Bank

b. Dependent Variable: entrepreneurial activity

Table -6: Analysis of variance (ANOVA) for Model between dependent variable and independent variables.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.469	3	2.490	4.792	.003
	Residual	153.781	296	.520		
	Total	161.250	299			

a. Dependent Variable: Entrepreneurial Activity (EA)

b. Predictors: (Constant), Predictors: (Constant), Support Services by Bank, Business Loan Facility by Bank, Motivation by Bank

Table: 7 - Model Parameters

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.462	.285		8.649	.000
Support Services	-.117	.051	-.130	-2.282	.023
Business Loan Facility	.119	.060	.113	1.991	.047
Motivations	.126	.056	.128	2.252	.025

a. Dependent Variable: Entrepreneurial Activity (EA)

Table 5 indicates the model for economic empowerment of women, whereas entrepreneurial activity by women consider as important indicator for their economic participation in economy. This entrepreneurial activity can be promoted by bank through combination of three factors viz support services, Business loan by bank, and Motivation factors. Table -6 & 7 reveals that entrepreneurial activity is significantly varies with the level of support services, business loan facilities and motivations by bank as the f-test is significant at the 0.05 level.

This is the Model

Entrepreneurial Activity (EA) through Bank = (Support Services + Business Loan Facility + Motivation) by Bank

9. Innovation Shown By Present Study :

The study suggests following model for promoting entrepreneurial activities among women.

Entrepreneurial Activity (EA) through Bank = (Support Services + Business Loan Facility + Motivation) by Bank

The present study suggests that economic participation of women can be increase by promoting entrepreneurial activities that are very complex. It requires right combination of support services,

business loan facilities and appropriate motivation for setting up an economic unit. The Bhartiya Mahila Bank opened with a few innovative features like women employees and innovative product & services. But the bank needs to incorporate the support services like additional loan requirement for working capital, training programmes for women, rehabilitation of sick units, registration, licensing and promotional activity for firms. The bank should customized their business loan product as per the requirement of women business units. As the study suggests, apart from loan facility, bank can practice various measures to motivate the women for growth of their economic unit. The constant motivation and guidance to women customers from bank can play a positive role in the growth of entrepreneurial activity by women. These combined factors will increase the income, purchasing power and asset holding of any women which, in turn are indicators of economic empowerment of women's.

10. Conclusion and Future Direction

The women customers made significant progress in all walks of life *viz* education, health and social status, and legal rights. However, accessibility of banking services and economic participation of women in economic activities are far from satisfactory. During the last few years women have made progress in terms of accessibility of banking services with help of efforts made by government through various schemes for financial inclusion. But the participation in economic activities or income generation activities by women still lag behind the international standard. The government of India has taken various initiatives, setting up the Bhartiya Mahila Bank in 2013 was one among them. The study revealed that there is very less impact of gender specific bank on entrepreneurial activity but it has positive impact on accessibility of banking services by women. There is an urgent need to evaluate the strategies adopted by BMB for promoting the entrepreneurial activities among women. The efforts made by BMB to increase the income level, purchasing power and asset holding by women need to be monitored through training & consultancy services. There is a need to impart financial education among women. The study revealed that in the absence of financial education most of the women customers are unable to customize the product according to their needs. With the increase in the distance from bank, they are very susceptible to financial exclusion. There are alternative modes of accessing the financial product and services through technology but in the absence of proper financial

education, women fail to avail technology based banking services. The BMB needs to set up financial literacy and financial education centers for their women customers. The study revealed a combined approach for the bank to promote the entrepreneurial activity among women, which is as follows:

The study suggested following model for promoting entrepreneurial activities among women.

Entrepreneurial Activity (EA) through Bank = (Support Services + Business Loan Facility + Motivation) by Bank

The future scope of study is very vast as women consist 50% of population but their participation in entrepreneurial activities and asset holding is very meager as compare to men. Now a days, other commercial banks also focus on women oriented product & services. So, this study can be conducted on women customers of other PSU/ Private Banks. There is millennium development goal has been set up by united nation for economic empowerment of women. The government of developing nations are devising their fiscal policies to eradicate the gender inequality in terms of economic participation.

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Building Women Leaders through Empowerment

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1. Abstract

Gender Gap, Gender Diversity, Equal Opportunities for Women, Women Empowerment are topics that are often spoken about. A great deal of awareness has been created on these subjects. While all of us acknowledge that we have a big problem in hand, we seem to be a few years away from achieving our ideal state on Gender diversity and Women Empowerment. Change is inevitable in multiple fronts – General Awareness on Women right, Social, Political, Changes in laws and policies governing Women rights etc.

Some countries are doing better in this area and have emerged as fore-runners in Gender Diversity and Women Empowerment. Through this paper, I am attempting to share some of the learnings and what India should do to address the gap.

2. Introduction

What is the end objective? Where do we want to be 5 years, 10 years from now with respect to Gender Equality and Women Empowerment.

Women and girls represent half of the world's population and therefore also half of its potential. But, today gender inequality persists everywhere and stagnates social progress. The recent report from the World Economic Forum on Global Gender Gap is very disturbing.

Through the Global Gender Gap Report, the World Economic Forum quantifies the magnitude of gender-based disparities and tracks their progress over time. While no single measure can capture the complete situation, the Global Gender Gap Index presented in this Report seeks to measure one important aspect of gender equality—the relative gaps between women and men across four key areas: health, education, economy and politics, ultimately leading to Women Empowerment

Out of the 142 countries covered by the Index both this year and last year, 68 countries have increased their overall gender gap score compared to last year, while 74 have seen it decrease.

At the current rate of change, and given the widening economic gender gap since last year, it will not be closed for another 170 years. The economic gender gap this year has reverted back to where it stood in 2008, after a peak in 2013. The report also concludes that, the gap is larger than it stood in 2006, in part due to specific issues in select countries, in particular China and India.

Additionally, the global economy is currently in transition to a Fourth Industrial Revolution. In such a highly interconnected and rapidly changing world, diversity is critical to informed corporate decision-making and business innovation. When it comes to leadership positions, companies with women in executive committees have been shown to perform better than companies with no women at the top. Links also exist between having more women directors and corporate sustainability, as well as with economic growth, since more diverse leadership teams can cater to a broader array of stakeholder needs and concerns. Unlocking these benefits requires focused action to address the underlying causes of persistent gender gaps in a systemic way

3. How do we address the problem

There is enough statistics to prove that India has over come the problem of Gender inequality in population (based on census 2011 data). The male female ratio is around 51.5% and 48.5% respectively. While this may slightly vary from state to state and might be different from urban to rural population, the average ratio is very healthy

The literacy rate in India is at 74.04%. There is a wide gender disparity in the literacy rate in India. Effective literacy rates were 82.14% for men and 65.46% for women. While the census of 2001 and 2011 shows a significant increase (11.8%) in the literacy rate among women, this is still a major cause for concern.

Disadvantages in education translate into lack of access to skills and limited opportunities in the labour market

- More women work in rural India than in Cities
- The labour force participation rate for women is falling from 37% to 29%
- Women earn 56% of what their male counterparts earn for performing the same work
- The industries with the highest number of women on board are technology, media and telecommunications

The disturbing trend is, in a growing economy, urbanization, and industrial development, more women should be entering the workforce and into more productive sectors such as manufacturing and services. But this is not the case. The big question is why?

A recent McKinsey report shows that by bridging the gender gap in the labor force, India stands to gain as much as 2.9 trillion of additional GDP in 2050

To achieve this, change has to begin at home - to provide basic education to all girl children, policies to provide vocational and job oriented skills to women, provide incentives to women to move towards urbanisation, strengthening laws and policies to support working women

Let us see how other countries are achieving a better gender parity equation. Overall Iceland and Finland ranked highest among 144 nations measured on progress in equality in education, health and survival, economic opportunity and political empowerment. Next were Norway and Sweden.

India

Gender Gap Index 2015

Rank

108

(out of 145 countries)

Score

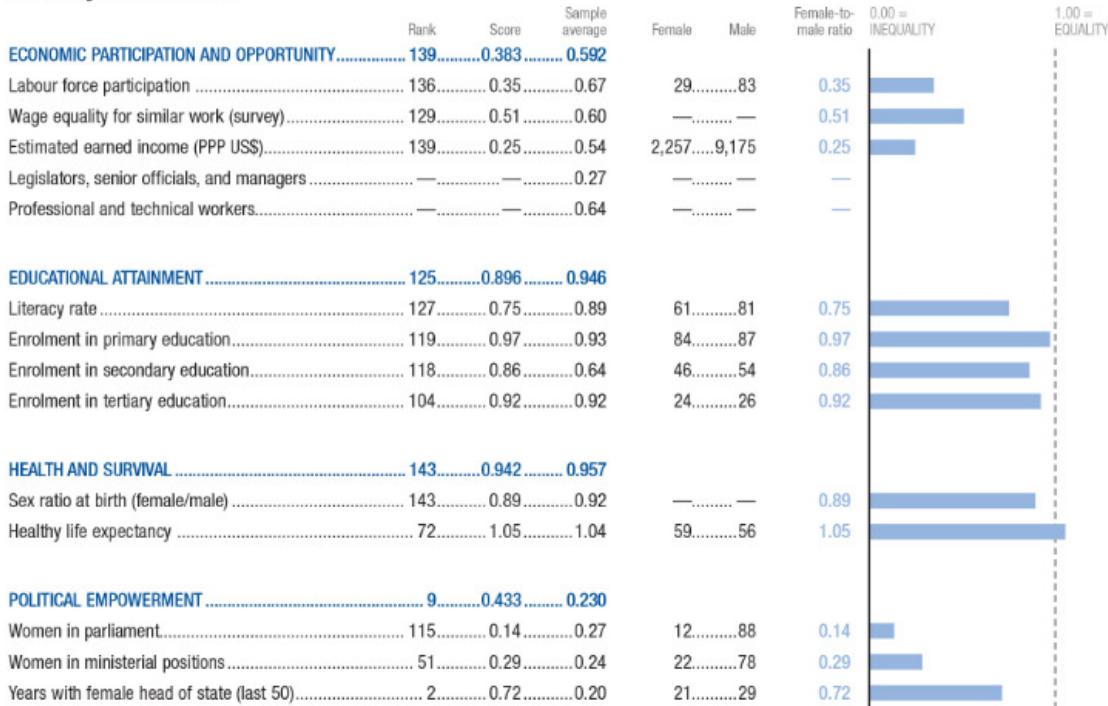
0.664

(0.00 = inequality, 1.00 = equality)

Key Demographic and Economic Indicators

GDP (US\$ billions).....	1,600.27
GDP (PPP) per capita (constant 2011, international \$).....	5,565
Total population (millions)	1,267.40
Population growth (%)	1.21
Overall population sex ratio (male/female)	1.08

Country Score Card



All Nordic countries reached 99 percent - 100 percent literacy for both sexes several decades ago, and girls fare just as well as boys in terms of access to primary and secondary education. At the tertiary level, in addition to very high levels of enrolment for both women and men, the education gender gap has been reversed and women now make up the majority of the high-skilled workforce. In Norway, Sweden and Iceland, there are over 1.5 women for every man enrolled in university, while in Finland and Denmark, women also make up the majority of those in tertiary education.

While many developed economies have succeeded in closing the gender gap in education, few

have succeeded in maximizing the returns on this investment. The Nordic countries are leaders in this area -- all five countries feature in the top 25 of the economic participation and opportunity pillar of the Global Gender Gap Index. This is because of a combination of factors: high female labour force participation; salary gaps between women and men among the lowest in the world, although not non-existent; and abundant opportunities for women to rise to positions of leadership.

While patterns vary across the Nordic countries, on the whole, these economies have made it possible for parents to combine work and family, resulting in more women in the workplace, more shared participation in childcare, more equitable distribution of labour at home, better work-life balance for both women and men.

Policies in these countries include mandatory paternal leave in combination with maternity leave, and post-maternity re-entry programmes. Together, these policies have lowered the opportunity costs of having children and led to relatively higher and rising birth rates.

There has also been success with policies aimed at promoting women's leadership. In Norway, since 2008, publicly listed companies have been required to have 40 percent of each sex on their boards. Other countries are adopting similar measures. Historically, the Nordic countries gained a head start by giving women the right to vote before others (Sweden in 1919, Norway in 1913, Iceland and Denmark in 1915, Finland in 1906). In Denmark, Sweden and Norway, political parties introduced voluntary gender quotas in the 1970s, resulting in high numbers of female political representatives over the years. In Denmark, in fact, this quota has since been abandoned as no further stimulus is required.

Today, Sweden has among the highest percentages of women in parliament in the world (44.7 percent) while the other Nordic countries are almost as successful. Indeed, all the Nordic countries are in the top 10 for the number of women in parliament. Iceland, Finland and Norway are among the top 10 countries in terms of the number of years with a female head of state or government, although the world as a whole does poorly on this indicator.

The Nordic experience is not just an important one for individuals, families and organizations today. It points to fewer problems with ageing in the future, as well as higher labour activity and a

more robust economy. Both emerging markets and other developed economies have much to learn from this.

4. What is the need of the hour

Keeping India in perspective, some of the deterrants to gender equality are

- Societal pressures
- Social barriers
- Safety aspects for women

The “SSS”, problem needs to fixed at the earliest to be able to move the ranking of India up in the Global list. More awareness has to be created, especially in backward states and rural areas on women’s right to education. All women need to have primary / secondary education. They need to be encouraged to move towards urbanization. They need to overcome the sterio-typed model and break the social barriers. This is not a small task. It needs a lot of effort from government, women’s rights organizations, society etc.

Disadvantages in education translate into lack of access to skills and limited opportunities in the labour market. Women’s and girls’ empowerment is essential to expand economic growth and promote social development. Once women are educated, they will be able to participate actively in decision making, contribute to the economy of their household and therefore the country.

Policies regarding women and child birth need to be revisited to make them women friendly. This calls for focused attention from the policy makers, corporates and there is a need to implement them in true spirit. Men should be encouraged to have equal participation in child rearing and house hold tasks, as much as the women need to have equal participation at work. Women should be encouraged to continue to work post – maternity. Support systems should be in place to facilitate this.

5. Conclusion

In conclusion, India's position in the Global radar on Gender gap and Women Empowerment is very bad. Being one of the largest populous countries in the world, we need to take this seriously and work with the Government, Policy Makers, Corporates and individuals to make a difference to the society

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Entrepreneurship and Startup: A Success Story of ChaiCalling

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Abstract

An emerging entrepreneurial venture with fast growing business, developing and/or subsequently offering an innovative product, process or service can be termed as a startup company. Startups are playing a very crucial role in the development of economies at a comparatively faster pace all around the world. The technological innovation along with process creativity as well as new product development has given rise to a huge number of startups coming up in the markets in recent times. Observing the potential of this fast growing trend, the Indian Government launched a scheme named Startup India, to encourage and assist the young entrepreneurs in establishment of startups in the country and outside as well. Startups provide a catalyst ground for the technological development to build a strong system for nurturing innovation that can drive sustainable development and generate substantial employment opportunities for taking ahead the country. As per Economic survey 2015-2016 tabled by Finance Minister, there are more than 19000 technology enabled startups in India. However, a huge number of startups either fail to run sustainably or they face investor's exit due to one reason or the other. The present paper discusses the basics of startups along-with a case study of ChaiCalling, a startup serving tea through kiosk & delivery model. It details out the story pertaining to a tea selling kiosk startup with initial capital of Rs. One Lakh reached a turnover of around Rs. Two Crore within a span of two years. The researchers also dealt with important guidelines of the day and challenges for startups, based on the case studied and presented. The main source of data collection was a primary one through personal interviews besides various news articles and reports.

Keywords: Startup, India, ChaiCalling, Case study, Entrepreneurship, Entrapreneurship.

Introduction

With the technological advancement, innovative ideas and creative business models the economies all around the world are witnessing a revolution of startups for past some years. The trend of startups is stemming up in India for past 5 years only at a rapid pace with an accelerated growth. Young entrepreneurs as well as experienced professionals are focusing in creating new business ideas that would grip the market at a more appreciating way for serving the needs of the customers, users & end-users. These emerging startups are focusing on use of technology, innovative products and services as well as the processes. As per Economic survey 2015-2016 tabled by present Finance Minister, there are more than 19000 technology enabled startups in India (Gooptu, 2016). As per startup data aggregator Tracxn, total funding for Indian venture capital-backed companies topped \$12 billion (Rs 82,500 Crore) across more than 1,220 deals in the past two years, with \$7.3 billion invested in over 880 deals in 2015 alone. However, Over 40% of startups set up in the last two years have already shut shop. According to data analyzed by Delhi-based research firm Xeler8, 997 of 2281 startups have already failed since June 2014 (Punit, 2016). Hence, there is a strong need to look into the affairs of the budding startups to learn about the strategies leading towards success as well as the failures.

Research Problem

Startups have been playing a key role in the growth and development of many economies around the world. They are not only creating entrepreneurs, but also sprouting up innovative and better business models and products. In addition, the employment opportunities are being created at a large scale by the budding startups. In India, a huge number of startups have come up in past few years and a considerable number of them have to shut down within its initial years. The study aims to showcase the story of a startup that started a short time ago and is growing at a rapid pace. The study will lead to various suggestions and inspirations that could be utilized by the prospective entrepreneurs for taking their startups to new heights. Moreover, it would provide an insight to the challenges faced and how to overcome them.

Objectives

1. To understand the basic concept of startup.
2. To study the strategies that took ChaiCalling to the heights.
3. To witness the challenges and opportunities.

Methodology

The present study uses case study design of research. A deep insight is provided in the working of the selected company and how it managed to sustain and grow in the market.

The data collected is both primary as well as secondary. For primary data, personal interviews were conducted with the founders of ChaiCalling. For collecting secondary data, various reports and news articles were used.

Defining a Startup

Theoretically, a Startup can be defined as an emerging entrepreneurial venture with fast growing business, developing or offering an innovative product, process or service. The main characteristics concerning a startup are fast growth, sustainable business model, innovative offering and an initial business stage. According to the Government of India, a company will be treated as a startup (under the Startup India initiative):

1. Till up to five years from the date of incorporation.
2. If its turnover does not exceed Rs. 25 Crores in the last five financial years.
3. It is working towards innovation, development, deployment and commercialization of new products, processes or services driven by technology or intellectual property.

Case study- ChaiCalling

ChaiCalling, a unit of Mild And Fresh Beverages Pvt Ltd was started as a pilot project by two young engineers, Abhinav Tandon and Pramit Sharma in the year 2013 as a tea stall outside Noida Sector 16 Metro station. The stall soon gained popularity and upgraded into a kiosk serving the needs of a private company's office in Noida. However, it was branded and registered formally in 2015 when the founder duo decided to expand it and run it as a private limited company. Since then they have not looked back and getting new kiosk setup at different locations in Delhi-NCR and Bareilly (UP). The main idea behind starting up this venture was to provide tea and affiliated snacks at an affordable price with utmost care given to quality and hygiene says Abhinav Tandon, one of the founders.

How it began?

It was in 2013, when the engineer duo realized the need of good tea and snacks point at different locations like educational institutions, corporate offices, hospitals, local governing bodies, etc. As observed by them the conventional tea stalls/shops provided low quality tea without giving much concern to the health and hygiene aspect. So, they resigned from their respective jobs and started a small tea stall (unbranded) outside the Sector 16 Metro station in Noida. It was not even a quarter of year when they were approached by a private company's corporate office to install their kiosk and serve the needs of the office. This was actually a preliminary or a pilot project of the aspirant entrepreneurs to know the "ins and outs" of this business. Within a span of six months they installed three kiosks at different locations including hospital and a passport office in Bareilly. With the smooth running of the business and legal issues, they realized the need to register themselves as a brand under the label of a private limited company. Therefore, in mid 2015 they applied to become a private company and were incorporated in October 2015 as Mild and Fresh Beverages Pvt Ltd.

Vision

To reach out every corner of PAN India.

Mission

Quality assured healthy products at an affordable price.

The game begins

The company was set up with an initial capital of Rs. 1,00,000 fully paid up and self funded in 2015. They started their brand ChaiCalling with five kiosks in Delhi NCR and Bareilly. The initial products included around five types of tea and packaged snacks. The basic aim of the company was to provide quality products with appreciable service at an affordable price. Besides serving tea to the select locations, they intended to provide tea through online and over-the-phone orders as well. This called up for an innovative process in tea serving industry. ChaiCalling gained popularity at a fast rate setting up five more kiosks in the early 2016. The fresh locations included hospitals as well as office of the District Magistrate, Bareilly. Within a span of one year, ChaiCalling has earned goodwill in terms of both quality product and reliable service operating at ten different kiosks. Mr. Abhinav Tandon revealed the installation of five more kiosks till the end of 2016 making it to a total of fifteen.

One of the founders Mr. Pramit Sharma says that ChaiCalling is all about bringing a revolution in the tea serving industry in India. He aims at creating awareness among the masses relating the tea facts along-with the harmful effects of unhygienic and artificial flavored beverages. ChaiCalling also works towards creating eco-friendly environment by proving all its offerings in re-usable and re-cyclable paper cups and plates. The awareness program is also intended against the use of low quality plastic cups that have been considered as health hazardous by many of the health care organizations.

The offerings

ChaiCalling ventured with its primary offering, i.e. tea along with basic affiliates like cookies and sandwiches. The initial offering of tea ranged from three (3) to five (5) types of different teas based on the location needs. With continuous efforts and dedication, they provide ten (10) to fifteen (15) types of tea as well as hand-made coffee now at their kiosks with eatables like cookies, burgers, sandwiches, maggi noodles, bun butter/jam, etc with some customized menu at few locations. The staff at ChaiCalling is specially trained to cater the needs of the customers with fresh and hygienic food and tea. The different types of tea are prepared using 100% organic ingredients without adding any artificial flavor or color as claimed by one of their floor staff. “We at ChaiCalling are dedicated to provide quality offerings made from all organic and natural ingredients and we strongly discourage the use of artificial flavors and colors” said their quality supervisor.

ChaiCalling also plans to offer their services through internet based model. However, orders through telephonic calls are accepted and tea is served to the customers directly at their doorsteps at few selected locations in Bareilly and Delhi-NCR.

What makes them different?

When asked about their differentiation from other tea providers in the market, the founder duo explained that “There are a huge number of tea sellers (conventional as well as branded) in the market but ChaiCalling is different. We provide all organic and natural items, hygiene is the most cared factor by our staff, our tea ranges from the most affordable to mid priced and our online tea delivery portal will be one of a unique services in this sector.”

Few customers of a ChaiCalling kiosk located at a passport office in Bareilly (where 3 more tea stalls were working) were observed and interviewed about their experience. The

customers were excited with a wide variety of tea offerings by ChaiCalling and seemed very satisfied with the hygiene measures taken up by the staff.

The telephonic ordering service which is running for select locations in Bareilly and NCR adds to the popularity of the brand. They aim at starting the kiosk and online ordering service in more locations of Uttar Pradesh and Delhi NCR soon.

Marketing

The marketing mix of ChaiCalling is as follows:

Product – 10 to 15 types of Tea and Tea affiliated snacks.

- **Augmented product-** All organic ingredients, hygienic preparation and healthy serving.

Price – The pricing of ChaiCalling products have been set considering the middle level income group and students. The tea price starts from as low as Rs. 5 per cup and ranges to Rs. 50 per cup. Other affiliated snacks are also priced considerably low and packaged products are served at the MRP.

Place – The distribution of ChaiCalling is very simple and smooth. The kiosks and outlets are placed at hospitals, educational institutes, corporate offices, public governing bodies, etc. This serves the needs of the target customers at their place of engagement.

Promotion – As of now, ChaiCalling did not feel the need of heavy promotion. They started in the market due to their extraordinary serving capabilities and quality products. However they resort to advertisement through newspaper, radio and social media for promoting their home and corporate deliveries. The quality they are providing at this low price and the awareness programs run by them is itself considered as a promotional strategy by them.

Financials

In 2015, Abhinav Tandon and Pramit Sharma started ChaiCalling with a capital of Rs. 1,00,000 that was fully self funded. Since then, they have started various kiosks at different locations but they never sought to any external funds or debts. As per the claims of the founders, ChaiCalling has grown to an entity of around Rs. 2 Crore and they plan to stick to their self financing model in their future run as well.

Future plans and goals

The future plan of ChaiCalling is to open their outlets and install their kiosks in every corner of PAN India. They aim at becoming the face of tea all over India. The idea is to serve tea without compromising with the quality and hygiene factor. ChaiCalling aims at serving the nation at affordable prices so that their products can be consumed by the people coming in rikshaw to the people coming in a Mercedes. Apart from adding more locations, ChaiCalling also aims at starting a fully functional online portal for tea where a wide variety of tea and affiliated products can be served at the doorsteps of the customer.

Future concerns

The challenges which may pose danger or hindrance may erupt from the international tea brands. However, ChaiCalling claims to counter it with its superior service and reliable ambience. A deep concern by one of the founders is regarding the locations. With its indigenous products and innovative model, ChaiCalling has already begun to generate employment and contributing towards the well being of their customers. The founders are wishing if Government may provide them locations for opening their outlets and installing their kiosks. “We don’t wish to make a huge amount of money, but want to give nation a cup of tea that is healthy, hygienic as well as pocket friendly” said Mr. Abhinav Tandon. Adding to the statement of his partner, Mr. Pramit quoted that “They wish to provide employment opportunities as well”.

Conclusion

There are many startups coming up to grab the market but only few of them succeed. With the case study of ChaiCalling, it can be inferred that a startup need not get huge funds from external agencies and institutions. A small start with a visionary leap can do wonders. With a product that is conventional, ChaiCalling used an innovative process of serving the customers with augmented features like hygiene and pure organic ingredients. Another thing to be noted is the use of human resource. The technological as well as other physical resources are almost at the disposal of everyone but the way they are utilized rests in the hands of the human resource. In addition, customers do get attracted due to some innovative model or product but they can be only retained if they are provided with consistent adequate quality.

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SUPPORT SYSTEMS AND WOMEN EMPOWERMENT - EVOLVING SCENARIO IN INDIA

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ABSTRACT

Women empowerment is well-known around the globe and old concept. In world around 50 % of population is women and true for India also. Still gender inequalities and gender wise discrimination prevails in some parts of world as well in India. This situation hinders the economic growth and society's development. To pave the way of women empowerment, Govt. of India has introduced women-centric schemes and few reputed institutes provide training for entrepreneurship development programs to encourage women to become entrepreneur. These women-centric schemes and training programs act as support systems for women empowerment and entrepreneurship is effective tool for women empowerment. This paper presents brief view of women empowerment scenario in India & world and evolving scenario of different support systems including the role of entrepreneurship development programmes which helps women to be empowered.

KEYWORDS: Women Empowerment, Entrepreneurship, Support Systems, Women Entrepreneur.

INTRODUCTION

“An enlightened woman is a source of infinite energy”

Swami Vivekananda

Twenty first century has observed so many changes in attitude, behavior and mindset of women. Women not only confined to four walls of house as compare to scenario in twentieth century. They are actively involved in business, politics, and social activities which have empowered them. Now in business their identity is as women entrepreneur. But still gender-wise discrimination prevails in few areas of India especially in rural India. Torture on

women, harassment on women in work place, not allowing women to work by family members, rape, acid throwing, dowry killing etc. are all reflection of gender-wise discrimination and in society these are known as social evils. To eliminate the same from modern society, Government of India has introduced schemes which are part of support systems, to encourage women to be entrepreneur and entrepreneurship is a vehicle which helps for women empowerment.

WOMEN EMPOWERMENT

Women Empowerment is a not a new phenomenon. The concept of women empowerment originated from Brazilian Educationist Paulo Frerie. Women empowerment as a concept was introduced at the International Women Conference in 1985 at Nairobi. No country can achieve its target of economic growth unless and until country enhance women capabilities.

Empowerment is a multi-dimensional process which should enable individuals or a group of individuals to realize their full identity and powers in all spheres of life.¹

Empowerment is a process that gives a person freedom in decision making .¹

P.K.B Nayar – empowerment is an aid to help women to achieve equality with men or at least to reduce gender gap considerably.¹

Women empowerment gives power to women. It enhances self-confidence and helps to be independent in life. It is the process of acquiring power for women in order to understand their rights.

WOMEN EMPOWERMENT SCENARIO IN WORLD

In gender-equality world has achieved progress and women empowerment has got due importance in global society. It has been placed in millennium development goals. Gender equality not only a fundamental right, but a necessary foundation for peaceful, sustainable and growth oriented world. Though in developed countries women empowerment has got due importance but in African countries and western Asian countries, women still face social

barriers in men dominated society. In few Asian countries like in Bangladesh and Pakistan, women's creativeness is still unnoticed. It is very much true that development of women in developing countries never match with the women belong to developed countries. Women belong to developed countries enjoy much more freedom in society, which is not yet observed in underdeveloped and developing countries.

- *About two thirds of countries in the developing regions have achieved gender parity in primary education*
- *In Southern Asia, only 74 girls were enrolled in primary school for every 100 boys in 1990. By 2012, the enrolment ratios were the same for girls as for boys.*
- *In sub-Saharan Africa, Oceania and Western Asia, girls still face barriers to entering both primary and secondary school.*
- *Women in Northern Africa hold less than one in five paid jobs in the non-agricultural sector. The proportion of women in paid employment outside the agriculture sector has increased from 35 per cent in 1990 to 41 per cent in 2015*
- *In 46 countries, women now hold more than 30 per cent of seats in national parliament in at least one chamber.²*

SCENARIO OF WOMEN EMPOWERMENT IN INDIA

Phase wise women empowerment scenario in India is:

a) Ancient Period:

The position of women in ancient India especially during the vedic period, women got recognition, respect and honor in society. During that time women (Saraswati, Laxmi, Durga, Annapurna respectively) possess all the best qualities of human being, got freedom to work and were allowed to access for the education. *Maharshi Manu, who set the code of conduct for Indian society, said, "Yatra Naryastu Puhyante, Ramate Tatra Devata", meaning where woman is worshipped, there resides god.³*

During the later period of Vedic age reverse situation occurred for women, they lost independence and their situation was compared to Shudras. Lost the previous recognition and not allowed to lead independent life.

b) Medieval Period:

Seventh century onwards during medieval period the position of women in society deteriorated quickly. Right to education which is the basic requirement of human being, was taken away from them. Society became male dominated.

c) Modern Period:

During the second half of the nineteenth century in the arena of modern education, it had drawn the attention of Indian social reformers like Raja Rammohan Roy, Gandhiji, Maharshi Karve, Swami Dayanand etc. *During the British Raj, many social reformers such as Raja Rammohun Roy, Ishwar Chandra Vidyasagar, and Jyotirao Phule started agitations for the empowerment of women. Their efforts led to the abolition of Sati and formulation of the Widow Remarriage Act. Later, stalwarts like Mahatma Gandhi and Pt. Nehru advocated women rights. As a result of their concentrated efforts, the status of women in social, economic and political life began to elevate in the Indian society.*⁴

*All India Women's Education Fund Association -AIWEFA was founded in 1929 by vibrant women stalwarts of the freedom movement like Sarojini Naidu, Rajkumari Amrit Kaur, Aruna Asaf Ali, Kamaladevi Chattopadhyay, Annie Besant among others for empowering women. Education was recognised as the catalytic agent for social change, and in 1932, AIWEFA established the Lady Irwin College, New Delhi to bring a scientific temper in women's education.*⁵

d) Post-Independence Era:

During the time of Independence, India, observed drastic changes in social behavior. Important phase in Indian history and simultaneously government took the responsibility to protect women and provided requirement of better living, education, medical facilities, job opportunities and other avenues for growth.

Constitution of India also ensured optimum level of protection to the women. Department of Women & Child were set up within the Ministry of Human Resource Development in 1985

for the development of women. Notable changes were observed in last few decades of twentieth century. Young and Dynamic Women actively participated in different disciplines including Politics.

In twenty first century also same progress was observed as it was in twentieth century. Women were ambitious about the career but the numbers were very less as compared to men.

e) Present Scenario:

Women status in India has been changed significantly over the past few decades. Presently women engaged themselves each and every sphere of life. Not only confined in family life, apart from family life, now a day they actively engage in business as owner, politics, social activities etc. Now women raise their voice, protest if it is illegal or unethical. These scenarios are: reflection of women empowerment.

Ten notable women entrepreneurs of 2015 are:

Nidhi Agarwal (*Kaaryah – Online Women's Apparel Store*), *Richa Kar* (*Zivame – Online Lingerie Store*), *Sairee Chahal* (*Founder – Sheroes*), *Kanika Tekriwal* (*Co-Founder – JetSetGo*), *Rashi Choudhary* (*Co-Founder – LocalBanya*), *Masoom Minawala* (*Founder – Style Fiesta*), *Priyanka Gupta* (*Founder and CEO – IndiaBookStore.net & Vivilio*), *Ishita Anand* (*Co-Founder, BitGiving*), *Nandini Rathi* (*Co-Founder, Betaout*), *Upma Arora and Arti Bareja* (*Co-Founders, Dhaba Lane*).⁶

ROLE OF ENTREPRENEURSHIP IN WOMEN EMPOWERMENT

“One of the biggest growth markets in the world may surprise you. You’ve heard about the opportunities opening up in countries like China, regions like Asia and industries like green technology. But one major emerging market hasn’t received the attention it deserves: women.”⁷

-Hillary Clinton

The above quotation reflects: potentiality of women is unnoticed & unutilized in society. In India, women population consists nearly 50% of total population. Women population is reservoir of human resources, which is not yet tapped. Entrepreneurship as a vehicle of

women empowerment is very much significant today. Entrepreneurship program helps to train unutilized women, those who have desired to be Entrepreneur.

Empowerment is a multidimensional process which enables individuals or a group of individuals to realize their full identity and powers in all spheres of life. It gives a person a freedom in decision making.

Entrepreneurship is defined as the process of designing; launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process or service for sale or hire, and the people who do so are called 'entrepreneurs'.

Entrepreneurship helps women entrepreneur to be economically independent, when a woman become economically independent she achieves equal status in society with men. Then only a woman gets the status of empowerment.

SUPPORT SYSTEMS IN INDIA FOR WOMEN EMPOWERMENT

In India support systems play important role for women empowerment. Role of important support systems are:

a) Role of Constitution:

Sufficient safeguards are there in Indian constitution to protect women from gender discrimination. *The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women, but also empowers the State to adopt measures of positive discrimination in favour of women. Within the framework of a democratic polity, our laws, development policies, Plans and programmes have aimed at women's advancement in different spheres. India has also ratified various international conventions and human rights instruments committing to secure equal rights of women. Key among them is the ratification of the Convention on Elimination of All Forms of Discrimination Against Women (CEDAW) in 1993. Articles 14, 15, 15(3), 16, 39(a), 39(b), 39(c) and 42 of the Constitution are of specific importance in this regard.⁸*

b) Role of NITI Aayog:

NITI Aayog' (National Institution for Transforming India) is a Government of India policy think-tank to replace the Planning Commission. NITI Aayog was formed on 1st January 2015 to replace Planning Commission. National Policy on Skill Development and Entrepreneurship was launched on 15th July 2015.

To unlock the entrepreneurial potential a nine-part entrepreneurship strategy is proposed viz:

- *Educate and equip potential and early stage entrepreneurs across India*
- *Connect entrepreneurs to peers, mentors and incubators*
- *Support entrepreneurs through Entrepreneurship Hubs (E-Hubs)*
- *Catalyze a culture shift to encourage entrepreneurship.*
- *Encourage entrepreneurship among under-represented groups*
- *Promote Entrepreneurship amongst women*
- *Improve ease of doing business*
- *Improve access to finance*⁹

c) Role of Government of India:

To promote women entrepreneurship in India Government of India has introduced different schemes like Stand-up India and Start-Up India etc. These schemes are providing platform for women to be empowered through Entrepreneurship program.

i) Stand-Up India Scheme:

Stand-up Mitra portal was launched by our Honorable Prime Minister Sri Narendra Modi on 5th April 2016. The portal provides information support to the women entrepreneurs. The 'Stand up India Scheme' aims at promoting entrepreneurship among Scheduled Castes/Scheduled Tribes and women by providing loans of Rs 10 lakh to Rs 1 crore for setting up a new enterprise

ii) Start-Up India Scheme:

Startup India campaign is based on an action plan aimed to promote bank financing for start-up ventures to boost entrepreneurship. The campaign was first announced

by Honorable Prime Minister Sri Narendra Modi on 15 August 2015. It is focused on to restrict role of States in policy domain and to get rid of "license raj" and hindrances like in land permissions, foreign investment proposal, environmental clearances.

Rural India's version of Startup India was named the Deen Dayal Upadhyay Swaniyojan Yojana.

Apart from these two schemes Make in India is the initiative, launched by Prime Minister in September 2014, the same is part of nation-building initiative to promote entrepreneurship in our country. Also-The Ministry of Skill Development and Entrepreneurship (MSDE) has been formed for the purpose of entrepreneurship development initiative in our country.

d) Role of financial Institution:

Financial Institution supports women empowerment through financial assistance in entrepreneurship activity. State Bank of India, Bank of Baroda and Punjab National Bank are very large public sector banks and these banks provide support to the entrepreneurs through different schemes. Mudra Bank specially caters the needs of Entrepreneurs. IDBI bank has got large experience in Development Banking. Another two banks Dena bank and Oriental Bank of Commerce have also introduced schemes for entrepreneurs. Few selected schemes are:

- i) State Bank of India grants financial assistance to technically qualified, trained and experienced entrepreneurs for setting up new viable industrial projects.
- ii) Bank of Baroda offers one loan scheme for women entrepreneurs, the Akshaya Mahila Athik Sahay Yojna (AMASY), designed to help women reach their business dreams without having to worry about finances. This loan can be availed by women who are engaged in or wish to establish a business in retail trade, cottage industries and/or allied agricultural activities.
- iii) Different schemes offered by Punjab National bank for Women entrepreneurs are PNB Mahila Samridhi Yojana, PNB Mahila Udyam Nidhi Scheme, PNB Scheme

for financing crèches, PNB Mahila Sashaktikaran Abhiyan, PNB Kalyani Card Scheme

- iv) Micro Units Development and Refinance Agency Bank (MUDRA Bank), is a financial institution setup by the Government of India for development of micro units and refinance of MFIs to encourage entrepreneurship in India & provide the funding to the non-corporate small business sector. Bank helps to cater financing needs of micro and small entrepreneurs. Loans available under different schemes:

SHISHU loan (financial support up-to Rs. 50,000) is designed for startups and the **KISHOR loan** (financial support Rs. 50,000-Rs.5,00000) is designed for businesses who have already started & require financial help for establishing themselves. The **TARUN loan** (Rs.5,00000-Rs.10,00000) is designed for business units which are already established but require financial help for expansion of the business.

- v) Dena Bank offers an exclusive scheme to aid female entrepreneurs, providing them sufficient financial help to build an enterprise. Loans can be availed as per RBI directions, with the amount varying according to the sector in which a woman wishes to establish a venture. This loan can be used for agriculture, MSMEs, education, housing and retail trade. Borrowers are also eligible for a special interest rate which is 0.25% lower than prevailing rates.
- vi) Oriental Bank of Commerce has two schemes designed for self-employed women and those who are keen on setting up a beauty parlour /saloon.
- vii) Scheme for Beauty parlours /boutiques – This scheme aims to promote entrepreneurial spirit among women, and offers loans up to Rs 10 lakh to set up a saloon, boutique, tailoring centre or beauty parlor. The loan amount can be used to meet any expenditure associated with setting up such a center and for daily expenses.
- viii) Scheme for self-employed women – This loan can be utilized to purchase fixed assets to enhance or start a business. The maximum loan amount is limited to Rs 5 lakh, with a repayment period ranging between 5 and 7 years.

ix) IDBI Bank launched the “Stand Up India’ Scheme on a pan India basis on the occasion of the 125th birth anniversary of Dr. Babasaheb Ambedkar on 14th of April 2016. During the launch, prominent SC/ST and women entrepreneurs were invited at all regional locations of the Bank on pan India basis to familiarize them with the scheme. Eligible beneficiaries were issued loan sanction letters as per the scheme guidelines.¹⁰

e) Role of Training Institutes:

Training Institutes like NIESBUD (National Institute for Entrepreneurship and Small Business Development), Indian Institute of Entrepreneurship (IIE), The Entrepreneurship Development Institute of India (EDII) play important role for the Entrepreneurship development programmes. Among them role of NIESBUD is very important in this aspect.

National Institute for Entrepreneurship and small Business Development (NIESBUD), an autonomous institute under Ministry of Skill Development and Entrepreneurship conducts training programs throughout the year. Till March 2016 Institute has conducted total of 36,752 different training programs covering 9, 37,438 participants which include 206 International programs with 3,993 participants from more than 135 countries.

Also Institute facilitates and supports Central / State / Other Agencies in Organizing Entrepreneurship Developing Programs, very significant in present scenario.

The Institute is certified as an ISO 9001: 2008 by TUV NORD CERT GmbH, in March, 2014.

CONCLUSION

To conclude it is true that women participation in entrepreneurship activity is increasing due to industrialization, globalization. Women population constitute around half of total population but surveys show women constitute only 13.76% of total entrepreneurs i.e., 8.05 million out of 58.5 million entrepreneurs. In India situation is much worse. Hence major portions of women not getting flavor of entrepreneurship activity. To make the women

empowered, entrepreneurship is an effective tool and to make “women” success, different support systems including the role of government and role of training providers, in this aspect is noteworthy. These support systems will encourage and motivate women to be empowered through entrepreneurship activity and enhance the status of women in society. Empowering women to participate fully in economic life across all sectors is essential to build stronger economies. As we have pointed out in this paper India has begun to take several initiatives in this regard.

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How important is the family support or resistance for Women Empowerment- Entrepreneurial Approach?

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Women to be empowered is based on numerous formal factors such decision making process, environmental barriers, difficulties women face to balance work and family life and informal factor like the role of family to support women. Formal factors are researched very well both in rural and urban sectors but the informal factors for women empowerment are highly neglected area of research among research scholars. The present research work raised the question “Is family support important for women to get empowered?” as well as to find the answer of “Is it family support or family resistance which makes the women an achiever as an entrepreneur?” The sample of 30 women was surveyed to investigate the role of family support in women empowerment. Out of these thirty women, ten were startups; ten were in developing state of business and remaining ten were at the peak of their career. Results confirmed that support of family is very necessary. Emotional support from family is of prime importance along with the financial contribution proved to be highly appreciated as majority of financially empowered female entrepreneur’s father or husbands had mostly belong to higher income group. More responsibilities which family were ready to take over regarding the home responsibilities (that is, childcare) should also not be neglected in the system of support to their entrepreneurial wives.

Key words: Women, Empowerment and Family support

INTRODUCTION

“One of the biggest growth markets in the world may surprise you. You’ve heard about the opportunities opening up in countries like India, regions like Asia and industries like green technology. But one major emerging market hasn’t received the attention it deserves: women.”

Hillary Clinton

Present economic setup in Delhi, India which comprises large proportion of lost jobs will most probably have to be replaced in new self-employed career options; women may be in position to utilize their so far unrealized and underused entrepreneurial opportunities employing their so far unrevealed business talents. From the viewpoint of entrepreneurship research, a challenge to question commonly expressed problems of women entrepreneurship (traditional roles of women in a society, obstacles to financial resources etc.); there has been a lack of equation evidence about the importance of family support regarding household obligations, childcare and also emotional support of family members to women. The extensive research on involvement of men into household responsibilities, conflicts of job and family life on one side and, motivations of women to start their own business on the other side has been done. If we consider the urban self-employed women, it is seen that these are generally higher educated than employee women, they are married and have children and more usually work for less hours than the normal daily work load. Women decide for self-employment because of the easier balancing of family and job commitments was inferred from this.

“I have this passion for this company and you can’t take that away from me.”

Indra Nooyi, the woman who transformed PepsiCo

A woman has to play a dual role hence flexibility seems to be one of the most important influential factors for deciding for entrepreneurship career. Flexibility in working time has been appreciated more than other values, financial remuneration, personal and professional promotion and control and power (Mc Atavey, 2002). Women do not wish to work less but, they just prefer convenience of flexible working hours (Mattis, 2004; Orhan and Scott, 2001). According to Cabrera (2007) sandwich generation was taken into consideration, start of late career are not able to take care of both: children and their old parents thus, flexibility for them is a must if they want to survive. Very similar finding was reported by Welter (2004).

There are other important influences on entrepreneurship career. Expectations and encouragement from parents from the early childhood seems to be very important (Rozier and Thompson, 1988) and higher educated parents show more preferences towards entrepreneurial career of their daughters (O'Gorman and Aylward, 2007). Parents role as mentors is also very necessary (Farooqi and Murray, 2007). Many female entrepreneurs are actually born to parents – entrepreneurs (Morris et al., 2006). Example- Mrs. Jaipuriya an

owner of DPS the Edge School and Aliya charitable trust. More educated husbands and those with at least some entrepreneurial experience tend to express higher level of appreciation and support to their wives empowerment.

LITERATURE REVIEW

Comparisons between women and men did reveal several important gender-based differences (De Martino et al., 2006). Stereotyped thinking which occurs largely unconsciously in India shows that entrepreneurs are perceived to have predominantly male characteristics. Respondents, males and females, who perceived themselves as more similar to males, had higher entrepreneurial intentions than those who saw themselves as less similar to males (Gupta et al., 2009).

It was observed that more dynamic female entrepreneurs, owners of high-tech businesses were older at the time of launching the business, mostly singles, their parents were highly educated, and they identify themselves more with male characteristics (O'Gorman and Aylward, 2007). They were motivated by factors such as the need for achievement, independence, and self-actualization and have different, gender-based attitudes towards risk taking (Brindley, 2005).

The study of female entrepreneurs and female no entrepreneurs with similar background showed no difference between the two groups against family concerns, their career/achievement orientation, towards orientation to balancing their personal lives with work and career and family orientation (De Martino et al., 2006). Diaz (2007) concludes that women more than men depend on the support of the family, friends and other important people in their lives while deciding for entrepreneurship. If women and men had similar commitments to business then also women devoted much more time to domestic work and child care than men. Juggling jobs and families can result in a work-family conflict that can harm psychological well being. It is not that women want to be actively caring for children while doing their work at home. Rather, it is a way of reducing the distance (and resulting worry and anxiety) between themselves and their children security like whether they are in school or cared for at a day care facility or at home. Women in certain life-stages prefer to choose family over career. Their work confirms the emerging model of the female entrepreneur, which argues that the amount of time a woman spends on her economic growth, depends on her life stage and explains why some women do not want their business to grow beyond the intensity that they would not be able to personally control. These entrepreneurs

choose the entrepreneurship because of the family issues and do not want to grow the business as their financial existence does not depend on it. Most of the self-employed females do not earn enough to afford shorter working day therefore, having a family with employment arrangement that gives certain financial stability is very important, especially for female entrepreneurs with higher level of family responsibilities and thereafter higher need for flexibility (Carr, 2004; Taniguchi, 2002). Having children, husband, in laws and parents being the fact that increases the possibility that woman will decide for self-employment was suggested in several studies (Loscoco and Leicht, 1993; Carr, 2004; Taniguchi, 2002). Women often join their husbands in their business to become self-employed in order to help and support the husband and not for their self-promotion Eg: Mrs. Ila Gupta who designs jewelry for her husband's jewelry business "Gem Stones". The likelihood of self employment is raised with age, children's presence, and husband's education, earnings, and health insurance coverage. Women with children decide for entrepreneurship if their partners have stable revenues which on short run enable financial security and preferred life-style for their families.

Emotional support from family is one of the highest factors among female entrepreneurs when they decide for entrepreneurship. Emotional support seems to be even more crucial than household responsibilities relief (Vadnjal and Vadnjal, 2007). Twenty percent of the respondents in the study of Indian female entrepreneurs were overall happy with the level of support they received from their marital partners as they spousal support the key reason for success (Das, 1999).

METHODOLOGY

A questionnaire was asked to the sample of 30 female entrepreneurs. The access to the database was enabled through a small business development agency which was one of the providers of the support program. The survey was performed out locally/regionally in the Delhi metropolitan

OBSERVATION AND RESULT

Results showed that majority of women who started their own business feel that in the first year of operation the emotional support of a spouse was more important than the household help. The majority felt that family was quite reluctant to the idea of female entrepreneurship. However, they would not change their mind even if the partner was not positive about their

entrepreneurial activities. Children are not recognized as a barrier. Women's life cycle stage was recognized as an important factor influencing the decision for entrepreneurial path. Women were asked to choose three main motivational factors for starting their own business.

Table1. selected samples with or without family support

S.No.	Name	Age (yrs)	Marital status (M-Married, UM-Unmarried)	Business Status (S-Startup, DB-developing Business, PB-Peak business)	Family (S-Supportive, B-Barrier)
1	Sushma Baneerji	35	M	S	Emotional S
2	Maya Tripathi	46	M	S	Financial S
3	Ishita Mukar	23	UM	S	B
4	Swara Singhania	22	UM	S	B
5	Mehak Puri	56	UM	S	Financial S
6	Lovely Khanduja	28	UM	S	B
7	Manvika Narang	36	M	S	Financial S
8	Chaya Singh	47	M	S	Financial S
9	Suman Jaipuriya	45	UM	S	S
10	Roomi Sehgal	21	UM	S	Financial S
11	Nisreen Husain	39	UM	DB	Parental S
12	Suvarna Menon	50	M	DB	Cultural S
13	Madhvi Suri	19	M	DB	Finanial S
14	Kashish Goel	29	M	DB	B
15	Manan Kaur	33	M	DB	B
16	Varsha Chopra	59	UM	DB	Emotional S
17	Preeti Junjunwala	Don't know	UM	DB	B
18	Farida Khan	38	M	DB	B
19	Manpreet Kaur Sehgal	27	M	DB	Emotional S
20	Mahua Pal	23	UM	DB	B
21	Erica Goodman	68	M	PB	Financial S

22	Harsimran Kaur	39	M	PB	Financial S
23	Jooya Akhtar	42	UM	PB	B
24	Insiya Batliwala	23	M	PB	B
25	Samridhi Khanna	31	M	PB	B
26	Anushka Shethi	44	M	PB	B
27	Twinkle Thapar	42	UM	PB	B
28	Sunaina Chaudhary	58	UM	PB	B
29	Anamika Tuteja	31	UM	PB	B
30	Sheetal Awasthi	34	UM	PB	Financial S

The statistical data observed from the Table2 that the main motivation for most of the female entrepreneurs was independency. Flexibility ranked second amongst motivation factors, the third factor was the need to develop own ideas. The first factor, which most of the females have chosen, is the need to be independent, which is also one of the characteristics which shows high entrepreneurial intention (Solymossy and Hisrich, 2000).

Women see entrepreneurship attractive as it gives them the possibility for work and time flexibility (49%) and it enables them to realize their own ideas (31%). Motivation for own business also depends on other factors such as control, power, responsibility, progress on societal level, better career opportunity in own business and no personal development at previous job.

Table2. Motivation for own business

Parameter Number	Variable	Samples (%)
1	Need for achievement	25.9
2	Independency	73.2
3	Control, power,	3.5
4	Economic emergency	28
5	Better career opportunity in own business	10.1
6	Progress on societal level	0.6
7	No personal development at previous job	13

8	Flexibility	49
9	Need to develop own ideas	31
10	Money	20

It is evident from the plotted graph1 between ten variables responsible for motivating among selected thirty women entrepreneur that the independence with 73.2% scores maximum points whereas variable progress on societal level scores minimum points with 0.6%.

CONCLUSION

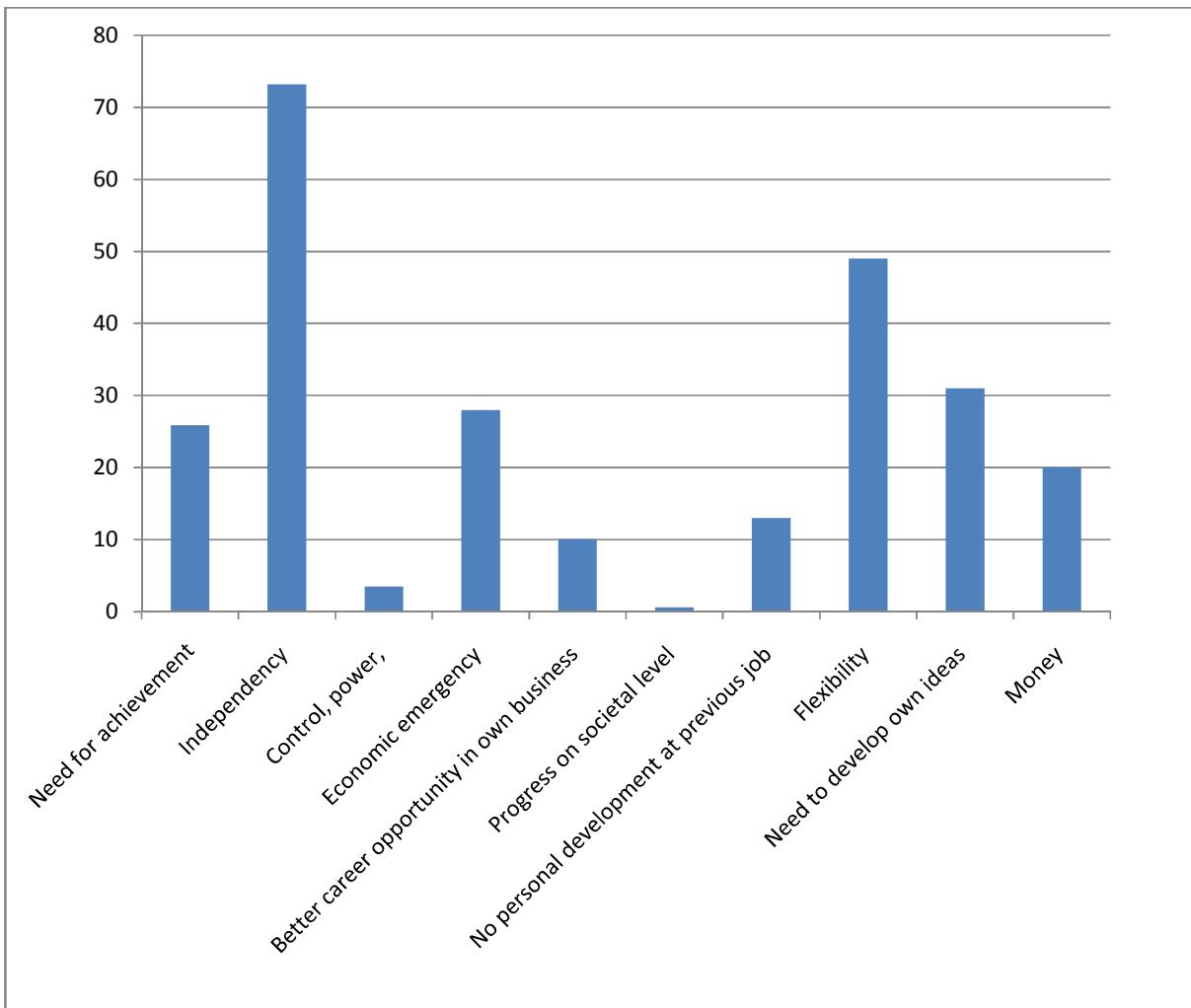
As long as the society continues to emphasize a woman's basic role as that of mothering, working women will face role struggles. As married working women, many women entrepreneurs have to assume multiple roles in the family in addition to their careers. They must bear major responsibility for household chores and childcare. The work-family conflict has three parts: job-spouse conflict, job-parent conflict and job-homemaker conflict. It is becoming increasingly clear that women are, and will continue to be, powerful drivers of development. When men and women become more equal, economies grow faster, fewer people remain in poverty, and overall well-being increases. Research has shown that women are more likely than men to invest a large proportion of their household income in the education and well-being of their children. When women are empowered to make an income, accumulate assets and increase their economic security, they improve industrial capacity and spur economic growth by creating new jobs, as well as expanding the pool of human resources and talents available in a country

From the discussion of the findings, several implications arose. Cultural values also hold women back. In Delhi with rigid views of traditionally male and female roles, frequently reinforced by cultural and religious beliefs, women's opportunities for engaging in paid work or starting up enterprises are often limited. At the same time, perceptions of family responsibility pose a challenge, with patriarchal attitudes restricting women's responsibilities to domestic and family work, and thus preventing them from acting independently. There is a need for greater family support and flexible work schedule in order to alleviate work-family conflict. Maintenance of good marital relations is important in reducing spouse conflict and increasing well being in women entrepreneurs. Even if a woman has dreams, she has it way tougher to achieve them than men. As said before, this is a patriarchal society and it is not easy for women to earn more than her man. It is reviewed as an incompetent factor in the man's part. Many a times, it is the women's duty to serve her home. This is what is expected

out of her – working is a part-time thing, done to please yourself; so that you can buy your few trinkets and find time to pass your free time. Today, we proudly declare that we do not discriminate on the basis of gender. We have it in our constitution, in our brains and understanding. But why do we tell our daughters to come home safe, and tell our sons to ‘have fun’. Those initial years is when we unconsciously tell the difference between the man and the woman and that difference is carried all through our personal and our professional lives. From the motherly figure, the nurturer, the life giver to the World Runners, the women dared to dream beyond what they were taught and told, sketched their own path and made sure that the world hears their boot thumps and takes notice. They are saying it loud and clear – We can have it all. It should be a choice of the woman if she wants to be a housewife or a working professional, not an obligation that is forced upon her.

The selected topic of research “How important is the family support or resistance for Women Empowerment- Entrepreneurial Approach?” has answered numerous questions as well as given rise to much more scope for research with few queries like- How can we improve the competitiveness of women entrepreneurs? How can we better promote and increase women’s access to business development services, technologies and finance? How do we build education and training systems to nurture innovation and enterprising attitudes among women and girls? » How can we overcome societal and internal barriers to women’s entry to markets? How does the lack of education, skills or confidence affect women entrepreneurs in their ability to fully engage in the economy? How can we address discriminatory norms and beliefs?

Graph 1: Comparative analysis of variables (supportive) responsible for women entrepreneurs



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Economic Development and Entrepreneurship: A Comparative Study of India and China

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Abstract

India and China have different political systems, infrastructure and attitude towards growth yet they are aggressively pursuing economic liberalization, privatization and globalization (LPG) for development. Both the countries emphasize on science, information & communication technology (ICT), and exports as a basis for their growth. Their strategic paths for economic development are remarkably different from each other. China's strategy is methodical and organized, while that of India's is opportunistic, unsystematic, ambiguous and unorganized.

Guided by the firm hands of the government, China's approach to development has been very positive as compare to India. China has a greater control over its economic policies than India. India and China both are continuously showing increasing share in world market. The results might be far from perfect; yet their development is creating strong blocks in the world economy in general and developing one in particular.

Further, the urban-rural economic divide and the impact on the environment, unemployment rate especially in India and widening of poverty line etc. may be worsening further in coming years.

Precisely, India is attempting to plough back from a predominantly agricultural economy to a knowledge-based service economy and to attain to; it has fixed a target with no shift of significant labor force from agricultural sector to service or industry sector.

In fact, India's infrastructure investment is very low; it is around 2% in comparison to China where it is 9%. The structure of primary sector has fallen from 60% to 25% in the last almost six decades in India, its growth has shown very uneven pattern of development. The work force has not changed, as more than 51% of labor force is still linked with Agriculture in comparison to china where it is only 34.8%.

Introduction:

An attempt in this present paper is made to explain as to how these two countries i.e. India & China are developing, what they have done in their past and what is their future. The paper

compares the growth strategies of China with India since they will certainly impact entire humankind by 2050 due to the size of their economies and other resources including population. They are influencing world-wide job migration and are also providing valuable lessons for other developing nations in Asia, Africa, Europe & America.

An attempt for answering some of the questions to somewhat extent is also made. For example, why is India falling behind? Why the Information & Communication Technology (ICT) sector cannot resolve India's sharp disparities in wealth distribution and widespread poverty? And what can Indian planners and other developing economies learn from this situation? A deeper look at the growth paths of the Indian as well as Chinese economies provides some insights to researchers, policy makers and other concerned persons.

India & China both have large populations. They also have diverse geographical areas and large economies with larger potential for attaining further heights. They have high and sustained rates of growth and the almost absence of major impact of worldwide financial crises of the 21st century. Despite all these similarities, there are very crucial differences between the two economies which render such similarities very superficial.

Institutional Conditions:

India has a mixed economy with large private sector and a decreasing government control over its micro as well as macroeconomic processes while in China, there is a command economy. China had a very small private sector till 1990 despite of its, a bit earlier liberalization started in 1978. Later on, it liberalized its policies further in order to increase foreign direct as well as indirect investment share in the world business. However, still government has a substantial control over its macroeconomic systems and subsystems.

Financial Sector:

India has a mixed economy without effective government control due to a host of reasons over the micro as well as macro financial system. And Liberalization, Privatization and Globalization (LPG) after 1990s caused further loss of control over financial allocations by the government. It is the only RBI that regulates funds, finances etc. in India whereas China's financial system is still under the direct control of the Government, and it is so despite of LPG initiatives started in 1978. There are four major and main public sector banks namely Bank of China, China Construction Bank, Industrial and Commercial Bank of

China and Agricultural Bank of China that handle the bulk of the transactions in the economy and can regulate direct credit to priority sectors in China without any hindrances and constraints.

Rate of GDP Growth:

The Chinese economy has grown at an average annual rate of 9.8 per cent for two and a half decades showing volatility around high trend. Wherein, India's economy has grown at around only 3-4 per cent per year over the same period. India is lagging behind due to its approach which is faulty and incomplete economic policies that prove to be failure on practical grounds.

Rate of Investment:

China's investment has fluctuated between 35 - 44 per cent over the past 25 years, as compared to 20 - 26 per cent in India. And in infrastructure, investment from the early 1990s has averaged 19 per cent of GDP in China as compared to only 2 per cent in India.

Structural Change over Four Decades:

China has moved its dependence from agricultural sector to manufacturing sector, which has doubled its share of workforce and tripled its share of output in GDP, whereas, India has moved from agriculture sector to services sector in its share of output in GDP, with no significant increase in manufacturing sector owing to a host of multi-dimensional causes. Share of the primary sector in GDP fell from 60 percent to 20 per cent in four decades. However, the share of employment in primary sector is still more than 50 per cent, which is proving a major drawback of Indian economy to rise to a level of strong and fast developing economic power in the whole of Asia in general and South East Asia in particular. Secondary sector i.e. Industrial too has not been able to perform meaningfully despite of an all-out efforts made by political pandits and the beaucrats and the technocrats involved in the decision making process at the national as well as global forums of diverse nature.

Trade patterns:

China has a rapid export growth involving aggressive increase in respect of world market shares. It attracts foreign capital like anything by virtue of its very efficient and highly economic labor force and heavily subsidized infrastructure, wherein, India has a lower rate of export growth as compared to China, except in services sector. India has a very low level of wages and a significantly poor infrastructure development in the whole of the country in general & the northern provinces in particular besides a very volatile law and order situation. Women insecurity is another major bottleneck as far as foreign direct investment is concerned.

Poverty Line:

China's 5 per cent of the population is living under poverty line by its official records and unofficially this figure stands at 13 per cent. While in India, officially a large percentage of population of 26 per cent is living under poverty line. Some social thinkers and researchers claim this figure to be around 40 per cent rather than only 26 per cent. It has increased by the time and is persistently and gradually increasing. Economic reforms initiatives like LPG, SAP etc. seem to be adding fuel to fire with regard to the gap between haves and have not. There is also a higher level of food deprivation in India manifested by large number of suicides by farmers, peasants etc.

Human Development:

China's policies advocate universal and compulsory education until Class 12th to every child. The public services ensure the nutrition, health and sanitation in respect of the Children. In 1990s, government of China increased the fees and privatized some services, which ultimately led to reduced access. However, afterward the strict steps were taken to gather the control back and results proved to be a better state of affairs with regard to human resource education, training and development.

Wherein India, the public provision of all of these has been extremely inadequate throughout this period and deteriorated further by the time. A fear of food adulteration in midday schemes has further deprived the very large number of children to come to primary as well as secondary schools. Recently, we have seen a slight increase in education spending but it is

still far below as compared to China. The government health spending is still also very low. There is a lot of difference between actual budgetary allocation by government and actual spending on different projects of local, regional, provincial and national significance. Some social workers, researchers, RTI activists etc. contend openly that only a meagre share of 30% of total budgetary allocations is spent on actual projects whereas 70% go to the pockets of people from “santri (Attendant, Chaukidar) to mantry (Minister)” of several ministries.

Sustainability of Current Patterns:

China has a very high export oriented model which requires constantly increasing share of world markets and very high investment rates in order to sustain its current patterns. And India has ICT-enabled services, which currently experience a boom in the present day world of business. There is also a competitive threat from other Asian and European countries with regard to this ICT boom. A number of elites question about whether it will be enough to transform India's huge unskilled and semiskilled labor force into higher productivity activities and there are regular debates in circles of economists and policy makers at macro and national levels on this and other issues of similar nature.

Determinants of Entrepreneurship Development in India & China:

An Analytical Comparison.

Some of the major determinants that put an impact on entrepreneurial development in India and China are as follows.

Liberalization:

China initiated liberalizing its policies in 1978 and started paying extremely greater attention towards its agricultural development and economic stability. Subsequently, it also made firm public policies. It brought regional dynamism and a specific preference towards primary and secondary education besides considered sustainable attempts at inculcating technical skill in its huge population.

India thought to liberalize its policies in 1991. It did put an end to the licensing policies for entering into different markets except tobacco and arms sector. It also improved accessibility to finance for new and emerging entrepreneurs. It provided institutional support to different sectors also, preferably small scale, tiny and medium industrial sector. It also developed the Special Economic Zones and Export Oriented and Processing Units in order to overcome

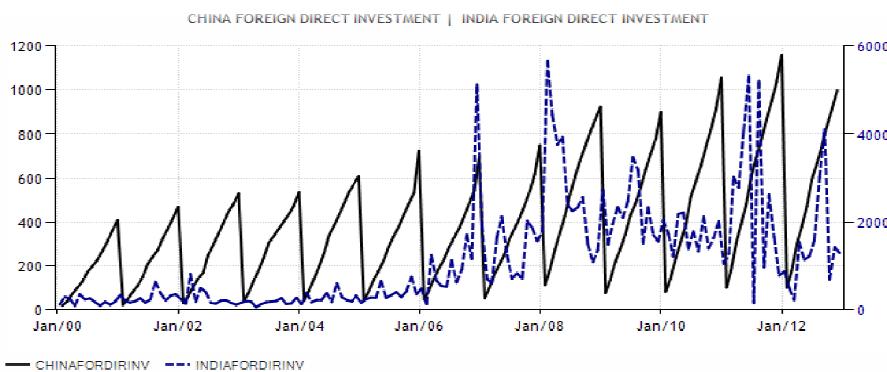
adverse balance of trade and payments situation confronted by the country for a very long period of time.

Exchange Rates:

China's exchange rates have appreciated by 18.23% in the last one decade from 2000 to 2010. And, it has further appreciated to 6.30 Yuan per Dollar in the year 2012. In contrary, India's exchange rates have depreciated by 4% in the last same one decade from 2000 to 2010. It has further depreciated up to 53.46 Rupees per Dollar in 2012.

	China (Yuan)vs \$	India (Rs.)vs \$
2000	8.28	44.94
2001	8.25	47.19
2002	8.22	48.61
2003	8.20	46.58
2004	8.20	45.32
2005	8.19	44.10
2006	7.97	45.31
2007	7.61	41.35
2008	6.95	43.51
2009	6.83	48.41
2010	6.77	45.73
2011	6.46	46.84
2012	6.30	53.46

Foreign Direct Investment:



We can see a very strategic FDI flow in China, whereas India has a very improper, chaotic and opportunistic FDI flow. In fact, India's FDI is also increasing, but, when we compare it to the Chinese FDI, it seems that the foreign investors are showing more interest in investments in China as compared to India. Although, FDI is increasing in India, but at a very huge risk of unemployment and under employment particularly with regard to unskilled and semiskilled domestic manpower as this special segment is more in number than the skilled and professionally/technically qualified human resource. However, this situation is likely to be better and improve in near future due to introduction of LPG policies of Government of India headed by Dr. Manmohan Singh. Privatization and commercialization of technical and professional education in the country may prove to be a fruitful instrument and agent of positive change needed in India for a very long period of time.

Sectoral Share and Labor Force Occupancy:

There is a proper distribution of Sectoral Share in GDP of China, whereas, India has a very improper Sectoral distribution. The most alarming situation in India is that its agricultural sector contributes only 18 % towards its GDP but occupies more than 50% of Labor force of the country. It is very much clear and loud manifestation of the below average availability of educational, technical and professional institutions to vast majority of Indians due to unequal distribution of wealth and poor or mismanagement of Indian economy by beaurocrats and democrats both by virtue of corruption from bottom to top and vice versa for a very long period of time. The service sector of India is substantially dependent on FDI and there is a huge risk of greater unemployment and underemployment if foreign investors withdraw their investment due to one or the other reasons.

Year	China		India	
2012	SS	LF	SS	LF
Agriculture	10.1%	34.8%	17.4%	53%
Industry	45.3%	29.5%	26.1%	19%
Services	44.6%	35.7%	56.5%	28%

Unemployment and Underemployment Rate:

China's small unemployment rate has decreased to 4.30% in 2010 from 10.12% in 2000. It has increased to 4.60% in 2012, because of the fear of further worsening of the global financial market, whereas, India's unemployment rate has increased to 9.40% in 2010 from 8.8% in 2000. And it is very amazing to know that its unemployment rate has suddenly decreased to 3.8% in 2012. The state of affairs and position of those who are employed is not very satisfactory as many of them remain under-employed for many days.

Chinese economy has not experienced any deep impact of financial crisis, because of its important role and efficiency of manufacturing sector. Despite its FDI decreased to some what extent, the Chinese government kept investment constant in manufacturing sector which ultimately kept a large number of youths of China well employed. In contrary, India's unemployment rate showed an increasing trend from around 2006 due to beginning of impact of financial crisis.

Unemployment Rate		
Year	China (%)	India (%)
2000	10.12	8.80
2001	10.11	7.32
2002	10.10	7.21
2003	9.80	8.21
2004	9.35	7.85
2005	9.00	7.98
2006	7.32	8.35
2007	5.23	8.10
2008	4.20	8.00
2009	4.00	8.75
2010	4.30	9.40
2011	4.20	9.40
2012	4.60	3.80

Conclusion:

Factually and frankly speaking based on available figures and statistics with regard to comparison of India with China, the latter one is marching ahead with over 10% gross

domestic product (GDP) growth rates over the last decade as compared to former one. China has transformed its main economic dependence from agricultural economy to an industrial economy at a very high and constant speed – an evolution observed in many developed countries including the U.S., Japan, South Korea and Taiwan. It (China) is building vital Connections with expertise coordination among its agricultural, industrial and service sectors. And hence, it is systematically encouraging domestic consumption in parallel way with an increasing focus on exports promotion and import substitution. Despite of recent financial crisis, it has shown positive figures in various areas like exchange rates, unemployment rates, foreign direct investment etc. On the other side, China's per capita GDP is also now just around double as that of India, although both the economies had similar numbers as late as 1991.

In contrast, India has been bit lately emerging very strong in service sector followed by industrial sector. Bureaucrats and business leaders have cited India's 6% GDP growth over the last decade and the strong growth of India's software and ICT-enabled sector. However, unfortunately it (India) lacks vital bonds with different sectors. Bonds with other economic sectors are essential since they exert a multiplier effect and create large number of jobs in diversified ways for the entire spectrum of workforce. The ICT sector employs mainly the educated urban youth, leaving a large fraction of the India's population further behind, causing further gap between haves and the haves not. If a country is to develop politically and economically, rulers in general and policy makers in special must focus on stable development strategy in largely sub-urban, rural, unskilled agricultural economy as India is primarily an agriculture based country wherein about 65 to 70% of its population is either directly or indirectly engaged in agriculture and agriculture based industries. Besides this, a large number of work force is involved in an unorganized sector characterized by employment of non-school going children and women. And therefore, there is an urgent requirement for formulating a time tested policy to tackle this ever increasing problem of this unorganized sector with an emphasis on elimination of child and female labor by arranging economical and vibrant schools and technical institutions. In this particular segment of Indian population, professional and technically qualified people will be assets to an India of tomorrow.

Methodology:

The paper has been prepared by means of Descriptive Research in order to understand the entrepreneurship and economic development of both the countries which are considered to be the two Asian giants of tomorrow certainly and positively if not of today.

SOURCES OF INFORMATION:

Secondary sources of data are used.

SECONDARY DATA:

1. Reports published by National Knowledge Commission, India.
2. Published papers of different authors of India and China.
3. Researches done by the china's survey companies, etc.

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Empower Women, Empower Nation

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Introduction

In a country of 1.2 billion people, of which 586 million are women, only a quarter of the percentage of the female population holds any form of employment, whether in rural or urban India.

Women constitute half the population of India's overall population. Perhaps India has its share of Women Politicians, Bureaucrat, Techies, Doctors, Engineers, Teachers even businesswomen. But is it enough? As per one statistics only 32 % of women are working in India. While female literacy rates have been steadily rising since 1991, women's labour participation rate has fallen steadily from 29.4 % in 2004-2005 to 22.5 % in 2011-2012. India clocks in much lower levels of women's workforce participation than other BRICS (Brazil, Russia, India, China & South Africa) countries, and even many countries in Sub- Saharan Africa and the Middle East. The Indian economy is growing at 7 %, India ranks 127th on the gender inequality index and 108th on the global gender gap index.

Women remain severely under-represented in key, growth-enhancing fields of education such as science, technology, engineering and mathematics. According to ILO, in 2011-12, while 62.8 % of women were employed in the agriculture sector, only 20 % were employed in industry and 17 % in the services sectors.

In spite of comprising almost 1.7 million of our urban population, our urban work spaces have shockingly low levels of gender parity and an even more concerning fall in female representation at senior levels.

What needs to be done to eradicate the gender parity and increase the participation of women to equal status in all aspects of life as a part of progressive civilization and sustainability of any society?

Women Empowerment talks about creating an increase and improvement in the social, economic, political and legal strength of the women, to ensure equal-rights to women, and to make them confident enough to claim their rights, such as:

- live life with a sense of self-worth, respect and dignity
- have a complete control of their life, make choices and decisions
- have the equal rights to participate in social, religious and public activities
- have equal rights for social, religious and public activities
- have equal social status in the society
- have equal rights for social and economic justice
- get equal opportunity for education
- get equal employment opportunity without any gender bias
- get safe and comfortable working environment
- have the rights to get their voices heard

Creating a support system for women to be equal in all spheres of life

The Constitution of India grants equality to women, empowers the State to adopt measures of positive discrimination in favour of women for removing the cumulative socio-economic, educational and political disadvantages faced by them.

The Eleventh Five Year Plan proposes to undertake special Plan (2007-2012) measures for gender empowerment and equity. The Ministry of Women and Child Development would make synergistic use of gender budget and gender mainstreaming process. (planning commission; nic)

The Department of Women and Child Development, Ministry of Human Resource Development (MHRD- 1985) and the National Commission for Women (NCW) have been worked to Women Empowerment in India: The 73rd & 74th Amendments (1993) to the constitution of India have provided some special powers to women that for reservation of seats (33%).

Why Women Empowerment is essential

- Ending lasting problems like poverty means realising individual potentials of the women and how much they could be worth, if given a chance.
- Mobilising underutilised labour supply and ensuring higher female employment will widen the base of taxpayers and contributors to social protection systems which will come under increasing pressure due to population ageing.
- More gender diversity will help promote innovation and competitiveness in business.
- Narrowing the gender gap in employment will increase global income per person by as much as 20% by 2030.
- Women business leaders, women achievers inspire other women to pursue their dreams.
- In emerging markets, women reinvest 90% of their earnings in their families and communities—which means that investing in women is an investment in our collective future.

The key factors that can bring the equal status

1. Promote education, skill and professional development for women:

“You educate a man; you educate a man. You educate a woman; you educate a generation.” — **Brigham Young**

How does one ensure that education provided for all is effective and help children to learn the universal accepted norms. How does one access education, which includes quality education, skills and professional development? Greater education participation, from an early age onwards, provides better economic opportunities for women by raising the overall level of human capital and labour productivity. It is also evident from the last few decades that involvement of educated women in various activities help the country to move towards economic and social development. Female education also contributes towards health and well-being of the family. By getting education, women also contribute to the national income of the country. They can afford to offer quality nutrition to their children. Educated women are considered active in politics as well. They know their rights and are able to defend themselves better.

Sustained campaigns can be one way of encourage education for girl child. Access to training Institutions, Skill Development Centres exclusively can help one to access education, skills and training to ensure competitive participation in the world of work.

2. Ensure the health, safety and well-being of all women:

Increasing women's access throughout the life cycle to appropriate, affordable and quality health care, information and related services. Strengthening preventive programmes that promote women's health & addressing sexually transmitted diseases, HIV/AIDS, and reproductive health issues.

Violence against women is a manifestation of historically unequal power relations between men and women" and that "violence against women is one of the crucial social mechanisms by which women are forced into a subordinate position compared with men." At least one out of every three women around the world has been beaten, coerced into sex, or otherwise abused in her lifetime with the abuser usually someone known to her (Source-UNIFEM).

Studies that causes and consequences of violence against women and the effectiveness of preventive measures, eliminating trafficking in women and assisting victims of prostitution and trafficking and Helplines for women in distress are the way forward to bring down these incidents. A National level Committee to monitor Supreme Court's Guidelines on prevention of sexual harassment of women at workplace has been set up. A National Resource Centre for Women (NRCW) Portal has been set up to inform and empower women, and lodge complaints of women's rights violations on-line. Gender Budget analysis of various Ministries spending was undertaken to assess the utilization of funds for women. However this is also culturally ingrained in our society and needs more understanding to completely eradicate like Sati, Dowry, Female foeticide etc.

3. Safety for Women & Action Against Violence on women

Even for the most privileged of women, the concern of safety looms large. Increasing reports of sexual assault and violence against women in urban centres have led to gender stereotypes, which spill over onto employer biases. To further quantify this: post the

Nirbhaya gang rape in 2012, a survey in 2005 across several Indian cities indicated that 82 % of women reported leaving work early or before dark to ensure their safety.

How do we ensure that women can choose to work in night shifts but are safe in work areas and commuting? More and more women prefer not to take risks in earning their livelihood.

Discrimination is ingrained in all humans and one has to come above it to look at class/ creed/ gender and be considered as the complimentary to each of the sexes. After 7 decades of Independence we see not many changes in the caste systems and discrimination especially in rural areas. This can be ingrained right from childhood at schools/ at homes. Initially one may need to increase the quotas and reservations for women. Esp. in states which are regressive towards women.

4. Job Creation and Women-owned Business

Creating more full-time & part-time job opportunities can lead to women participation in work. Hence, more part-time and flexible jobs should be created so that more women get opportunities to work. “ Thankfully I have an eco-system of parents, in-laws and husband who are my rocks” Chanda Kochhar, CEO, ICICI Bank.

“Ease of doing business in India” is still rated as 130th among 180 countries (World Bank Report). So when will the largest population in the world be ranked 1st in ease of doing business in India? Otherwise how will the huge population be employed in India or reap the demographic dividend? Answer may lie in more and more privatization or Private Public Partnerships (PPP) methods.

Implement enterprise development, supply chain and marketing practices that empower women. Fostering entrepreneurship is a key policy goal that should be taken into account, as high rates of entrepreneurial activity brings sustained job creation and boost the development of new products, processes, and organisational innovation. Policies to promote female entrepreneurship includes: developing a gender neutral legal framework for business, reducing administrative burdens on firms and excessive regulatory restrictions; ensuring equal access to finance for female and male entrepreneurs, and pair relevant financing schemes with support measures such as financial literacy, training, mentoring, coaching, consultancy services, and increased access to support networks, including professional advice on legal and fiscal matters. While start up culture/

Incubation centres are catching up in a large way with larger metros in India. It is yet to bloom and help women to set up micro/ small or medium enterprises.

To a large extent MSME is one of the vehicle to do so. However many of the benefits and Acts/ schemes mentioned by MSME is not followed at the all India level. Example: The Act on purchase and price preference policy under MSME states that exemption from Earnest Deposits, Tender fees and Performance Guarantee. However none of the state/ central or PSUs follow this and violate this Act.

“The Indian startup ecosystem is rapidly evolving driven by an extremely young, diverse and inclusive entrepreneurial landscape. This is leading to emergence of focused domain solutions for verticals like healthcare, agriculture, and education etc. Infrastructure, mobile & internet are needed to assist in the start up culture.

In India the risk averse culture can lead to fewer risk takers and hence we have maximum people, lack of proper competition, which can hurt the Indian start ups as it leads to low-quality, low valuation and slower market build up.

An additional driving force is a four-fold increase in access to capital through VCs, angel investment and seed funding is allowing Indian entrepreneurs to work on building tailor-made products for their customers. All though several policies and environment are created to conduct “ease of doing business” in India needs to be translated to easier mechanism to set up business and thereafter run it successfully. We need to also work addressing challenges on creating supportive government policies in terms of ease of doing business, tax incentives, participation in government contracts, availability of risk capital etc. Only then can one have many Make-In-India as equal participation by women.

“Attitudes towards women at the workplace have changed a lot. When I started Biocon in 1978, some did not want to work with me as they felt that I could not provide them the ‘job security’ because I was a woman.” Kiran Mazumdar CMD, Biocon.

There is a clear need to provide better information about entrepreneurship as an attractive career option, both for young women in school and for women outside the labour force who are considering starting or getting back into work. Policies for female-owned enterprises should not only target start-ups and small enterprises, but also include instruments to stimulate high-growth firms as well as growth and development in medium-sized and larger businesses. Sometimes, such policies could be focused on a

particular sector, for example, support programmes that target female-owned enterprises in high-tech sectors.

5. Parity at Work

As per the latest survey of Monster Salary Index, India shows as high as 27 %, where men earn a median gross hourly salary of Rs.288.68, while women earn Rs. 207.85 per hour. Women are less likely to work for pay, and are more likely to have lower hourly earnings, do more unpaid housework than men and in general the gender gaps of disadvantage in the labour market are more pronounced in the Asia/Pacific region than across the OECD.

Treat all women and men fairly at work—respect and support human rights and nondiscrimination. The measures taken by Govt. should be publicly reported implementers should be rewarded and awarded for their work. Establish high-level corporate leadership for gender equality. This is essential to encourage women. On the other hand women should be on par with men and treated on par with men in terms of performance and productivity. "We need women at all levels, including the top, to change the dynamic, reshape the conversation, to make sure women's voices are heard and heeded, not overlooked and ignored." Sheryl Sandberg

Women remain under-represented as entrepreneurs. Fewer women than men say they would prefer to be self-employed. When they do choose to become entrepreneurs, they cite better work-life balance more often than men as the main motivation for starting a business. As they frequently divide their time between working and caring women's businesses are usually on a smaller scale and in a limited range of sectors. They often have less experience when they start up a business and are also less likely than men to borrow money to finance their business. These factors contribute to women entrepreneurs frequently earning 30 to 40% less than their male counterparts. Yet female-owned businesses make a key contribution to household incomes and economic growth.

The private sector is a key partner in efforts to advance gender equality and empower women. Current research demonstrating that gender diversity helps businesses perform better signals that self-interest and common interest can come together. Yet, ensuring the

inclusion of women's talents, skills and energies—from executive offices to the factory floor and the supply chain—requires intentional actions and deliberate policies.

6. Access to credit

To help the rural poor meet their credit and by prompting micro level savings to gain access to formal credit facilities the movement of Self Help Groups (SHG) has gained momentum. Nearly 112 countries in the world including India has adopted it. The women empowerment through self help groups would lead to benefits not only to the individual women but also the family and community as a whole through collective action for development.

Credit Guarantee Scheme is a collateral free scheme to help small and medium enterprises to raise funds for small enterprises but almost none of the bank approached has agreed to give funding without collaterals. This can be a frustrating experience for an entrepreneur leading to collapse of their enterprise. Hence a lot needs to be done in accessing credit for Small & Medium Enterprises specifically for women.

7. Representation of women in Politics

The HRD report says March 2002, shows that the legislatures with the highest percentage of women are, Sweden 42.7%, Denmark 38%, Finland 36% and Iceland 34.9%. In 2012, India had a minimal percentage of 10.9% women elected representatives in the national parliament, which is, but relatively higher than Hungary (8.8%), Brazil (9.6%), China (9.1%), and Malaysia (9.8%). (Source- NIC data). World Economic Forum's Gender Gap Index (2014), India ranks 15th out of 142 countries in regards to women's political empowerment.

"In politics, if you want anything said, ask a man. If you want anything done, ask a woman" Margret Thatcher. Women have held the posts of President and Prime minister in India, as well as chief ministers of various states. Indian voters have elected women to numerous state legislative assemblies and national parliament for many decades.

Local governing bodies created as Panchayati Raj Institutions (PRI) has one-third of seats and leadership positions reserved for women. States such as Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Kerala, Maharashtra, Orissa, Rajasthan,

Tripura, and Uttarkhand have increased reservations to 50%. The national government has also proposed to raise the level of reservations in PRIs to 50%.

Another interesting fact is that women turnout during India's 2014 parliamentary general elections was 65.63%, compared to 67.09% turnout for men.

“The Panchayati Raj “ is the part of the effort to empower women at the village level. There are many formulating strategies and initiating processes started by the government of India in order to bring women into the mainstream of development. But who are the policy makers? Mostly Men? Can this include women esp when it concerns policies for women? How much of them are truly been accessed?

8. Cultural Rights

The most common form of excuse for violence on women is culture to explain & further legitimise them. There is also debate and controversy about the ways in which cultural traditions, local customs and social expectations, as well as various interpretations of religion, interact with abusive practices. Specifically, some states and social groups within the country claiming to defend their traditions assert cultural justifications for certain violent act against women. These justifications are questionable because political leaders or traditional authorities generally voice the defenses, not by those actually affected.

Cultural rights are empowering, for they provide individuals with control over the course of their lives, facilitating the enjoyment of other rights (Farida Shaheed, UN, 8 November 2012). Cultural rights can overturn female characteristics and capabilities, which, to a large extent, determine the scope of activities that a woman can undertake in a given society.

9. Decision Making & Property Rights

"A woman with a voice is, by definition, a strong woman." Melinda Gates. Women and the Environment Involves women actively in environmental decision-making at all levels. Integrate gender concerns and perspective in policies and programmes for sustainable development. Strengthen or establish mechanism at the national, regional and

international levels to assess the impact of development and environmental policies on women.

Property rights over both productive and non-productive resources in both rural and urban settings can help women as an advantage in areas of security of home, maintaining a basis for survival, and accessing economic opportunities. The patterns and rights of property ownership vary between societies and are influenced by cultural, racial, political, and legal factors. Thus land property rights, through their impact on patterns of production, distribution of wealth, as well as market development, has evolved as one of the prerequisites of economic growth and poverty reduction.

"The question isn't who's going to let me; it's who's going to stop me." Ayn Rand. In the end everything is in the hands of the person man or woman. How do they go about challenging mindsets and creating their own path to lead their life as they wish? However if the ecosystem for empowerment of women is set right it can lead to a faster way towards a sustainable nation building. Thus "Empower Women, Empower Nation".

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Factors Affecting Women Entrepreneurship in India

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Abstract

The objective of this paper is to measure the impact of different perceptual and social capital factors on the propensity of being women entrepreneur in India. The empirical analysis employed logit model of regression. A sample of 1305 females, who want to create new venture within next three years, was selected from Global Entrepreneurship Monitor (GEM) to test the hypothesis. The result shows that demographic and economic factors are not significant. All the perceptual and social capital factors; risk perception, perceived entrepreneurial capability, social networks and informal investment, except opportunity perception, have significant influence on women's decision to become an entrepreneur.

Keyword: women entrepreneurship, female entrepreneurship, Social factors, perceptual factors, GEM, gender and entrepreneurship

Introduction

Policy-makers and researchers across the world consider entrepreneurship as a way to generate employment, create wealth and increase well-being of their nations. The condition of women is vulnerable all over the world, especially in India. The economic and social conditions of females can be improved, in a better way, by enabling them to take decision and create their own venture. Before taking any step to encourage women entrepreneurship, it is imperative to have a better understanding of the factors which affect females to become an entrepreneur. Factors affecting entrepreneurship have been studied at national level and individual level.

The main aim of this manuscript is to measure the effect of perpetual and social capital factor on the propensity of women to become entrepreneurs. To achieve this objective, we are using data provided Global Entrepreneurship Monitor (GEM) and logistic regression is employed to find out most significant factors responsible for female entrepreneurship. The study contributes to the existing body of knowledge by providing insight about perceptual and social capital factors that influence entrepreneurship and draw implications for policymakers in the formulating of educational policy and link support and development programs to encourage entrepreneurship among the females.

The rest of the paper is organized as follows: Next to this section deal with literature review and hypothesis development. The third section provides overview of the methodology adopted. Section 4 discusses the major findings. In the last section provide implication for policymakers and researcher and conclusion.

Literature Review and Hypothesis

Starting a new business is a complex decision, and scholars in several disciplines have focused on a variety of factors potentially contributing to an individual's probability to become an entrepreneur. Previous studied have highlighted that the decision to create a venture is complicated for women than men. Noguera, Alvarez, & Urbano, (2013), in their study, conducted in Catalonia Spain, found that there is little difference exists between male and female entrepreneurs with respect to demographic and perceptual factors. However, Brush, (1992) found that this difference is significant in business goals and management styles.

Arenius & Minniti, (2005) have grouped factors affecting decision to become an entrepreneur into: demographic, contextual and perceptual factors. Fernández, Liñán, & Santos, (2009) harmonized different factors explaining propensity to start-up into three categories: individual factors, economic factors and socio-cultural factors. In addition, Ramos-Rodríguez, Medina-Garrido, & Ruiz-Navarro, (2012) in the context of hotel and restaurant industry analyzed various factors influencing entrepreneurial start-up and categorized into: demographic and economic factors, factors related to perception, and intellectual and social capital. By the same token, Noguera et al. (2013), while studying women entrepreneurship, divided the determining variables of women entrepreneurship into: socio-cultural and demographic

factors. In line with some authors, this work is based on perceptual and social capital factors, along with demography as control variable.

Perceptual Factors

Perception of entrepreneurial opportunity

Entrepreneurs are individuals who are more likely than others to be alert to opportunities (Kirzner, 1979). In this line, Shane & Venkataraman, (2000) and Venkataraman, (1997) define entrepreneurship as the study of sources of opportunities, thus, opportunity recognition represents the most distinctive and fundamental expression of entrepreneurial behaviour. There are authors who establish the importance of the recognition of entrepreneurial opportunities independently of gender, but it can be observed that if women have a socialization process different to that of men, their perceptions of entrepreneurial opportunities are likely to be different (DeTienne & Chandler, 2007). Previous research (Baughn, Chua, & Neupert, 2006; Langowitz & Minniti, 2007) found that the roles which are traditionally assigned to women promote the idea that entrepreneurial activity is less desirable for them than for men. Other authors observe that these gender based roles assigned to entrepreneurs result in there being fewer entrepreneurial opportunities for women (Mousa & Wales, 2012; Schiller & Crewson, 1997; Wilson, Kickul, & Marlino, 2007). Similarly, there are authors who point out that women are not presented with more entrepreneurial opportunities because the prevailing stereotype of entrepreneurial activity is basically male (Ahl, 2002; Pernilla, 1997). Hence, it is proposed:

Hypothesis 1: *Perception of entrepreneurial opportunities increases the propensity of being a women entrepreneur.*

Risk Perception

Many scholars suggest that entrepreneurs, by the very nature of their activities and roles in the economy and society, cannot be averse to risk (Battistella, Biotto, & De Toni, 2012; Bhasin, 2012; Kirby, 2004). Any activity related to the identification and exploitation of ideas involves risk and possible failure, and a consideration of these possibilities is an important component of an individual's decision to start a business (Minniti & Nardone, 2007). Fear of failure is associated with appraisals of threats to an individual's ability to accomplish one or

more personally meaningful goals when one fails in a performance (Conroy, Willow, & Metzler, 2002; Rausch & Rachel Dinur, 2011). The literature suggests that women have higher fear of failure than men and this factor could explain the gap in entrepreneurship by sex (Wagner, 2007). Thus, we formulate the following hypothesis:

Hypothesis 2: *Risk perception reduces the propensity of being women entrepreneur.*

Perceived capabilities

Also, the literature considers the relevance of the perceived capabilities of women entrepreneurs. These perceived capabilities are linked to entrepreneurial intentions and actions or behaviour ((Boyd & Vozikis, 1994), and are crucial in the decision to start a business (Minniti & Nardone, 2007). Previous studies have shown that, compared to men, women more frequently have a reduced perception of their own entrepreneurial skills, independent of their real skills, especially in the sectors considered to be traditionally male (Anna, Chandler, Jansen, & Mero, 2000), and this perception affects their entrepreneurial behaviour and may translate into the fact that there are fewer women entrepreneurs. It has also been demonstrated that women with proactive personalities who have been exposed to male entrepreneur stereotypes may later fail to recognize their own entrepreneurial skills and experience a decline in their entrepreneurial intentions (Gupta & Bhawe, 2007). Along the same lines, various studies suggest that men have a more positive perception of their skills than women. On the other hand, the women who demonstrate significant entrepreneurial skills, possess greater credibility than their male counterparts (Gatewood, Shaver, Powers, & Gartner, 2002; Menzies & Tatroff, 2006). Thus, the following hypothesis is proposed:

Hypothesis 3: *Perception of Entrepreneurial capability increases the propensity of being a women entrepreneur.*

Social Capital Factors

Social Networks

Various empirical studies stress the important positive effect of indirect experience on the propensity to create a firm (Delmar & Davidsson, 2000; Scherer, Brodzinski, & Wiebe, 1991). Adopting the perspective of the theory of planned behavior (Ajzen, 1991), personally knowing other entrepreneurs should generate positive attitudes toward entrepreneurs in general, breaking down mental barriers. Thus, knowing other entrepreneurs conceivably

influences individuals' subjective norms with regard to firm creation. This would make firm creation if not exactly a desired behavior, at least an accepted behavior. Knowing other entrepreneurs also improves individuals' perception that they are able to control the necessary actions for creating a firm. At least this perception of control would be greater than in the case of not knowing any entrepreneurs.

Moreover, considering role theory (Veciana, 2007) individuals who know other entrepreneurs either from their close geographic environment or from more or less direct relationships (friends, relatives, etc.) may hear about the facts that make the possibility of creating a firm and being successful in the attempt seem credible. Thus, individuals who can capture and replicate "entrepreneurial roles" will be more likely to become entrepreneurs too.

Finally, from the network theory perspective, social networks can provide entrepreneurs with key information, ideas and resources to launch their new firm (Larson & Starr, 1993). If some members of the entrepreneur's social network are entrepreneurs, the information, ideas and resources will undoubtedly be of a higher quality. Contacts with entrepreneurs will also provide access to other entrepreneurs of interest to the new firm, and also guide the entrepreneurs in their relationships with public authorities and financial institutions. The above reasoning leads to the penultimate hypothesis:

Hypothesis 4: Social Networks increase the propensity of being women entrepreneur.

Informal Investment

On the other hand, business angels tend to make their investments with some previous knowledge of entrepreneurship. Also, from the planned behavior perspective, they are likely to have a favorable attitude toward entrepreneurial behavior, and this will have a consequent impact on their propensity to engage in such behavior (Ajzen, 1991). They are likely to have a quite moderate, rather than high, risk aversion. Thus, they could consider that starting up a new firm is acceptable (Amit et al., 1993; Brockhaus, 1976; Mancuso, 1975; McClelland and Winter, 1970).

Moreover, adopting role theory, business angels move among entrepreneurs and so they are likely to hear about credible success stories that make firm creation seem feasible for them personally (Veciana, 2007). Finally the network theory suggests that like in the previous

hypothesis, contact with other entrepreneurs (this time, through their previous role as a business angel) provides access to ideas, information and resources that are critical for creating and consolidating a firm (Larson and Starr, 1993). All this is tested in the final hypothesis:

Hypothesis 5: Having financed another business increases the propensity of being women entrepreneur.

Methodology

The methodology adopted for this study was based on logit model of regression to link perceptual and social capital factor with women entrepreneurship in India. We have used the data provided by Global Entrepreneurship Monitor (GEM). India is a member country of GEM project provides data on a sample of 2700 interviews annually. In this study we have selected the female cases by filtering data and find sample which includes 1305 interviews of females.

Dependent variable: the women entrepreneurship dichotomous variable is used which takes value 1 for female entrepreneurs and 0 for other cases. This variable is based on total early stage activity which defines those individual who are in the process of starting business and/or who are owner of a business (established no longer than three and half years ago) as entrepreneur.

Independent Variables: As mentioned in the previous section, startup and especially women entrepreneurship influenced by perceptual factors: Perception of entrepreneurial opportunity and risk perception, and social capital factors: social networks and informal investments.

Apart from perceptual and social capital factors, some demographic and economic factors such as age, education, work status and household Income and household size. The description of variables presented in the following table.

Table 1. Description of the variables of the study

Variable	Label	Description
Dependent	Female Entrepreneurship <i>(futsup)</i>	Binary variable which takes the value of 1 for women entrepreneurs and 0 in the other case.
Independent	Perceived opportunities <i>(opport)</i>	Binary variable which takes the value of 1 if the individual see good opportunities to start a firm in the area where they live.
	Fear of failure <i>(Fearfail)</i>	Binary variable which takes the value of 1 if he/she indicates that fear of failure would prevent them from setting up a business.
	Perceived capabilities <i>(suskill)</i>	Binary variable which takes the value of 1 if the individual considers that he/she has the knowledge, skills and experience to start up a business and 0 in the other case.
	Social Networks <i>(knowent)</i>	Binary variable which takes the value of 1 if the individual personally know someone who has started up their own business in the last 2 years and 0 in the other case.
	Informal Investment <i>(busang)</i>	Binary variable which takes value 1 if the individual has provided personal funds to help other people start business in the past 3 years, excluding investment in Bonds shares or mutual funds, 0 in the other case.
Control	Age	Age of individual
	Education level <i>(gemedu)</i>	Binary variable for the education level of the individual which takes the value of 1 if the individual has primary education or less
	Employment status <i>(gemwork)</i>	Binary variable for the employment status which takes the value of 1 if the individual is working and 0 in the other case.
	Household Income <i>(gemhhinc)</i>	Indicate the number of permanent members in the household.

Results and discussion

Table 2 exhibit description statistics. Mean value of the variables indicated that 8 percent of female alone or with others, expecting to create new venture including any type of self-employment, within the next three years, 18 percent saw good opportunities for starting a business in the area where they live, 28 percent feel that fear of failure would prevent them starting a business, 31 percent perceived that they have knowledge, skills and experience required to start a new business, 10 percent know someone personally who had started a business in the past two years, 1 percent had personally provide funds for new business started by someone, excluding any purchase of stock or mutual funds in the past three years. Moreover, the average age of the participants was 35 years.

Table 2: Correlation Matrix

	Mean	1	2	3	4	5	6	7
8	9	10						
1. futsup	0.08	1						
2.	0.18	.057*	1					
opport								
3.	0.28	-0.05	0.03	1				
fearfail			5					
4. suskill	0.31	.144*	.139*	.093*	1			
	*	*	*					
5.	0.10	.127*	.231*	0.052	.108*	1		
knowent		*	*		*			
6.	0.01	.213*	0.02	0.028	0.03	.110*	1	
busang		*	4		7	*		
7. Age	34.71	-	0.05	0.03	-	0.02	-	1
		0.00	2		0.03	1	0.01	
		1		8		7		
8.	971.26	0.00	-	-	-	0.04	0.03	-
geneduc		4	.066*	0.046	0.01	4	3	.131*
				5			*	
9.	3.69	0.02	-	-	0.03	-	-	-
gemwor		3	.125*	0.031	9	.161*	.068	.157*
								0.03

k	*	*	*	*	*	*	2
10.	23431.7	-	.107*	-	0.04	0.02	.065
gemhhin	9	0.00	*	0.029	8	*	*
c	7						*

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis provides preliminary support for the hypotheses formulated. Table 2 presents correlation among the variables: perception of opportunities, perceived entrepreneurial, social networks and informal investment have positive and significant correlation with women entrepreneurship. Risk perception and age are negatively correlated with female entrepreneurship, but their relationship is insignificant. Since, correlation among the variables is not so high (less than 0.23) hence multicollinearity is not a problem.

Table 3. Case Summary

Unweighted Cases		N	Percent
Selected	Included in Analysis	1171	89.7
Cases	Missing Cases	134	10.3
	Total	1305	100.0
	Unselected Cases	0	.0
	Total	1305	100.0

The omnibus test, tests the null hypothesis that all the model coefficients are equal to zero, compared to the hypothesis that at least one parameter is nonzero. The null hypothesis can be rejected at the 1% level and hence the goodness of fit of the model is acceptable (see table 4).

Table 4. Omnibus Tests

	Chi-square	df	Sig.
Step	68.599	9	.000
Block	68.599	9	.000
Model	68.599	9	.000

Hosmer and Lemeshow's goodness-of-fit test, which basically measures the extent to which the predicted and observed probabilities coincide, so that if the fit is good, a high value in the predicted probability will be associated with the result $Y = 1$ in the response variable. The difference in frequencies then distributes as a chi square and can be tested statistically. The hypothesis of an adequate model fit is accepted if $p > .05$. In this case, as table 5 shows, the model has an acceptable fit.

Table 5. Hosmer and Lemeshow Test

Chi-square	Df	Sig.
7.806	8	.453

Regression Analysis

Result of logit regression model has been shown in table 8, Hypothesis 1 proposed that perception of entrepreneurial opportunities increases the propensity of women to become an entrepreneur, but this variable was not significant we reject this hypothesis. Hypothesis 2 proposed that risk perception reduces the entrepreneurial propensity of females. The marginal effect for this variable is negative ($p < 0.05$), therefore, we accept this hypothesis. Hypothesis 3 proposed that perception of entrepreneurial capabilities increases the propensity of being a women entrepreneur. The marginal effect for this variable is positive and significant ($p < 0.01$), thus, we accept this hypothesis. Hypothesis 4 proposed that social networks increases the likelihood of women to become an entrepreneur. The marginal effect for this variable is positive and significant ($p < 0.01$), therefore, we accept this hypothesis. Hypothesis 5 proposed that having financed other's business increases the propensity of being women entrepreneur. The marginal effect for this variable was positive and significant ($p < 0.01$), hence, we accept this hypothesis.

Table 6. Result of Logit Regression

	B	S.E.	Wald	Sig.	Exp(B)
Opport	.113	.285	.158	.691	1.120
Fearfail	-.677	.278	5.916	.015	.508
Suskill	.947	.228	17.224	.000	2.578
Knowent	.869	.311	7.793	.005	2.385
Busang	3.387	.658	26.494	.000	29.572
Age	.004	.011	.118	.731	1.004
Gemeduc	.000	.000	.120	.729	1.000
Gemwork	.141	.105	1.823	.177	1.152
Gemhhinc	.000	.000	.579	.447	1.000
Constant	-3.530	.673	27.532	.000	.029

Against the expectation none of the demographic and economic factors showed a significant relationship with female entrepreneurship.

Conclusion

The number of startups by females is increasing, but there is a considerable gap exists between the entrepreneurial initiatives by women and that of men in India. Studies showed that researchers to have pay more attention on the perceptual and social capital of variables of female entrepreneurship so that future policy can be formulated for its promotion.

In this research paper, the aim was to empirically study the perpetual and social capital variables of female entrepreneurship by using a large sample of a GEM Adult Population Survey data. We have confirmed the previous findings that risk perception, perceived capability, social networks and informal investment are the determining factors of female entrepreneurship. However, perception of entrepreneurial opportunity was found to be insignificant which confirms the findings of Naguera et.al.(2013). Policymakers should design programs to develop competence to recognize, evaluate and explain entrepreneurial opportunity among women entrepreneurs.

Study is based on secondary data provided by GEM the number of items related to entrepreneurial intentions and entrepreneurial perceptions is small in this database. The kind of items included in the GEM data prevent the use of more accurate statistical techniques, such as structural equations modelling that may show the different relationships among

perceptions and intentions. All the constructs have been measured on single item. However, multi-item scale provide better measurement.

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Women's Empowerment and Leadership in Small and Medium Scale Enterprises in Tamil Nadu

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Nearly 70 percent of India's population lives in rural areas which makes the question of how robust our agrarian economy is supremely important. Within this rural population, it's the women who, in different roles as entrepreneurs, farmers and agricultural labourers can be deemed as forming the backbone of India's rural and agrarian economy. These responsibilities shouldered by women in the public sphere are accompanied by their relentless chores inside the home. Taking care of the domestic livestock, bringing up their children, catering to the needs of the men in the home and other household work, adds to the seemingly endless list of tasks being done by women. It has also been noted that a lot of the work done by women both within the home and on the farm, is unpaid or grossly underpaid and mostly unrecognized. For almost the same kind and amount of work, women are invariably paid lower wages than men and the land ownership titles are also usually in the man's name. Decisions concerning farming, including those exclusively affecting women, are also often taken by men. Therefore, there has been an increased focus on increasing women's capacities in independent work and decision making across sectors.

An honest and unbiased assessment of our various well-intentioned agricultural programs and schemes reveals that while changes have been made in the work and living conditions of women farmers, the changes have not been as widespread and radical as one would have hoped. 'Empowerment' of women in farming in the truest sense of the words has yet to be realized. Women do not exercise any leverage in the decision-making process. Patel¹ sees this as inclusive of granting to women effectual decision making power/authority and the power to influence others' decisions along with civil, economic and social freedom and most importantly, an increase in women's ability to exercise power. Whatever schemes and policies may be introduced for the benefit of women farmers have to be compounded by initiatives to affect change at home. To demand a greater share in the decision-making process at work should be

¹ Patel, Amrit, "Empowering Women in Agriculture," *Yojana* 56 (2012): 19-24.

accompanied by making women equal partners in the process within their homes and families as well.²

CARE's work with women's empowerment is channeled through the lens of women's struggles to achieve their full and equal human rights. In these struggles, women strive to balance practical, daily, individual achievements with strategic, collective, long-term work to challenge biased social rules and institutions. CARE's work has, hence, looked at women's empowerment as the sum of changes needed for a woman to realize her full human rights and has broadly been formulated along three aspects of a woman's life-**AGENCY** to realize and work towards her aspirations and capabilities, creating a **STRUCTURE** that supports her choices and Understanding and subvert the power **RELATIONS** that she has to negotiate with every day to achieve her aspirations.

There is an urgent need to recognize that women's empowerment must occur simultaneously in the private and public spheres. An effective way to ensure women's greater participation and involvement in the public sphere is through increasing opportunities for women as entrepreneurs in businesses, particularly in Small and Medium Enterprises. As an effective means to securing entrepreneurship opportunities for women, CARE has been the implementing the Women's Leadership in Small and Medium Enterprises (WLSME) Program at Panruttu in Cuddalore district, Tamil Nadu in the cashew industry. Having identified 210 SMEs (Small and Medium Enterprises) for this purpose, the WLSME program attempts to contribute to research and learning on the women's role in the SMEs sector. The key objective of the program is to promote women's leadership and sustainable growth of 210 women owned and managed cashew processing SMEs. The key indicators that this program aims at addressing include:

1. Fostering knowledge about how to prepare a business plan and use the plan as efficient means of decision making

² Shirahatti, SS., Badiger, MS and Prakash KV, "Agricultural Engineering Interventions to Increase the Productivity of Women in Agriculture: Some Studies from India," *Paper presented at the 10th International Agricultural Engineering Conference, Bangkok* (2009).

2. Encouraging fruitful interactions between the women and market players, thereby improving women's business negotiating skills
3. Increasing women's confidence in their own work that can reflect in their dealings with the wider network of stakeholders
4. Addressing women's financial management related needs and training them to be able to suitable address them on their own
5. Helping women be more aware of pricing on the procurement and marketing end
6. Improving women's perceptions of and dealing with loans
7. Ensuring women's greater participation in the decision making processes so that they are recognized as informed, important members of the SME, their expertise crucial for all investment decisions.

The WLSME program has recognized that working on the six following broad areas can ensure that the indicators listed above can be met effectively. These are:

1. Helping women set up their business- The first focal point consists of four interdependent factors: that the enterprise has a brand name, it is registered with the DIC, a PAN has been obtained and the enterprise has an operational bank account.
2. Attaining technical know-how- The second focal point consists of six interconnected factors: that the procurement of raw nuts is done in a timely and smooth fashion, that adequate safety measures are used while de-shelling, that an efficient de-shelling method has been adopted, that the technique of heat drying nuts after steaming and then cooling them after the drying is properly in place and finally, that peeling of the nuts can be done with maximum ease.
3. Value addition- The third focal point primarily only consists of grading of nuts
4. Management and Operations- The fourth focal point for the program consists of six factors: that timely sale of nuts is ensured, that bookkeeping is efficiently managed, that the budgeting and planning functions are carried out smoothly, that financial auditing is conducted in a transparent manner, that the business

enjoys an effective insurance cover and that loans taken and used for the enterprise are managed efficiently.

5. Institutional relationship- The fifth focal point for the program looks at establishing stable relationships with the Cashew Women Entrepreneurs Network (CWEN).
6. Creating Enabling Environment- Finally, the program recognizes and strives for more productive roles of men and family members in enterprise and household activities.

The WLSME program conducted a KAP (Knowledge, Attitude and Skill) Study annually during the three years of the program to assess the changes, obstacles and successes of the program. The findings could also be used in the future for reflection and reporting to key stakeholders involved in the cashew processing activities. Some of the key changes reported in the study include:

1. Change in Knowledge- The study reported a significant increase in knowledge among women led cashew SMEs in all identified indicators across cohorts. Knowledge interventions including personal discussion, business skill training, access to IEC materials, exposure visits, cross learning visits, interface meeting with service providers have been effective in enhancing knowledge and awareness level of the women led SMEs. For instance, the study noticed that while 87% of the women did not know about disadvantages of the moist sack cooling method during the baseline period, the proportion greatly decreased to 57% during the mid evaluation. The study also recognizes the need to convert this decrease into more practical solutions, something the study noticed could be lacking due to attitudinal block among them SMEs
2. Change in Attitude- Change was explicitly noted in indicators like brand name creation, registration in District Industries Centre (DIC), De-shelling method, protective material used during de-shelling, method of cooling, bookkeeping, budgeting, financial auditing, insurance and bank loan etc. The study noticed that increased knowledge and exposure in the previous year created positive attitudes and change among the cashew women SMEs and the practices listed above were being increasingly adopted across cohorts. However, there has been an increase in negativity among women regarding certain practices has also

been noticed. For instance, women were fearful of being exposed to tax payment liabilities in case of adoption of professional practices like registration with DIC, book keeping of financial transaction and audit the business transactions. It should be noted though, that a very small percentage of women only reported this which is why we should understand that more efforts should be taken to develop appropriate attitudinal change with more efficient communication strategies to clarify apprehensions of the women entrepreneurs in finance related processes.

3. Changes in Practices- As has been noted above, while changes in financial management processes and business set up indicators have been significant, the areas of technical know how for deshelling, drying, cooling, peeling and grading have seen comparatively less significant but still positive trends. However, the project interventions are observed to have made insignificant or no changes in practices related to managerial operations such as bookkeeping, budgeting, financial auditing, access to government schemes, access to bank loans etc.
4. Increased knowledge leading to unexpected attitudinal changes- The study notes that during the baseline period, 54% of the women cited smaller sizes of their SMEs as a major reason for not adopting the registration process while 46% of the women said that the cumbersome registration was the reason for them not wanting to adopt it. However, in midline evaluation only 34.43% stated the size as the reason for the non-adoption and none of the respondents quoted difficulty of procedures as reason for non-registration. The increased knowledge and exposure during the past one year have created positive attitudes among the SME women. On the flip side however, increased knowledge also led to developing negative attitudes and ultimately hindered adoption of the desired practice. In midevaluation, nearly 58 % of the respondents quoted necessity of paying tax if registered as the reason for non-adoption while the number was only about 4.14 % of the SMEs in the baseline period. The increasing awareness led to a more negative attitude around taxation.
5. Changes in perceiving benefits of the Cashew Women Entrepreneurs Network (CWEN)- During the baseline period, more than 50% of the women

entrepreneurs had opined that network for women cashew processors is not necessary but this percentage increased to a whopping 92.55% of the respondents in the mid-evaluation who believed that such a network was necessary for procurement of raw nuts and sale of processed nuts at best cost.

The learnings of this have also led the program and CARE as an organization to conclude that women's collectives have a special role to play in encouraging female entrepreneurship. Being able to collaborate with women's collectives and network helps women entrepreneurs to have a safety net of sorts to alter negative perceptions of women farmers and encourage more equitable agriculture systems. WLSME's objectives are to strengthen skills, capacities and capabilities of women to own and manage sustainable enterprise (human capital / agency level); facilitate effective relationships among women entrepreneurs and with value chain actors (social capital / relations level); promote an enabling environment and more positive attitude and behaviour toward women entrepreneurs from family members and other stakeholders (external relations / structural level) and in an extension of this, CARE has tried to foster effective relationships among women entrepreneurs and with value chain actors through establishment of a network of women entrepreneurs in SME involved in cashew processing, facilitating exchange of information and support among women entrepreneurs and facilitating linkages with key actors in value chain. This has also led to efficiently promoting an enabling environment and a more positive attitude and behaviour among the women entrepreneurs in Panruti, Tamil Nadu.

One study establishes the importance of linking women's aspirations and activities from varied agricultural and farming activities to be able to successfully address the deeply entrenched problems women face in rural areas- at work and at home. The authors discuss a UNICEF project that trained women as skilled masons. Their new skills made them so confident and passionate about their work that the women successfully won a bidding contest for the construction of a public building. The skills acquired helped them in doubling their income and enhanced their prestige and position in the families by making them equal contributors. In the Betalghat region in Uttarakhand, Dalit women were struggling with managing forest nurseries and community forest management in the wake of severe water shortages. To deal with the water shortage, they constructed water buggies for water supply. This enabled them to

address their immediate water needs and established their right to participate in the decision-making processes over water resources and community forests.³

Agricultural interventions should be directed to individual small holders, SHGs and adapted to women's roles as farmers and resource managers, ensuring better nutritional status of the family and involve them in developing and providing agricultural technologies, micro-credit and extension and land redistribution in order to increase the demand for women's paid labour in the rural areas. There is a need to examine the gender specific effects that integrate intra-household dynamics and social stratification into models to test the socio-economic impacts of technological change.⁴

Cashew generates employment in the processing and agrarian sector of India employing over 3 lakh persons with more than 95 percent of them being women.⁵ In a study⁶ conducted on the cashew industry flourishing in Kerala and Tamil Nadu, the researchers noted that the women working in the industry were older and more skilled and experienced as compared to other global supply chains like textiles and garments. Cashew processing continues to be dominated by scheduled caste and other marginalized communities, particularly in shelling, while other sections are a little more mixed. Almost a quarter of the workers belonged to 'Nairs' and scheduled caste workers were never found in grading and packing, which led the researchers to conclude that activities within cashew processing were also subject to caste based hierarchies. Women surveyed stated that they all wanted an 'Attendance Card' that ensured relatively secure employment with other wage and non-wage benefits. Access to assistance through the Cashew Workers' Welfare Fund was also easier for those holding such a card. However, women workers were of the view that it was increasingly difficult to get an

³ Ibid.

⁴ Ibid.

⁵ Yadav, Shalini, "Economics of Cashew in India," Occasional Paper, National Bank for Agriculture and Rural Development, 2010.

⁶ Harilal, KN., Kanji, Nazneen., Jeyaranjan, J., Eapen, Mridul and Swaminathan Padmini, "Power in Global Value Chains: Implications for Employment and Livelihoods in the Cashew Nut Industry in India," Summary Report, International Institute for Environment and Development, 1996.

attendance card, which could be construed as an indication of severe informalization of the working conditions. Informal- casual, temporary and contract workers, are not protected by labour legislations which is a cause for grave concern. Women particularly, move between factories for more work and better earnings and work conditions. They often end up accepting lower wages than men and have insecure earnings, as a result of both the limiting choices they face in the public sphere of their work but also the gender stereotyping and oppression they face within their families and communities. Employers often used these factors of social and economic discrimination to utilize women's labour for minimal wages and maximize their profits. The study also noted that while women received minimum wages, they were often denied the Dearness Allowance. The study also states that while an overwhelming proportion of the women working in factories reported they were members of a trade union (96 out of 100 women), 45% of these felt that the unions were not working well. Most of the women felt that the main concern of the union should be to bargain for higher wages and better working conditions. A small proportion of the women also stated that unions should address the problem of harassment in the workplace.⁷

This study hence further substantiates CARE's work with the women workers and SMEs in the cashew industry. The grievances discussed here further point to the fact that an increase in female participation in the sector particularly through decision making and managerial roles as entrepreneurs would foster a better work culture, a better grievance redressal for the female employees and an overall creation of an enabling environment for harnessing women's participation and leadership. Through WLSME project, we can see a substantial rise in women's participation and voice, which have contributed to more empowering women to negotiate their financial and legal rights. The SMEs also saw increased number of women participating in decision making around business as well as other hitherto male dominated spheres of the family and community.

In addition to the direct engagement with the women entrepreneurs, CARE also engaged with male role models/ change agents, to facilitate the creation of an enabling environment for women's empowerment and leadership. Simultaneously the service providers and cashew value chain actors were also reached out to and engaged with for making the value chain and the allied services, gender equitable.

⁷ Ibid.

SUPPORT SYSTEMS FOR WOMEN EMPOWERMENT IN GHANA

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ABSTRACT

The lack of support among women through some supportive systems seizes due to certain cultural practices which has been one of the main barriers to development in the world. It is a problem that developing countries governments cannot solve alone because of its financial implications. In most developing countries, as a result of the social setting women have been marginalized and traditionally they assumed the role of house wives and had to take care of household chores and the upbringing of children while the men go out to work in order to provide financial assistance for their families. Women did not therefore take part in the decisions affecting their households and community, Ghana has experienced rapid growth and development in the past years in many spheres. Gender equity is one of them. This is deplorable considering the important role played by women in the socio economic growth of the country. This presentation intends to highlight some support systems for women empowerment as legislative, policy and programme initiatives to strengthen the participation of women in their delivery of services to themselves, family and nation Ghana.

INTRODUCTION

GEOGRAPHY AND CLIMATE OF GHANA

Ghana is located on West Africa's Gulf of Guinea only a few degrees north of the Equator. With a total area of 238,538 sq km, the country is bounded by Côte d'Ivoire to the west, Burkina Faso to the north, Togo to the east, and the Atlantic Ocean to the south. Half of the country lies less than 152 meters above sea level, and the highest point is 883 meters. The 537 km coastline is mostly a low, sandy shore backed by plains and scrub and intersected by several rivers and streams. A tropical rain forest belt, broken by heavily forested hills and many streams and rivers, extends northward from the shore, near the Côte d'Ivoire frontier. North of this belt, the country varies from 91 to 396 meters above sea level and is covered by

low bush, park-like savanna, and grassy plains. Occupying the central part of Ghana, the huge man made Volta Basin covers about 45% of the nation's total land surface. The climate of Ghana is tropical. Except in the north two rainy seasons occur, from April to July and from September to November. In the north the rainy season begins in April and lasts until September. Annual rainfall ranges from about 1,100 mm in the north to about 2,100 mm in the southeast. The harmattan, a dry desert wind, blows from the northeast from December to March, lowering the humidity and creating hot days and cool nights in the north. In the south the effects of the harmattan are felt in January. Average temperatures range between 21° and 32°C, with relative humidity between 50% and 80%.

Population

In 2007, the population was estimated at 23.3 million people, made up of the Akan, Moshi-Dagomba, Guans, Ewe, and Ga ethnic groups. Just over 1% of the population is of European or other non- African extraction. English is the official language of government and business, although as many as 75 African languages and dialects are spoken as well. Approximately 69% of Ghanaians profess Christian beliefs and 16% are Muslim. 9% of the population adheres to indigenous religious practices. With a metropolitan area population of 2.8 million Accra is the capital city. The other important urban centers include Kumasi, Sekondi-Takoradi and Tamale.

Political Background

Shaped from the union of the British colony of the Gold Coast and the Togoland trust territory, Ghana in 1957 became the first sub-Saharan country in colonial Africa to gain its independence. A long series of coups resulted in the suspension of the constitution in 1981 and a ban on political parties. A new constitution, restoring multiparty politics, entered into force in 1993 to found the Fourth Republic. The constitution calls for a system of checks and balances, with power shared between a president, a parliament, an advisory Council of State, and an independent judiciary. Elections by universal/neutral are held every four years. President John Dramani Mahama is currently the Head of State.

Support systems and empowerment of women in Ghana has experienced rapid growth and development in the past years in many spheres. Gender equity is one of them. This is deplorable considering the important role played by women in the socio-economic growth of

the country. This presentation intends to highlight some support systems for women empowerment as legislative, policy, education, and programme initiatives to strengthen the participation of women in their delivery of services to themselves, family and the nation Ghana.

It also discusses the challenges still confronting the effective participation of women in the international marketing environment and proffers strategies for addressing them to ensure more inclusive and equitable participation of all women in the execution of the services as entrepreneurs for the optimum benefit of the citizenry at large. The Ghanaian development model has yet to fully incorporate the important role played by women for propelling the socio-economic growth of the country. Current governments at state and central level must understand that no nation can progress unless its women are given equal access to opportunities and adequate safety and security, and for this matter my presentation will highlight or suggest some points of supporting systems for women empowerment in Ghana.

OBJECTIVIES

- To appraise the flow of benefits/funds from other financial sectors to women
- The need for implementation of the existing women-specific and women-related legislations and mechanisms for policies, programmes for empowering women
- The extent of which Women are effectively involved in the planning process.

LIST OF ABBREVIATIONS

SAT = Sinapi Aba Trust (Ghana).

SUPPORTING SYSTEM THROUGH FINANCING

Disempowerment among women through some supportive systems seizes due to certain cultural practices which has been one of the main barriers to development in developing countries. It is a problem that developing countries governments cannot solve alone because of its financial implications. In most developing countries, as a result of the social setting women have been marginalized and traditionally they assumed the role of house wives and had to take care of household chores and the upbringing of children while the men went out to work in order to provide financial assistance for their families. Women did not therefore take part in the decisions affecting their households and community.

Ghana is no exception, women depended on their husbands to take care of the entire nuclear family and in some cases part of the extended family as well. This situation is however changing in recent times due to the up spring of microfinance institutions.

Most women are now involved in the up keep of the family by engaging in some form of economic activity. This as a matter of fact has necessitated the private sector or non-governmental organizations to intervene in solving this problem. One of the means found to be effective is the use of microfinance and it is believed that with microfinance women can achieve some level of empowerment in their lives. SAT is a non-governmental organization in Ghana that deals in microfinance in all the ten regions of Ghana with flexible terms and policies for supporting the empowerment of women through financing. The presentation will focus on some study made by SAT among groups discussing and interviewing with women beneficiaries from their supportive systems and loan officers of the Branches was carried out to find out whether there is really a possible correlation between access to microfinance and the empowerment of women. First of all, a brief introduction to the study is given, the general concept about microfinance and the conceptual framework to be used is narrated. In the findings and analysis it was realized that access to microfinance has effect on the individual, household/family, community and enterprise levels of beneficiaries. In that some were able to increase their savings level, diversify their business, and improve upon the living standards of their household. Notwithstanding these, the women complained about the group loans which seem to be the main product that the branch gives to them. It was therefore concluded that effort should be made to give the women more individual loans and faction out specific products that will meet/address the specific needs of these women.

This presentation will also highlight some study done by SAT in Ghana to find out whether women beneficiaries are playing a major role in decision making in terms of feeding, clothing, and schooling of their children and involved in decisions pertaining to their various communities. It was realized that beneficiaries ability to acquire loans from SAT had a positive role in their decision making particularly at home.

The financial assistance received from SAT added to their working capitals leading to increase in their income levels after it had been invested in their businesses. This as a matter of fact gave women the opportunity to do things (such as adding to the chop money given by their husbands, clothing of their children and the like) which they could not do before acquiring the loans. They are now able to supplement whatever monies they receive from their husbands and also to take care of unforeseen circumstances.

The model provided shows that women beneficiaries both the educated and uneducated have seen changes in the family/household levels and are now playing a major role at the household level. In their view there is a causal relationship between elements of SAT scheme such as access to loans and empowerment. This is because the women would not have been able to do all these without the loans provided by SAT.

The study says this because it sees the women as being empowered, their husbands now see the need to involve them in whatever decisions pertaining to the household. This has come about as a result of their being able to make contributions towards the upkeep of their families and therefore having earned respect from their husbands. By contributing to the household income the confidence level and self worth of these women tend to increase. Contributing towards the household income also increased the negotiating power of women beneficiaries within the family.

In this study it was found out that “women who generated increased income through self – help schemes reported that they had gained greater respect within the household, often with perceptible attitudinal change. In another study we realized SAT clients has increased their decision making power in terms of buying and selling property, family planning, sending their daughter’s to school and all other aspect of life due to the Access to microfinance .

Women involved in decision making at the household level is also a positive sign since it ensures to some extent that, household incomes are not diverted to unproductive and harmful ventures by their spouses. This is due to the fact women are always to some degree interested in the promotion of the welfare of their families and are always against expenditures that will not lead to the well-being of their families since women by nature are very cautious. However women’s contribution to the household income does not necessarily mean that, it will lead to total gender equality within the family. In the Ghanaian setting there are certain decisions which rest with the men. For instance the man decides on the number of children he wants to have. A woman therefore has limited say in the number of children she can have with the spouse especially in the rural areas. There is therefore somehow a limit to the type of decisions that women can partake in. In other situations too, the woman trying to voice her opinion in family matters maybe misconstrued as being too unbecoming. This may be due to the fact that, initially within the family setting this woman did not express her views on matters, prior to joining the microfinance institution. This may bring conflicts within the family. Some husbands may form the opinion that the microfinance institution is training their wives to question their authority in the home.

At the community level, we were expecting to find most of the clients partaking in decisions regarding their communities such as making the most concrete contributions and solutions to problems that they face in their communities. Our expectations were due to the fact that the organization claims to be interested in the holistic transformation of the beneficiaries therefore interested in changes in the social, political and economic lives of their clients as stipulated by their goal and transformed lives”.

This in our view may be due to the fact that either the organization is not providing the right leadership training to the women beneficiaries to boost their confidence level, for them to take the initiative in solving pressing community problems or it may be due to the fact that the women are not taking the training seriously and are only interested in the monies they receive from SAT.

In this view therefore, the organization must change its training procedure and put in attractive measures to motivate the clients to participate fully in its leadership training.

Another reason for the low level of participation of these women in community decisions is their preoccupation with household chores. Consequently even in situations where women maybe part of committees, it is the presence of men which would be felt since they are always free to attend meetings. However the fact that the women are able to articulate their views in community gatherings is a positive sign that cannot be overlooked. Some of these women initially were afraid to even talk at such community gatherings.

SUPPORTING SYSTEM THROUGH LEGISLATIVE POLICIES

Generally polices and schemes for women are formulated as if they are comprised of one composite and homogenous group. In reality there are many layers of heterogenous groups and depending on their socio economic, geo political background the degrees of vulnerabilities also differ. The Constitution of Ghana recognizes equality rights of women which allow the state to take special measures for women and children to realize the guarantee of equality. Despite different gender specific laws in place, women’s status in society continues to be devalued. Gender based violence and discrimination faced by women are manifestations of the devalued status of women. In order to find an enduring solution to gender based violence, laws impacting on a woman’s equality rights have to be assessed and strictly implemented. Laws prohibiting gender discrimination based in the home and in the public sphere have to be evolved and implemented. As this process will take place in the years to come, the aspect of gender based violence requires immediate attention;

Simultaneous efforts to improve women's status through the use of laws will also be undertaken, specific strategies and programmes need to be developed which will address the unique problems of specific groups. Amongst vulnerable groups, the women belonging to socially backward communities face double discrimination of being a woman and also from a backward community. Similarly women with disabilities have very specific problems even when compared to men with disability, these are women who are victims of violence or sexual abuse such as trafficked women, rape victims who need a very different but specialized rehabilitation package etc. Adolescent girls are a highly vulnerable group as they are subject to a number of atrocities like trafficking, rape, child marriage. The following illustrates a list of categories of women who are in difficult circumstances.

List of areas Women are affected violently

- Domestically
- Rape
- Trafficked victims
- Women who are labeled as witches
- Acid attacked
- Women impacted by internal displacement, disasters and Migration
- Either for economic reasons
- Conflict e.g. refugee women
- Women who have been displaced because of SEZ, building of dams etc,
- Women impacted by natural or manmade disasters
- Women and Labour
- Domestic labour
- Bonded labour
- Destitute women who are homeless
- Women in Agriculture
- Land less women
- Marginal farmers
- Agricultural workers
- Women and Health
- Women affected by HIV/ AIDS
- Women suffering from life threatening diseases

- Women with disabilities
- Elderly and aged women
- Slum Dwellers
- Women Prisoners
- Women belonging to ethnic and socially vulnerable communities
- Women belonging to ethnic and religious minorities (especially Muslims)
- Women belonging to socially backward communities (SC, ST)
- Single women
- Adolescents
- Widows
- Women whose husbands are absent due to conflict, economic migration etc
- Divorcees

The above categories of women find themselves more vulnerable on account of their unique social, cultural circumstances or because they are victims of violence or abuse. These groups require special interventions to address their needs. The possibility of developing pilot projects suitably formulated to address specific requirements may be examined, and I believe laying down policies and enforcing them on the above abusive circumstances that relents women will be addressed and equip women as a form of support system for their empowerment.

WOMEN AND EDUCATION

Women education aims at improving the knowledge and skill of women and girls. It includes general education at schools and colleges, vocational and technical education, professional education, health education, etc. Women education encompasses both literary and non-literary education. Educated women are capable of bringing socio-economic changes. The constitution of almost all democratic countries, including Ghana, guarantees equal rights to men and women yet still women have always been marginalized and relegated to the status of subjugated class in the Ghanaian society. Due to lack of specific implementation of plans, local communities especially women have remained outside the scope and benefits of government schemes and programmes. Women education Empowerment also refers to increasing and improving the social, economic, political and legal strength of the women, to ensure equal-right to women, and to make them confident enough to claim their rights, such as:

- freely live their life with a sense of self-worth, respect and dignity,
- have complete control of their life, both within and outside of their home and workplace,
- to make their own choices and decisions,
- have equal rights to participate in social, religious and public activities,
- have equal social status in the society,
- have equal rights for social and economic justice,
- determine financial and economic choices,
- get equal opportunity for education,
- get equal employment opportunity without any gender bias,
- get safe and comfortable working environment,

Women have not actively participated in their emancipation due to their lack of economic independence and illiteracy. There is a need to address the issue by raising the status of women. The key lies in women empowerment through economic self-sufficiency and higher awareness levels on social, political and legal issues through mobilization. There is also a need to recognize and emphasize the diverse roles of women such as reproductive, productive and community management. Women should be organized SHGs and strengthened at the grass root level to end their subordination.

Skill training programme for Women also enhance the quality of life of women through increased knowledge and skills for both less endowed and physically impaired women. Setting Foundation to facilitate and also realize that merely imparting literacy would not be sufficient due to some stages in the life cycle of women which differ and so the need for women vocational training or skills is very necessary to uplift their status to stand on their feet and provide for their families.

Educating women is the major form of supporting system a country or nation I think should be much particular with because it's the key for fore knowledge on all the necessities and wants of life as in;

1. To eliminate Under-employed and unemployed: Women population constitutes around 50% of the world population. A large number of women around the world are unemployed. The world economy suffers a lot because of the unequal opportunity for women at workplaces.

2. To have equally competent and intelligent: Women are equally competent. Nowadays, women are even ahead of men in many socio-economic activities.

3. To be Talented: Women are as talented as men. Previously, women were not allowed higher education like men and hence their talents were wasted. But nowadays, they are also allowed to go for higher studies and it encourages women to show their talents which will not only benefit her individually but to the whole world at large.

4. To be empowered for Overall development of society: The main advantage of Women Empowerment is that there will be an overall development of the society. The money that women earn does not only help them and or their family, but it also help develop the society.

5. For Economic Benefits: Women Empowerment also leads to more economic benefits not to the individuals but to the society as well. Unlike earlier days when they stayed at home only and do only kitchen stuffs, nowadays, they roam outside and also earn money like the male members of the society. Women empowerment helps women to stand on their own legs, become independent and also to earn for their family which grows country's economy.

6. To reduce domestic violence: Women Empowerment leads to decrease in domestic violence. Uneducated women are at higher risk for domestic violence than educated women.

7. To reduce corruption: Women Empowerment is also advantageous in case of corruption. Women empowerment helps women to get educated and know their rights and duties and hence can stop corruption.

8. To Reduce Poverty: Women Empowerment also reduces poverty. Sometimes, the money earned by the male member of the family is not sufficient to meet the demands of the family. The added earnings of women help the family to come out of poverty trap.

9. To build women for National Development: Women are increasingly participating in the national development process. They are making the nation proud by their outstanding performances almost every sphere including medical science, social service, engineering, etc.

10. To eliminate Irreplaceable of women in some sectors: Women are considered irreplaceable for certain jobs. With all the above women will be much empowered for any activity in life for the growth Ghana and every nation.

CONCLUSION

The role microfinance institutions such as SAT, the education ministry and also the legislature of Ghana are playing a good role in the empowerment of women beneficiaries. This is because microfinance is ensuring that the poor women who hitherto did not have access to credit through traditional banking system due to certain conditions, can now have access to finance for their businesses.

Poor women associating themselves with microfinance institutions lead to a situation where they experience behavioural changes at the individual, family/household, enterprise and community levels. Access to microfinance ensures that marginalize women in Ghana make choices in their everyday life. Some of the changes that are seen are increased in the savings level of these beneficiaries, improvement in the living conditions of beneficiaries, changing's in the enterprise level of beneficiaries (for instance diversification of their businesses, good business practices), control over economic resources. There is also the improvement in the well – being of their household since the women tend to spend more of their income on their household.

Empowerment of these women in various aspects of their lives has a multiplier effect since it will ensure development of the nation. This is due to the fact that these women will now be able to contribute towards the nation's economy.

It was realized also that the microfinance institution does not take responsibilities when a member defaults in payment with respect to the group loans. The burden is therefore shifted to other members of the group thereby worsening their situation. This is because these women pay their loans and interest in addition to the loans and interest of the defaulting member. In this case instead of the access to the credit helping these marginalized women to improve upon their circumstances, they become worse off.

Also education and legislative policies have the mother of the successful use of the support given to women through any cannel, therefore suggest all must be take vice versa to help build an accurate supportive system for women empowerment.

Participation in this international program have made me know how important it is to support women in all areas to empower them, my most motivated interest is the entrepreneurs who taught us in class and those we visited. With the role of the Indian government in the

empowerment of women, when we go back home some reports will be given to the government to support all the ministry that deals with women affairs to equip them for them to give women the full support of change in life.

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Impact of Attitudes and Perceptions of women entrepreneurs on their business -A study of women entrepreneurs in Delhi

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ABSTRACT

Women in India are still underrepresented in the area of entrepreneurship. Though the number has increased over the years but is still far behind the number of women entrepreneurs in the developed nations. Researchers in the area of entrepreneurship have given various reasons for this underrepresentation right from family constraint, lack of education to lack of economic support. This paper tries to study the attitude and perceptions of women entrepreneurs and tries to find out its impact on their business. The paper is an empirical study based on 100 women entrepreneurs in the city of Delhi. Some of the findings of the study are that women consider their career secondary to that of their husband's. They purposely like to keep their businesses small because it allows them to keep a centralized control and work in an informal set up. They give more importance to character than professional qualification in their employees. For them non-monetary rewards are more satisfying than monetary rewards. They have a high self esteem and are confident about their managerial and business abilities.

INTRODUCTION

Women in India are still underrepresented in the area of entrepreneurship. Though the number has increased over the years but is still far behind the number of women entrepreneurs in the developed nations. Researchers in the area of entrepreneurship have given various reasons for this underrepresentation right from family constraint, lack of education to lack of economic support. It is generally believed that a right kind of attitude is required to accomplish any task. While a positive attitude can bring success to a person, a negative one can bring failures. That holds true even for women entrepreneurs. This paper tries to study the attitude and perceptions of women entrepreneurs and tries to find out its impact on their business.

LITERATURE REVIEW

Studies on women entrepreneurs have shown that the subjective perception about the likelihood of failure is highly and significantly correlated to a woman's decision to start a new business (Kollinger et al., 2004). Women who take up entrepreneurship due to financial needs are more insecure and hence fear failure in their business venture is higher amongst them (GEM, 2007).

It has also been found that there exists a strong positive correlation between the presence of role models and the emergence of entrepreneurs (Shapero and Sokol, 1982; Deaux and Lafrance, 1998). Women who take up entrepreneurship are generally inspired to take it up as a career due to the positive influence of their role models.

Women hold low expectancies to values like economic rewards (Deepak, 1993). They look for non economic rewards from their business, such as recognition (a rise in status), confidence building, satisfaction, independence (Vinze 1987) and good social relationship (Deepak, 1993).

Women entrepreneurs' careers are considered secondary to those of their husbands (Brannon, 1999), because It is a male member of the family who is considered the bread winner of the family and not a female member (Singh, 1992). Their duties are given priority as a wife, a mother, a daughter and a daughter-in-law in society. Duties as owners of business come last in order of priority (Rao and Rao, 1985).

From the literature discussed above several hypotheses have been generated and a list of these hypotheses is mentioned below:

- H1: For women entrepreneurs their careers are secondary to the careers of their husbands
- H2: Women who take up entrepreneurship mostly have role models.
- H3: Fear of failure is mostly found in necessity driven women entrepreneurs
- H4: Women entrepreneurs hold high expectancies from non economic rewards.

METHODOLOGY

Sampling and data collection

The study has been conducted on hundred women entrepreneurs in Delhi and its adjoining areas (NCR-National Capital Region) who were chosen on the basis of random sampling. They were selected at random from the following sources:

- FLO (FICCI Ladies Organization) Directory
- References of women contacted from the FLO Directory
- References of women entrepreneurs other than contacted from the FLO Directory
- References of friends and colleagues

A questionnaire was prepared and the respondents (women entrepreneurs) were made to fill them. To have an authentic and first hand reliable data each respondent was personally contacted and interviewed. In all 350 women entrepreneurs were contacted of which only 100 gave time and personally gave their inputs. In the sample there were 15 different categories of businesses run by the respondents and according to the nature of business they were classified as: Manufacturing, Trade and Service. Majority of the respondents were in the service sector (54%) followed by manufacturing (31%) and trade (15%).

DATA ANALYSIS

The filled up questionnaires were then coded and tabulated using the SPSS package. Descriptive analysis of the variables under study was done using the frequencies, figures and tables. Statistical analysis of the variables under study was done using the non parametric test (Chi square).

Perceptions and Attitudes

In this paper we studied the attitudes and perceptions of women entrepreneurs. The perceptions and attitudes were assessed on the basis of the feedback given by the respondents on some of the questions put to them. The questions with the feedback are given below:

Rating of Career of Self and Husband

The questions asked were the following:

Q1. How do you rate your career to your husband's career?

Q2. If one of you has to sacrifice his or her career then who would it be?

Table 1 shows that 49% of the respondents considered their career secondary to their husband's career, 10% of the respondents considered their husband's career secondary to theirs, 30% considered both their and their husband's career of equal importance. Eleven per cent respondents did not respond to this question as they were unmarried, divorcee or single. The chi square value 40.88 was statistically significant at five percent level of significance. This shows that most of the women entrepreneurs considered their career secondary to their husbands.

Table 1: Rating of Career of Self and Husband (Q1)

How do you rate your career to your husband's career?	
Options	Number of Entrepreneurs
His career is secondary to yours	10
Your career is secondary to your husband's	49
Both of your career are of equal importance	30
Not applicable	11
Total	100
Chi square=40.88, df=3, significant at .05 level	

Table 2 shows that 68% of the respondents were ready to sacrifice their career to protect their husband's career, 21% said that their husbands would sacrifice their career and 11% were not applicable to respond to this question. The chi square value 55.58 was statistically significant at five percent level of significance.

Table 2: Rating of Career of Self and Husband (Q2)

If one of you has to sacrifice his or her career then who would it be?	
Options	Number of Entrepreneurs
You	68

Your husband	21
Not applicable	11
Total	100
Chi square=55.58, df=2, significant at .05 level	

It is quite obvious from both Table 1 and 2 that women entrepreneurs gave first priority to the careers of their husbands and not to their own career. Majority of them (68%) were ready to sacrifice their career for their husbands' career and 49% considered their career secondary to that of their husbands. The chi square values 55.58 and 40.88 respectively was statistically significant at five percent level of significance. *Hence the hypothesis (H1) that for women entrepreneurs their career is secondary to the career of their husbands holds true.*

Self perception on Business Parameters

The respondents were asked to assess themselves by rating themselves on eleven business parameters. They were asked to choose any one of the following options: Excellent, Very Good, Good, O.K. and Poor.

The eleven business parameters were the following:

- a Management of Funds
- b Raising of funds
- c Sales & marketing
- d Managing & Coordinating employees
- e Networking & Interpersonal relations
- f Manufacturing standardized products
- g Rendering good quality service
- h Acquiring technical know how
- i Up gradation of technology in business

j Customer care service

k Accounting and arithmetic

Table 3 shows that on an average the respondents gave a rating of good for management of funds, good for raising of funds, good for sales & marketing, very good for managing & coordinating employees, good for networking & interpersonal relations, very good for manufacturing standardized products, excellent in rendering good quality service, very good in acquiring technical knowhow, very good in up gradation of technology in business, good in customer care service and good in accounting and arithmetic. Out of the eleven areas the respondents on an average considered themselves good in six areas, very good in four areas and excellent in one area. Hence they seemed quite confident about their managerial abilities.

Table 3: Rating of Self on Business Parameters

Options	Number of Entrepreneurs											
	A	B	C	D	E	F	g	H	I	j	k	
Excellent	15	12	27	30	23	18	50	12	15	16	9	
Very Good	15	13	14	32	31	38	41	38	34	34	27	
Good	36	44	29	25	38	35	8	30	31	40	28	
O.K	23	25	28	12	8	9	1	16	18	10	27	
Poor	11	6	2	1	0	0	0	4	2	0	9	
Total	100	100	100	100	100	100	100	100	100	100	100	

Self perception on Business Strategies

The respondents were given seven sets comprising of two statements each and they were asked to choose any one of them. The sets with the respective statements are given below:

Set 1

- | | |
|-------------|--|
| Statement 1 | You put great deal of your effort in acquiring business information and make use of that information in making business decisions. |
| Statement 2 | You rely on personal intuition and judgment for making business decisions. |

As shown in Table 4 majority of the respondents (61%) chose statement 1. This shows that women entrepreneurs nowadays do not like to take decisions on impulse.

Set 2

- | | |
|-------------|---|
| Statement 1 | You recruit trustworthy, dependable and obedient employees. |
| Statement 2 | You recruit qualified and trained professionals. |

As shown in Table 4 majority (67%) of them chose statement 1. This shows that women give more preference to values like honesty and loyalty than qualifications when it comes to hiring their employees.

Set 3

- | | |
|-------------|---|
| Statement 1 | You like to do everything yourself with the help of assistants in an informal manner. |
| Statement 2 | You like to formalize systems and appoint professionals for working. |

Table 4 shows that majority (81%) of the respondents chose statement 1. Women prefer to work in an informal set up than a more structured and formal set up.

Set 4

- | | |
|-------------|---|
| Statement 1 | You maintain close supervision over employees. |
| Statement 2 | You delegate, decentralize and assign responsibilities. |

Table 4 shows that majority (56%) of the respondents chose option Statement 1. Women in the sample prefer to work in a centralized set up. They like to closely supervise all the work and every employee. This again is possible in a small firm. With a large size firm decentralization and delegation becomes inevitable.

Set 5

Statement 1 You never compromise on business ethics.

Statement 2 You believe that ends justify the means.

Table 4 shows that the majority (78%) of the respondents chose statement 1. This shows that women do not compromise values and ethics even if it means losses to them.

Set 6

Statement 1 You develop a long-term vision/ perspective for the business

Statement 2 You like to live your business day by day and tackle issues as and when they come.

Table 4 shows that majority (53%) of the respondents chose statement 2. This again reflects that women like to keep their business small because with large businesses one cannot afford to live ones business day by day without having any set deadlines, priorities or goals. A long term vision and perspective is a must for a large firm.

Set 7

Statement 1 You like to be a pioneer in the choice of products or substantially improve upon existing products.

Statement 2 You choose only tried and tested products.

Table 4 shows that majority (72%) of the respondents chose statement 1. This shows that women in the sample are quite innovative and are ready to take risk.

Table 41: Self perception on Business Strategies

Set	Number of Entrepreneurs		
	Statement a	Statement b	Total
1	39	61	100
2	67	33	100
3	81	19	100
4	56	44	100
5	78	22	100
6	47	53	100
7	72	28	100

It has been found that women mostly prefer to work in an informal set up, work in a centralized set up, like to closely supervise all the work and every employee and live business day by day without setting any deadlines, priorities or goals for the business. All this is possible only in small size firms. Once the business expands it cannot operate in an informal structure. A more formal structure is needed to make the business run smoothly. Decentralization and delegation becomes inevitable. And lastly with expansion a long term vision and perspective for business is needed. The business cannot afford to live day by day without having any set deadlines, priorities or goals. A long term vision and perspective is needed. It is quite clear from the sample that women generally do not have the kind of attitude that is required to operate a large size firm. *Hence it is quite evident that women purposely do not like to expand their business even if they are capable of doing it.* **Locus of Control**

The locus of control is of two types: internal and external. According to Rotter (1966) an entrepreneur is one who has an internal locus of control.

To check the locus of the respondents were asked as to what extent their business decisions were influenced by their husbands, employees and astrologers.

Table 5 shows that majority (62%) of the respondents said that their decisions were never influenced by the husbands, 42% said that their decisions are rarely influenced by their employee and 73% said that their decisions were never influenced by an astrologer. This clearly shows that women entrepreneurs have internal locus of control.

Table 5: Locus of Control

Options	Number of Entrepreneurs		
	Husband	Employee	Astrologer
Largely	29	20	16
Rarely	09	42	11
Never	62	38	73
Total	100	100	100

Role Model

The respondents were asked the question if they have any role models and they were to choose any one out of the options given. Table 6 shows that majority of the respondents (53%) had no role models. Twenty five respondents (25%) had entrepreneurs as their role models, seventeen respondents (17%) had their parents as their role models, one respondent had her husband as her role model and four respondents (4%) had others as their role models. The chi square value of 87 is significant at five percent level of significance. As the majority of the respondents (53%) did not have a role model hence *the hypothesis that women who take up entrepreneurship mostly have role models does not hold true.*

Table 6: Role Models

Options	Number of Entrepreneurs
None	53
Parents (Father / Mother)	17
Husband	01
Entrepreneur (both celebrity and non celebrity)	25
Others	04
Total	100
Chi square=87, df=4, significant at .05 level	

Competition

We tried to find out how women entrepreneurs perceive competition in their business. Table 7 shows that majority of the respondents (63%) perceived a high degree of competition from other entrepreneurs. Twenty nine percent (29%) of them perceived no competition, 4% each perceived medium competition and low competition. The chi square value 93.680 was significant at five cent level of significance. This shows that majority of the women perceive very high degree of competition from other entrepreneurs.

Table 7: Degree of Competition

Degree of Competition	Number of Entrepreneurs
No competition	29
Low Competition	04
Medium	04

Competition	
High Competition	63
Total	100
Chi square = 93.680; df = 3; significant at .05 level	

Ingredients for Success

The respondents were asked that according to them, which is the most important ingredient for success? They were to choose any one of the options given.

Table 8 shows 55% of the respondents found family support as the most crucial ingredient for their success, followed by risk-taking attitude at 18%, innovation at 17% and capital at 10%. The chi square value 49.520 was significant at five percent level. The majority (55%) of the respondents find family support as the most important ingredient for their success.

Table 8: Ingredients for Success

Options	Number of Entrepreneurs
Family Support	55
Capital / Finance	10
Innovation	17
Risk-taking	18
Total	100
Chi square=49.520, df=3,	

4.3.3.8 Husband's Support

It was asked by the respondents whether their husbands encouraged them and gave them all the moral support which they needed to do their business. Table 9 shows that majority of the respondents' (73%) had the support of their husband. Only eight of the respondents' (8%) did not have their husbands' support in running the business. Nineteen of the respondents (19%) did not respond to this question as they were unmarried, single or divorced. The chi square value 72.620 was significant at five percent level of significance.

Table 9: Husband's Support

Support of the husband	Number of Entrepreneurs
Yes	73
No	08
Not Applicable	19
Total	100
Chi square = 72.620; df = 2; significant at .05 level	

Let us now see if there is any relationship between the ingredient for success and the support of the husband. Table 10 shows that there is a positive relationship between the ingredient for success and husband's support. The chi square value 13.966 was significant at five percent level of significance. Amongst the women entrepreneurs who considered family support as the main reason for their success 85% of them got the support of their husband. Women entrepreneurs who considered capital as the main reason for their success, 60% of them got the support of their husband. Women who considered innovation as the main reason for success, 52% got support from their husband and women who considered risk taking as the main reason for their success, 61% of them got support from their husband. We can see that the reason for success and the husband's support are positive correlated. More the support from the husband more likelihood of the business to succeed.

Table 10: Ingredients for Success and Husband's support

Husband's support	Family Support	Capital	Innovation	Risk taking	Total
Yes	47 (85)	6 (60)	9 (52)	11 (61)	73
No	2 (04)	1 (10)	4 (24)	1 (06)	8
Not applicable	6 (11)	3 (30)	4 (24)	6 (33)	19
Total	55 (100)	10 (100)	17 (100)	18 (100)	100
Chi Square = 13.966; df = 6; significant at .05 level					

Future plan

The respondents were asked about their future plan and were to choose any one of the options given. Table 11 shows that majority (87%) of the respondents wanted to continue doing the same business. Eleven percent (11%) were ready to retire and 2% wanted to switch to another business. The chi square value 130.820 was statistically significant at five percent level of significance.

Table 11: Future Plan

Options	Number of Entrepreneurs
Continue doing same business	87
Take retirement	11
Take employment in a company	0
Switch over to another business	2

Total	100
Chi square = 130.820; df = 2, significant at .05 level	

Outlook at the time of starting business

The respondents were asked that at the time of starting of business how did they feel about the outcome of the business venture. They had to choose any one of the options given. Table 12 shows that majority of the (61%) of the respondents expected success, 24% had a mix feeling of both failure and success and only 15% feared failure. The chi square value 35.66 was statistically significant at five percent level of significance.

Table 12: Outlook at the Time of Starting Business

Options	Number of Entrepreneurs
Feared failure	15
Expected success	61
Mix feeling of both failure & success	24
Total	100
Chi square=35.66, df=2, significant at .05 level.	

Table 13 shows that there exists a relationship between the type of entrepreneurship and the outlook of women entrepreneur at the time of starting their business. It was found that the entrepreneurs who were opportunity driven were in majority (68%) and entrepreneurs who expected success at the time of starting of business were also in majority (61%). On the other hand entrepreneurs who were necessity driven were in minority (32%) and the ones who

feared failure were also in minority (15%). The chi square value 6.310 was significant at five percent level of significance. *Hence the hypothesis that fear of failure is mostly found in necessity driven women entrepreneurs holds true.* In this sample as there was higher prevalence of opportunity driven entrepreneurship therefore the fear of failure amongst the women entrepreneur at the starting of the business was less and that of expected success was more.

Table 13: Type of Entrepreneurship & Outlook at the Time of Starting the Business

Type of Entrepreneurship	Feared failure	Expected success	Mix feeling	Total
Opportunity driven (by choice)	9	47	12	68
Necessity driven (by force)	6	14	12	32
Total	15	61	24	100
Chi square = 6.310; df = 2; significant at .05 level				

Reward from Business

The respondents were asked that in their opinion what have they achieved from this business. They were to choose any one of the options given. Table 14 shows that majority (38%) of the respondents had got a sense of work satisfaction from doing business. Twenty six percent (26%) had got confidence, 18% had got recognition from doing business and the remaining 18% felt that they were rewarded with financial security. The Chi square value 10.720 was significant at five percent level of significance. Out of the four rewards, work satisfaction, confidence and recognition were non economic rewards and financial security was an economic reward. Eighty two (82%) of the respondents opted for non economic rewards and only 18% of the respondents opted for economic reward. *Hence the hypothesis that women entrepreneurs hold high expectancies to non economic rewards holds true.*

Table 14: Reward from Business

Options	Number of Entrepreneurs
Financial Security / Independence	18
Confidence	26
Work Satisfaction	38
Recognition	18
Any other	0
Total	100
Chi square=10.720, df=3, significant at .05 level	

Expectations from Business in Future

The respondents were asked about their future expectations from their business. They were to choose any one of the options given. Table 15 shows that 39% wanted to make more profits from the business, 20% wanted to expand their business through branching, 6% of them wanted to capture more markets and 35% of the respondents did not expect anything from their business. This broadly indicated a feeling of contentment and a lack of ambition to achieve anything more from their business.

Table 15: Expectations from Business in Future

Options	Number of entrepreneurs
More Profits	39
More customers / markets	06

More Branches / Expansion	20
Nothing	35
Total	100
Chi square=27.28, df=3, significant at .05 level	

FINDINGS

- Majority of the women entrepreneurs are ready to sacrifice their career for their husbands' career as they consider their career secondary to that of their husbands.
- Women entrepreneurs are quite confident about their managerial and business abilities. This shows that they have a high self esteem and confidence to run their business on their own.
- Women like to be scientific and do not wish to take business decisions on an impulse or intuition.
- In recruiting employee majority of the women entrepreneurs like to give more preference to values like honesty and loyalty than professional qualifications in their prospective employee.
- It was found that the majority of the women are not ready to compromise values and ethics even if it means losses to them.
- Majority of the women entrepreneurs do not depend on external sources like their husbands, employees or astrologers for their business decisions. Hence they exhibit internal locus of control.
- As far as style of working is concerned majority of the women prefer to work in an informal set up, prefer to work in a centralized set up, like to closely supervise all the work and every employee, like to live their business day by day without having any set deadlines, priorities or goal. This shows that the women entrepreneurs do not have the

kind of attitude that is required to operate a large size firm. Hence women entrepreneurs by choice like to keep their businesses small.

- Majority of the women entrepreneurs in the sample have established themselves as successful entrepreneurs without having any role models.
- As far as competition is concerned majority of the women entrepreneurs perceive a high degree of competition from their business counterparts
- Majority of the women entrepreneurs find family support as the most crucial ingredient for their success followed by risk-taking attitude, innovation and capital.
- It is found that amongst women entrepreneurs who consider family support as the main reason for their success, majority of them have reported to be having the support of their husband. This shows a positive relationship between the ingredient for success and husband's support.
- Regarding the future plan majority of the women entrepreneurs want to continue doing the same business. Very few want to retire and a negligible ratio want to switch to another business. Hence women are quite satisfied and happy continuing in the same profession.
- As far as outlook of women entrepreneur at the starting of business is concerned it is found that majority expected success, few had a mixed feeling of both failure and success and a handful of them feared failure.
- There is a relationship between the type of entrepreneurship and the outlook of women entrepreneur at the time of starting the business. It was found that the entrepreneurs who were opportunity driven expected success at the time of starting the business and the ones who were necessity driven expected failure at the time of starting the business.
- It was found that women entrepreneurs hold high expectancies to non economic rewards than to economic rewards and many do not expect anything from their current business which indicates a sense of contentment from their present state of business and a lack of ambition to achieve something more from it.

CONCLUSIONS

From the above findings we can say that in many respects women entrepreneurs in India are still quite conservative and family oriented. They are ready to sacrifice their career for their husbands' career as they consider their career secondary to that of their husbands. For them family support is the most important ingredient for their business success. However, for decision making they are quite independent. They consider themselves quite competent in handling their business. They are quite confident about their managerial and business abilities and they like to take decisions on scientific analysis rather than on impulse. They have an internal locus of control and rarely depend on their husbands or any other person for decision making.

Women entrepreneur are not profit driven nor they give importance to monetary rewards. In doing business they are not ready to compromise values and ethics even if it means losses to them. Also while recruiting employees they give preference to values like honesty and loyalty rather than the qualifications in their prospective employees.

It has also been found that women driven by opportunity have a more positive outlook towards the outcome of their business than women who started business due to necessity. Also irrespective of opportunity driven or necessity driven business women in general perceive a high degree of competition from their business counterparts.

Women deliberately like to keep their businesses small. This is because they like to work in a centralized manner without delegating the work. Also they prefer to work in an informal set up which is possible only in small businesses. In addition they do not expect anything from their current business which indicates a sense of contentment in them from their present state of business and hence a lack of ambition to expand their business and to expect anything more from it. This also exhibits that women entrepreneurs hold high expectancies to non economic rewards than to economic rewards.

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GENDER AND ENTREPRENEURSHIP: AN EXPLORATION OF THE FEMINIST PERSPECTIVES

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Abstract:

The aim of this exploratory paper is to present a brief overview of the literature from feminist epistemology on gender and entrepreneurship. As a point of departure, this paper explores the multi-faceted phenomenon of entrepreneurship as seen through the feminist stances. Though there are a diverse range of feminist perspectives on entrepreneurship, this paper attempts to understand how feminist literature have provided evidence that the prevalent conception of entrepreneurship may not be universal and degendered as presumed. Also, the literature is explored to see how the women's lived experiences have been ignored in the conceptualization of entrepreneurship. Further, the paper seeks to understand how inclusion of women's experiences can change the core and prevalent understanding of entrepreneurship.

Key words:

Feminist Perspectives, Feminist Critiques, Entrepreneur, Entrepreneurship, Lived Experiences

Introduction:

Entrepreneurship is widely recognised to be indispensable for economic development of nations. Study and research on entrepreneurship have emerged which are mostly confined to the management discipline (Bygrave, 1989) and centred on ideologies of economic growth and evaluated by monetary measures (Calas, Smircich and Bourne, 2009).

However, critiques have emerged which challenge the dominant paradigm of macro-economic growth as being narrow in definition and scope and male-centric in paradigm. Alternative perspectives on entrepreneurship, especially the feminist perspectives have provided new insights on the issue by situating the popular understanding of entrepreneurship and its theories

in its historical context. Similarly, studies have brought out the limitations and situatedness of research methods used in entrepreneurship research. Studies have highlighted the missing subjectivities in theories of entrepreneurship and unravelled the construction of theories themselves.

The present paper overviews the current literature from feminist epistemology on entrepreneurship. The aim of this exploratory paper is to present a brief overview of the literature from feminist epistemology that gender and entrepreneurship. As a point of departure, this paper explores the multi-faceted phenomenon of entrepreneurship as seen through the feminist stances. Though there are a diverse range of feminist perspectives on entrepreneurship, this paper attempts to understand how feminist literature have provided evidence that the prevalent conception of entrepreneurship may not be universal and degendered as presumed. Mainly, the aim of this paper is not to form a view or to arrive at a conclusion, but to gain an understanding of diverse perspectives that feminist studies on entrepreneurship offer.

Popular Definitions of Entrepreneur and Entrepreneurship:

Schumpeter (1965) defined entrepreneur as someone who introduced something new into the economy. For Peter Ducker (1970) “entrepreneurship is about taking risk”.

The term Entrepreneur has been derived from the French verb ‘*entreprendre*’ which means ‘to undertake’. Logically following this definition, an entrepreneur is defined as ‘one who undertakes a commercial enterprise and who is an organisational creator and innovator’

(Gartner et al., 2004). Schumpeter (1934) described the entrepreneur as: ‘the innovator who introduces something new into an economy’.

According to Kirzner (1997), entrepreneur is able to use opportunities for converting resources into innovations. Hisrich (1990) has defined that an entrepreneur shows initiative and creative thinking and organises social and economic mechanisms to turn resources and situations to “practical account, and accepts risk and failure”.

Eroglu and Picak (2011) have stated that entrepreneurship is about risks, opportunities, innovation and creative thinking. They have defined entrepreneur as someone who creates innovations out of opportunities.

Women entrepreneur are defined as a woman or group of women who initiate, organise, and run a business enterprise (Gordon and Natarajan, 2009).

In short, most of the accounts on entrepreneurship (See table 1) define the term in monetary terms, ignoring the complex, subjective nature of the actual event.

Entrepreneurial studies that began to get momentum in 1920s are today a growing field (Szuter, 2016). Though of multidisciplinary origin (Szuter, 2016), studies and research on entrepreneurship are mostly confined to the management discipline (Bygrave, 1989) and centred on ideologies of economic growth and evaluated by monetary measures (Calas, Smircich and Bourne, 2009).

Critiques have emerged which challenge the dominant paradigm of entrepreneurial studies based on macro-economic growth. For example, Korsgaard (2009) says that because of the ideology of growth in which entrepreneurship is conceptualised, other perspectives such as individual factors for motivation (which may be anything other than economic growth) do not come to light.

Feminist Perspectives on Entrepreneur and Entrepreneurship:

With emergence of the field of feminist and gender studies, the studies related to female entrepreneurship appeared. First feminist studies in entrepreneurship emerged in 1970s and initial studies focussed on the women entrepreneurs and their comparisons to male entrepreneurs (Szuter, 2016). There is no one feminist perspective. Similarly, there are numerous feminist perspectives on entrepreneurship, which for the sake of easy understanding, can be grouped under Harding's (1987) three types of feminism.

Entrepreneurship as viewed in different feminist stances

The three major strands of feminism as outlined by Sandra Harding (1987) are feminist empiricism, standpoint feminism and post-structural feminism

These feminist stances bring to light the exclusion and marginalisation of voices and lived experiences of the minorities (by sex, gender, race, class, sexuality or disability) and critique the mainstream view of science and development to be male-centric in assumptions and needs. The feminist epistemology demands that the voices and experiences of the excluded groups be treated as valuable knowledge discourses.

Feminist empiricism or Liberal Feminism

Feminist empiricism or Liberal Feminism presumes the scientific objectivity and realism. According to this stance of feminism, irrespective of the sex of an individual, every individual can contribute to society if provided with equal opportunities and resources. According to this strand of feminism, women lag behind men in entrepreneurship only because they have been denied access to resources and opportunities. Much of research from this stream is focussed on differences between men and women in entrepreneurship as well as success factors behind entrepreneurs (Szuter, 2016). A large portion of this research focuses on individual and organisational factors and hindrances, while ignoring cultural and time bound factors (Szuter, 2016).

Feminist standpoint theory or Socialist feminism

Feminist standpoint theory rejects liberal feminism's belief in scientific realism and posits that knowledge is 'situated' in its historical, cultural and geographical context. Socialist Feminism is a type of standpoint feminism that acknowledges that man and women, though equal have been conditioned by economic and social structures tend to act in a particular way as suited to their gender. In this viewpoint, both gender and work are considered social constructions and inequalities in social structures are due to differences in power (Clement & Myles, 2001). Vossenberg (2014) has argued that most entrepreneurship research and policy formulation are based on discourse of economic growth and individualism and employ liberal perspective of gender, without questioning the patriarchal society. The author further states that such a conception overlooks women's role in unpaid care work and the gendered distribution of power in the domestic context. Therefore, the author further argues that policies do not address the underlying power structures that set structural barriers to the advancement of women's entrepreneurship. The author assumes that by using feminist lens and gendersensitive approach

in entrepreneurship promotion, gender gaps and outcomes of entrepreneurship can be addressed and remedied.

Table 1. Entrepreneurship policy formulation using feminist standpoint theory

Premises Promotion	Feminist Entrepreneurship	Driven	Policy questions
Committed to gender justice	Commitment to gender justice is a goal in itself and entrepreneurship promotion need to have clear defined goals and theories of change, indicating how it aims to benefit women in particular and the advancement of gender just inclusive development in general.		How does entrepreneurship promotion reproduce, reduce or increase gender inequalities? Who or what is seen to be holding the problem of the gender bias in entrepreneurship?
Build on situated goals, problems and solutions	Entrepreneurship is a specific experience of specific people in specific places. Entrepreneurship promotion needs to define its goals, problems and solutions through „situated knowledge“.		What specific people, in specific places have or should have a voice in entrepreneurship promotion? How can specific underlying gendered power structures that constrain inclusive economic growth be specifically addressed through appropriate entrepreneurship promotion?
Considers different outcomes, besides economic values	Entrepreneurship is a phenomenon that can reproduce, increase or decrease gendered local practices in a number of negative and positive ways. In entrepreneurship promotion such different outcomes need to be considered and evaluated.		How does entrepreneurship promotion affect daily lives and experiences of individuals and communities? How can we use entrepreneurship as an instrument to advance the feminist agenda and change places?
Acknowledges women's unpaid care work and intrahousehold power dynamics	Women play a predominant role in unpaid care work and households are sites of gendered power that affect entrepreneurial context and behaviour which need to be acknowledged and included in the policymaking process of defining goals, problems and solutions.		How can entrepreneurship support men and women when daily challenging and bending gendered power structures in their household and domestic contexts that potentially constrain or advance entrepreneurial behavior?

Source: Vossenberg , 2014

Post modern or Post structural feminism

One of the most potent critiques of entrepreneurship , feminist post modern or post structural feminism assume that knowledge and gender are socially constructed. Post-structural feminist theory of entrepreneurship provide new insights on the issue by examining the historical

context of entrepreneurial theories, the research methods employed, pointing out missing subjectivities in theories and the construction of theories themselves (Ahl,2003).

Some ways in which traditional idea of entrepreneurship have been visited by post modern feminism is described as below.

Lewis (2013) has opined that the relation between femininity and entrepreneurship has not received as much attention as masculinity and entrepreneurship. Literature review by Henry, Foss and Ahl (2015) on existing literature on entrepreneurship and gender has revealed some interesting attributes of the research prevalent in this field. To begin with, Henry et al. note, that though the trend of literature is shifting towards more feminist analysis, the majority of literature continue to cite comparative studies between men and women, most of the times not taking into account constructionist views of gender, utilising mainly male-centric research approaches and in lacking feminist viewpoints of analysis. Majority of this literature recreate subordination of women (Henry et al., 2015).

Lewis (2013) has identified four emerging entrepreneurial femininities which are “individualized entrepreneurial femininity, maternal entrepreneurial femininity, relational entrepreneurial femininity, and excessive entrepreneurial femininity”.

Galloway, Kapasi and Sang (2015) have opined that the present conceptual understanding of entrepreneurship based on economic growth is underdeveloped and favours masculine viewpoints while ignoring different interpretations of entrepreneurship.

Alsos, Hytti and Ljunggren (2016) have opined that the popular image of an entrepreneur is that of a male, and image that of a “heroes and pioneers” of industrialisation .Narrow definition of innovators to mean mostly technology innovators .

Calas, Smircich and Bourne (2009) have critiqued the mainstream definition of entrepreneurship as an economic activity and called for an understanding of “entrepreneurship as social change”.

Moving beyond social constructionist approaches, Ahl (2003) has analysed text of and tried to understand the construction of female entrepreneur in discourses in literature on entrepreneurship and gender. Ahl (2003) has found that literature reiterates and secondary position of women entrepreneurs.

Hjorth & Steyaert (2004) has argued that going beyond gender as a variable in quantitative studies, there is a need to include feminist perspectives in studying entrepreneurship so that the gendering of can be brought into light, so that the prevalent masculine norms can be contested.

Muntean, S., & Ozkazanc-Pan (2015) have provided epistemological critique of the existing conceptualisation of entrepreneurship and proposed that we need to consider gendered assumptions while analysing entrepreneurship.

Berglund (2006) have proposed that methodologies based on objectivity used to investigate entrepreneurship are not equipped to completely explain the phenomenon as the commonly conceptualized meanings and measured attributes of entrepreneurship are taken out of context and real life worlds which provide the entrepreneurial activity with meaning. The author has

called for qualitative and innovative methodologies such as ethnographies, in-depth interviews, life histories, case studies, and discourse analysis for entrepreneurial research.

Table 2: A comparison between different perspectives on entrepreneurship

	Traditional Perspective	Liberal, Psychanalytic and Radical Feminism Perspective	Socialist, Poststructuralist, Transnational Feminism Perspective
Entrepreneurship	Positive economic activity	Social Change activity that may benefit women	Gendered social change processes
Ontological Status of entrepreneurship	Realist	Realist	Social Constructionist
Paradigmatic position	Functionalist	Critical	Critical
	New value creation growth opportunities	Eliminating sex segregation in jobs Attaining gender justice Emancipation from patriarchal domination	Gendering processes under patriarchal capitalism Gendering knowledge/subjectivities Interconnecting gender, racial, ethnic, class processes reproducing global neo liberalism
Favoured Research methods	Protocol analysis Conjoint analysis Network analysis	Feminist Survey Research Narrative and numbers Participatory action research	Institutional ethnographies Feminist genealogies/deconstructions Global feminist ethnographies

Source: Calas et al. (2009)

Conclusion:

The literature review shows that conceptualisation of traditional entrepreneurship is based on narrow paradigm of macro-economic growth. Further, the popular image of an entrepreneur and entrepreneurial ethos is male-centric and male hegemonic. Feminist studies in the field have shown that the idea of entrepreneur has been socially constructed. Existing research studies in the field are based on quantitative macro-economic data and have ignored women's lived experiences thereby leading to unreal macroscopic picture of entrepreneurship. Studies reveal that there is a need to usher in a new understanding of entrepreneurship based on post structural feminist approach. What is needed is a shift from, qualitative methodologies based on economic viewpoints to more qualitative methods which bring to light subjective voices or lived experiences of women involved in entrepreneurial process.

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MID-LIFE CAREER CHOICES BY WOMEN

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Introduction

Women participation in the work force has grown by leaps and bounds over the last few decades (Auster, 2001; Paoli and Merllie, 2001, Coughlan, 2002, Central Statistics Office, 2006). However such participation of women especially around mid-life, especially after they become mothers, has witnessed many challenges in managing their conflicting responsibilities and time (Fine-Davis et al, 2004; Marcinkus and Hamilton, 2006 and O' Connor, 1998). The focus is on women because they are considered the primary child nurturers who process this experience uniquely (Drew et al, 2003, Drew and Murtagh, 2005)

According to scarcity theory, personal resources such as time, energy and attention are limited and when there is a conflict of roles; the lesser important role ends up getting lesser resources (Edwardsd and Rothbard, 2000; Wayne et al, 2004) Conflict occurs when the demand from one role (home, work, personal, family etc.) interferes with another (Frone et al., 1992, 1997). In this case, the woman who assumes the primary care-taker's responsibility, has to divide her resources between work and family.

There is a substantial number of women in middle management today. They are in their mid-life and achieving a work-family balance is a serious issue for them (Auster, 2001). Mid-career is defined as a transition period of intra-career role adjustment(Schneer and Reitman, 1995). It is that period in one's life when ones' values are deeply evaluated and there is a lot of introspection that may lead to seeking more meaning (Hall, 86, Chalofsky, 2003 and Knight, 1994). According to Cabera (2007), 47% of women stop working at some point of time in their careers and mid- life is the point when this happens the highest. New York Times Magazine carried an article on the opt out revolution (Belkin, 2003), that talked about the mid- career breaks of women. While returning to their careers, these women seek flexibility at work the most (Auster, 2001). Close to 70% of women who have taken a break, eventually return to work within 5- 8 years.

There has been a lot of research on why women take a career break in the first place (Gilligan, 1982, Schwartz, 1989 and Gross, 2005). The various reasons include child rearing (the 'Mommy' track), spending family time, caring for the aged (the 'Daughter' track) and some push factors such as perceived lack of advancement opportunity, harassment and

disdain for the corporate culture(Mainiero and Sullivan, 2005) . The women representation in top management was as low as 16.4 % in 2005, among the Fortune 500 companies. This also means that there is insufficient role-modelling for other women to follow. Social capital is important for women to reach the top (Terjesen, 2005) and this means that informal networking, if absent, affects their chances of returning to work. Finally organisational culture is considered a very masculine trait that is fiercely competitive, where power games are being played. (Maier, 1999).These deter women especially around middle to later stages in life when they seek balance and authenticity. However women in corporates are able to build better long term relationships with customers, stay longer in an organisation and are better brand advocates for their companies. Given all these, it would be very important to know what will make them come back to work.

Many Scandinavian countries like Sweden or Denmark have laid down policies that strengthen a family set up and allows the working couple to focus on their respective careers while the State looks after the children through a well- established child care system (Aisenbrey, Everston and Grunow, 2009). It is obvious that the Government can play an important part in facilitating women's re-entry to work through their campaigns, policies, ministry's announcements etc. Very few companies however, have addressed the need for facilitating re-entry in any concerted manner; instead the solutions to this problem have been largely the individuals themselves(Gordon and Whelan, 1998). But going forward, this will be increasingly inadequate, considering the impact that a huge women force can potentially have on the country' economy.

Objective of the paper:

The objective of this paper is to summarise the seminal literature available on the subject of 'Women and mid-careers'. And arrive at a few important future research directions in this area.

Career models

There are several models describing career paths- two of them have been highlighted here, given their relevance to the topic of women and mid careers.

The first is the 'Kaleidoscopic career model' (KCM) that emphasises the importance of authenticity, balance and challenge at various stages of one's career (Mainiero and Sullivan, 2005). Individuals change the pattern of their careers by rotating the varied aspects of their

lives to arrange their relationships and roles in new ways. These changes may occur in response to internal changes, such as job saturation, or environmental changes, such as being laid off. Individuals evaluate the choices and options available to determine the best fit among work demands, constraints, and opportunities as well as relationships and personal values and interests. Just as a kaleidoscope uses three mirrors to create infinite patterns, individuals focus on three career parameters when making decisions, thus creating the kaleidoscope pattern of their career. These parameters or motivators are: (a) authenticity, in which the individual makes choices that permit him or her to be true to himself or herself; (b) balance, whereby the individual strives to reach an equilibrium between work and nonwork (e.g., family, friends, elderly relatives, personal interests) demands; and (c) challenge, which is an individual's need for stimulating work (e.g., responsibility, autonomy) as well as career advancement. These three parameters are simultaneously active over the life span, with the strength of a parameter to shape a career decision or transition dependent on what is going on in that individual's life at that particular time.

In mid- career stage, 'balance' dominates for women and since they are 'relational' by nature, they make career decisions based on the impact that it has on the other family members. This may even lead them to being self- employed, change jobs or pursue higher education (Sullivan and Mainiero, 2007). Since women seem to derive satisfaction by combining their work and family aspirations (Auster, 2001), it is important to understand what are the factors that will enable them to return to their careers, while still honouring their familial responsibilities. Far from giving up on their career aspirations, some women, around mid-life, seek a high quality work role that can allow them to pursue a satisfying family role, resulting in greater meaning (Greenhaus and Powell, 2006). Developing competencies that will help them stay relevant seems a priority for such women (Grady and McCarthy, 2008).

According to Sullivan, Sherry , and Mainiero, 2008, the KCM can be used to enhance human resource development programs and policies in an organisation with the aim of increasing recruitment and retention of high performance women employees. It does this by providing a framework for analyzing women's career decisions, for designing HRD programs that provide employees with authenticity, balance and challenge. Although there are many HRD policies that can be implemented to improve family balance issues, the KCM serves as a guidepost to create meaningful policies for employees and address employees' intrinsic needs over a lifespan. When firms create HR policies that strengthen a woman's resolve to remain challenged in her work and committed to her family and other non-work relationships, the

retention of women in corporations will no longer be an issue. Ideally, when firms follow the parameters of the KCM to create HR policies that allow for workers – both women and men – to achieve their needs for authenticity, balance, and challenge, corporations will discover the true value of long-term, more committed employees who will maximize their productivity to the firm’s advantage.

‘Boundary-less careers’ allow women to make drastic interruptions in their work life; they may learn a new skill, reflect on what is truly important to them and later return with a greater career zest (Arthur and Rousseau, 1996). This requires know-how and know-who i.e. relevant competencies and adequate networks- and many women who take a break feel that they are insufficient on these fronts.

White(1995) talks about how the majority of successful women who displayed high career centrality have achieved eminence within commerce; industry and public life, borrowing from the model of successful women’s life span development .These women have worked continuously and full-time by fitting their domestic responsibilities around work and have chosen to remain childless. This raises an important question- do women have to conform to a male’s model of career success, if they have to themselves succeed at work?

According to Lalande, Vivian, Crozier and Davey, 2000, relationships were found to be important to a women's careers development both in terms of how occupations were chosen and how they shape women's self-knowledge and career decisions. Further research is required in this area with women of different ages and life roles/occupations.

According to Eby, Lillian , Butts and Lockwood, 2003, 'knowing why,' 'knowing whom,' and 'knowing how' are important in predicting perceived career success, perceived internal marketability, and perceived external marketability. The findings suggest that career insight and career identity are related to career success. This highlights the need for individuals to manage their own careers rather than expecting their employers to do so.

Heather, Hofmeister, Blossfeld and Mills(2006) have talked about how globalization generates increasing uncertainty in paid work, meaning that employees in general and mid-life women in particular are likely to experience rising levels of insecurity owing to rapid shifts in employment conditions and the restructuring of the workplace. This uncertainty is subsequently ‘filtered’ by nation-specific institutions and impacted by individual-level

resources and family strategies, which in turn generate distinct strategies or pathways that enable women to cope with uncertainty.

Grady, Geraldine, and McCarthy, 2008 have explored the experiences of mid-career professional working mothers using the construct of meaningful work as theoretical lenses. A complex relationship of work-related dynamics and personal factors shaped the meaning for these women amidst competing priorities of work, family and individual lives. Organization and co-ordination of multiple activities with support from various sources was fundamental to finding balance. A deep sense of motherhood was evident in that their children were their number one priority but career was of high importance as they sought stimulation, challenges, achievement and enrichment in their work.

Lämsä, Anna-Maija, and Hiillos, 2008, have designed a framework for career counselling particularly to support the career development of mid-career women managers. This approach is referred to as an autobiographical approach to career counselling. At mid-career, women managers are often in a transition process in their career. They can be expected to benefit from counselling that focuses on their long work experience and from their willingness to make new career moves, and contribute to their own understanding of their strengths and motivation in their search for more meaning into their careers – and into life in general. The career autobiographies of women do not reflect the continuous, uninterrupted upward mobility that is traditionally considered typical of a “normal” managerial career.

Aisenbrey, Silke, Evertsson, and Grunow, 2009 have done extensive research on how the birth of a child can affect women's careers in Germany, Sweden and the United States. These three countries employ different welfare state strategies and have strikingly different ways of dealing-or not dealing-with the work-family conflict faced by women with children. As a result, the differences between these three countries in terms of women's return to work after childbirth are remarkable. The length of mothers' time- out of paid work after childbirth and therefore the short-term career consequences is evidenced. In the United States, there is career punishment even for short timeout periods and long time-out periods increase the risk of a downward move and reduce the chances of an upward move. In Germany, long time-out periods destabilize the career and, the longer the leave, the greater the risk of either an upward or downward move. In Sweden, there is a negative effect of time- out on upward moves. Hence, even in "woman-friendly" Sweden, women's career prospects are better if they return to paid work sooner rather than later.

According to Pompper and Donnalyn, 2011, intersectionality of age, ethnicity, and gender among US professional women of color working in upper management work together as they challenge the glass ceiling in order to change organizations from the inside out. The mid-life-aged women of colour paradoxically resist and accept master narratives of “less than” in striving to change organizations and achieve their maximum potential. Organizational glass ceilings remain impenetrable, but women of colour are optimistic that benefits of diverse upper-level managements ultimately will be embraced. Moreover, overlapping public and private spheres continue to further complicate career advancement.

According to Brown, Alan, et al, 2012, career adaptability competencies play a crucial role in understanding skills development and successful labour market transitions of mid-career changers. Using a five-fold career adaptabilities competency framework (defined here as control, curiosity, commitment, confidence and concern) they could also transform career counseling practice for this client group. However, this would require a shift away from traditional and static concepts of employability, to more of a focus on career adaptability, with the goal of supporting individuals to become more resilient and able to manage both risk and uncertainty in fast changing, unpredictable education, and training and employment contexts.

According to Rajesh et al., 2013, Indian women have come a long way with their career ambitions and have broken gender stereotypes. Many of them have enviable academic records that fetch them much sought after corporate careers. Nevertheless they tend to sacrifice their flourishing careers to do justice to the other social roles they play of a wife, a mother, a daughter, a daughter-in-law et,al. Many of them secretly nurture a desire for a career comeback and after a period of time when their domestic responsibilities have been well attended to, they are on the lookout for suitable, accommodating opportunities.

Conclusion and Future research areas

Prior studies in this area have focussed on highlighting the factors that cause women to take a break around mid-life, have talked about corporate policies that can be devised to facilitate re-entry, arrived at statistics regarding demographic profile of such women, describing what constitutes her transition from challenge to balance to authenticity (KCM model) and understanding the Government’s perspective on aspect of child care(which is crucial to her re-entry).

However there are some areas such as ‘how does a working woman undergo the decision process of making a re-entry to her career’, is not well understood (Marckinus et al, 2007). The need to study comprehensively the factors that may facilitate career re-entry for women has been emphasised by many in different forms (Grady and McCarthy, 2008; Rajesh, 2013; Cabera, 2007). The individual factors such as – role of spouse in decision to re-enter work force, the contribution of the joint family system in this regard, the role of ‘self’ i.e. the woman herself- what are the aspects within her own personality that lead her to take this decision- all these are potential research areas.

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Impact of Political Structure in International Business

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Introduction

Political Environment is one of the major components of the Business Environment. Among all other elements of external environment, political environment has the greatest impact on the business decision-making. In a neo democratic government, the country has to go in for an election every few years - a cycle that causes instability in most of the democratic

Ignorance to the political environment can prove to be morbid. Therefore, rather than ignoring the political environment, prudent managers should gauge the political environment of the countries of operation in order to maximize the objectives of the firm.

economies.

In an integrated world it has become indispensable for multimillion-corporations to understand and interpret the political environment of the host nations. Ignorance to such a vital component of business management can ultimately lead to disappearance of the company from the host nation or else plummet its valuation to nadir.

“The political environment in international business consists of a set of political factors and government activities in a foreign market that can either facilitate or hinder a business' ability to conduct business activities in the foreign market.”

Political environment in an economy is influenced by :-

- Philosophy of Political Parties
- Ideology of Party in Power
- Nature of bureaucracy
- Political Stability
- Foreign Policy

In the year 1991, India adopted a liberal policy towards integrating the national economy with the global economy. A series of BOP deficits, and multiple economic failure paved path

towards a series of structural reforms. Aided by the rapid liberalization of the economy, India started showing magnificent increases in its GDP.

It is important for organizations to scan their political environment, because change in such whimsical environment can impact on business strategy and operations in myriad ways. Following are a few ways in which caprice of political environment can impact the business decision-making :-

- The stability of the political system affects the attractiveness of a particular national market.
- Governments pass legislation that directly affects the relationship between the firm and its customers, its suppliers and other firms.
- Governments see business organizations as an important vehicle for social reform.
- The economic environment is influenced by the actions of government.
- Government is itself a major consumer of goods and services.
- Government policies can influence the dominant social and cultural values of a country.
- The ideologue of the party in power has a major impact on the functioning of a nation.

One of the most whimsical political environment is that of Russia; an executive at Swedish retailer IKEA says the Russian Political environment is “a bit of Roller Coaster....[Y]ou don’t exactly know what will happen tomorrow”. Against such a capricious back drop, prudent managers must carefully study the current political environment in Russia.

Objectives and Scope

The article is written for business managers to have a better understanding about the dynamics of political environment and Indian legislative structure, so that they can gauge the kinetics and dynamicity of the external environment to the benefit of the organization.

It is pertinent to have knowledge of the past-events related to the topic – “Impact of Political Environment in the country”. We often tend to ignore the events, which serve as landmarks in the history, and have immense significance in the current corporate decision making. Furthermore, we will glance through the bicameral legislative structure in the country, and attempt to answer the obscure question on the abolition of the Upper House in the country. Moreover, we also attempt to answer the conundrum and hypocrite nature of the political environment.

As we conclude, the reader is expected to become au-currant with the vivacity of the political environment.

A successful business vibrantly engages in politics of the geography of their operations. Such an engagement is called Geopolitics, which is the method of studying foreign policy to understand, explain, and predict international political behavior with study of geographic variables. Even a pessimistic international business enterprise will stand assertive to the hackneyed phrase – “One can hate the political-impact on business, but one cannot ignore it”

When Politics Influenced Decision-Making?

1. The Fanta Story

A routine name today, Fanta, rather had unusual genesis in the then Nazi- Germany. It was introduced by Germany only after a trade-embargo, a form of non-tariff barrier, was imposed by allies' power (USA) on its Axis enemy state (Germany).

Fanta originated as a result of difficulties in importing Coca-Cola syrup into Nazi Germany during World War 2. To circumvent this, Max Keith, the head of Coca-Cola Deutschland (Coca-Cola GmbH) during the Second World War, decided to create a new product for the German market. The name of the drink "Fanta" was originated under severe brainstorming and branding-sessions, when Max Keith's team picked it from the word "*Fantasize*".

Today, the drink is marketed at a massive scale in America, Europe and South Asia but its genesis continues to be unnoticed.

2. The Mango Diplomacy

In 2007, Indian Minister for Commerce and Industry, Kamal Nath, and USA trade lobbyist, Susan Schwab, successfully completed a barter of delicious mangoes with cult Harley Davidson bikes. In a swap deal, India allowed Harley Davidson bikes with an engine of 800cc and above to comply with Euro 3 norms emission norms. Prior to that, India didn't specify emission standards for motorcycles with engine capacity of 500cc and above, effectively ruling out international manufacturers such as Harley Davidson.

Meanwhile, USA agreed to lift its ban on the earlier restricted mangoes from India because of pest-risk. The reopening of the American market came through when President Bush announced at a public function in New Delhi that Indian Mangoes would be available in USA supermarket stores.

3. The “JIO” Story

Home to the world's second largest population of 1.2 billion, India is a young nation with 63% of its population under the age of 35 years. It has a fast growing digital audience with 800 million mobile connections and over 200 million internet users. Reliance thoroughly believes in India's potential to lead the world with its capabilities in innovation. Towards that end, Reliance envisages creation of a digital revolution in India.

Reliance Jio aims to enable this transformation by creating not only a cutting-edge voice and broadband network, but also a powerful ecosystem on which a range of rich digital services will be enabled – a unique green-field opportunity. Since so much is at stake, it was inevitable that lobbying with government will be an integral part of the corporate strategy. The Narendra Modi Government came in with a promise of stopping crony capitalism at the highest level and ensuring transparency in the allocation of natural “resources” such as telecom spectrum, and coal mines. To its credit it has been successful in delivering transparency and visionary schemes such as Digital India that have been leveraged by JIO.

4. Commercializing Technology – ATAC: Accelerated Technology Assessment and Commercialization

DRDO and FICCI joined hands to deliver and make technology accessible to civilians. This programme is first of its kind to be undertaken by DRDO in association with FICCI to actively spinout several of DRDO's technologies for appropriate commercial markets both nationally and internationally. In the very first year of operation of the programme as many as 26 DRDO labs across India are participating and over 200 technologies are being assessed under this programme by FICCI. The technologies that are currently assessed are from sectors as diverse as electronics, robotics, advanced computing and simulation, Avionics, optronics, precision engineering, special materials, engineering systems, instrumentation, acoustic technologies, life sciences, disaster management technologies, information systems, etc.

Although, there are multiple elements of political risk can impede the international business, there is one major yet obscure element – the nature of the legislative body. Other factors may include – stability of Government, type of governance, economic outlook of the party in power, bureaucracy, role of the private sector, and rate of enforcement of government policies.

5. The Soviet Story – Milk without Cow

The Revolution in 1991 overturned the Soviet Union's political, economic and social, and put 15 countries in the map where there just had been one. After the defeat of 1991, Russia was widely expected to become a westernized, democratic, and a free economy. However, a report covered by *The Economist* mentioned “when Putin came to power in 2000, he was expected to consolidate the country, he has instead reinstated the archaic model of governance.” Boris Nemstov, who once represented Russia’s hopes of being a “normal” country was murdered outside the Kremlin last year.

There is a difference between invention and innovation, Russian scientist and engineers invented laser, electric light, hydraulic fracking, yet time and again the country failed to reap any economic benefits from its scientific brilliance. Its military and spying intelligence post 1991 could not either lead the nation into gaining monetary benefits. Loren Garhan, a historian from MIT, endorses this view, and blamed this discontinuity to the adverse Political environment in the country. He said, “Russia’s authorities build expensive innovation cities, but they oppress political oppositions, independent businessmen, and twist the legal system to create an authoritarian regime.” Unlike Russian policy makers, Indian policy makers and chambers of commerce could foresee the advantages in the commercializing some of the technology engendered by its classified defense research organization.

6. Taking Bollywood to Singapore

Flimkraft, the Bollywood production house that produced 2006 superhero movie Krrish implemented the political environment of Singapore to produce first major superhero movie from India. During the preproduction, Rakesh Roshan decided to hire the best action and art directors such as Tony Ching and Sham Kaushal to carry out live action stunts in a real international location. He also hired Craig Mumma and Marc Kolbe of the Indipendence Day and Godzilla for Special FX Team. After spending so much on remuneration of top personal, Rakesh Roshan had to choose an outdoor location in either – Singapore, Hong-Kong, Los Angles, Malaysia or Japan.

Although Roshan was approached by the governments of myriad countries, only Singapore fitted the bill on every count. The Singaporean Government was keen to support the shoot, and the landscape was picturesque for an action movie.

For the first time in Indian film industry a large scale alliance was created between a

government agency, Singapore Tourism Board (STB) and a private media production house. Roshan's thorough drafting in the deal with STB insured that all the permissions were sought in advance. Krrish was released internationally on June 23, 2006 and was appreciated by all film critiques for uplifting the standards of technique, imagery, and quality of Indian cinema.

7. Roberto Calvi – Banco Ambrosiano

Amidst mysterious circumstances Robert Calvi was found dead in the Blackfriars Bridge, London on 17 June, 1982. Although, initially the city police of London believed it to be a suicide, almost 25 years after Calvi's death, because of rising suspicion of circumstances in which Calvi was found dead, the city police of London decided to reopen the intriguing investigation into Calvi's death. What makes this conspiracy theory relevant is the fact that Roberto Calvi, worked in cahoots with the Vatican Government, and was later found guilty for impropriety and charged for four years of prison and a hefty punitive penalty of \$19.8 million.

In 1978, the Bank of Italy produced a report on the Banco Amrossiano, which was found guilty in exporting several billion dollars in violation to Italian Law.

On 5th June 1982, two weeks before the collapse of Banco Amrossiano, Calvi wrote to Pope John Paul 2, stating that such a forthcoming event (of him being found guilty) would "*provoke a catastrophe of unimaginable proportion in which the Church will suffer the greatest damage*".

A lot of theorists believe that because Calvi could possibly unravel the darker side of the Vatican Bank, he was murdered by the people at the Vatican. Roberto Calvi was called the Banker of the God, because he used to maintain the accounts of the Vatican Government, which even included that of the Pope John Paul 2. This was one rare confluence of culture, politics, and business decision making that lead to debacle of a major bank in Italy, and ultimately the death of its czar and god's own Banker – Roberto Calvi.

It is inevitable to note that some Multinational Power Houses have often tried to influence the policy-making in their favor by creating lobby groups. In a recent development, Flipkart's executive chairman, Sachin Bansal, was in advanced talks with several Indian entrepreneurs to create a lobby group that will represent the interest of Indian consumers and the internet-start up owners. As per a report mentioned in The Mint, Bansal was mentioned to approach Kunal Bahal of Snapdeal, Bhavish Aggarwal of Ola, and Vijay Shekhar Sharma of Snapdeal. India's start up ecosystem has seen the rise of voices calling for preferential treatment for

local firms. Many entrepreneurs have pointed out the example of China that makes it difficult for Google, Facebook and Twitter to country, and follows extreme protectionism of its indigenous business brands such as Baidu, Alibaba, and Tencent.

Introduction - understanding the Bicameral Legislature



India, officially known as the republic of India, is the second largest nation as per population with over 1.2 billion people. India is, also, world's largest democracy; therefore, political ideologue of the party in power has a great impact over business decision making.

The division of assemblies in a parliament, also, has a major impact on Business decision-making. Furthermore, India follows a Bicameral legislature, which means that there are two chambers of houses - The Lower House (Lok Sabha), or The Upper House (Rajya Sabha). On the contrary, there is a Unicameral system, where there a sole house represents the people of the country. As of 2015, less than half of the nations in the world are bicameral in true sense.

Red-Tapped Political Environment of India - Is Rajya Sabha an obsolete concept?

Policy making in a Bicameral legislature is often slow and can be disrupted by opposing views in both the houses. Lok Sabha in India represents a majority of one alliance or a single political party. However, Rajya Sabha, Upper House, is a mix of 245 members, members who are elected by the states and territorial legislature, and 12 of whom are elected by The

President of India. A legislative bill, to come into reality, has to pass through Lok Sabha and the thick-layer of Rajya Sabha before it goes to the President of the Country. Rajya Sabha, only on very rare occasions, have had a clear majority of a single party. Clearly, in such a situation, there are often disruptions in the Upper House, and at majority of occasions - the bill tabled in the House stands void or stalled when the Parliamentary session ends.

Enigma of Political Environment

Land and Acquisition Bill, in 2014, was passed in the Lok Sabha with a clear majority; however, vote-bank politics and bicameral system, meant that LAB could never come into reality. Wikipedia: **Land acquisition in India** refers to the process by which the union or a state government in India acquires private land for the purpose of industrialization, development of infrastructural facilities or urbanization of the private land, and provides compensation to the affected land owners and their rehabilitation and resettlement. Such a legislature, meant greater business and commercial development in India; however, the politicians in the upper-house, intentionally or unintentionally, misquoted the LAB in the parliament and their writings in media. In 2015, PM of the country decided not to pursue LAB, and the bill stood void. Ironically, the Party (INC) that disrupted the parliament when LAB was tabled, was the same Political Outfit that sought to amend the act in 2007 by introducing a bill in parliament. The 2007 amendment bill was passed in the Lok Sabha as the “Land Acquisition (Amendment) Act, 2009”- making it more favorable for the government to acquiring private land-in February 2009. However, the government did not have the required majority in Rajya Sabha to pass the bill.

What Influences the Political Decision Making?

1. Political Ideologue of party in power

A political outfit is engendered with inherent ideologies and creed that is the fundamental guiding principle. If a party in power – State or Centre has a favorable outlook towards industrialization of the economy, it will roll-out schemes that are foster such growth. On the contrary, if the party in the power is leaned towards the politics of welfare of state, it wouldn't show much interest towards rolling schemes favorable to manufacturing sector. Political ideology, also, includes the forms of governance.

- Democratic – Parliamentary Democracy, Liberal Democracy, Representative Democracy, Social Democracy.

- Non-Democratic – Authoritarianism, Fascism, Secular Totalitarianism, Theocratic Totalitarianism.

Although not perfect, Democratic forms of governance are widely considered the best forms of governance as it provides choice to the people of a country.

2. Pressure Groups

According to google, Pressure Group is a group that tries to influence public policy in the interest of a particular case. It is a organized group that does not put up candidates for election but seeks to influence the government policy or legislation.

Pressure groups can be divided into a number of categories. They can also be classified according to their functions. Sectional groups exist to promote the common interests of their members over a wide range of issues.

Pressure groups can influence government policy using three main approaches:

- Propaganda
- Represent the views of the group directly to policy formers on a one-to-one basis
- To carry out research and to supply information

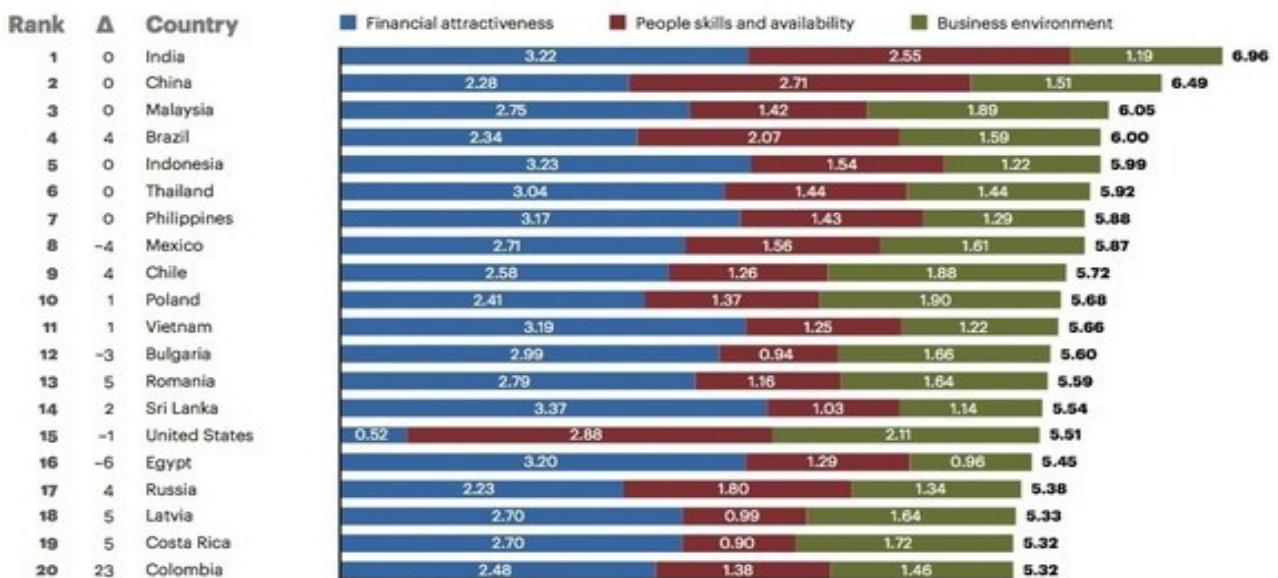
3. Role of Media

In a country such as India, Media exercise a strong control over emotions of the people. It plays a significant role as a political and a corporate watchdog. In the wake of the brutal rape attack in New Delhi, the new government of the country amended the Juvenile Justice Act, which allows children aged 16 to 18 years and in conflict with the law to be tried as adults in cases of heinous offences. India Media also played a cardinal role as the movement to extradite the Black Money and curbing rampant corruption ended up in a distasteful defeat of the then incumbent government.

The media in India, as compared to other countries, exercises huge amount of freedom in reporting. Whether that freedom is, conveniently, misused it a topic of contention. A leading newspaper in India, The Hindu, on July 31, 2015 carried an overly eulogizing and unsavory headline - “Yakub Memon hanged on Birthday. Last words: Look after my children and daughter”. What made that reporting is insipid was the fact that Yakun Memon, a prime suspect in 1993 Mumbai blasts was found guilty after a rigorous judicial process.

The current Political Environment

2016 A.T. Kearney Global Services Location Index™



India today is the most attractive destinations for FDIs, Business Environment, and People and Skill availability, as per 2016 A.T. Kearney Global Service Location Index. India, over the last two years, has gained significant prominence as it has relaxed its non-porous and inflexible laws. Simultaneously, it has launched schemes that foster the growth of manufacturing sector in the country such as - Make In India, Digital India, Skill India, Financial Inclusion Scheme, and Bankruptcy code. The political and legislative relaxation of norms, that began in 1991, has continued in order to tune the country to global level. In the same period, smelling the opportunity, top global brands have come to India, and in no time have turned India as its biggest market. Uber Cabs, originally from USA, has its largest market outside USA in India. H&M, the apparel giants, clocked sales of almost Rs. 27,000 per minute on its first day in Delhi, India. Coming across the H&M success, GAP and Aeropostale arrived in India as well – which is also partially a by-product of relaxation of FDI norms by the current government. Because India has become a utopia for potential FDI investments, its global negotiation strength has proliferated. The greater global significance, has contributed towards building the “Brand-India”. Today as a brand, India is ranked as the 7th most valued brand. Prime Minister Narendra Modi launched “Make In India” on 25th September, 2014 – just after a few months after ascending to power.

The recent development, also, indicate greater emphasis on building a robust manufacturing sector that can harbinger the economy into its nascent phase of industrialized development.

The global indicators such as The Ease of Business Index, The Most Valued Nations, Global Competitive Index, and The Figures of Growth in Economy are all indicative convoluted yet yielding corporate reforms in the country. It is important to brand a nation, a brand that has not only the power to enter a psyche of the international investors, but also tacitly talks about the national strength and might. The Make in India lion is one such paragon of national branding. It was one of those flamboyant decisions, which has proven to be a success in creating an image of a great economic superpower such as India. The major objective of the programme is to attract capital and technological investment in India. The campaign was designed by the government of India and Wieden+Kennedy, which is an American advertising firm also famously known for its work for Nike. In 2014, the Cabinet of India allowed 49% FDI in defense sector and 100 % in railways infrastructure. As a result of the initiative and alterations in the political structure of the country, India emerged on the top of FDI league table, overtaking China and United States, according to Financial Times data service.

Conclusion

The Political Environment can affect the business decision making. Coca-Cola and IBM were forced to leave India because of very strict policy of government in 1977-80. However, the same political scenario lead to recall and comeback of the same pariahs – Coca-Cola and IBM.

It can be concluded that political environment plays a significant role in shaping up the corporate strategies. This view was further bolstered with the examples such as genesis of Fanta in Nazi-Germany, the barter of Mango over Harley Davidson bikes, the recent Reliance Jio initiative, Commercializing of DRDO technology by FICCI, the resurgence of Soviet philosophy in Russia, Flimkraft's venture with the tourism board in Singapore, and the mysterious political scandal involving Pope John Paul 2 and Roberto Calvi. The feature of the legislative structure of any country has a major bearing on the political climate of that country. The countries that follow a bicameral legislative system can have towering impediment and indispensable delays in bureaucracy.

For over 6 decades the economic planning of the country was over-emphasized with the political theory of welfare state that failed in every nook-and-corner of the world. Onset of the new government, meant a greater drift towards free-market theory that meant greater

freedom to forces of Demand and Supply in order to determine the major economic decisions of the country. The initiative has already nourished the country into an economic prodigy, although still inchoate. In assertion to India's enormous economic significance Christine Lagarde, the Director of IMF, said "*It is your moment seize it. Chak De India*".

Institutionalization of Women Entrepreneurship in India

Shreyash Mehrotra

Equitable participation of women in politics and government is essential to the building and sustaining democracy. Empowering women on one hand involves making them self-dependent, self-confident and independent. Much of the narrative focuses on instrumental gains—what women can do for development rather than what development can do for women. Rewards and challenges are part of Entrepreneurship. Women entrepreneurship is gaining momentum in today's context of a globalized market. Many women feel confident about themselves to leave the formal job scenario and work from home, starting a business on a modest scale, making a profit and moving onwards from there. They have managed to break the proverbial glass ceiling. It is their success stories, which become an inspiration to be studied. This paper focuses on the Institutionalization of Women Entrepreneurship, progress of women in the entrepreneurship journey and the challenges faced by them while pursuing their goals, schemes to support the journey and the solutions.

Keywords- Women Entrepreneurship, inspiration, corporate sector, momentum, challenges

1. Introduction

Entrepreneurship is all about the contribution to the society by creating job opportunities, strengthen the economy by doing business. In India, since ages, men has been doing business and women had opted to make home. An entrepreneur is always automatically referred to the male gender. In the recent times, with many success stories from other developed countries, we, Indians are now comfortable with the idea of a woman entrepreneur. It is this large percentage of women who have triumphed in India and globally which force us to take note of them as an emerging power force.

Entrepreneurship refers to the act of setting up a new business or reviving an existing business, in order to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating more wealth and new jobs, by inventing new products or services. Entrepreneurs search for change and respond to it. There are many views for entrepreneurs - the economists view them as a fourth factor of production along with land, labor and capital. The sociologists feel that certain communities and cultures promote entrepreneurship. For example in India, it is believed that residents of certain states are more enterprising than those

from other states. Many say that entrepreneurs are innovators, who come up with new ideas for products, markets, methods or techniques. Entrepreneurs shape the economy.

Entrepreneurship has been a male-dominated phenomenon for ages, but time has changed the situation and today, women are standing tall in their own right and many have moved countless steps ahead.

Despite all social hurdles, she has competed with man and successfully stood up with him in every walk of life. Business being no exception! Ability to learn quickly from past, from her weaknesses, understanding her organizational capabilities, approach to problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneur.

This is a paper presentation on preparation of women entrepreneurs and the factors that initiates them to become enterprisers in a world predominated by men.

The data used in this paper is secondary in nature. It has been studied, researched and compiled through certain journals, published articles and the internet.

2. The Women Entrepreneurship

The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engage in business due to push and pull factors which encourage them to have an independent occupation and stand on their own legs. A sense towards “independent decision-making” for their life and career is the motivational factor behind this urge.

Saddled with household chores and domestic responsibilities, women tend to feel undervalued. The desire to be appreciated is a normal and valid human tendency. Many a time it is this feeling that motivates them towards an enterprise which gives them a sense of self-sufficiency.

Under the influence of the above mentioned circumstances, women entrepreneurs choose a profession as a challenge and as an ignition to do something novel. Such situations are described as pull factors.

A push factor is one when a woman is subtly coerced into the family business and they have obligatory responsibility thrust upon them, then we have the factor where a woman simply has a passion to do something worthwhile to establish an identity for herself besides a homemaker and works with her ideas.

As women constitute nearly 48% of the adult work force, an entrepreneurship venture by them has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide the society with different solutions to management, organization and business problems. However, they still represent just a minority amongst all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

Women's entrepreneurship can make a significant contribution to the economic well-being of the family and communities, poverty-reduction and women's empowerment. Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

From the above discussion, the main reasons for a woman to enter entrepreneurship can be classified into three main heads Push, Pull and Passion factors.

3. Policies and Schemes for Women Entrepreneurs in India

Rs 8,000-crore funds that will stand guarantee for loans to new ventures and also announced 'Stand up India' scheme for credit facilities to SC, ST and women entrepreneurs at lower rates.

Rs 3,000 crore MUDRA Credit Guarantee Fund (CGF) will act as hedge against default of Rs 50,000 to Rs 10 lakh loan extended to small entrepreneurs, the Rs 5,000 crore Stand Up India CGF will stand guarantee for Rs 10 lakh to Rs 1 crore loans to be provided to least 2.5 lakh SC/ST and women.

Women entrepreneurs in the four southern states and Maharashtra account for over 50% of all women-led small-scale industrial units in India.

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. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems. There are also several other schemes of the government at central and state level, which

provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent.

Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries.

Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be upto 90% of the project cost.

Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally available upto 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women. Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provided below.

- Schemes of Ministry of MSME
 - Trade related entrepreneurship assistance and development (TREAD) scheme for women
 - Mahila Coir Yojana
- Schemes of Ministry of Women and Child Development
 - Support to Training and Employment Programme for Women (STEP)
 - Swayam Siddha
- Schemes of Kerala State Women's Development Corporation
 - Self employment loan programmes
 - Educational loan schemes
 - Single women benefit schemes
 - Job oriented training programmes
 - Marketing support for women entrepreneurs
 - Autorickshaw / school van's driver scheme
- Kerala Government's Women Industries Programme

- Delhi Government's Stree Shakti Project
- Schemes of Delhi Commission for Women (Related to Skill development and training)
- Incentives to Women Entrepreneurs Scheme, 2008, Government of Goa
- Magalir Udavi Scheme, Pudhucherry Government
- Financing Schemes by Banks/ Financial Institution's

4. Loan subsidy schemes introduced by the Indian Government are:

- TREAD Subsidy Scheme for Women:

TREAD stands for Trade Related Entrepreneurship Assistance and Development (TREAD), it is a scheme introduced under the Ministry of Micro, Small & Medium Enterprises. This scheme offers women 30% subsidy on the total cost of the project. This scheme is mainly for women who are unable to get any help from banks as they are either underprivileged, uneducated, or semi-literate. The subsidy is only approved if the loan request is directed through an NGO.

- Bharatiya Mahila Bank:

Bharatiya Mahila Bank was started in 2013 and is spread all across the country. The main focus of the bank is to help women who are discriminated by the society, underprivileged, or economically helpless, yet have a dream of starting their own business. Some of the popular loans offered by Bharatiya Mahila Bank are:

- BMB Annapurna – It is a loan provided for starting business related to food. With zero collateral and a repayment term of up to three years, women can get a maximum of Rs.1 crore as loan. It falls under the category of CGTMSE Scheme (Credit Guarantee Fund Trust for Micro and Small Enterprises)
- BMB Shringaar – This is also a subsidiary free loan that can be availed by women for setting up businesses such as beauty parlours, spas, or salons. The Shringaar loans also fall under the CGTMSE Scheme and can be availed at an interest rate of 12.25% (Base rate + 2%). Repayment period is seven years.
- BMB Parvarish – It is a collateral free loan for women who plan to open a daycare center. Under the CGTMSE Scheme, you can avail this loan for up to Rs.1 crore with a repayment period of five years and an interest rate of 12.25% (Base rate + 2%)

- Mahila Udayam Nidhi -
 - Mahila Udayam Nidhi is a subsidy scheme introduced by the Puducherry Government.

The efforts of government and its different agencies are supplemented by NGOs and associations that are playing an equally important role in facilitating women empowerment. List of various women associations in India is provided in the table below

S.no.	Association Name
1	Federation of Indian Women Entrepreneurs (FIWE)
2	Consortium of Women Entrepreneurs(CWEI)
3	Association of Lady Entrepreneurs of Andhra Pradesh
4	Association of Women Entrepreneurs of Karnataka (AWAKE)
5	Self-Employed Women's Association (SEWA)
6	Women Entrepreneurs Promotion Association (WEPA)
7	The Marketing Organisation of Women Enterprises (MOOWES)
8	Bihar Mahila Udyog SanghBihar Mahila Udyog Sangh
9	Mahakaushal Association of Woman Entrepreneurs (MAWE)
10	SAARC Chamber Women Entrepreneurship Council
11	Women Entrepreneurs Association of Tamil Nadu (WEAT)
12	TiE Stree Shakti (TSS)
13	Women Empowerment Corporation

5. Challenges Faced By Women Entrepreneurs

- **Problem of Finance:**

Finance is regarded as “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business.

- **Scarcity of Raw Material:**

Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs.

- **Stiff Competition:**

Women entrepreneurs do not have organizational set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products and services

- **Limited Mobility:**

Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up idea of starting an enterprise.

- **Family Ties:**

In India, it is mainly a women's duty to look after the children and other members of the family. Man plays a secondary role only. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business.

- **Lack of Education:**

In India, around three-fifths (60%) of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge

- **Male-Dominated Society:**

Male chauvinism is still the order of the day in India. The Constitution of India speaks of equality between sexes. But, in practice, women are looked upon as abla, i.e. weak in all respects

- **Low Risk-Bearing Ability:**

Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise.

- **Safety and Security**

In today's times, safety is probably the biggest obstacle for any woman in India. The security blanket is at its thinnest, thus, making women hesitate to take on roles that

demand long hours and interactions with a world of strangers. The rise of social crime and the need for safety pushes everything else down the priority list when there is a demand to spend late hours at getting work done.

While urban women are taking the plunge after much thought, the silver lining is when women from rural areas turn entrepreneurs in their own small ways with small businesses like opening a small grocery store or something as simple as rearing cows to sell dairy products.

6. Success Stories

- Story of Dream Weavers which started with Rs 500 and now makes Rs 25 lakhs,
- Story of Patricia Narayan, Winner of Ficci Woman Entrepreneur of the Year Award,
- Story of Sarala Bastian who set up a successful mushroom business with just Rs 15000,
- Success story of Kiran Majumdar Shaw, the Biocon Queen,
- Success story of Saloni Malhotra, founder of DesiCrew,
- Story of Revathi Krishna, the founder of Coffee, Books and More,
- Story of Lata Manohar's boutique - Vishuddi,
- Story of Radha Rajakrishnan, a successful entrepreneur in apparel business,

These women entrepreneurs truly emulate the essence of this paper. They wish growth and development not only for themselves, but the entire society at large. Their tireless efforts to 'design a change' are dynamic and progressive. They clearly reflect on the fact that women are as capable as men and have the ability to triumph in all situations.

7. Conclusion

Women may follow either traditional or integrative approaches, which imply different recipes for success. The number and strength of women entrepreneurs is expected to increase — meaning the aggregate impact of women on business and society will continue to grow. 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.

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. Growing evidence asserts that women's entrepreneurial leadership, while differentiated, is fundamentally different than men's. It is apparent that some entrepreneurial women are crafting new visions and models of leadership, and many are experiencing unique processes entwining the developing self, values of work, life, and family, and the personal dynamics of change with the processes of developing and leading a business. These phenomena deserve careful and critical exploration if we are to understand radical changes now occurring in women business owners' work-lives and leadership development, and develop new conceptual frames and vocabulary for naming these changes as they emerge.

No area of society can be allowed to remain backward if the country wants to prosper and society wants to progress. I myself wish to be a successful entrepreneur, and I have realized that the most important ingredient to success has to come from within. Deep within oneself. A supreme, indomitable will to succeed and a never-say-die attitude!

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Women Empowerment: Issues and Challenges in Indian Footwear Manufacturing

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ABSTRACT

Women have always been a very integral part of our society. The status of women empowerment raises global concerns and women empowerment is generally seen as an improvement in the economic, social, legal and political status of women to make them self-reliant and confident enough to claim their rights. This research study focuses its attention on the issues and challenges of women working in the footwear manufacturing in India. Though Government of India has recently tried to address the activity of women empowerment through the CSR Clause of Section 135 under the Companies Act 2013, yet enforcement of stringent laws have to be done to remove all the negative factors in the human society and make the environment safe and congenial for the women to live their lives freely with a sense of dignity, self worth and respect.

Key words: women, empowerment, footwear, government, status

INTRODUCTION

Since the bygone ages, women have been a very integral part of a society. The status of women and issues related to women empowerment has always been a matter of global concern. The subject is, indisputably the focus of all forums that seek to emphasize on the significance of removing the customary veil, thus creating a more profound existence for women. Women Empowerment is generally indicated as the improvement in the economic, social, legal and political status of women to make them self-reliant and confident enough to claim their rights so that they can live their lives freely with a sense of dignity, self-worth and respect. They should have equal social status in the society and have equal rights for economic and social justice amongst others. According to the Government of India Report, 'Empowerment means moving from a position of enforced powerlessness to one of power'. UNDP's Human Development report (1997, 2015) states that the degree of gender discrimination has a negative impact on human development, thus leading to human

poverty, a negativity which is prevalent in our society. The report further goes on to calculate the gender development index (GDI) based upon (a) female life expectancy (b) female adult literacy and gross enrollment ratio and (c) female per capita income. The report argued that across countries, there are systematic relationships between gender inequality, as measured by the GDI and the general level of human poverty as measured by the Human Poverty Index (HPI). Gender inequality is strongly associated with human poverty. The report also finds that HPI is correlated to Gender Empowerment Measure (GEM), an index that measures the extent of gender inequality in political and economic participation and decision-making.

Women constitute half of the humanity, even contributing two-thirds of world's work hours. She earns only one-third of the total income and owns less than one-tenth of the world's resources. This shows that the economic status of women is in a pathetic condition and this is more so in a country like India. As per Census 2011, the population of India is 1210.19 million, comprising of 586.47 million (48.5%) females and 623.72 million (51.5%) males. Females have a share of 48.1% in the urban population and of 48.6% in the rural population. Therefore, "women constitute approximately 50 per cent of population, perform two-thirds of the work and produce 50 per cent of food commodities consumed by the country. They earn one third of the remuneration and own 10 per cent of the property or wealth of the country" (Dashora, 2013).

Employment scenario for the women in India

The participation of women in the workforce, the quality of work allotted to them and their contribution to the GDP are indicators of the extent of their being mainstreamed into the economy. On all these parameters women in India fare worse than men and the challenge is to bridge the inequality. Opening up of the economy and rapid economic growth has escalated some of the existing structural barriers faced by women and new challenges have emerged in the form of dismantling of traditional support structures, displacement due to migration, obsolescence of traditional skills to name a few.

The NSSO data from the 66th round as shown in Table 1 indicates that women work participation rate has decreased between 2004-05 to 2009-10. The share of women in usual

status workers declined from 28.7% to 22.8%. In rural areas this has declined from 32.7% to 26.1% and in urban areas from 16.6% to 13.8%.

Table 1: Participation of the Work Force

INDICATORS	RURAL (%)			URBAN (%)			Total Persons
	Male	Female	Total	Male	Female	Total	
Labour Force Participation Rate	55.6	26.5	41.4	55.9	14.6	36.2	40.0
Work Participation Rate	54.7	26.1	40.8	54.3	13.8	35.0	39.2
Proportion Unemployed	0.9	0.4	0.7	1.6	0.8	1.2	0.8
Unemployment Rate	1.6	1.6	1.6	2.8	5.7	3.4	2.0

Source: NSSO 2009-10

Since there is a presence of 90% women employed in the unorganized or informal sector, the quality of work allotted to them and the remuneration which they receive is very pathetic. Women have unsatisfactory working conditions, have no control on the terms and conditions of their employment, are subject to great insecurity of employment, do not enjoy the protection of labour laws and are poorly paid. Recession in the global economy has increased the casualization of women's work. Evidences show that in the unorganised sector, the women face difficulties like deterioration in employment status, conversion of regular to temporary or casual status, decline in the available number of working days, poorer payment for piece work etc. This has led to a sharp fall in the household income levels, thus leading to an increase in unpaid domestic work for women as well as increase in domestic violence.

The NSSO surveys indicate the distribution of the employment status of women as shown in the Table 2.

Table 2: Per 1000 distribution of women employment

Sr. No.	Year	Self employed		Regular wage		Casual labour	
		Rural	Urban	Rural	Urban	Rural	Urban
1	2004-05*	637	477	37	356	326	167
2	2007-08**	583	423	41	379	376	199
3	2009- 10***	557	411	44	393	399	196

Source: 61st, 64th** and 66th*** rounds of NSSO Surveys*

Though India's economy has undergone a substantial transformation since the country's independence in 1947 and a wide range of modern industries and support services now exist, yet agriculture continues to dominate employment, employing two-thirds of all workers, in spite of the fact that agriculture now accounts for only one-third of the gross domestic product (GDP), down from 59 percent in 1950. With the implementation of trade liberalization measures in 1992, the GDP growth rate of the Indian economy has ranged between 5 and 7 percent annually.

Substantial progress has been made in loosening government regulations, particularly lifting up of restrictions on private businesses. The impact of the reforms had different effects on various sectors of the economy. In India, productive employment is central to poverty reduction strategy and to bring about economic equality in the society. But the results of unfettered operation of market forces are not always equitable, especially in India, where some groups are likely to be subjected to a disadvantage as a result of globalization. Women constitute one such vulnerable group.

Since globalization is introducing technological inputs, women are being marginalized in economic activities, men traditionally are offered new scopes of learning and training. Consequently, female workers are joining the informal sector or casual labor force more than ever before. The weaker sections, especially the women, are denied the physical care they deserve. There is, thus, hardly any ability for the majority of Indian women to do valuable functioning; the "capability" to choose from alternatives is conspicuous by absence.

Most women in India work and contribute to the economy in one form or another, much of their work is not documented or accounted for, in official statistics. Women plow fields and harvest crops while working on farms, women weave and make handicrafts while working in household industries, women sell food and gather wood while working in the informal sector. Additionally, women are traditionally responsible for the daily household chores (e.g., cooking, fetching water, and looking after children). Although the cultural restrictions women face are changing, women are still not as free as men to participate in the formal economy. In the past, cultural restrictions were the primary impediments to female employment now however; the shortage of jobs throughout the country contributes to low female employment as well. The Indian census divides workers into two categories: "main" and "marginal" workers. Main workers include people who worked for 6 months or more during the year, while marginal workers include those who worked for a shorter period. Many of these workers are agricultural laborers. Unpaid farm and family enterprise workers are supposed to be included in either the main worker or marginal worker category, as appropriate. Women account for a small proportion of the formal Indian labor force, even though the number of female wage and salaried workers has grown faster in recent years than that of their male counterparts.

Employability of women in footwear industry in India

Footwear and Leather Industry plays an important role in the Indian economy in view of its substantial overall output, export earnings and employment potential. The Leather Industry is the tenth largest amongst the manufacturing sector of India and is fourth largest foreign exchange earners for the country. The footwear sector provides employment to about 2.5 million people, mainly from the weaker sections/minorities, of which about 30% are women. The sector has very strong linkage to job creation in rural economy and on social equity. The sector is dominated by small and medium enterprises. The export of leather and leather products from India has undergone a structural change during the last two decades. India was traditionally the exporter of raw hides and skin and semi-processed leather. However, in the last two decades the share of leather footwear, leather garments, leather goods, footwear components and several articles of leather in the total exports has increased substantially as a result of the Government's policy to encourage export of value added leather products.

India's Export performance of the Leather Sector during the last five years is presented below:-

Table 3: (Value in Million US\$)

	2010-11	2011-12	2012-13	2013-14	2014-15
Finished leather	841.13	1024.69	1093.73	1284.71	1329.05
Footwear& Footwear-Components	1758.67	2079.14	2066.91	2345.60	2638.73
Leather Garments	425.04	572.54	563.54	596.15	604.25
Leather Goods	855.78	1089.71	1180.82	1353.91	1453.26
Saddlery & Harness	87.92	107.54	110.41	145.54	162.70
Non-Leather Footwear	–	–	–	202.06	306.42
Total	3968.54	4873.62	5015.41	5937.97	6494.41

Source - Council for Leather Exports (CLE), India.

The official statistics data of the 30% granted status of the employed women in the footwear industry, does not indicate those women that represent a significant majority of the homeworkers who stitch footwear and accessories for the global footwear trade.

These women are a largely invisible workforce, not recognised or acknowledged as workers by their employers, the government and even their families. They are excluded from legal protection, ignored by official statistics and often overlooked by trade unions, researchers and campaigners working on the sector. As a result, homeworkers have the lowest pay, (in this sector that is already lowpaid); their employment is precarious, and they are denied employment benefits such as health insurance, pension contributions or health and safety protection. Yet these workers are not temporary workers, nor do they play a marginal role. In fact many are working all year round and have been working in the shoe industry for many years. The work they do is not artisanal or traditional, but integral to the modern production process of a wide range of styles and types of leather shoes sold by major western retailers and brands. (HWW, 2016). However the plight of the women induced in the main stream of the industry is not too far behind. They face stiff competition from their male counterparts in terms of quality of work, payments, promotions and other perks. Though footwear industry in

India boasts of 30% women labour force yet they lag behind men in several ways (Connor et.al., 2015)

LITERATURE REVIEW

A number of studies carried out internationally and in India furnishes a broad view on the aspect of women empowerment. In the early phases of studies done on women empowerment, researchers pointed out on the working and economic conditions of women. Gradually the later studies made analyse the context critically and finds the reasons necessary for women empowerment.

Gopalan (1987) in his study highlighted that apart from earning from very low paid work, women have to compulsorily devote 10-12 hrs a day on the un-accounted and valueless household chores, family care, contribute to animal husbandry, agricultural production amongst other works. Similarly, in an article ‘Role of women in economic development’,

Gupta (et.al., 1987) reveals that the women’s contribution were generally predominant in two fields; household activities and as agricultural labour. Though it is an indirect contribution of economic activity in the society, yet it has not been counted since time immemorial. Some researchers focused their on the role of the husband in the family.

Vianello (et.al) in a research study (1990) indicated that the power of the husband within the marriage was associated with the life cycle stage, presence of children and on the increased proportion of the resources like income, social status, education etc, The study also emphasized on the aspect that the salary earning wives had more power than those who were not gainfully employed.

Tiwari (1997) in his research, indicated that due to the increased economic pressure and cost of living restriction of the families slackened on the concept of the women going out to earn for the family.

Kabeer (1999), in her study titled ‘The conditions and consequences of choice: reflections on the measurement of women’s empowerment’ shows that the most probable indicators for empowerment of women are: family structure, marital advantage, financial autonomy, freedom of movement and lifetime experience of employment participation in the modern sector.

The study by Malhotra, A., Schuler, S. R. and Boender, C. (2002), on the topic titled ‘Measuring women’s empowerment as a variable in international development’, identifies the

methodological approaches or indicators in measuring and analyzing the empowerment of women are - domestic decision-making, finance and resource allocation, social and domestic matters, child related issues, access to or control over resources, freedom of movement and so on.

Somjee (1989) had some very strong critical comments. She has said that “in the history of women’s studies, which is not very long, a variety of approaches have been adopted in order to understand women’s problems and find solutions to them. such approaches range from how women are perceived in various cultures and historical settings, given their biological functions and what nature ‘intended’ them to do, to their decline in power and status vis-à-vis men in the complex social evolution, to a widely shared emphasis on the need to make women equal through the economic on the need to make women equal through the economic and legal route which treats them as individuals rather than those having the sole responsibility for looking after the family.”

Sophia J. Ali (2011) “investigated the challenges facing women in career development. She found that most of the women employees were dissatisfied with career development programmers and women were discriminated against in career development opportunities. The study recommended that organizations should strive to ensure that career development programmers were set to enhance career development among-st women employees. Top management should also be committed to the career development of women, and organizations should also introduce affirmative action to urgently address career development of women.”

OBJECTIVE OF THE STUDY

To identify the issues and the challenging factors faced by women working in the footwear manufacturing industry of India

WOMEN POPULATION IN INDIA

The 2011 census of India indicates women population of 586 million. India accounts 15% of World’s women characterized by vast regional differences and a variety of cultures. But, social discrimination and economic deprivation on the basis of gender is common to all, irrespective of religion, cast, community, and State.

Empowerment of women, gender discrimination, and violence against women, which have become serious subjects of sociological research in contemporary times, was hitherto neglected. While contemporary social changes have exposed women to unprotected socio-economic, cultural and political environment, there are no corresponding protective social systems and institutions of social justice to safeguard their interests. There are many who are skeptical about women's ability to exercise equal rights with men and about their capacity to play equal role with men. But such apprehensions are ill-founded in the context of the broader opportunities available for women following mechanization of industry and agriculture, enabling women to compete with men successfully.

Innovations in science and technology have removed the disparity between men and women attributed to physical strength alone. Women are able to handle modern appliances which require intelligence and training and not merely physical strength. Thus, India has now several women working as pilots, driving locomotives, buses, tractors and machinery in workshops. Gender as maternal factor in the area of legal rights has practically disappeared. It is not therefore fair to relegate women as a group to an inferior position in society. The Constitution does not regard gender as a permitted classification and prohibits gender as a basis of differential treatment in all areas of legal rights. Modernity has resulted in a growing flexibility and changes in the gender roles of men and women. The earlier conception that man was the provider of basic necessities for family and women the child bearer and care taker of home, is no longer valid in the changing social structure and economic compulsions. Therefore, any attempt to assess the status and problem of women in a society should start from the social framework. Social structure, cultural norms, and value systems are crucial determinants of women's role and their position in society. In respect of the status there is a gap between the theoretical possibilities and their actual realization.

PROBLEMS FACED BY WOMEN IN THE INDIAN FOOTWEAR INDUSTRY:

Hazards underlying the footwear industry:

Leather or any other material with which the footwear is made, contains many chemicals which causes health hazards like breathing problems and other infections. Though this is a common feature to both the genders working in the factory, yet it is more prominent in the

case of women who are homeworkers and have to sit on the floor crouched over work for long hours, inhaling all the gases containing chemicals and stitching leather by hand that requires considerable force tends to wound the fingers and the hand. They generally complain of numbness in their hands and are exposed to various diseases.

Occupational stress:

Occupational stress for women is stress related both to the income earning job and work in their households. Balancing work and family roles have become a key personal and family issue for many societies and dealing with them on a day to day basis can lead to major stress in the lives of these women working in the footwear industry.

World Health Organization's (WHO) definition of Occupational or work-related stress "is the response people may have when presented with work demands and pressures that are not matched to their knowledge and abilities and which challenge their ability to cope."

Reasons of occupational stress

Imbalance between work and family leads to occupational stress. Imbalance between work and family life arises due to a number of factors. Various factors are following.

1. Mental harassment:

It is an age old convention that women are less capable and inefficient in working as compared to men. The attitude which considers women unfit for certain jobs holds back women. In spite of the constitutional provisions, gender bias creates obstacles in their recruitment. In addition to this, the same attitude governs injustice of unequal salaries for the same job. The true equality has not been achieved even after 61 years of independence. Working in such conditions inevitably puts strain on women to a greater extent as compared to men, thus making them less eager in their career.

2. Sexual harassment:

Today, almost all working women are prone to sexual harassment irrespective of their status, personal characteristics and the types of their employment. They face sexual harassment on the way in transports, at working places, educational institutions and hospitals, at home and even in police stations when they go to file complaints. It is shocking that the law protectors are violating and outraging modesty of women. Most of the women tend to be concentrated in the poor service jobs whereas men are in an immediate supervisory position, which gives them an opportunity to exploit their subordinate women.

3. Discrimination at Workplace:

However, Indian women still face blatant discrimination at their workplaces. They are often deprived of promotions and growth opportunities at work places but this doesn't apply to all working women. A majority of working women continue to be denied their right to equal pay, under the Equal Remuneration Act, 1976 and are underpaid in comparison to their male colleagues. This is usually the case in factories and labor-oriented industries inclusive of homeworkers.

4. No Safety of Working Women While Traveling:

Typically, the orthodox mindset in the Indian society makes it difficult for a working woman to balance her domestic environment with the professional life. In some families, it may not be acceptable to work late as she is closely protected by her family and the society.

5. Lack of Family Support:

Lack of proper family support is another issue that working women suffers from and many times, that hampers the performance of women and this also affects their promotion.

6. Insufficient Maternity Leaves:

Insufficient maternity leave is another major issue that is faced by a working mother. This not only affects the performance of women employees at work, but is also detrimental to their personal lives.

7. Job insecurity:

Unrealistic expectations, especially in the time of corporate reorganizations, which sometimes puts unhealthy and unreasonable pressures on the employee, can be a tremendous source of stress and suffering. Increased workload extremely long work hours and intense pressures to perform at peak levels all the time for the same pay, can actually leave an employee physically and emotionally drained. Excessive travel and too much time away from family also contribute to an employee's stressors.

8. Workplace Adjustment:

Adjusting to the workplace culture, whether in a new company or not, can be intensely stressful. Making oneself adapt to the various aspects of workplace culture such as communication patterns of the boss as well as the co-workers, can be lesson of life. Maladjustments to workplace cultures may lead to subtle conflicts with colleagues or even with superiors. In many cases, office politics or gossips can be major stress inducers.

9. Other reasons:

it include Personal demographics like age, level of education, marital status, number of children,

personal income and number of jobs currently had where you work for pay and Work situation

characteristics like job tenure, size of employing organization, hours worked per week.

CONCLUSION:

Putting a step forward in women empowerment, recently Government of India has put the activities of gender equity and women's empowerment under the companies Act 2013, clause 135 of the Act and made it applicable for the large and medium companies to keep aside 2% of their average profit for such type of activities. Trade Unions should try to improve the conditions for woman's workers in many parts for example maternity leave is easily give to women and help the woman for achieve higher post actually women's nature is promotion to gain high quality in every field but if the condition is not ready then the reduction of promotion and optimization in work will be occur. Women workers are often subjected to sexual harassment, the Government should have more stringent rules for these types of crimes , also public transport system sometimes imposes danger for woman for which Government should put in more Inspection. Traditionally people think that only men should work and earn money and women should work in house hold, but since there is an increase in the financial demands in the Indian families, women also should be allowed to gain income for families. Therefore a fundamental change is required in attitudes of employees, family members and public.

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Leadership and Women Empowerment

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The world is abuzz with empowering women, be it in developed, developing or under developed nations. What exactly is empowerment, is it gender equality? In India, there is enough statistics to prove that the male: female ratio is almost equal, though the scales tilt slightly towards males. According to the 2011 census, the literacy scale is also showing a healthy balance. So does that mean women in India are empowered?

What is empowerment?

Empowerment is the ability to influence oneself and the surrounding environment. While working on self-empowerment, women create their own personal values, skills and goals in life. In their journey to fulfill their goals, they are able to handle any challenges head-on.

But her expedition is not as easy as it sounds. It is unfortunate that the road to women empowerment starts small and continues to narrow down as she traverses different horizons. Be it in various environments like family, social, or corporate. She has to break away guilt free, from the shackles of centuries old customs, to single mindedly pursue her voyage of realizing her dream.

At this critical juncture, I would like to bring to your notice some illustrious Indian women leaders who made their nation proud. To name a few of them Vijaya Lakshmi Pandit – 1st woman president of United Nations General Assembly (Aug 1990 – Dec 1990), Savitribai Phule – started India's 1st school for girls (Jan 1831 – Mar 1897), Sucheta Kriplani – 1st woman Chief Minister in India, Justice Anna Chandy – 1st woman High Court Judge in India, Rani Laxmibhai – the warrior queen who led a fiery rebellion against the British (Nov 1828 – June 1858).

These renowned women shined in an era when girl's education was not a right and women often grew up in the shadows of their father, husband or sons. These women were empowered, pursued their dreams and brought about a paradigm change in the society. They played a crucial role in inspiring those around them. Their growing atmosphere was more

challenging compared to the present day women who are equally educated as their male counterpart and are international jetsetters.

So what makes these yesteryear heroes stand apart? It is their innate leadership qualities that they could identify, tap it awake and mold it to brilliance.

How does leadership skills and empowerment go hand in hand? Basic leadership skills automatically empowers women to attain the ultimate independency and spread her aura around her. Let's take a look at some of the leadership skills that compliment personal empowerment.

Decision Making

In India, a male headed household is the norm and a female headed household is culturally not accepted. So, by default the head of the family is the breadwinner and chief decision maker. The percentage of women's decision making power varies over different aspects of life. While most have the sole authority in kitchen matters, they are unable to take independent decisions pertaining to financial matters and children's education. Most often in many households, it is a joint decision or decision taken solely by a male member.

Decisions need to be taken every single day, some simple, and some complex. While simple decisions are routine, it is the more complex ones that require significant consideration. These complex decisions may involve Uncertainty, Complexity, High-risk consequences and Interpersonal issues. The most important component of decision making is self-confidence that comes through education. Critical thinking is imperative to decision making and it allows women to expertly use information in hand, experience, observation and reasoning capabilities, thereby, allowing her to take strong decisions concerning her and her dependents.

Change Management

Change is the only constant happening since time immemorial. We often see certain people embrace changes life throws at them. These are the people who break the glass ceiling, take control of their lives and emerge as a shining star, while certain others cynically regard even

a change in their breakfast menu. It is very clear that change adapters emerge as clear winners and are an empowered lot.

Biologist have used the term “Red Queen Effect” to describe the evolutionary necessity to evolve faster than one’s competitors, predators or prey. Change brings about evolvement. So in effect a change first happens in the mind. A change initiated in the mind is more than a capability, it means survival providing a competitive advantage over others.

Goal Setting

Once a change at the attitudinal level has been initiated, it is imperative that you plan to live your life your way. Real empowerment can be achieved by setting fire to personal dreams and working towards manifesting them. While a dream is the seed of empowerment, successfully achieving it is its end product. Measuring the journey to success can be done by setting SMART Goals. One should also have a robust SHARP Action plan to execute the SMART goals.

When a goal is achieved, it boosts the confidence level of women, thereby motivating them to set more challenging ones for themselves. When they start attaining their goals, their perception to challenges in life changes in a positive way. This helps bring about a radical change for the betterment of their life and the society they dwell in.

Emotional Quotient

According to the father of Emotional Quotient, Daniele Goleman “In a very real sense we have two minds, one that thinks and one that feels”. And both the minds are intertwined intricately. Emotional Quotient or EQ as popularly known, is the ability to relate and communicate effectively with others, and in the process empower them.

How does one get empowered through emotional intelligence? It is all about understanding the power of our emotions and its relation with our behavior. A positive emotional state like Enthusiasm, Creativity, Interest, leads to constructive external and internal empowerment. In this state, liberation and a longing to achieve are desired. Emotional states like Boredom, Antagonism, Anger leads to a person feeling isolated and under threat. It is not possible to empower others at this stage. Emotional states like Fear, Sympathy, Grief, Apathy, Death is

internally destructive and is detrimental to self-empowerment. Apathy and Death are the lowest form of emotional state where the need to survive is minimal. It is imperative to identify one's emotional state and try moving towards a healthier state to necessitate empowerment.

Problem Solving

In a journey to realize one's dreams, one will face many challenges on the way. Empowerment is all about circumventing or overcoming them to continue the journey. Problems in the form of challenges have to be dealt with in a rational manner. The main components of problem solving can be divided in to five steps:

- i) identify the problem;
- ii) list possible solutions;
- iii) choose the best option;
- iv) take action;
- v) evaluate

How does one infuse empowerment in problem solving?

According to Turnbull and Turnbull's Empowerment Framework (2001), motivation, knowledge and skills are the essential mechanisms of empowerment. And motivation is a critical component that drives a person to take action, thereby, solving the problem in hand. In conclusion, as eminent scholars put it, Empowerment lies within. It is up to an individual to identify it, nurture it, blossom it and evolve into a healthier human being, for the betterment of self, society, nation and human mankind.

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Marketing Strategies for Rural Women Empowerment through Solar Industry in India: An Viewpoint

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Introduction:

When we heard the word women empowerment our Imagination go towards , the women who are working in corporate sectors, female entrepreneurs, female celebrities and so on. But have we ever thought to generate the power of the women among those who are much needy compare to our Imagination. Absolutely women empowerment is a need in all the sphere of life but I belief that more needy among them are those who are living in Rural area. According to the statistics 52% women are living in rural India and survive their lives on the non-renewable sources. Non-renewable sources such like Kerosene, fodder, cow dugs. The Rural living style is very tough, scarcities of sources are common and due to it they are lagging in the field of competition. It doesn't mean that they do not have the potential but unfortunately they have not get opportunities. It is our duty that we should change our perception, help them in their development process to achieve overall development goal of our country.

With respect to this view, researcher has gone through secondary and primary data and drawn an Idea for fulfillment of stand-up India aim. This research paper is of the view that we should develop the qualities of Rural Women through solar sector. As solar created a niche market in rural area. Solar sector can give a platform to rural women by making them solar engineers, solar executive and service provider. Researcher has taken barefoot and frontier marketer, both are Non Government Organizations as source of inspiration and focuses on the action structure for the women empowerment in the rural empowerment.

Objectives of the Study:

- 1) To know about women's in Rural India
- 2) To empowering Rural Women through solar sector
- 3) To make marketing strategies for women empowerment through solar sector

Type of Research Work:

Exploratory: - Researcher has explored the data available with regards to topic and taken a survey.

Method of Sampling: - Convenience Sampling

Sample Size:-

Researcher has taken 60 sample (from two Rural areas, Taluqa: Daultabad, District: Aurangabad, State: Maharashtra and Taluqa: Iglaas, District: Aligarh, State: Uttar pradesh)

Research Techniques: Open ended Questionnaire and Interview, the questionnaire is design to know the condition of rural women and their intention towards working in the field of solar sector.

Rural India:

The women condition in rural India is substandard; their talent is not getting any exposure because of the unavailability of the resources. They are considering being hard worker but their wages are less than man. The worst thing is that they are considered as a burden on the society. Several research works has done with regards to these issues. Researcher has included some of the literature reviews as a source of knowledge. They are as follows:

Majority of rural women suffer not only from economic poverty but also from ‘information poverty’. Rural women are vital and productive workers in India’s national economy. There is statistical bias in under estimating the role of rural women in development. Women work for longer hours than men and contribute substantially to family income, they are not perceived as productive workers. (Pankajam and Lalitha, 2005)

Equal pay for equal work is one of the cornerstones of the gender equality movement the world over. But Labour Bureau data show there has been little progress in terms of parity of salaries for men and women for equivalent work in India. Even more alarming is the fact that even though wage disparities have always existed in rural parts of the country, in some spheres of activity, the divide has widened. So while men were paid 70 per cent higher wages than women for ploughing work at the end of 2004-05, the difference rose to 80.4 per cent in end-March 2012 and stood at 93.6 per cent at the start of 2013-14. While men were paid 75 per cent more than women for well-digging work in March 2005, the difference stood at 80

per cent in the current financial year. The data indicate that daily wage disparities have by and large remained constant since 1999, though they did rise in the early 2000s. As of 2013, the discrimination in wages paid to women tends to be higher in physically intensive activities (such as ploughing and well-digging), but lower in the case of work such as sowing and harvesting. Outside the agricultural sphere, it appears that gender stereotypes won out once again, if one considers unskilled non-agricultural work. (Jayaram, 2003)

Rural women from childhood days have to bear the burden of taking care of younger siblings, cooking, engaging in domestic chores, looking after the fodder of the domestic animals in their parents' house. They are married off at a very early age. Indian women are condemned to a life of serfdom, anonymity, facelessness. At the root is the 'gender insensitive' society. (Singh, 2004) According to UNICEF, child marriage is a violation of child rights. Child brides are often forced to drop out of schools, are subject to the risks of early pregnancy and are more likely to be exposed to violence and isolation. Approximately, twenty-three million girls in India face this reality. Among them, majority of them are from the rural areas. (UNICEF, 2012)

National Sample Survey Organization (NSSO) a Government of India organization has stated that in 2009-10 and 2011-12, women's employment has taken an alarming dip in rural areas in the past two years. In jobs that are done for 'the major part of the year', a staggering 9.1 million jobs were lost by rural women. This is a reflection of the fact that women are no longer getting longer term and better paying jobs, and so are forced to take up short term transient work. (Varma, 2013)

Most of the rural people in India earn their living through agriculture sector and handicraft. Many of the Rural Indian are shifting towards cities for the good sources of earning but are not getting high wages, due to their incapabilities like education, skill. The Government of India had addressing the problems of Rural Indian, various step has taken for the employment such like the better farming techniques, crop production, encouraging them for ventures, training and as well as finance. ***India lives in its Village - Mahatma Gandhi***, as it is rightly said by the father of our nation that India lives in its villages, the validation of this keen thought is still alive. Villages is the big part of India and the real Indian culture, tradition, customs can be easily seen there. The pivotal role in any area has been created by the women whether it is rural area or urban, education field, politics, corporate. It is also said that **if you**

educate a man you educate an individual, but if you educate a woman you educate a family (nation)-African proverb. That's why focusing on developing women indirectly means focusing on the nation development. The problem of Rural India is our own problem. As it is illness of our main part of our body. If we will not focus on it than perhaps it will make as weaker. As per latest census the rural area in India defines as:

- “A population of less than 5,000
- Density of population less than 400 per sq km and
- More than "25 per cent of the male working population" is engaged in agricultural pursuits.”

A publication of Central statistics office under Ministry of statistics and program implementation. Women and men in India, 2012(14th Issue), highlighted the following points:

- “The total population is 1210.19 million includes 586.47 million (48.5% females) and 623.72 million (51.5%) males. Females have a share of 48.1% in the urban population. Females have a share of 48.1% in the urban population and 48.6% in the rural population.
- The workforce participation rate of females in rural sector was 26.1% in 2009-10, while the males were 54.75%.
- In the rural sector, 55.7% females were self employed, 4.4% females had regular wage/salaried employment and 39.9% females were working as an temporary basis.
- 20.4% women were employed in the organized sector in 2010 with 17.9% working in the public sector and 24.5% in the private sector.
- On the basis of age labor participation rate of all groups was 20.8 in rural sector and 12.8 in urban in 2009-10
- The unemployment rate for women of all ages was 2.4 compared with 2.0 for men in the rural areas in 2009-10.
- The total job seekers registered with employed exchanges, women constituted 32.5% in 2009. Because most of the women in rural India are uneducated.
- The female share of total Central Government employment stood at 10.0% in 2009.
- The share of female employees in the scheduled commercial banks was 15.9% in 2009 which rose slightly to 16.6% in 2010.

- In 2009-10, the average wage/salary received by regular wage/salaried employees of age 15-59 years was Rs. 155.87 per day for females compared with Rs. 249.15 per day for males in rural areas.”

Source of inspiration:-

Researcher has taken these two organizations as sources of the inspiration and set them as an ideal example for the rural women empowerment in India.

The first and foremost is the Barefoot NGO, which is situated in Tilulonia district of Rajasthan.

Introduction of the Barefoot:

The Barefoot College trains middle-aged women from rural villages worldwide to become solar engineers. In partnership with local and national organizations, the barefoot team establishes relationships with village elders, who help identify trainees and implement community support.

Trainees are often illiterate or semi-literate grandmothers who maintain strong roots in their villages and play a major role in community development, bringing sustainable electricity to remote, inaccessible villages. Solar electrification reduces CO₂ emissions, slow the negative impacts of deforestation and decrease air pollution from burning firewood and kerosene.

Solar water heaters: Since 2000, The Barefoot College has been developing and installing solar water heaters to provide rural communities access to a sustainable, smoke-free source of hot water. The program also generates community engagement and contributions from rural youth, who learn to build and install the heaters. Solar water heaters are made by rural Barefoot fabrication engineers and use sunlight instead of wood or gas to heat the water. They provide a continuous supply of warm water for people living hot or cold climates. Community-manufactured solar water now serves thousands of people living in rural, remote villages in eight states of India.

Solar powered water desalination: India's first ever solar powered reverse osmosis plant produces 3,600 liters of clean water daily and provides drinking water for over 1,000 villagers. The system provides potable water through reverse osmosis: brackish water flows at a high pressure through a thin membrane. The purified water is free of salts and contaminants, which are stored in tanks and collected from pipes in the evening. The plant

reduces the salinity of locally available water, making it safe to drink and free of any salty taste. It is powered by a 2.5-kilowatt solar generator that creates an uninterrupted supply of water without relying on the standard electric grid.

Parabolic solar cookers: In November 2003, The Barefoot College created the Society of Women Barefoot Solar Cooker Engineers in Tilonia, Rajasthan. It is the first association of illiterate and semi-literate women who fabricate, install and maintain parabolic solar cookers in their homes. The parabolic solar cooker is constructed from 300 mirrors that reflect the sun's rays onto the bottom of a cooking pot to cook food quickly and sustainably. Women who once spent long hours searching for firewood can spend their time on other productive activities. Communities with solar cookers can expand their livelihood opportunities and limit the negative effects of deforestation and pollution.

The other example is set by the Frontier Marketers, again a Rajasthan based NGO:

The Frontier Marketers has created a new sphere in the non-government organization and capturing the solar sector in rural area, the introduction of this organization is as follows:

FM targets the access challenge faced by rural household for quality products. Over half the world's population uses deadly cooking and lighting practices that kill over 2 million people annually, where half of these deaths are children under the age of 5 (WHO). Product solutions exist to fix this staggering issue, but the problem still lies in the education and distribution channel for these products that does not exist at scale. Frontier Markets responds to the market failure to provide rural BOP villagers in India with access, training, and servicing for clean-energy products. Despite a clear demand, rural villagers are reluctant to purchase clean energy solutions either because they are not educated on how they work, have skewed quality perceptions of solar due to government subsidies and cheap products that flooded the market, and a lack of trust in solar based on an inferior product purchased in the past. Product companies exist that design products with this target customer group in mind, but they lack on-the-ground infrastructure to deliver these to last-mile locations, do not understand the rural customer, and do not have the capability to provide education and servicing after a sale is made. Solar lights offer safety from kerosene fumes and fires. They are a cheap, sustainable way to use free energy from the sun to light a home. Frontier Markets offers a unique distribution model as part of its inclusive business commitment, partnering with local entrepreneurs who sell clean-energy products under the brand name 'Saral Jeevan.' We have set up brick-and-mortar service facilities to fix any technical issues, as well as

educate customers. We periodically meet with consumers to better understand their product and design needs, so that by working with technical partners we are able to provide them with high-quality and relevant products. Our 18+ years of experience in rural marketing and market-based solutions have given us a better understanding of how to reach the right customers, and provide applicable products to different segments of the market. Our 3 years of experience with product companies give us an advantage in negotiating price points which are affordable for our target customers. Because of our high-touch approach and emphasis on quick and simple servicing, customers have begun to trust our brand and regain confidence in clean-energy solutions as a way to improve household health, wealth and productivity.

The best possible marketing strategies for the rural women empowerment in Rural India:

Marketing Strategy for Government of India for development of the women empowerment in Rural India:

- 1) GOI should open training centers in every district for the women empowerment and should also avail all necessary equipment and material.
- 2) It can be open near to Gram banks, Panchayat Samities, NGO and Government school.
- 3) The Aganwadi can be a good training centre for the women in rural empowerment.
- 4) The promotion can be done through the puppet show, hoarding, speaker's announcement and posters.

Marketing Strategy for Corporate sector for development of the women empowerment in Rural India:

The parliament passed the historic Companies Bill on 8th August 2013. The Rajya Sabha passed the bill, which was earlier passed by Lok Sabha last year. The new companies' bill mandates large-sized corporations to spend 2% of their net profits on Corporate Social Responsibility (CSR) activities. If all the large corporate industries will join together with regards to the solar than the goal of development and environment care will be easily achieved. Its can create a new array for the growth of the women empowerment in rural area.

(www.csrjournals.in)

- 1) The corporate industries/ solar industries can open training centers like as the barefoot and frontiers in the rural area.
- 2) The corporate industries/solar industries can also join the hands with the NGOs who are working for the women empowerment in rural area.
- 3) The corporate industries/solar industries can tie up with the private banks, schools, colleges, NGO at various districts and Taluqas.
- 4) The tie-up center can also become sales unit for solar product in Rural India.
- 5) The promotion can be done through different social websites, hoardings and banners.
- 6) The industries which are of solar products can also participants with others corporate industries to develop best marketing strategies.

Marketing strategies for the Individual for development of women empowerment in Rural India:

Most of us are migrated from the different rural areas; we must counsel our aunties, uncles and relatives to promote in our village for rural women empowerment. If possible than one can also open training centers. The promotion can be done by word of mouth.

Conclusion:

The condition of women in rural India is very backward, due to unavailability of various sources. Researcher has studied their condition and come up a view to develop their condition through solar industries. The solar industries can give them a chance to grow, by making them solar engineers, service provider and sales women. This Idea gives rural women a new sphere in process of development. The example of Barefoot and Frontier NGO's, has been given as a source of inspiration. There is a high need of these types of organization for the development of society. The CSR can also plays very vital role by joining their hands with organization (who are working in rural area). On the basis of need the strategies has been suggested by the researcher for government, corporate industries and for individuals.

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Women Empowerment and Entrepreneurship : A Feather free flying to the creative Bliss

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“You educate a man; you educate a man. You educate a woman; you educate a generation.”
— Brigham Young

“Lock up your libraries if you like; but there is no gate, no lock, no bolt that you can set upon the freedom of my mind.”

— Virginia Woolf, A Room of One's Own

21st century embarks the inception of making women empowered. Women are an integral part of our society. The success of any society depends on the degree of empowerment of women

Empowerment is based on the idea that giving employees skills, resources, authority, opportunity, motivation and holding them responsible and accountable for outcomes of their actions will contribute to their competence and satisfaction. Women Empowerment refers to the creation of an environment for women where they can make decisions of their own for their personal benefits as well as for the society. So women empowerment means imparting skills to women so that they can become employable and stand on their feet. Most of the women are working in managerial positions and are highly literate. But majority of them have to leave their job in their mid career due to family pressures. There is another category of women who are not highly literate and are not able to earn anything to sustain their livelihood. Due to this reason, **she has** to remain dependent on their family members for whole of her lifetime, which could lower her confidence forever. So, it would be an advantage to the society if its women can add value to the development of the nation.

‘Stand up India’ is a new initiative started by our Honourable Prime Minister, Shri Narendra Modi. The scheme is intended to promote entrepreneurship among Scheduled Castes, Schedule Tribes and women and will involve loans ranging from Rs. 10 lakh to Rs. 1 crore. The intent of the proposal is to leverage the institutional credit structure to reach out to these

underserved sectors of the population by facilitating bank loans in the non-farm sector set up by such SC, ST and women borrowers.

The scheme includes a composite loan of between Rs. 10 lakh and Rs. 100 lakh for setting up any new enterprise. In addition, borrowers will be provided a RuPay debit card to enable the withdrawal of the working capital.

The government will also develop the credit histories of these under-banked sections of society and will open a refinance window through the Small Industries Development Bank of India(SIDBI) with an initial amount of Rs. 10,000 crore.

Importance of women empowerment

1. **Helps in reducing unemployment and underemployment** – Women population constitutes around half of the total population. A substantial number of women around the globe are unemployed. The world economy endures a considerable measure in view of this and opens door for women at work environments. This can be achieved by the application of ‘Stand up India’ schemes to empower women.
2. **Women are equally intelligent** – Women are equally intelligent as compared to men. If they are provided a platform, they can prove themselves easily and use their grey cells to find solution to every problem.
3. **Overall development of society** – Empowering women would lead to overall development of society as only men empowerment cannot lead to the progress of whole nation.
4. **Monetary benefits** - Women Empowerment additionally prompts more monetary advantages not only to the people but to the general public also. Dissimilar to prior days when they remained at home and did just the kitchen stuffs, these days, they wander outside furthermore and earn money just like their male counterparts .Women strengthening helps them to stand on their feet, furthermore makes it possible for them to gain for their family which develops nation's economy.
5. **Reduction in domestic violence:** Women Empowerment leads to decrease in domestic violence. Uneducated women are at higher risk of domestic violence than

educated women as they are dependent on their family members for their meager needs also. But when women are empowered, they can support their livelihood and have no need to be dependent on anyone. This would curb the root of domestic violence to a great extent.

6. **Overall national development** - Women are progressively taking interest in the national advancement of the country. They are making the country glad by their remarkable exhibitions practically in every spheres including medicinal science, social administration, building, and so on.

One of the best ways to make women empowered is to help them start their own entrepreneurial venture. Women entrepreneur can become one of the best entrepreneurs as they are full of creativity and are very well aware of how to make maximum out of the available resources. There are various schemes started by the Government to help women to start their own venture. Some prominent among them are as follows:

1. In India, the Micro, Small & Medium Enterprises development organisations, various State Small Industries Development Corporations, the Nationalised banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems.
2. In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under **Prime Minister's Rozgar Yojana (PMRY)**, preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme.
3. Under the **MSE Cluster Development Programme** by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed

by women entrepreneurs, contribution of the M/o MSME could be upto 90% of the project cost.

4. Under the **Credit Guarantee Fund Scheme for Micro and Small Enterprises**, the guarantee cover is generally available upto 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women.
5. TREAD stands for Trade Related Entrepreneurship Assistance and Development (TREAD). Women have been among the most disadvantaged and oppressed section of our country with regard to access to and control over resources. Problems faced by them continue to be grave particularly for illiterate & semi literate women of rural and urban areas In order to alleviate their problems, Govt. of India launched a scheme entitled " Trade Related Entrepreneurship Assistance and Development" (TREAD) during the 9th plan period which has slightly been modified and is now put in operation. The scheme envisages economic empowerment of such women through trade related training, information and counseling extension activities related to trades, products, services etc.
6. Bharatiya Mahila Bank was started in 2013 and is spread all across the country. The main focus of the bank is to help women who are discriminated by the society, underprivileged, or economically helpless, yet have a dream of starting their own business. Some of the popular loans offered by Bharatiya Mahila Bank are:

BMB Annapurna – Features

- For assisting women to establish food catering unit for selling tiffin/lunch packs
- Nature of loan-Term Loan
- Age of applicant min 18 years and max 60 years
- Collateral Free to be covered under CGTMSE
- Loan repayment in 3 years

BMB Shringaar – Features

- For assisting women to establish their own parlor.
- For purchase /construction of shop purchase of tools and equipment, meeting day to day expenses of business.
- Collateral free to be covered under CGTMSE
- Tie up with Naturals, Cavin Kare and Lakme ltd.
- Loan repayment in 7 years
- Age of applicant min 20 years and max 60 years

BMB Parvarish – Features

- To assist women to establish Child day care centre, for purchase of utensils, equipment etc
- Collateral Free to be covered under CGTMSE
- Loan repayment in 5 years
- Age of applicant min 21 years and max 55 years

7. PNB offers 5 different schemes for women entrepreneurs, each one targeting a specific population.

- **PNB Mahila Samridhi Yojana** – This scheme was launched to provide financial assistance to women who wish to set up boutiques, beauty parlours, cyber cafes, Xerox stores, telephone booths, etc.
- **PNB Mahila Udyam Nidhi Scheme** – This scheme aims to reduce the gap in equity, helping women set up new ventures in the small scale sector or enhance their current undertakings.
- **PNB Scheme for financing crèches** – This scheme aims to provide financial assistance to women who are keen on setting up crèches. The loan can be used to purchase the necessary materials and to meet any recurring expenditure.
- **PNB Mahila Sashaktikaran Abhiyan** – This scheme provides credit to women who intend to establish small and micro enterprises in the non-farm sector, offering fee waiver and lower interest rate.
- **PNB Kalyani Card Scheme** – This scheme provides loans for women engaged in agricultural, farm or non-farm activities.

8. The Ministry of Women and Child Development has been administering ‘Support to Training and Employment Programme for Women (STEP) Scheme’ since 1986-87 as a ‘Central Sector Scheme’. The STEP Scheme aims to provide skills that give employability to women and to provide competencies and skill that enable women to become self-employed/entrepreneurs. The Scheme is intended to benefit women who are in the age group of 16 years and above across the country. The grant under the Scheme is given to an institution/ organisation including NGOs directly and not the States/ UTs. The assistance under STEP Scheme will be available in any sector for imparting skills related to employability and entrepreneurship, but not limited to the Agriculture, Horticulture, Food Processing, Handlooms, Tailoring, Stitching, Embroidery, Zari etc, Handicrafts, Computer & IT enable services along with soft skills and skills for the work place such as spoken English, Gems & Jewellery, Travel & Tourism, Hospitality.

“Nobody can make you feel inferior without your permission.” -- Eleanor Roosevelt

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Problems of Women Empowerment through Microfinance

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As per Microcredit Summit 2005, women represent 70 percent of individuals living on less than 1 US \$ a day. Women not only represent the major part of the poorest individuals, but they are also the most vulnerable. These reports on female poverty and vulnerability makes it imperative to empower them, through microcredit provisioning. Poverty reduction strategies are strongly related to the promotion of development. As a matter of fact social and economic inequalities between men and women lead to low development and lesser poverty reduction. Furthermore, the World Bank (2001) has stressed that the chronic gender inequalities in many developing countries pose restraints on global economic growth and development. Therefore, reduction of gender inequality appears to be a vital component of sustainable development strategies, as emphasised by the UN's Millennium Development Goals. Microfinance is one outcome of such philosophy which gives women access to formal financial services to mobilize their productive capabilities for the benefit of economic development and enables them to become active economic actors in addition to their family roles (Yunus 2003). Moreover, a positive relation between female vulnerability and their poverty has necessitated to develop strategies for fighting it by empowering women through entrepreneurship.

Rationale of the Study

As a matter of fact the benefits of economic growth are accessible to relatively advantaged sections of the society who find it easier to participate in the growth process and the disadvantaged sections have to wait much longer to reap the benefits of economic growth. Engaging these sections of the society in the economic mainstream is vital to attain balanced

growth for which an unbiased access to formal financial services is a must.

Many Central and State Government poverty mitigation programmes are currently active in India with an approach awareness on Infrastructure, Social Development (especially education and health) and Rural Livelihoods but the poor reach to credit markets and formal banking system has been diagnosed as a root cause of poverty amongst the rural poor women. Access to financial resources gives access to self employment and influences the socio-economic position of poor and disadvantaged by promoting income generation avenues, confidence and a capacity to participate actively in society in general and particularly benefits women by providing impetus for women emancipation and to be a vital constituent of developmental process. (Amin et al.2003). So an attempt has been made to highlight the problems of women empowerment through microfinance intervention in Haryana as Microfinance has been proposed as a likely solution for the maximum outreach and alleviation of poverty in the rural poor women.

Objectives

To highlight the significance of Microfinance in women empowerment

To explore the problems in development of Microfinance Intervention in Haryana

Research Methodology

Present paper is based on my research findings in which both primary and secondary data sources have been used. Primary data have been collected from 900 member beneficiaries of Self Help Groups and 304 group leaders of the SHGs currently running under SGSY(Swaranjyanti Grameen Swarozgar Yojana) in Mewat District of Haryana. SGSY is the most famous scheme for rural self employment.

The Micro Finance initiative in private sector in India can be traced to the initiative undertaken by Shri Mahila SEWA (self employed women's association) Sahakari Bank set up in 1974 to provide banking services to the poor women employed in the unorganized sector encouraged by the results of group based approach for lending to the poor. The initiatives of NABARD in 1992 in partnership with NGOs through SHGs has enabled over 103million poor households access to a variety of sustainable financial services by making them members of nearly 8 million Self Help Groups. This scheme has now been recognized as a decentralized, cost effective and fastest growing micro finance intervention in the world.

Microfinance Models

Microfinance activities are being exercised through various models in India that can be categorized as:

SHG Model: In this model the members form a group of around 20 members by an NGO or by the MFIs or bank itself.

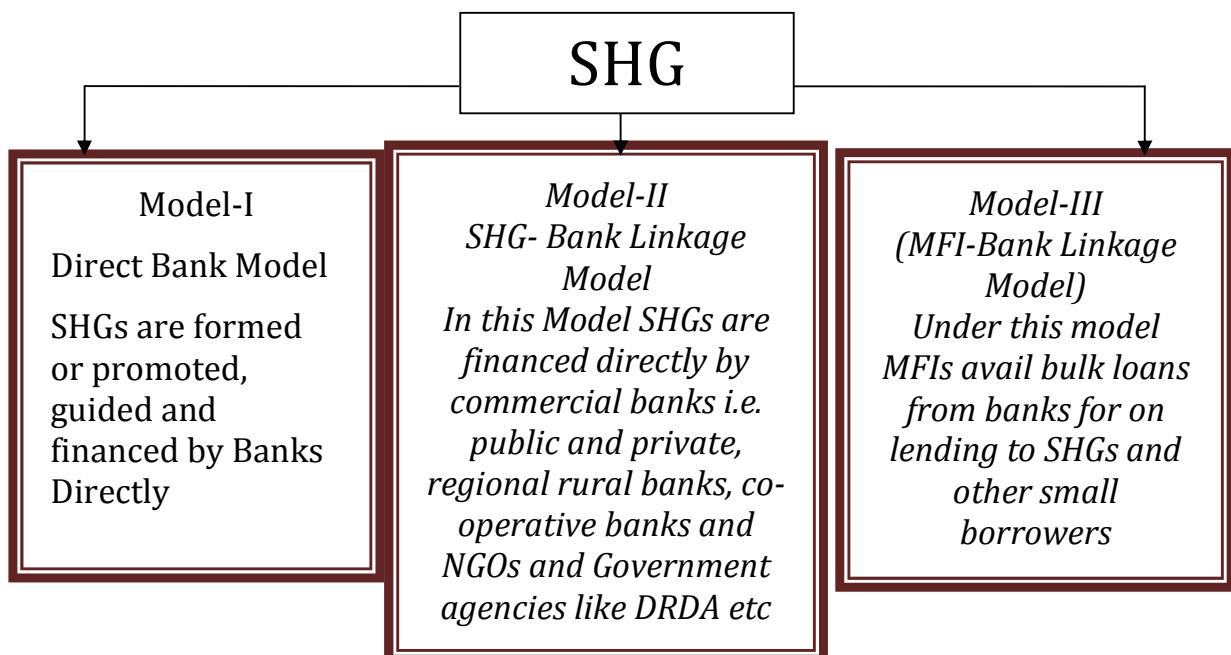
Grameen Model: it started in 1976 by the Nobel Laureate Prof. Muhammad Yunus in Bangladesh, now has some 2468 branches with a staff of 24703 people serving 7.37 Million borrowers from 80,257 villages.

Joint Liability Groups (JLG): it is an informal group comprising of 4 to 10 individuals coming together for the purposes of availing bank loan either individually or through the group mechanism. The JLG members would offer a joint undertaking to the bank that enable them to avail loans.

Co-operative Model: A co-operative society is formed as per the provision of the co-operative societies Act, 1912. At least 10 persons having the capacity to enter into a contract with common objectives like farming, weaving, consuming etc. can form a co-operative society.(Samsher Singh, Satish Kumar, Dipayan Satpathy, Anjumala, Abhishek from www.authorstream.com

SHG Models

SHG model can be divided in three models depicted by the diagram given below



75% of NABARD's Microfinance till March 2002 used this model of linkage. SHGs are being federated by the SHPIs to bring operational efficiencies, reducing transaction costs and providing value added services. SHG federation is an association of primary organizations but unlike other federations it is informal and small which were promoted as an exit strategy i.e. allow an organisation to withdraw its support to SHG while ensuring their sustainability. (Nair 2005)

Table 1.1: Progress under SHG-Bank Linkage (Amount in ` Crore) India Level

Particulars	Particular	2009-10		2010-11		2011-12		2012-13		2013-14	
		No of SHGs	Amt	No of SHGs	Amt	No of SHGs	Amt	No of SHGs	Amt	No of SHGs	Amt
SHG savings with Banks as on 31 st March	Total SHGs No	69.53 (13.6)	6198.71 (11.8)	74.62 (7.3)	7016.30 (13.2)	79.60 (6.7)	6551.41 (-6.7)	73.18 (-8.1)	8217.25 (25.4)	74.30 (1.53)	9897.42 (20.45)
	Of which SGSY groups	16.94 (12.5)	1292.62 (-17.3)	20.23 (19.4)	1817.12 (40.6)	21.23 (5.0)	1395.25 (-23.2)	20.47 (-3.6)	1821.65 (30.6)	22.62 (10.46)	2477.58 (36.01)
	All women SHGs	53.10 (9.18)	4498.66 (1.46)	60.98 (14.8)	5298.65 (17.8)	62.99 (3.3)	5104.33 (-3.7)	59.38 (-5.7%)	6514.86 (27.6)	62.52 (5.27)	8012.89 (22.99)
Loans Disbursed to SHGs during the year	No of SHGs extending	15.87 (-1.4)	14453.3 (17.9)	11.96 (-24.6)	14547.73 (0.01)	11.48 (-4.0)	16534.77 (13.7)	12.20 (6.3)	20585.36 (24.5)	13.66 (12.02)	24017.36 (16.67)
	Of which SGSY groups	2.67 (1.0)	2198 (9.1)	2.41 (-9.9)	2480.37 (12.8)	2.10 (-12.9)	2643.56 (6.6)	1.81 (-13.8)	2207.47 (-16.5)	2.26 (24.56)	3480.60 (57.67)
	All women SHGs	12.94 (5.8)	12429.37 (18.8)	10.17 (-21.4)	12622.33 (1.6)	9.23 (-9.2)	14132.02 (12.0)	10.37 (12.4)	17854.31 (26.3)	11.52 (11.02)	21037.97 (17.83)
Loan outstanding against	Total No of SHGs Linked	48.51 (14.8)	28038.28 (23.6)	47.87 (-1.3)	31221.17 (11.4)	43.54 (-9.0)	36340.00 (16.4)	44.51 (2.2)	39375.30 (8.4)	41.97 (-5.71)	42927.52 (9.02)

SHGs on 31 st March	as	Of which SGSY groups	12.45 (27.5)	6251.08 (6.6)	12.86 (3.4)	7829.39 (25.2)	12.16 (-5.4)	8054.83 (2.9)	11.93 (-1.9)	8597.09 (6.7)	13.07 (9.55)	10177.42 (18.38)
		All women	38.98 (18.9)	23030.36 (23.9)	39.84 (2.2)	26123.75 (13.4)	36.49 (-8.4)	30465.28 (16.6)	37.57 (2.9)	32840.04 (7.8)	34.06 (-9.34)	36151.58 (10.08)

Note: Figures in the parenthesis indicate growth/decline over the previous year.

Source: Compiled from NABARD status of microfinance of various years.

Table 1.1 shows the progress of SHGs for the last 5 years separately for all groups under SGSY and exclusive women groups. Year 2012-13 has been the worst year in this span of five years as the number of SHGs linked to banks for their savings accounts declined by 8%, it was for the first time since the launch of programme two decades back. Year 2013-14 showed a marginal increase of 1.53% with 74.30 Lakh. SHGs savings linked to banks as against 73.18 Lakh in 2012-2013. Fresh loans sanctioned by the banks declined in 2010-11 and 2011-2012 but in next two years it increased over the previous years. In 2013-14, 13.66 Lakh SHGs were granted loans with a percentage increase of 12.02 over previous year. As far as the amount of loans is concerned it increased to `24,017.36 Crore from ` 20,585.36 Crore i.e. approximately 17%. However, number of SHGs credit linked with banks have declined to 41.97 Lakh from 44.51 Lakh in the previous year i.e. a decrease of 6% whereas the amount of loan outstanding has increased by 9% in the year 2013-14. The share of All Women SHGs has increased to 84% in 2013-14 from 81% in 2012-13 while the groups formed under SGSY now constitutes 30% of total SHGs formed. Total amount of SHG savings under Self Help Group Bank Linkage in 2014-2015 has increased upto ` 11,307 Crore from ` 9,897 Crore in 2013-14.

Microfinance in Haryana

There has been a reluctance on part of a few banks in the country to undertake SHG-Bank Linkage Programme coupled with poor infrastructure and overall performance. In the north region Haryana falls in this category. Despite not being in the NABARD's priority state list, it has been chosen for implementation of women empowerment livelihood support programme in the name of SyamSiddha (GOI project). Haryana where community based institutions had been susceptible and NGO strength was very limited this project was initiated and implemented by Mewat Development Authority. Mewat is the most backward district in Haryana as far as women literacy and income level is concerned (Census Haryana 2011). The number of SHGs was 1965 with 27181 members in 470 villages in Jan 2006 (at the

closure of IFAD project) with a total savings amounted to 47 million which is now `11,307Crore. Number of SHGs has reached up to 77.12 Lakh as on March 2015. Bank loans were 41 million which is now ` 51,721Crore with 44 Lakh SHGs. Credit linked SHGs have grown up tas much as16.43 Lakh and loan disbursed is ` 30,334 in 2014-15. Therefore, a whopping success of SHGs concept in a downtrodden vicinity has paved the way of financial institutions and the Government/ Non Government Agencies to unfold the SHG movement. The statistics show the intense backwardness of women on the premise of literacy level and assets holding, in some parts of Haryana for which it has been selected for the implementation of IFAD project.

Problems in Development of microfinance through Self Help Groups

On the basis of survey it was observed that despite of many benefits and positive impacts of SHGs the spread of the scheme is not upto the desired level. There is a long way to go if we want a balanced outreach around the north region as lots of regional disparities have been found in implementing the microfinance interventions.

Table 1.2

Region-wise Loans disbursed during 2013-14

Region	No. of SHGs	Loan disbursed (` Lakh)	Region-wise share to total loan disbursed
Northern Region	23918 (1.75)	28048 (1.16)	1.75
Southern Region	874585 (64.01)	2061551 (85.84)	64.01
Total(All Regions)	1366421	2401736	100.00

Source: NABARD

Table 1.2 clearly depicts that there are regional disparities in disbursement of loans to SHGs and data is skewed towards southern region. Out of total SHGs in the country only 1.75% belongs to north and 64.01% to south which shows that south alone has 64.01% share as compared to 35.99% rest of the nation. 1.16% of total loan disbursements are done in north

whereas 85.84% in south. If we distribute this 1.16% among all the states in north then share of Haryana is negligible.

The scheme is inflicted with lots of impediments in its way which may be categorised in two categories such as:

- 1) Demand side problems
- 2) Supply side problems

Entrepreneurial content was found to be the least among groups. However joining with SHGs has developed a financial discipline either to repay the loan or making their savings as a tool for earning as the group fund is allocated on average 2-3 members and rest of the members get share of interest paid by the loanee member. From either side no capacity building training has been ever imparted or received. Though women have turned more vocal with the bank officials even to discuss other forms of individual loans like gold loan but that too is for consumption purposes and not for undertaking any entrepreneurial activity.

Demand Side Problems

Linking the financially excluded with the formal financial system alone is not sufficient to make them independent as is found in the study. The main problem faced by SHGs in the area was lack of administrative experience and over dependence on the bank facilitators for all the administrative work. Apart from that some more hurdles in the development of SHGs were explored during survey.

Lack of Resource Planning

Members themselves are not capable enough of selecting a profitable livelihood activity. They concentrate only on a few activities of agriculture, dairy, poultry, bangle shop whereas there are so many other profitable activities such as dari/carpet making, pickles and jams, bee hiving, vermin compost, floriculture, fisheries, mushroom farming, herbs plantation, nursery, bakery etc can be undertaken with some sessions of technical trainings as is undertaken by the SHGs in southern region. The focus on training should be imparting capacity /skill building training alongwith training on formation of the group , group meetings and maintenance of books of accounts so that women can plan better for resource utilisation.

Table 1.3 Occupation of the Members

Agriculture	624
Poultry	51
Dairy	44
Shop	42
Job (Pvt.\Govt)	176

Source: Field Survey 2014

It can be observed from table 1.3 that most of the members are opting for agriculture, poultry, Dairy and petty shops which shows there is concentration of efforts only towards some activities which needs to be channelised in more profitable avenues or innovative strategies to rope these SHGs into these areas should be developed such as agriculture being the most sought after occupation women should be encouraged to take Group credit for poly farming, instead of routine poultry Immu farming should be encouraged as these are more profitable than traditional farming.

Women's Ignorance towards Investment Decisions

Most of the rural women are ignorant about investment decisions. They invest in existing activities which are less profitable and insecure, or they invest in their husband's activities. It is rare to see a rural woman to invest in lucrative activities out of her own credit and savings alone. It was observed during the survey that they either take advice of their husbands for investment decisions or handover their money to their husbands to spend, the way husbands want to. It is a big barrier in the development of Women Self Help Groups in the sample area. Women should be counselled and trained for coming forward to decide their own as to where should they invest the fund with the help of NGOs and successful Women Self Help Groups of other areas.

Lack of Economic Empowerment as Micro Finance is merely a reinforcement of traditional roles

Financial assistance helps women to perform traditional roles in a better way but being in the same low productivity sectors like agricultural labour, one or two milching cattle, they don't move towards initiating micro enterprises. They get more freedom to spend their own ways such as on daughter's marriage, education, buying household assets to improvise her living.

But this comes at a cost as men withdraw their contributions to specific types of household expenditure and also make them responsible to go and discuss with bank officials about further loan potential.

Tough competition from male counterparts

Women have to face tough competition from their male counterparts if they opt for the same business activity which men are doing e.g. Dairy. As an individual woman can not win this competition as society is non supportive to woman. She has to face lots of humiliation while she makes efforts to explore market or clientele for her business. Males entrepreneur are preferred by the society. Some of the occupations can be kept reserved for women when banks grant micro loans to both, meaning thereby men should be discouraged to give competition to women in the same enterprise.

Lack of group spirit

As the group head towards maturity, the group is supposed to take up an economic activity under SHG scheme but it was found that most of the groups come to a closure before attaining maturity. Every member prefers individualism over group. They take financial assistance from group to invest in already existing agriculture, other vocation, simply consume it on construction/repairs/whitewashing of their houses, handover to their husband or in buying movable/non movable assets. Banks can restrict the usage of first loan towards group activity by keeping a progress record and members may be let free for utilizing subsequent loans.

Inter group competition

The limited space and opportunity available for selling, generate inter group competition i.e. the best products will be chosen amongst available by the visitors and it is discouraging for other SHGs whose product is little less preferred by the visitors of crafts fairs and exhibitions. These types of experiences have been shared by the women of the sample area. These homebound producers are thrown to open competition with national level handicrafts manufacturers.

Inter Loaning Practices

Another practice of inter loaning was also observed like a group applies for a bank loan and gets it at a subsidised rate then instead of utilising it for a group activity it lends this sum to another group at nearly 2% per month rate of interest and the income is shared by all members of lending group. This effort less money making hampers the growth of entrepreneurial activity among the SHGs.

Household utilisation of loan

Loan amount is used for household expenditure which has helped women to raise their standard of living though marginally but it has not contributed to the growth of economy as well as for the outreach of the programme.

Table 1.4

Distribution of Members on the Basis of Purpose of Taking Loan.

Sr. No.	Purpose of Loan	Before SHGs No of Members	Joining SHGs No of Members
1.	Agriculture	156(33.05)	130(25.29)
2.	Investment	12(2.75)	22(4.28)
3.	To start a business	40(8.47)	61(11.87)
4.	Children Education	102(21.61)	139(27.04)
5.	Daughter's Marriage	109(23.09)	58(11.28)
6.	Festival	32(6.78)	49(9.53)
7.	Construction	20(4.24)	55(10.70)
Total		472	514

Source: Field Survey 2014

Figures in brackets indicate percentage to total.

Evident from Table 1.4 that after joining SHGs agricultural spending has decreased, investment has increased from 2.75% to 4.28%. Most of the loans have been utilised for children education and construction of houses. Decrease in utilisation of loan for Daughter's marriage indicates yet another positive social impact i.e. girls are being sent for education and curb on early marriages of girls. But overall loan utilisation has been for consumption and not production.

Supply Side Problems

As far as financial institutions are concerned they are less motivated to promote this scheme as micro credits result in macro burdens and they lack in developing a close monitoring system. Once a loan is granted to the group, they are never asked or monitored w.r.t. the utilisation of loan and number of beneficiaries in the whole group. Banks are just concerned about the repayment which is found quite high as the group norms compel members to pay regularly to avoid penalties.

Narrow Role played by NGOs

NGOs are just helping and have a sympathetic outlook towards rural poor women. But these women do not need sympathy rather they need self sustainable interventions through which they can earn a livelihood for their own and family. Even Goonj(An NGO) whose founder, Anshu Gupta has recently been awarded by Megasaysay award is making arrangements for food, shelter and cloth but not imparting any capacity building training to make these poor women self reliant.

Lack of Marketable Potential

Few of them have tried undertaking some activities like biscuits making, handfans, dari making etc. but they were unable to make marketable products due to lack of training support from the Government and NGOs. Secondary data shows that nothing has been spent on marketing efforts from government side. So just giving money and expecting to start a business from poor and nearly illiterate women is not a good idea to let this scheme bloom like Southern India.

Absence of market place for the products

Handmade /Homemade products are definitely a like by urban high class but these are rarely sold out at urban outlets as rural women can never be successful to procure a shelf space without any guidance and support. Crafts fair and Haat Bazaars are organised by the Government but at different and far away locations from their homes. So products are made but kept waiting long for the announcement of another craft fair. Following table is showing the events organised in last four years and current year.

Table 1.5**Saras Exhibition Schedule for the State of Haryana**

01.12.11 to 10.12.11	Kurukshtera	Haryana
28.10.12 to 07.11.12	Kaithal	Haryana
29.11.13 to 10.12.13	Gurgaon	Haryana
24.11.14 to 06.12.14	Kurukshtera	Haryana
20.11.15 to 30.11.15	Karnal	Haryana

Source: Saras Calendar from Ministry of Rural Development

Lack of insurance for Animals

If an individual takes loan for livestock from the bank it covers the cost of insurance of the livestock but when a SHG member utilises the group fund in buying animals for dairy, poultry etc there is no provision for animal insurance. This is a big reason why women don't take up dairy farming as livelihood activity which is comparatively easier to start requiring no extra skill.

Concentration of corporate efforts in Southern India

Many companies (Hindustan Lever Ltd., Colgate Palmolive) are imparting training to women SHGs in South for manufacturing of particular products or selling innovative products (solar torches, lanterns, vermin compost pits, fish seeds, sericulture etc.) in the interior villages. Some packaging works or other job works like tailoring, lable making etc are arranged for these SHGs but no company has approached to SHGs in Haryana for these type of activities whereas the State has well developed infrastructure as compared to other regions.

Problems of financial illiteracy

It is clear from table 6.7 that most of the leaders and members are literate upto primary level which is not sufficient to understand the complexity of finance/credit.

Bank facilitators help them to open an account, maintaining the books of records and help them to get a loan from bank and as soon as the loan is sanctioned his job is over. Now the utilisation and allocation of this fund is left with the leader or members who are not financially literate. So a loan is taken away at subsidised rate and lent again to members on need basis who readily agree to pay a monthly interest to the group which is distributed among remaining members and repaying the EMI to the bank. No one ever asks neither bank

nor group as to where that fund has been utilised and wherefrom the repayment has been arranged by the member who has taken loan. But one thing is sure that banks get a regular instalment of repayment from the group, as group has predetermined set of rules and penalties for any default in making repayment.

Table 1.6

Distribution of Members on the basis of literacy level

	Frequency	Percent
Upto 5 th	360	40.0
Middle std	355	39.4
Metric and above	56	6.2
Can sign only	129	14.3
Total	900	100.0

Source: Field Survey 2014

Lack of Government spending on marketing

There is some reluctance on part of the Government when it comes to marketing spending. Following table clearly depicts the government attitude toward marketing expenditure. Lack of marketing spending further demotivates members to engage in entrepreneurial activity whose output does not have a market. As a matter of fact these rural women are not so resourceful to explore markets for themselves and spend on promotion of their products.

Table 1.7 clearly depicts that a big chunk ` 2172.38 (69.30%) out of total fund of ` 3134.73 Lakhs allocated for the state has been absorbed by subsidies and nothing has been spent on marketing which is the biggest shortcoming in the development of SHGs in Haryana.

Table 1.7

SWARANJAYANTI GRAM SWAROZGAR YOJANA - FINANCIAL ACHIEVEMENTS											
					DETAIL of EXPENDITURE INCURRED				IN LAKHS		
	EXPENDITURE ON										TOTAL EXP.
Year	Ngos/ Facili- Tators	Basic Orienation Prog- Ramme	Skill Devel- Opment	Infrast- Ructure Deve- Lopment	Marketing	Revolving Funds	Subsidy	Risk Fund	Formation Of Feder- Ations		
2008-09	39.37	3.92	59.61	67.61	0	129.9	479.85	0	0	780.26	
2009-10	37.5	0	46.77	55.38	0	100.2	539.63	0	0	779.48	
2010-11	50.3	1.6	22.4	65.59	0	105.4	573.19	0	0	818.48	
2011-12	50.39	4.12	2.24	35.15	0	84.9	579.71	0	0	756.51	
TOTAL	177.56	9.64	131.02	223.73	0	420.4	2172.38	0	0	3134.73	

Source: Compiled from Monthly Progress Reports of SGSY, Haryana

Lack of Government initiatives on capacity building training

Credit disbursements at subsidised rate of interest do not ensure that it would be invested in an economic activity. As a matter of fact these women know how to make some of the products at household level but to make a commercial product they need some sort of training. However they are given training on the formation and management of the SHG but capacity building training is missing as can be seen from the table below, that Government seems reluctant on spending on capacity building training. Revealing of primary data support that members have rarely been given any capacity building training.

Table 1.8

Distribution of SHGs on the basis of Training Program

Sr. No	Organization of Training Program	Number of SHGs	Percentage
1	Yes	4	1.32
2	No	300	98.68
	Total	304	100.00

Source: Field survey 2014

Table 1.8 depicts the status of training given to swarozgaris. It can be seen from the table that in the year 2008-09 the no is maximum which is a benchmark period in the state of Haryana but after that the number reduced drastically and content of training is also not known as whether it was capacity building or general group management training. Further it is not known whether any professional agency has been ever called for imparting such type of capacity building training.

Table 1.8**District-wise Details of training provided to the Swarozgaris**

	No. of Members of SHGs Trained							No. of Individual Swarozgaris trained							Total No. of Swarozgaris trained(SHG+Individual)									
	Total	SC	ST	Women	Minorities	Disabled	Total	SC	ST	Women	Minorities	Disabled	TARGET OF SWARO-ZGARIS THAT REQUIRES TRAINING	Total	%age of col 16 with col 15	SC	ST	Women	Minorities	Disabled				
YEAR																								
2008-09	26	10	54.				43	67.	6						16	285	474							
	97	87	98	1545	884.25	12	1	34	7	424	63.57	2	4277.31	24	.71	.47	0	1377	858	12				
2009-10	70	50	0	0	70	0	0	0	0	0	0	0	3274	70	5	50	0	0	70	0				

2010	39	18		0	392	103	0	0	0	0	0	0	0	3446	39	93.		0	392	103	0
-11	7	6		0											7	11	186	0			
2011	56			0	434	555	0	0	0	0	0	0	0	813	56	208		0	434	555	0
-12	4	91		0											4	.12	91	0			
TOT	37	14	54.		1612.2			43	67.	6					26	606	801				
AL	28	14	98		2371	5	12	1	34	7	424	63.57	2	11810.31	55	.44	.47	0	2203	1586	12

Lack of Private Banks Participation

Public sector commercial banks and RRBs are doing their share in promoting SHGs but private banks are still reluctant to cater to the needs of rural population as they are not apprehending this concept as a business model. A PPP (Public Private Partnership) model can work wonders even if these private sector banks assume it as their corporate social responsibility. Following table has depicted the progress of private banks in SGSY.

Table 1.9

Progress under Microfinance - Savings of SHGs with Private Sector Commercial Banks as on 31 March 2014

Amount ` lakh

S. N O	Name of the Bank	Details of SHGs Saving linked with Banks			Out of Total SHGs - Under SGSY/NRLM & other Govt.sponsored Prog. Scheme			Out of Total SHGs - Exclusive Women SHGs		
		No. of SHGs	No. of Membe -	Savings	No. of SHGs	No. of Membe -	Savings	No. of SHGs	No. of Membe -	Savings
	NORTHERN									
	Haryana									
1	AXIS	3	45	0.00	3	45	0.00	3	45	0.00
2	Federal	1	10	0.46	0	0	0.00	0	0	0.00
3	HDFC	133	1995	0.71	0	0	0.00	133	1995	0.71
4	ICICI	1	13	0.16	0	0	0.00	1	13	0.16
	Total	138	2063	1.33	3	45	0.00	137	2053	0.87
	Grand	40228	481719	663145.	12330	140162	158449.	34832	414487	565641.

Source: NABARD status of microfinance

It is clear from Table 1.9 that there are only four private sector banks all over Haryana who have come forward for contributing to this scheme . Out of the four private players HDFC is contributing a major share i. e. out of total WSHGs linked with private banks in Haryana, 97.17% (1995) have been linked with HDFC alone. As far as regional share is concerned that too is very less i.e. only 0.34% (138) of SHGs have been linked with private sector banks in

Haryana out of 40228 SHGs all over India, only 0.04% (2063) members out of total membership of 4817193 and savings are 0.0002% out of a total amount of 663145.6 Lakhs. Hence, there is a need to have more aggressive approach from these private sector banks.

Conclusion

It may be concluded that linking the financially and socially excluded with the formal financial system alone is not sufficient to make them independent as is found in the study. There are other factors as well to make them self dependent. When it comes to selection of economic activity they just follow what is traditionally available or what others are doing in the same proximity such as agriculture, dairy, poultry, bangle shop etc whereas there are so many other profitable activities such as dari/carpet making, pickles and jams, bee hiving, vermin compost, floriculture, fisheries, mushroom farming, herbs plantation, nursery, bakery etc. The focus on training should be on capacity building alongwith on formation and organisation of the group.

As far as financial institutions are concerned they are less motivated to promote this scheme as micro credits result in macro burdens due to lack of close monitoring system. It was observed during survey that NGOs are just helping rural poor women on sympathetic grounds only, whereas they need self sustainable interventions through which they can earn a livelihood for their own and family. Lack of marketable potential makes the situation worse even if they try to undertake some productive work like biscuit making, handfans, dari making etc. No training to manufacture and no marketing support are very discouraging.

Public private partnership model has not been adopted in north region to introduce corporate contributions in imparting training to manufacture or selling innovative products like solar products. Reluctance of Government to spend on marketing is highly discouraging to engage women in entrepreneurial activities..

Lack of capacity building training initiatives is yet another factor responsible for low development of SHGs in Haryana. It was felt during survey that members were given training by NGOs or bank facilitators but no professional agency had ever been hired to impart any product making skill.

From above discussion it may be concluded that these barriers had hampered the growth of SHGs in this area. Strategies can be developed to remove these obstacles so that this scheme can prove a catalyst in bringing about socio-economic changes in the life of rural women. As a

matter of fact no country can develop without working for women emancipation strategies. Women can be an immense source of development of the family, community, society and nation as a whole.

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Role of Women Empowerment and Entrepreneurship in Success of India's Economy

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Abstract

In the present paper authors have deeply studied the role of Women Empowerment and Entrepreneurship in Success of India's Economy. The studies of special schemes for women entrepreneurs, various government schemes for MSMEs have been discussed in detail. . **Importance of Women Empowerment** increasingly participating in the national development process is reviewed. So it's time that more and more and more woman participates in entrepreneurship because it is the only way of empowering themselves as well as the society because as a single woman is empowered the whole family is developed. Also as women get themselves empowered the society will change drastically like the crime rates will lower, economy will rise, literacy rates will increase, dependency of women on men will decrease and many other numerous changes will take place. The participate in the development of our country under the initiative of our present government and should transform India into a developed country from a so called "developing country" and this will only be possible when both men and women equally participate in the development of the country.

1 Introduction

In economics, entrepreneurship combined with land, labour, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace. Increasing and improving the social, economic, political and legal strength of the women, to ensure equal-right to women, and to make them confident enough to claim their rights is essentially and thoroughly achieved Women Empowerment and Entrepreneurship in Success of India's Economy. A Woman is a full circle i.e. within her is the power to create nature and transform. In India, the Micro, Small & Medium Enterprises

development organisations, various State Small Industries Development Corporations, the Nationalised banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems.

In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under Prime Minister's Rozgar Yojana (PMRY), preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the MSE Cluster Development Programme by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be upto 90% of the project cost. Similarly, under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally available upto 75% of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women.

2 Literature Review

In fact, Osmani and Sen argue that one of the most significant factors that contributes to both the high prevalence of undernutrition and low birth weight in this region is gender inequality and women's lack of empowerment (Osmani and Sen 2003). In India, marriage in adolescence remains a widespread practice affecting 44.5 per cent of adolescent girls, and is a consequence of the broader social norms that encourage parents to marry their daughters off early (Mathur et al. 2003; International Institute for Population Sciences 2007). And this significantly affects both women's empowerment and child nutrition. At this early stage in their life-cycle, married adolescent girls are the least empowered members in their marital homes and the most at-risk nutritionally. Under these circumstances, they quickly go on to having children, but are unable to provide the optimum care because of their low status in the marital family.

When operational and design features of social protection programmes ensure women's equal access to benefits and build linkages with community-based services and livelihood interventions they promote gender equality and women's economic empowerment.

Some tribes in India have social norms that enable their women to be more empowered than their rural counterparts (Visaria et al. 1999; Heise et al. 1994). For example, in these tribes women are more involved in decision-making, have greater freedom of movement, and are free to choose their marital partners, and can divorce and remarry without stigma (Shiva Kumar 1995; Kendra 1990). Our study explored the relationship between women's empowerment, maternal nutritional status, and the nutritional status and growth of their children 6 to 24 months of age in a tribal and rural community in South India. The primary objective of including both tribal and rural subjects in the sample was to ensure that there was sufficient variance in the dimension of women's empowerment to determine its role in child growth and nutrition. Therefore, while we present socio-demographic and sample characteristics of both tribal and rural women, in the multivariate analysis the two groups are analyzed as one sample. Present the analysis of enrolment and follow-up data on children's weight-for-age and height-for-age. Analysis of longitudinal data of this type is important because it provides insight into the factors that undermine child growth over time (Frongillo and Rowe 1999). Determining which variables impact undernutrition over time sheds light on potential interventions that may be needed in addition to those that currently exist. The findings presented here are part of a larger study, and some of the qualitative findings and cross-sectional analysis are presented elsewhere (Sethuraman et al. 2006).

Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage start ups with jobs creation. The campaign was first announced by Prime Minister Narendra Modi in his 15 August 2015 address from the Red Fort. It is focused on to restrict role of States in policy domain and to get rid of "license raj" and hindrances like in land permissions, foreign investment proposal, environmental clearances. It was organized by Department of Industrial Policy and Promotion (DIPP). A startup is an entity that is headquartered in India which was opened less than five years ago and has an annual turnover less than ₹25 crore (US\$3.7 million). The government has already launched iMADE, an app development platform aimed at producing 1,000,000 apps and PMMY, the MUDRA Bank, a new institution set up for development and

refinancing activities relating to micro units with a refinance Fund of ₹200 billion (US\$3.0 billion).

The Standup India initiative is also aimed at promoting entrepreneurship among SCs/STs, women communities. Rural India's version of Startup India was named the Deen Dayal Upadhyay Swaniyojan Yojana.

The Ministry of Human Resource Development and the Department of Science and Technology have agreed to partner in an initiative to set up over 75 such startup support hubs in the National Institutes of Technology (NITs), the Indian Institutes of Information Technology (IIITs), the Indian Institutes of Science Education and Research (IISERs) and National Institutes of Pharmaceutical Education and Research (NIPERs).

SoftBank, which is headquartered in Japan, has invested US\$2 billion into Indian startups. The Japanese firm had pledged the total investments at US\$10 billion. Google declared to launch a startup, based on the highest votes in which the top three startups will be allowed to join the next Google Launch pad Week, and the final winner could win an amount of US\$100,000 in Google cloud credits. Oracle on 12 February 2016 announced to set up nine incubation centres in Bengaluru, Chennai, Gurgaon, Hyderabad, Mumbai, Noida, Pune, Trivandrum and Vijayawada.

Under the scheme, a group of start-ups will acknowledge an MOU with the prestigious institutions and will also establish the start-up centers in the campus. NIT-Silchar (The National Institute of Technology, Silchar) is one of the institutions of the country to have joined the program. IIT Madras is also linked with this campaign. The institution has been successfully managing seven research parks that has incubated many start-ups.

3 Importance of Women Empowerment

Women population constitutes around 48% of the world population. A large number of women around the world are unemployed. The world economy suffers a lot because of the unequal opportunity for women at workplaces. Women are equally competent as shown in **Figure3.1** now a days, women are even ahead of men in many socio-economic activities. Women are as talented as men. Previously, women were not allowed higher education like men and hence their talents were wasted. But nowadays, they are also allowed to go for

higher studies and it encourages women to show their talents which will not only benefit her individually but to the whole world at large.

The main advantage of Women Empowerment is that there will be an overall development of the society. The money that women earn does not only help them and or their family, but it Women Empowerment also leads to more economic benefits not to the individuals but to the society as well. Unlike earlier days when they stayed at home only and do only kitchen stuffs, nowadays, they roam outside and also earn money like the male members of the society. Women empowerment helps women to stand on their own legs, become independent and also to earn for their family which grows country's economy. Women Empowerment leads to decrease in domestic violence. Uneducated women are at higher risk for domestic violence than educated women. Women Empowerment is also advantageous in case of corruption. Women empowerment helps women to get educated and know their rights and duties and hence can stop corruption. Women Empowerment also reduces poverty. Sometimes, the money earned by the male member of the family is not sufficient to meet the demands of the family. The added earnings of women help the family to come out of poverty trap. Women are increasingly participating in the national development process. They are making the nation proud by their outstanding performances almost every sphere including medical science, social service, engineering, etc. Women are considered irreplaceable for certain jobs as in IT and banking sector especially

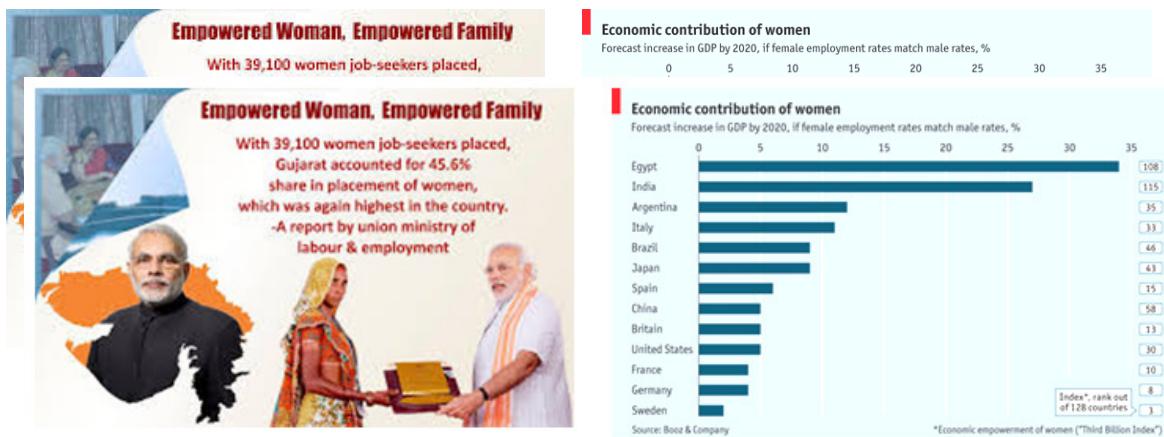


Figure3.1 Competency in Women

4 BEST EXAMPLES OF WOMEN EMPOWERMENT and WOMEN ENTREPRENUERS

4.1 SOME OF THE BEST EXAMPLES OF WOMEN EMPOWERMENT

MOTHER TERESA: Born in Anjezë Gonxhe Bojaxhiu on 26 August 1910, there is perhaps no more amazing Indian woman than Mother Teresa (now St. Teresa of Calcutta). Winner of the Nobel Peace Prize in 1979, she is recognized as one the most selfless human beings in the world. In her honor many charities have been started in her name in over 123 different countries.

KALPANA CHAWLA: She will always be remembered as the first Indian-origin woman to become an American astronaut. She was onboard the tragic flight of Columbia that ended in an in-flight explosion February 2003. For her service to the United States she was awarded the Congressional Space Medal of Honor. Chawla served on one other previous space flight also in the Columbia space vessel.

INDRA NOOYI: India-born she attended IIM Calcutta and the Yale SO Management. Nooyi rightfully claimed the world's attention when she became CEO of the world's second largest corporation, PepsiCo.

Forbes has named her 4th on the 2008 and 2009 most powerful women in business. She has been named one of America's Best Leaders. Nooyi has 2 daughters and has been ranked and the 3rd most powerful Mom in the world.

MALALA YOUSAFZAI: Born on 12 July 1997, MALALA is a Pakistani activist for female education and the youngest-ever Nobel Prize laureate. She is known mainly for human rights advocacy for education and for women in her native Swat Valley in the Khyber Pakhtunkhwa province of northwest Pakistan, where the local Taliban had at times banned girls from attending school. Yousafzai's advocacy has since grown into an international movement

4.2 SOME OF THE BEST EXAMPLES OF WOMEN ENTREPRENUERS

DR. KIRAN MAZUMDAR-SHAW, CHAIRMAN & MANAGING DIRECTOR OF BIOCON LTD., who became India's richest woman in 2004, was educated at the Bishop Cotton Girls School and Mount Carmel College in Bangalore. She founded Biocon India with a capital of Rs.10, 000 in her garage in 1978 – the initial operation was to extract an enzyme

from papaya. Her application for loans were turned down by banks then – on three counts – biotechnology was then a new word, the company lacked assets, women entrepreneurs were still a rarity. Today, her company is the biggest biopharmaceutical firm in the country.

NEELAM DHAWAN, MANAGING DIRECTOR, MICROSOFT INDIA, leads Microsoft India. She is a graduate from St. Stephens College in 1980, and also passed out from Delhi's Faculty Of Management studies in 1982. Then she was keen on joining FMCG majors like Hindustan Lever and Asian Paints, both companies rejected Dhawan, as they did not wish to appoint women for marketing and sales.

NAINA LAL KIDWAI was the first Indian woman to graduate from Harvard Business School. Fortune magazine listed Kidwai among the world's top 50 Corporate Women from 2000 to 2003. According to the Economic times, she is the first woman to head the operations of a foreign bank in India.



Figure 4.1 Best examples of women empowerment and women entrepreneurs

5 THE SCENARIO OF ENTREPRENUERSHIP IN INDIA

5.1 CURRENT STATE OF ENTREPRENUERSHIP IN INDIA: Global Entrepreneurship Monitor (GEM) ranks India ninth amongst entrepreneurial countries. It is highest amongst 28 countries in “Necessity based entrepreneurship”, while 5th from the lowest in “opportunity based entrepreneurship”. Research indicates that opportunity based entrepreneurs contribute more to overall economic growth than necessity based entrepreneurs, this is an evidence to that fact that entrepreneurship in India is still far from what it could be. Kris Gopal, co-

chairman of the multi-billion dollar Infosys Corporation, argues that entrepreneurship is necessary for any economy to grow. Small ventures and entrepreneurs play a significant role in bringing to the market new ideas, services and offerings that many large organizations are either unwilling or feel too risky to pursue. In addition to this, entrepreneurs and their ventures play a crucial role in job creation. For instance, the US venture-backed companies employ more than 10 million people and make up to 20% of the nation's GDP.

5.2 THE PROBLEMS EXCLUSIVELY FACED BY WOMEN ENTREPRENEURS

PROBLEM OF FINANCE: Finance is regarded as “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meagre and negligible. Thus, women enterprises fail due to the shortage of finance.

STIFF COMPETITION: Women entrepreneurs do not have organizational set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

LIMITED MOBILITY: Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up idea of starting an enterprise.

FAMILY TIES: In India, it is mainly a women's duty to look after the children and other members of the family. Man plays a secondary role only. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business.

LACK OF EDUCATION: In India, around three-fifths (60%) of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that

too qualitative education, women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates one type or other problems for women in the setting up and running of business enterprises.

MALE DOMINATED SOCIETY: Male chauvinism is still the order of the day in India. The Constitution of India speaks of equality between sexes. But, in practice, women are looked upon as abla, i.e. weak in all respects. Women suffer from male reservations about a women's role, ability and capacity and are treated accordingly. In nutshell, in the male-dominated Indian society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.

LOW RISK BEARING ABILITY: Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur.

Conclusions

Authors conclude that women have always been shadowed by our society whenever the topic of economic or social or political scenarios have been discussed in detail, but now it's time for them to induce their own involvement in the development of the country. As we can see that start-ups are becoming one the leading contributors in the GDP of our country, and specially women entrepreneurs. Also we can see how the Indian government is helping out women start-ups. So it's time that more and more woman participates in entrepreneurship because it is the only way of empowering themselves as well as the society because as a single woman is empowered the whole family is developed. Also as women get themselves empowered the society will change drastically like the crime rates will lower, economy will rise, literacy rates will increase, dependency of women on men will decrease and many other numerous changes will take place. The participate in the development of our country under the initiative of our present government and should transform India into a developed country from a so called "developing country" and this will only be possible when both men and women equally participate in the development of the country.

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Empowerment among married women in Goa: An economic and socio demographic explanation

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Abstract

With the growing feeling of powerlessness among women both perceptually and in reality, it is imperative to empower women economically, socially and politically. The purpose of this study is to understand the structure of empowerment, extent of empowerment and to predict empowerment in terms of economic and socio-demographic indicators. Data have been gathered from 251 married women in the state of Goa using a structured questionnaire. The analysis revealed a five dimensional structure of empowerment which is empirically derived using the perceptual measures. The dimensions are economic empowerment, socio-political activism, ownership of assets, freedom from domination and political awareness. The respondents have been found to be high on freedom from domination and economic empowerment while low on political activism, political awareness and ownership of assets. A summated index of overall empowerment has been calculated and its correlates have been identified. Regression analysis identified having a bank account, employment and income along with relationship with husband, husband's education and own health as significant predictors of overall empowerment. Different dimensions of empowerment were differentially influenced by economic and socio-demographic variables. The independent variables which emerged influential from this study can be subjected to interventions and hence the findings are of policy implication.

Introduction

Women in India adore a distinctive position of equivalence with the men as per statutory and legitimate provision. To achieve the current position, Indian women have come a long way. This makes their empowerment a notable subject (Hazarika, 2011). Performing several roles painlessly each day, women are unquestionably the pillars of any society (Loo & Thorpe, 1998). Adoring daughters, loving mothers, proficient colleagues and some varied kinds of other roles are played by women everywhere faultlessly and with elegance. Over a period of

time with rapid development in the society, influence of women in the society is well accepted in certain sectors (Oppenheimer, 1994). Considering social status however, women are seen to be not treated equal to men in all places. Compared to western countries gender disabilities and discriminations are found in India even today (Hazarika, 2011). In order to overcome these, at a national and state level there are a number of improvement efforts through empowerment activities, comprising educational, civic and sociocultural levels that have encouragingly added to empowerment of women (Nayak and Mahanta, 2009). With this position well established, women should be able to go out into the world, prepared to handle any challenge with skills, confidence and grace.

The position and importance of women and related issues, have attracted the eyes of the academicians, political thinkers and social scientists both in developing as well as developed countries. Women empowerment studies have gained deeper attention especially in developing countries as a crucial development concern. (Cherayi & Jose, 2016). There is a multiplicity in understandings of the word empowerment due to its extensive usage in developing regions of the world (Malhotra & Schuler; 2005). Empowerment can be assumed to be a progression whereby women can independently analyse, advance and give opinion on their necessities and interests, devoid of them being pre-imposed, or defined from overhead. (Rani, 2015). Considering the concept of women empowerment to be flowing from power, authors of the current study find it obligatory to understand what parameters contribute together to develop an empowered feeling amongst married women of a developing nation.

Women empowerment majorly looks into understanding women to be strong, aware and alert of their status in the household and community (Cherayi & Jose; 2016). A number of different measures of empowerment have been identified by different authors. Considering economic support necessary for women to be self-dependent, a number of studies have identified roles of credit programs by different banks and other institutions. (Sharma & Varma, 2008; Kabeer, 2001; Kapila, Singla& Gupta, 2016). The status of women is viewed in the context of their access to knowledge, economic resources and political power as well as their personal autonomy in the process of decision-making (UNDP, 2004; Acharya et al., 2010). Hashemi, Sidney & Riley (1996) however have analysed women empowerment basis eight different socio-economic measures taking into consideration the role of rural credit programs.

The current study is conducted in Goa India which is a socially advanced state ranked 4th on Human Development Index (HDI) among all other Indian states. Directorate of Women and Child Development, Goa; is executing different plans, programs, social welfare schemes, Health and Nutrition, grant for ladies strengthening and many such measures to ensure a better status to women, to utilize their untapped potential for national development and to bring them into the main stream of the development process. Few schemes introduced by the government work towards betterment of girl child, pregnant ladies, moms, ward individuals, anganwadi workers, women health volunteers, the ladies living in the rustic and tribal zones, ex-servicemen, physically debilitated, nursing ladies, lactating mother, dowagers/down and out, old age ladies, ladies' self-improvement gathering (SHG), women entrepreneurs and adolescent Girls'.

The current study is an attempt to evaluate independent married women of a developing nation working or not working in a professional set up and diligently performing the home duties that she is responsible for in terms of empowerment parameters. The purpose of the study is to understand the parameters on which a married women extends herself to be empowered. The notion on which the current study is based is that every woman should be endowed upon with a set of perquisites that allows her to make choices for her own personal needs & considerable say in common family matters (Hare, 2016). The findings would help comprehend the empowerment parameters among women in developing nations. The study sample comprise of married women of Goa India.

Methodology

Study variables and their measurement:

Empowerment indicators have been developed based on the eight indicators used by Hashemi, Schuler and Riley (1996). The indicators are mobility, economic security, ability to make small purchases, ability to make larger purchases, involvement in major household decisions, relative freedom from domination within the family, political and legal awareness, involvement in political campaigning and protests. Eighteen items have been developed to measure the empowerment in this study and the indicators have been developed as perceptual measures. The items have been measured on three points to five points likert scale. Fourteen items were five points, three items were four points and one item was three points in the measurement scale. A higher score on the scale indicated higher empowerment.

The economic and socio-demographic determinants of empowerment have been developed based on literature review. The determinant variables are age, number of children, own education, husband's education, own income, husband's income, ownership of assets, structure of family, employment status, own health and husband's health, relationship with husband, empowerment of friends, and number of years married. Four of the items have been measured on likert type perceptual scale and the remaining items have been measured on actual basis.

The sample

The structured questionnaire has been administered to 251 married women from the state of Goa. Both physical and electronic questionnaires have been used to collect the data. The respondents have been identified using convenience sampling technique. The average age of the respondent was 42 years with 1.83 children per respondent. 57% of the respondents were employed. The average monthly income of the respondent is Rs. 16496 with an average spouse's income of Rs. 38955. Average number of years married was slightly above 10 and 86% had a bank account. 8% of the respondents were illiterate while 23% had some schooling. 18% were with higher secondary education, 38% had graduation and 12% had post graduate qualifications. 57% of the families were nuclear and the sample consisted of 76% Hindus, 13% Christian and 11% other religions.

Analysis

The sample profile was analysed using frequency tables and descriptive statistics. A composite empowerment index score has been calculated summing all the variables which measured empowerment.

Factor analysis of the empowerment variables have been performed using principal component analysis with varimax rotation to obtain the empirically derived dimensions of empowerment. Further economic and socio-demographic variables have been used as predictors for explaining the variance in different dimensions of empowerment using multiple regression analysis. Similar multiple regression analysis was performed with economic and socio-demographic variables as predictors to explain the variance in composite empowerment index.

Results

In the initial factor analysis, one of the empowerment variables (use of cash saving for business/agriculture/money lending) was removed due to low communality out of the 18 variables. Factor analysis of the remaining 17 variables resulted in five factors explaining a cumulative variance of 69.582% of the total variance. The KMO's measure of sampling adequacy was 0.834 with a significant Bartlett's test of sphericity. Out of the five factors the first factor was identified as *economic empowerment* which consisted of 10 variables. The variables in this category related to the ability to spend money on large and small items for self and family, ability to visit purchase related places like market and movies, and having cash savings. The second factor was identified as *socio-political activism* which included two variables. These variables were related to campaigning and backing to the political candidates and participation in peaceful demonstration (Dharna) against injustice. The third factor was *ownership of assets* such as house and land. The fourth factor represented *freedom from domination* by family members. It consisted of two variables which are if money or property was taken against the respondent's will or was she prevented from visiting her natal home. The final factor comprised of political awareness which is measured by awareness of the names of MLA/MP and/or the Prime Minister. The results of the factor analysis of the empowerment variables have been provided in table 1 in the form of rotated factor loadings.

Table 1

Dimensions of Empowerment

Rotated Component Matrix^a

	Component				
	1 Econom ic Empow erment	2 Socio Political Activis m	3 Owner ship of Assets	4 Freedom from Dominati on	5 Political Awaren ess
I have freedom to purchase large items for myself	.861				
I have freedom to purchase large items for the family	.850				

I have freedom to purchase small items for myself	.821				
I have freedom to visit places like market, movie theatres etc with family members	.807				
I have freedom to purchase small items for my family	.795				
I make purchase for myself and family with my own money	.777				
i make purchase of large items for myself and family with my own money	.762				
I have freedom to visit places like market, movie theatres etc alone	.730				
I have a say in major family decisions like house repair, land purchase, etc	.636				
Do You have cash savings	.565				
I have participated in Political Campaigning for my candidates		.859			
I have participated in protests and Dharnas against injustice		.735			
Do you own a house			.806		
Do you own a land			.757		
I am prevented from visiting my parents home				.790	
Money or property taken against my will				.665	
I know the names of MP/MLA/Minister					.820

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Further regression analysis indicated that five variables out of 16 variables significantly (at 0.05%) predicted economic empowerment. Having a bank account was found to be the greatest predictor with a standardised beta of 0.392 and with a t value of 6.802. The other significant predictors were whether employed (beta 0.259, t = 4.163), own health (beta 0.17, t = 2.632), relationship with husband (beta 0.150, t = 2.790) and number of years married (beta 0.113, t = 2.097). Other variables did not have a significant impact on the economic empowerment. The variance explained in terms of R square is found to be 0.522.

A correlation analysis was done to see the relationship among significant predictor variables and it was found that good relation with husband, own health and number of years married were related. Own health had a positive relation with good relation with husband and number of years married was negatively related with health and relation with husband. Surprisingly having a bank account did not have a significant relation with whether the respondent was employed or not. The detailed results of the regression analysis on economic empowerment are given in table 2

Table 2 Predictors of Economic Empowerment

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	-2.837	.484	-5.865	.000
	I have a bank account	1.129	.166	6.802	.000
	My age is	.005	.006	.806	.421
	I have ___ children	-.058	.064	-.908	.365
	Literacy	.104	.077	.1354	.177
	Husbands literacy	.099	.076	1.312	.191
	My income per month	3.870E-006	.000	.1283	.201
	Husbands income per month is	1.001E-006	.000	.975	.331

I have own properties/assets which give me regular income (Like shares, land, cow etc	-.093	.110	-.045	-.840	.402
I am employed	.533	.128	.259	4.163	.000
My family is	.054	.108	.026	.498	.619
My health is very good	.197	.075	.177	2.632	.009
My husband's health is very good	-.141	.074	-.132	-1.893	.060
My female friends have a lot of freedom	-.060	.051	-.062	-1.178	.240
My husband loves me a lot	.265	.095	.150	2.790	.006
Caste	-.098	.114	-.045	-.864	.389
How long have you been married	.057	.027	.113	2.097	.037

a. Dependent Variable: REGR factor score 1 for analysis 2

As far as the second dimension of empowerment, that is socio-political activism is concerned, there were two significant predictors at 5% level of significance. The predictors were whether the respondent was employed (beta 0.217, t = 2.65) and how long the respondent have been married (beta 0.217, t = 3.046). There were two predictors significant at 10% level. They are own education and husband's education. It has been found that own education and husband's education were highly correlated with a correlation coefficient of 0.777. However, there is a negative correlation between employment and number of years married. The results of the analysis with respect to the prediction of socio-political activism are given in table 3. The variance explained in terms of R square is found to be 0.171.

Table 3 Predictors of Socio-Political Activism

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1	(Constant)	.470	.640	.735	.463
	I have a bank account	-.356	.220	-.123	-1.623 .106
	My age is	-.002	.007	-.023	-.259 .796
	I have _____ children	.093	.085	.097	1.100 .272
	Literacy	.191	.102	.230	1.874 .062
	Husbands literacy	-.180	.100	-.197	-1.803 .073
	My income per month	-.6668E-006	.000	-.143	-1.671 .096
	Husbands income per month is	9.355E-007	.000	.049	.688 .492
	I have own properties/assets which give me regular income (Like shares, land, cow etc	.163	.146	.078	1.114 .266
	I am employed	.449	.169	.217	2.650 .009
	My family is	.021	.143	.010	.148 .882
	My health is very good	.032	.099	.029	.325 .745
	My husbands health is very good	-.114	.099	-.107	-1.162 .246
	My female friends have a lot of freedom	-.070	.068	-.071	-1.026 .306
	My husband loves me a lot	-.068	.126	-.038	-.538 .591
	Caste	-.119	.150	-.055	-.794 .428

How long have you been married	.110	.036	.217	3.046	.003
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a. Dependent Variable: REGR factor score 2 for analysis 2

There are four predictors of ownership of assets like house and land. The most significant one among them is own income per month (beta 0.422, t = 5.687), followed by age (beta 0.224, t = 2.906). Interestingly the freedom of female friends circle was found to have a negative relation with the ownership of assets (beta -0.184, t = -3.079). The fact that the respondent had income generating properties was also found to be related with ownership of assets. The results are given in table 4 below. The variance explained in terms of R square is found to be 0.377.

Table 4 Predictors of ownership of assets

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	-1.242	.536		-2.315 .022
	I have a bank account	.048	.184	.017 .259	.796
	My age is	.018	.006	.224 2.906	.004
	I have _____ children	.078	.071	.084 1.103	.271
	Literacy	-.215	.085	-.269 -2.526	.012
	Husbands literacy	.261	.084	.295 3.112	.002
	My income per month	1.902E-005	.000	.422 5.687	.000
	Husbands income per month is	-7.598E-007	.000	-.041 -.667	.505

I have own properties/assets which give me regular income (Like shares, land, cow etc	.283	.122	.141	2.315	.022
I am employed	-.073	.142	-.037	-.516	.606
My family is	.150	.120	.076	1.253	.212
My health is very good	-.062	.083	-.057	-.744	.458
My husband's health is very good	.051	.083	.049	.619	.537
My female friends have a lot of freedom	-.175	.057	-.184	-3.079	.002
My husband loves me a lot	.146	.105	.085	1.385	.168
Caste	-.213	.126	-.101	-1.690	.093
How long have you been married	-.044	.030	-.089	-1.447	.149

a. Dependent Variable: REGR factor score 3 for analysis 2

The results of the regression analysis to predict freedom from domination are given in table 5. The only factor which had a positive impact on freedom from domination was husband's literacy. The other two significant predictors were female friends having freedom and number of years married. Both these variables were having a negative impact on freedom from domination of the respondent. The variance explained in terms of R square is found to be 0.130.

Table 5 Predictors of Freedom from domination
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	.317	.641	.494	.622
	I have a bank account	-.111	.220	-.506	.613
	My age is	-.003	.007	-.388	.698
	I have _____ children	.002	.085	.026	.980
	Literacy	-.100	.102	-.982	.327
	Husbands literacy	.224	.100	.2238	.026
	My income per month	-6.137E-006	.000	-1.536	.126
	Husbands income per month is	2.621E-007	.000	.193	.847
	I have own properties/assets which give me regular income (Like shares, land, cow etc	-.068	.146	-.462	.644
	I am employed	.094	.170	.552	.581
	My family is	.009	.143	.061	.952
	My health is very good	.050	.099	.509	.612
	My husband's health is very good	-.145	.099	-1.467	.144
	My female friends have a lot of freedom	-.178	.068	-2.612	.010
	My husband loves me a lot	.208	.126	1.650	.100
	Caste	-.166	.151	-1.102	.272

How long have you been married	-.111	.036	-.222	-3.050	.003
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a. Dependent Variable: REGR factor score 4 for analysis 2

The variables which have a positive impact on political awareness are education of the respondent, relation with the husband, and freedom of friends. On the other hand having a bank account and being employed were negatively related with political awareness. This is a surprising result. Similarly religion had an impact on political awareness. The results of the analysis are given in table 6. The variance explained in terms of R square is found to be 0.414

Table 6 Predictors of Political awareness

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	-.517	.521	-.991	.323
	I have a bank account	-.406	.179	-.145	-2.267
	My age is	-.006	.006	-.071	-.948
	I have _____ children	.045	.069	.048	.647
	Literacy	.206	.083	.257	2.482
	Husbands literacy	-.100	.081	-.113	-1.231
	My income per month	5.828E-006	.000	.129	1.794
	Husbands income per month is	5.570E-007	.000	.030	.503
	I have own properties/assets which give me regular income (Like shares, land, cow etc	.213	.119	.106	1.796
	I am employed	-.568	.138	-.283	-4.114
	My family is	.061	.116	.031	.528

My health is very good	.213	.081	.198	2.646	.009
My husband's health is very good	.021	.080	.020	.261	.794
My female friends have a lot of freedom	.174	.055	.182	3.141	.002
My husband loves me a lot	.204	.102	.119	1.996	.047
Caste	-.675	.122	-.320	-5.511	.000
How long have you been married	-.031	.030	-.064	-1.064	.288

a. Dependent Variable: REGR factor score 5 for analysis 2

Of all the economic and socio-demographic variables, eight were found to have a significant impact on overall empowerment. While six variables had positive impact two were having negative impact. Having a bank account and being employed were the variables which had the highest impact on empowerment. The other variables which had positive impact are income, relation with husband, own health and husbands literacy. Husband's health and freedom of female friends were found to have a significant negative impact on the empowerment of the respondents. The variance explained in terms of R square is found to be 0.547. The results are indicated in table 7.

Table 7 Predictors of composite empowerment index

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	6.030	5.463	1.104	.271
	I have a bank account	10.373	1.871	.310	5.545 .000
	My age is	.085	.063	.088	1.343 .181
	I have _____ children	.188	.722	.017	.261 .795
	Literacy	.886	.863	.093	1.027 .306

Husbands literacy	1.737	.844	.165	2.058	.041
My income per month	.000	.000	.196	3.125	.002
Husbands income per month is	5.615E-006	.000	.026	.485	.628
I have own properties/assets which give me regular income (Like shares, land, cow etc	.871	1.245	.036	.700	.485
I am employed	5.413	1.427	.227	3.794	.000
My family is	1.374	1.218	.058	1.127	.261
My health is very good	2.194	.845	.170	2.596	.010
My husband's health is very good	-1.855	.841	-.149	-2.206	.028
My female friends have a lot of freedom	-1.659	.579	-.146	-2.865	.005
My husband loves me a lot	3.867	1.072	.188	3.607	.000
Caste	-3.037	1.263	-.122	-2.404	.017
How long have you been married	.363	.309	.062	1.175	.241

a. Dependent Variable: Empowerment

Descriptive statistics of the indicators of empowerment indicate that freedom from domination had the highest value followed by economic empowerment. The lowest values were related to socio-political activism. Descriptive statistics are provided in table 8

Table 8

Mean empowerment values

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I have freedom to visit places like market, movie theatres etc with family members	3.1707	1.05527	246
I have freedom to visit places like market, movie theatres etc alone	2.7358	1.33068	246
Do you own a house	1.6870	1.44123	246
Do you own a land	.5366	.93278	246
Do You have cash savings	1.3049	.71752	246
I have freedom to purchase small items for myself	3.1260	1.08250	246
I have freedom to purchase small items for my family	3.1382	1.05618	246
I make purchase for myself and family with my own money	2.3049	1.54937	246
I have freedom to purchase large items for the family	2.8496	1.16660	246
I have freedom to purchase large items for myself	2.8902	1.26174	246
i make purchase of large items for myself and family with my own money	2.1545	1.57290	246
I have a say in major family decisions like house repair, land purchase, etc	2.5610	1.36813	246
Money or property taken against my will	3.8659	.50537	246
I am prevented from visiting my parents home	3.5813	.91222	246
I know the names of MP/MLA/MINISTER	1.2195	.54266	246
I have participated in Political Campaigning for my candidates	.3659	.81083	246
I have participated in protests and dharnas against injustice	.3862	.76748	246

Discussion

The current study on women empowerment concludes supporting the fact that when a woman who have been denied the ability to make choices acquire such an ability, she feels empowered (Kabeer, 1999). The reason for consideration of the above fact lies in the fact that women over a period of time have been gaining a better access to resources and rights and better opportunities of choice. The empowerment indicators identified in the current study include economic indicators, socio-political activism, ownership of assets, freedom from domination and political awareness.

Women empowerment was significant with six factors having positive impact. Having a bank account and employment being the variables having the highest impact on empowerment. Economic empowerment stands on the crest in the current scenario. Logically disempowerment gets directly associated with poverty. This is reasoned out with the fact that an inadequacy of the resources for meeting once basic needs every so often bars one from exercising optimal choice (Kabeer, 1999). Thus economic empowerment parameters depend upon extending women's grip over financial resources and reinforcing women's economic security(Batliwala, 1994).The current study supports this fact with the findings that having a bank account and being employed were the variables which had the highest impact on empowerment(Malhotra & Mather; 1997). The initiative by the government for opening saving accounts for the households urban and rural called 'Pradhan Mantri Jan-DhanYojana' is a welcome step towards nations development philosophy. This is evident from the above findings of the current study. Other factors impacting empowerment were income, wealth in terms of savings (directed towards economic empowerment) and compatibility of family relationship and husbands' literacy.

The current study finding further elucidates that the education of respondent has a positive impact on her political awareness. A study of political awareness among people minutes a fact that political awareness and further partaking is in part a positional good and is moulded by relative as well as absolute levels of educational achievement. (Galston, 2001).

Spouses education had a significant impact on wife's role in the family. As per the findings, it was observed that wives of literate husbands felt less dominated in typical household circumstances. Education levels are found to moderate the role of women in the family.

Highly educated men who experience the social transition in women's role more profoundly, are able to provide a more respectful position to his wife (Laitman-Ashley, 1979).

The allocated resources and ownerships in case of households is what Giddens (1979) refers to as authoritative resources or the ability to define priorities and enforce claims. Further, research suggests that open option to income earning opportunities alone may not suffice to ease women's empowerment within the household. What is also likely to be critical for empowerment, particularly in terms of decision-making, is the level of earnings in combination with having control over them [Goetz and Sen Gupta 1996; Kabeer 1999 and 2000]. Thus asset ownership raises a sense of security in terms of future expenditures for a woman thus enhancing the feeling of empowerment. In the current study findings, it was observed that ownership of assets was majorly predicted by respondents own income. It was also observed that ownership of income generating properties was also related to ownership of assets which is in line with the above stated facts.

As per the current study findings, education is seen to upkeep empowerment to an extent and it is a fact that Education and earning power among married couples surpass gender dissimilarities. (*Becker, Fonseca-Becker & Schenck-Yglesias, 2006*). Education further leads to reduction in inequalities and works as a means of improving a women's status in the family (Suguna, 2011). Further social network of women (or the friends group) plays an important role in women's social wellbeing thus can be considered to have a stronger impact on the empowerment (Lowndes, 2004).

Conclusion

Analysis revealed a five dimensional structure of empowerment. These dimensions are economic empowerment, socio-political activism, ownership of assets, freedom from domination and political awareness. Indicators of empowerment have revealed that women in Goa are generally free from domination and are reasonably empowered in terms of economic empowerment. However, they have been found to be less empowered in terms of ownership of assets, socio-political activism and political awareness.

While overall empowerment, economic empowerment, political awareness and ownership of assets have been well explained in terms of the economic and socio-demographic variables, socio-political activism and freedom from domination have not been so well explained by the

independent variables. Having bank account, being employed and having income were found to have high influence along with variable such as relation with husband and education. Hence, the study calls for a multipronged action such as economic empowerment, education and employment of women along with attitudinal changes in men.

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Women Entrepreneurs and Innovative Practices for sustainable economic development

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Abstract

The present study is an attempt to discuss issues like growth of women entrepreneurs globally and in India and contribution of women entrepreneurs towards sustainable economic development. The present study is based on secondary sources which includes journals, research articles and published reports by different organisations. Data collected through secondary sources were closely analysed by the researcher to come up with findings and recommendations. Different examples of Women Entrepreneurs in Indian and Global context discussed in the present study has resulted in a conclusion that they are innovative and experimental when it's the case of business and business plans adopted by them are simple yet implemented in a unique manner. It is clear that women can add incrementally to a developing nation's economy. However the regulatory regime, narrow thinking and conflict of work life balance are some of the obstacles that are hindering the growth of women entrepreneurship. But in spite of these obstacles, with the increasing potential of women entrepreneurship, several initiatives taken by different authorities and organisations all over the world are playing a pivotal role in encouraging and supporting women entrepreneurs in different parts of the world. Need of the hour is the change in the mindset of the people and increase in the confidence on the capabilities of women entrepreneurs.

Keywords: *Women entrepreneur, Innovation, sustainable economic development, Indian and Global context.*

1. Introduction

Entrepreneurship is increasingly recognised as the broad based driver of economic growth and societal well being. Both high impact and small scale entrepreneurs are garnering the increased attention of educators, policymakers and practitioners. Few resources are underutilized in this ecosystem as women. If women are not actively engaged as entrepreneurs, the job creation capacity of half the world's population is lost. Not surprisingly, the 2012 GEM Women's Report shows that women's participation in

entrepreneurship differs around the world, as does their impact on job creation and innovation. Women entrepreneurs have been designated as the new engines for growth and the rising stars of the economies in developing countries to bring prosperity and welfare. A variety of stakeholders has pointed at them as an important ‘untapped source’ of economic growth and development.

Despite huge potential of women entrepreneurship and rapid economic growth, gender disparities in women’s economic participation have remained deep and persistent globally and in India. Still in every economy there are fewer female than male entrepreneurs and they appear to show reluctance to scale their businesses or to enter new and less tested markets. The present study has analysed issue like growth of women entrepreneurs globally and in India, contribution of women entrepreneurs towards sustainable economic development, innovative practices adopted by women entrepreneurs in India and global context. The present study also discusses about the challenges faced by women entrepreneurs in India and abroad. The study has also discussed recommendations for policy and practice in the area of fostering a greater level of innovation in women owned enterprises.

2) Literature Review

a)The Global Rise of Women Entrepreneurs

According to the GEM study of 59 economies (2013), women are creating businesses at a greater rate than men. In economies of Ghana, Nigeria and Thailand, the rate of nascent women is higher than men. In Brazil, Ecuador, Uganda and Switzerland the start up rates by gender are equal. This equalization follows decades of legislative policies and socio cultural changes that have gradually empowered, supported and trained women to perceive opportunities and believe that they have the capabilities to start the business.

GEM 2012 study found 126 million starting or running businesses and 98 million operating established (over three and a half years) businesses. That’s 224 million women impacting the global economy- and this survey counts only 67 of the 188 countries recognized by the World Bank.

b)Growth of Women Entrepreneurship in India

Global Entrepreneurship Monitor Report 2013 states that the Total Early Stage Entrepreneurial Activity (TEA) index for India stands at 9.9% compared to 10. 7% for

Singapore, 14% for China and 12.7 % for U.S. Interestingly, India took part in the survey after 12 years.

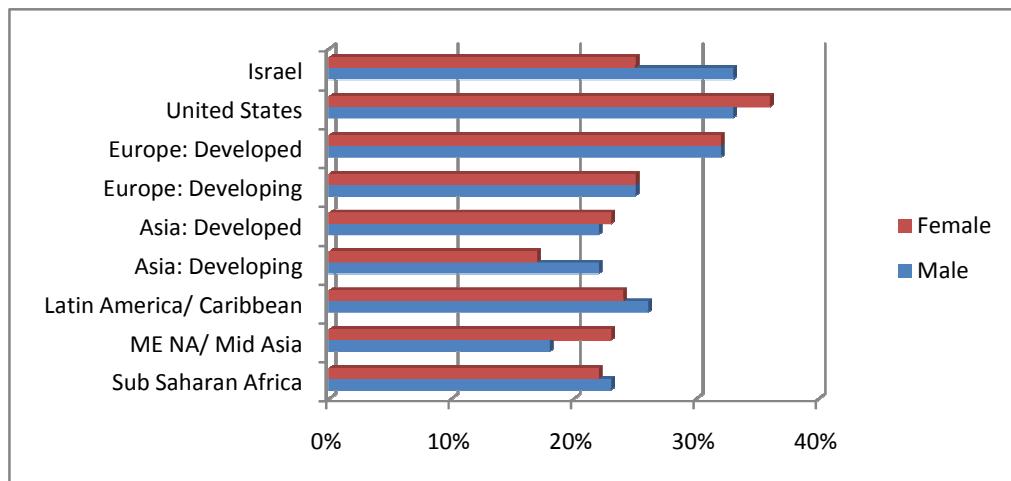


Figure 1: Comparison of female Total Entrepreneurial Activity With Male Total Entrepreneurial Acitivity

Source: Global Entrepreneurship Monitor 2012 (GEM)

3: Women's Role in Economic Development

In 2012, an estimated 126 million women were starting or running new businesses in 67 economies around the world. In addition, an estimated 98 million were running established businesses. These women are not only creating jobs for themselves and their co founders, but they also employ others. A projected 48 million female entrepreneurs and 64 million female business owners currently employ one or more people in their businesses. In addition, these women plan to grow their businesses. A predicted seven million female entrepreneurs and five million established business owners plan to grow their businesses by at least six employees over the next five years⁴. So far, 82% and 68% of the women in the program have respectively grown their revenues and hired more employees 18 months after completing their training⁵. Equally interesting nine out of ten graduates also mentor other women, to help them in their businesses. So, there is also a multiplier effects business women involve (and inspire) other women to earn independently.

Around 3.01 million women owned enterprises represent about 10 percent of all MSMEs in the country. Collectively they contribute 3.09 percent of industrial output and employ over 8

million people. Approx 78 percent of women enterprises belong to the service sector. Women entrepreneurship is largely skewed towards smaller sized firms, as almost 98 percent of women owned businesses are micro enterprises. Approximately 90 percent of women owned enterprises are in the informal sector.

4) Innovation and Women Entrepreneurship

Innovative ideas are the mantra behind every successful start upstory. Innovation levels are highest among women entrepreneurs in the United States, with slightly higher levels than their male peers. In fact, women entrepreneurs from the U.S. had the highest rates of innovativeness among both genders across all the regions.

Developing Asia, on the other hand, reports the lowest level of innovation among women entrepreneurs, and a lower rate than men.

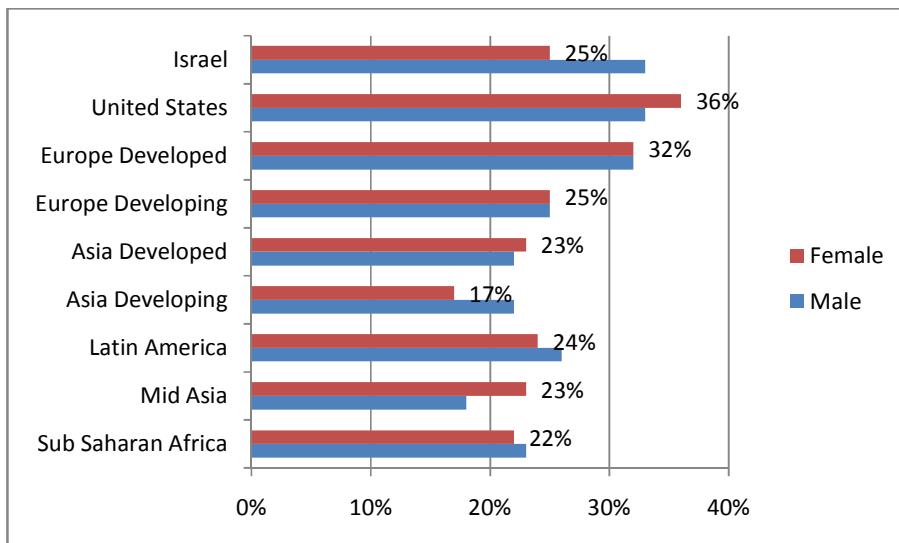


Figure 16:Percentage of male and female total entrepreneurial activity with innovative product or service by region

Source: Global Entrepreneurship Monitor 2012 (GEM)

5.Objective of the study

- 1) To understand the growth of women entrepreneur globally and in India
- 2) To find out the contribution of women entrepreneurs towards sustainable economic development.

- 3) To analyses the innovative practices adopted by women entrepreneurs in Indian and global context.
- 4) To offer recommendations for policy and practice in the area of fostering a greater level of innovation in women-owned enterprises.

6. Research Methodology

The present study is based on secondary sources which includes journals, research articles and published reports by different organisations. Data collected through secondary sources were closely analysed by the researcher to come up with findings and recommendations.

7. Contribution of Women Entrepreneurs towards Economic Development

Inspite of facing numerous challenges as mentioned in the previous section, women entrepreneurs play a pivotal role towards the economic development of the nation. In the first place, women entrepreneurs are creating jobs, innovation and contributing to the GNP of various economies just like their male counterparts. Second, and more compelling, are the contributions women entrepreneurs make to society. There is growing evidence that women are more likely to reinvest their profits in education, their family and their community. Ironically traditional measures of economic development and business performance do not often capture the true transformational benefits of these transformational businesses. Contribution of women entrepreneurs can be summed up as following:

- i) **Reinvestment:** In emerging markets, women reinvest a staggering 90 % of every additional dollar of income in “human resources” – their families education, health, nutrition⁸.
- ii) **Job Creation:** Beyond their own incomes, 112 million of the GEM surveyed entrepreneurs employ one or more people. 12 million expect to employ up to six people in the next five years. That’s 72 million jobs from this sample. In countries like Kenya, so called “ SMEs” (Small and Medium Enterprises) like this are responsible for 80% of all employment. And in the U.S., more than half of the 9.72 million new jobs to be created in the SME sector by 2018 will be created by woman owned SMEs⁹.
- iii) **Innovation:** Collectively, women entrepreneurs look different than their male counterparts. Their lower employment number and growth aspirations have historically led to questions of how to “fix” them.

8.Innovative Practices by Women Entrepreneurs: Examples from India and Abroad

There is a gap between the number of women and men entering and advancing in science, technology, engineering, and mathematics (STEM) professions. Furthermore, there is a significant gender gap in the spin-out of university-based technologies into entrepreneurial start-up companies—an important source of new, innovative enterprises. Whether driven by their own aspirations or by seeing a need in the marketplace, once they manage to launch their own enterprises, women entrepreneurs put their innovative ideas into practice as much as men entrepreneurs, and their modalities do not differ too much from those of men.

The present section discusses about the practical examples of women entrepreneurs in Indian and Global context. It has thrown light on the issue that how women entrepreneurship is moving towards innovation and adopting the same in their business ideas.

i)KanikaDewan: Designer of floor of IGI's Terminal 3

Dewan's family owned business, Bramco, headquartered in Bahrain, carried out the floor work for the airport. She started a vertically integrated design firm that would capitalize on the exclusive availability of exotic marbles and granite from Bramco's mines.

ii)NidhiSaxena, Karmic Life sciences

Karmic Lifesciences, which was founded in 2008 is a contract research organization. Karmic conducts clinical trials and provides clinical data management to pharmaceutical companies.

iii)VijayaPatsala, Under the Mango Tree

VijayaPastala's enterprise has a Rs. 60 Lakh turnover from selling honey. The enterprise which took 14 years to shape up has a simple business model. The source honey is tested, certified, packaged plant on rented premises in an industrial area, in Mumbai. The packaged products are sold online, delivered to over 100 shops in Mumbai and Bangalore, as well as to a lot of B2B partners.

iv)Melinda Emerson

Better known as Twitter's @SmallBizLady, author, speaker and entrepreneur Melinda Emerson inspires more than 245,000 followers every day with tidbits of business advice. Emerson led the first-ever American Express OPEN CEO BootCamp, an event

focused on providing female entrepreneurs the support and guidance they need to succeed as businesswomen.

v)PolinaRaygorodskaya

In 2006 PolinaRaygorodskaya founded her first business, a boutique public relations firm called Polina Fashion. Since then, she has founded and run several successful companies, each one inspired by the need to solve a problem that no one else was currently addressing. This is how Raygorodskaya arrived at the decision to start her more recent venture, Wanderu, a travel comparison site that allows users to compare and book the best-priced bus and train tickets for their inter-city trip.

The above mentioned examples clearly reflect few important traits of a woman entrepreneur:

- a) They are innovative and experimental when it comes to business ideas.
- b) They have the urge to start something of their own i.e. to be their own boss.
- c) Business models adopted by women entrepreneurs are simple yet conceptualized and implemented in a unique way.

Major Challenges and Barriers Faced By Women Entrepreneurs

Forces holding women and men back from achieving their entrepreneurial dreams can be both internal and external. The survey reports few internal barriers to innovation. However, it acknowledges that there are several key external barriers. Primary among them is the difficulty of accessing capital. Others include the difficulty of accessing skilled human resources and support networks, having cultural constraints, lacking a supportive legal and policy framework and having difficulties managing time due to family commitments.

Inspite of having great potential women still represent a minority of all entrepreneurs. Research shows that the number of women-owned firms continues to rise at rates exceeding the national average, yet they remain smaller than the average firm. The question is why women entrepreneurs still represent a minority portion. Answer lies in the review of the following studies:

- Indonesian women entrepreneurs have difficulties in exporting their product overseas and in increasing the volume of production, both of which are of importance for their

competition in the global market (Gordon, 2000). Lee-Gosselin and Grise (1990) as cited in Maysamiet. al. (1999) found that in general, the most common start-up problems seem to be lack of capital. Additional problems, such as marketing and labour difficulties and disagreement with associates, may arise after the start-up phase.

- In a study by Karim (2001) on women entrepreneurs in Bangladesh, financial problems were the most common problems faced by their women entrepreneurs. Inadequate financing was ranked first, particularly so in rural areas and among small economic units (fewer than 5 workers), all the more so with those located in the household and unregistered sectors.
- A study by Richardson, Howarth and Finnegan (2004) on women entrepreneurs in Africa reveals that many women entrepreneurs in Africa feel they lack abilities, skills and expertise in certain business matters. In addition to this lack of exposure, women's business networks are poorly developed as social assets.
- Hookimsing and Essoo (2003) identified four main obstacles faced by women entrepreneurs in Mauritius: a) the hassle of getting permits; ii) the lack of market; iii) the ability to raise capital; iv) not being taken as seriously as men.

More or less the challenges faced by women entrepreneurs in India and abroad are similar with a bit variation which could be summarised as follows:

- a) **Financing difficulty due to negative investors' perception:** Investor's perception about investing in women owned business is negative. The report of International Finance Corp estimates that the total financial requirement for women entrepreneurs was \$158 billion in 2012 but they only had access to around \$42 billion from formal lenders.
- b) **Higher dependence on owned capital than borrowed capital:** Women owned firms typically starts with less capital and therefore underperform in terms of assets, revenue, profitability and survival. For example the Kaufman Foundation, which collects annual information on US Firms start up began a survey of nearly 5000 new business launched in 2004 and traded their performance. The survey data shows that women tend to start business using more of their own money and less capital from outsiders.

c) Difference in personal situations faced:

Women face different personal situations from men. Women are more effected than men by the conflicting demands of work and family life.

d) Regulatory regimes that don't undermine women Laws like these are clearly costly in terms of economic development. For example:

- In Kuwait, women are prohibited to work after 8 pm.
- Restrictive labor laws of Senegal's have forced almost half of all workers into the unregulated sector of the economy and even in this sector,women are at a distinct disadvantage, earning only half of what men earn.
- In Swaziland, women require the permission of husband or father to open a bank A/C or a business to obtain passport or to enforce a contract.

e) Credibility and Culture

Many women confront broader cultural constraints as they seek to start and grow their enterprises. These constraints were found to be a definite obstacle for women entrepreneurship and innovation in both developed and developing countries' economies. The survey indicates that cultural constraints are the most restrictive for women in Jordan. About 28 per cent of the women business owners surveyed in Jordan report that gaining credibility and trust from others was an important issue when they first launched their enterprise, and they say that "dealing with social and cultural issues/being taken seriously as a business owner" is an important issue that they continue to face.

f) The Business Enabling Environment

Business laws and regulations provide guideposts for business owners and can be especially important to innovative firms that have intellectual property to protect. Without the rule of law, innovative firms can find it very difficult to do business internationally or even domestically. Stability of rule of law is an important issue for business owners in Jordan, Uganda and Brazil – much more than in the other three countries in our study. The World Bank's most recent Doing Business survey ranks Jordan 96th, Uganda 123rd and Brazil 126th of 183 countries in ease of doing business. In the same ranking, the United States is 4th, Sweden is 14th and Switzerland is 26th. These rankings refer to the level of conduciveness of the nation's regulatory environment to starting and operating a local firm.

When asked to rate the importance of 12 key issues to their business overall, only women business owners in Uganda and Jordan describe business laws as a very important issue, rating it above 4 (4.1 and 4.3, respectively) on a 5-point scale of importance. While they rate it with a lower importance than access to capital or access to information about new markets, it remains an important issue to women in these two developing countries. The findings are similar among men business owners, showing that the views of the effect of laws on their businesses do not differ by gender, but rather by country

Suggestions and Policy Recommendations

Improving education and training is an important policy recommendation women business owners suggested. Basic business skills training would provide an important boost to SMEs. There is a need for gender viewpoints and considerations to be more proactively included not only in the areas of individual empowerment, firm behavior, and innovation policy, but in the broader areas of education, leadership and economic policy. Finally, a more integrative view of the way these pieces move in concert with and are inextricably woven with one another is also warranted.

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

Following suggestions needs to be implemented:

1. Consider women as specific target group for all developmental programmers.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training program on management skills to be provided to women community.
4. Encourage women's participation in decision-making.

5. Vocational training to be extended to women community that enables them to understand the production process and production management.

Summary

No economy can afford to squander any resource, particularly a resource as valuable as the energy and talents of half of its population. However, even in the industrialized world, no country offers women the same degree of opportunity as men. And in developing nations, there are often substantial barriers that keep women from earning a living. It is clear that women can add incrementally to a developing nation's economy. However, raw numbers still fail to capture the full significance of women's contribution in the developing world.

Women entrepreneurs are transforming families and society, besides making contributions to business development. The rising number of women entrepreneurs around the world suggests that there might be more attention to social problems, using economic solutions.

In the business world, women entrepreneurs play a big role in business development. For example in Japan, 5 out of 6 new businesses are created by women and they have atleast five employees. The number of women owned larger companies is not significant, but they start and manage the smaller companies.

However the regulatory regime, narrow thinking and conflict of work life balance are some of the obstacles that are hindering the growth of women entrepreneurship. Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorator, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

It is perhaps for these reasons that Government Bodies, NGO's, Social Scientists, Researchers and international agencies have started showing interest in the issues related to entrepreneurship among women in India.. The success stories of various women entrepreneurs in India and abroad reflects few common traits of a woman entrepreneur like they are innovative and experimental when it comes to business ideas, they have the urge to start something of their own and business models adopted by women entrepreneurs are simple yet conceptualized and implemented in a unique way.

However the regulatory regime, narrow thinking and conflict of work life balance are some of the obstacles that are hindering the growth of women entrepreneurship. For women

entrepreneurs, starting and operating a business involves considerable risks and difficulties because of the narrow and orthodox mindset of the society. But inspite of these obstacles, with the increasing potential of women entrepreneurship, several initiatives taken by different authorities and organisations all over the world are playing a pivotal role in encouraging and supporting women entrepreneurs in different parts of the world. Need of the hour is the change in the mindset of the people and increase in the confidence on the capabilities of women entrepreneurs.

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ISSUES AND CHALLENGES FACED BY YOUNG WOMEN TO BECOME ENTERPRENUERSIN INDIA

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ABSTRACT

This paper tries to investigate the problems and challenges faced by young women in India to take up entrepreneurship as a career. Many women have this quality but they never get a platform to showcase their talents and hence they don't know their real abilities. The data used in the paper is Primary data and the primary data collection was done by conducting a survey with the help of a structured questionnaire targeting young college going girls. Though the women in India are considered as Shakti-meaning source of power, but they are also considered weaker sex and male chauvinism is still the order of the day. Practically women empowerment is still an illusion of reality. Thus, this survey could help in the bridging the gap between urban and rural women to take up risks and start their own ventures.

KEYWORDS: Entrepreneurship, Urban women, Family problems, Education

INTRODUCTION

The status of women would improve in India with employment opportunities. Economic independence was a path towards improvement in the status of women. The committee on the status for women in India has stressed the discrimination and the disabilities those Indian women suffered from. In this context, it is necessary to research into issues relating to the status of women in nontraditional jobs which I have attempted. VinaMazumdar from the centre for women's development has summarized the problems of women by stating that the debate on women's employment is thus not a social or an economic issue but an issue with very deep political and cultural dimensions and the structure of Indian society which is hierarchical and pluralist in which even the traditional roles are markedly variant in different sections of societyThe national policy on education and its Plan of Action (1986) advocates that education should play a positive interventionist role in promoting gender equality by developing tools for the *generation of new knowledge exploding mythic and stereotypes created and perpetuated by school media and occupational systems.*

The eighth five year Plan (1992 – 97) also has devoted a section on women and development. It highlights the conceptual, methodological and perceptions biases regarding value of the women's work and changes on societies attitudes and perceptions in regard to role of women is mentioned as essential for employment. In the national seminar on 'Women's studies network issues and Agenda held in March 2001 ' it was stressed that it was necessary to discuss gender issues through *teaching, research and action oriented programs*. It was observed that there was a specific need to focus attention to women belonging to middle class families opting for professions to be economically Independent. This would help in tracing connection between gender, development and social transformation . In this context and against this background my study on women entrepreneur is an analysis of women from middle class families in new areas of employment. Despite all the social hurdles, many women have become successful in their works. These successful women have made name & wealth for themselves with their hard work, diligence, competence and will power. IndraNooyi:who is an Indian born American, Indra Krishnamurthy Nooyi, born October 28, 1955 is the Chairperson and Chief Executive Officer of PepsiCo, one of the world's leading food and beverage companies.

REVIEW OF THE LITERATURE

JadineLannon (2013) discussed the Indian women working in the IT sector in India. The study has been made by analysing six software companies in India and has researched on the economic empowerment of women in the IT sector in India. Another study on Indian women in the IT industry was taken up by Asmita Bhattacharyya and Dr.BholaNath Ghosh (2013). According to them the IT sector has a large volume of employment of women and least discrimination against them so it becomes an important area for research. They have studied the women empowerment in this industry in India. Preeti Singh 2010 researched on women Entrepreneurs on their emerging issues and practices. The sample size was of 100 women but it was a study of women who were already working as entrepreneurs. The present study proposes to fill in the gap by analysing women who are attempting to become entrepreneurs and the challenges that are being faced by them to achieve their dreams.

Many studies have been done to determine the factors that restrict women in rural areas to start up their own ventures but very few have been done to study the challenges that women in urban areas face. Young urban women have both knowledge and skills to pursue

entrepreneurship but still they hesitate to do so either because of family pressure, lack of self-confidence or lack of government schemes for them. Thus, this study will help to bridge the gap between urban and rural women to be economically independent and to become successful entrepreneurs in future.

OBJECTIVES OF THE STUDY

It can be seen from the foregoing review that there are many obstacles in the area of women entrepreneurship. In the urban context, where many women have access to education and other relevant information there is reluctance among the young women studying in colleges to take up this challenge. Therefore, it is imperative to undertake a preliminary investigation and obtain an insight into the issues and challenges faced by young women to become entrepreneurs.

This paper discusses the personal background of the respondents in terms of variables such as marital status, religion, education qualification, family income and size of family. It further discusses the number of family members working in their family with special emphasis on the role and educational qualification of the mothers. It then takes up issues and challenges faced by women in fiercely competing world where many entrepreneurs exist

RESEARCH METHODOLOGY

As can be seen from the foregoing review there are very few educated, young women who are willing to take up entrepreneurship as their profession. Though many studies have been conducted in this area, not many have been done in urban India especially in an era where there is a supporting ecosystem. A preliminary investigation has been undertaken to identify the type of problems that young women in India are likely to face. The study is exploratory in nature; the data has been collected from students studying in different colleges and institutes in Delhi. The method of convenient sampling is used; the sample size included for data analysis is 80. The main aim is to obtain an insight into the kind of problems that young women think they are going to face in the area of entrepreneurship. A structured questionnaire was used to collect the primary data and the method of personal administration was used to ensure good response rate. The method of data summarisation was used to process the data. The statistical tool of chi-square test has been used to draw inferences about the data. The following hypotheses have been tested with respect to whether these women students would like to seek employment after studies:

1. There is no relation of this attribute with lack of self-confidence.
2. There is no relation of this attribute with lack of awareness of government schemes.
3. There is no relation of this attribute with lack of knowledge of state of art technology and skills.
4. There is no relation of this attribute with the level of competition in the market.
5. There is no relation of this attribute with movement and mobility.
6. There is no relation of this attribute with the aspect that women cannot take up senior leadership positions.
7. There is no relation of this attribute with discharging family responsibilities.
8. There is no relation of this attribute with stereotyping and preconceived notions about women's role.

FINDINGS AND DISCUSSIONS

The following tables 1 to 16 provide a summary of the data collected. Following observations can be made from the

- 1) table 1:
 - Majority of the respondents 50(62.5%) females are in the age group of 20-22 years
 - The religion-wise distribution is 56 (70%) are Hindus and the remaining from other religions (30%) which shows that data has been collected from all faiths
 - More than 50% respondents said that the average family size is 5
 - Most of the respondents 67 (83.8%) are either pursuing or post-graduates.
 - It can be observed that 34 (42.5%) would like to start their own venture
- 2) The table 2 displays cross-tabulation of age and religion;
- 3) The table-3 displays cross tabulation of age category and family income. It can be observed that 11(13.75%) respondents have an annual income of less than 5 lacs and 5 (6.25%) respondents have an annual income of above 25 lacs.
- 4) The table-4 displays cross tabulation of age category and size of family. It can be observed that 31.3% of the female respondents in the age category of 20-22 years have a family size of 5 members while 21.3% respondents in the same age category have family size of 4 members and 10% respondents have family size of 3 members.
- 5) It can be observed that both the parents of 31 (38.8%) female respondents are working while only one parent of 49 (61.25% respondents are working).
- 6) The table-5 displays cross tabulation of age category and individuals working in the

family. It can be observed that 47(58.8%) respondents have 2 individuals working in the family while 3 (3.8%) respondents have 3 individuals working.

- 7) The table-6 displays cross tabulation of age category and individuals who want to start their own venture. It can be observed that 34 (42.5%) of the female respondents would like to start their own venture while 46 (57.5%) don't. .
- 8) The table-7 displays cross tabulation of employment after studies and lack of self confidence. It can be observed that 18 (22.5%) of women believe that lack of self-confidence restricts them from taking up entrepreneurship as a career while 8 (10%) of women believe that it is the least important factor
- 9) The table-8 displays cross tabulation of employment after studies and lack of government schemes. It can be observed that 9 (11.25%) respondents believe that it is the most important factor to pursue entrepreneurship as a career while 5 (6.25%) respondents believe it to be the least important factor.
- 10) Table no.-9 displays cross tabulation of employment after studies and lack of state of art technology and skills. It can be observed from the table that 6 (7.5%) respondents believe that it is the most important factor to pursue entrepreneurship as a career while 11(13.75%) respondents believe it to be the least important factor.
- 11) Table no.-10 displays cross tabulation of employment after studies and limited mobility. It can be observed from the table that 12 (15%) respondents believe that it is the most important factor to pursue entrepreneurship as a career while 11(13.75%) respondents believe it to be the least important factor.
- 12) Table no.-11 displays cross tabulation of employment after studies and stiff competition in the market. It can be observed from the table that 10(12.5%) respondents believe that it is the most important factor to pursue entrepreneurship as a career while 10 (12.5%) respondents believe it to be the least important factor.
- 13) Table no.-12 displays cross tabulation of employment after studies and failure of senior leadership to assume accountability for women's advancement. It can be observed from the table that 2 (2.5%) respondents believe that it is the most important factor to pursue entrepreneurship as a career while 10(12.5%) respondents believe it to be the least important factor.
- 14) Table no.-13 displays cross tabulation of employment after studies and commitment to personal and family responsibilities. It can be observed from the table that 7(8.75%) respondents believe that it is the most important factor to pursue entrepreneurship as a career while 8(10%) respondents believe it to be the least

important factor

- 15) Table 14 shows Chi-Square Tests for the statement ‘Employment after studies and lack of awareness of government schemes. The hypothesis was rejected at 95% confidence level as the calculated p-value is less than 0.05. Therefore it can be concluded that these two variables are not independent of each other. The calculated correlation is also moderate at 0.505 which is significant for an exploratory study
- 16) Table 15 shows Chi-Square Tests for the statement ‘Employment after studies and limited mobility. The above hypothesis is also rejected at 95% confidence level; the correlation at 0.571 is high. From this it can be concluded that women perceive limited mobility as a challenge
- 17) Table 16 shows Chi-Square Tests for the statement ‘Employment after studies and failure of senior leadership to assume accountability for women’s advancement. There is no relation between the variables ‘employment after studies’ and ‘failure of senior leadership role
- 18) The hypotheses for other statements viz. lack of self-confidence, commitment to family and stereo-typing of women’s’ role was not rejected

Table 1- Profile of Women Respondents

Variable	Description	Frequency/Descriptive
Age category	17-19 years	19
	20-22 years	50
	23-25 years	8
	More than 25 years	3
Religion	Hindu	56
	Muslim	9
	Sikh	11
	Christian	4
Family Income	Less than 5 lacs	11
	5-10 lacs	36
	10-15 lacs	20
	15-20 lacs	8
	Above 20 lacs	5

Size of the family	5	41
	4	28
	3	11
Education Qualifications	Undergraduate	33
	Postgraduate/Masters	47
Individuals working in the family	1	30
	2	47
	3	3
Would you like to start your venture	Yes	34
	NO	46
Both parents working or not	YES	31
	NO	49

Table No. 2: Age category – Religion

	Age category	Religion				TOTAL
		Hindu	Muslim	Sikh	Christian	
Age category	17-19 years	17 89.5%	1 5.3%	1 5.3%	0 0%	19
	20-22 years	30 60.0%	8 16.0%	8 16.0%	4 8%	50
	23-25 years	6 75.0%	0 .0%	2 25.0%	0 0%	8
	Above 25	3 100.0%	0 .0%	0 .0%	0 0%	3
Total		56 70.0%	9 11.3%	11 13.8%	4 5%	80

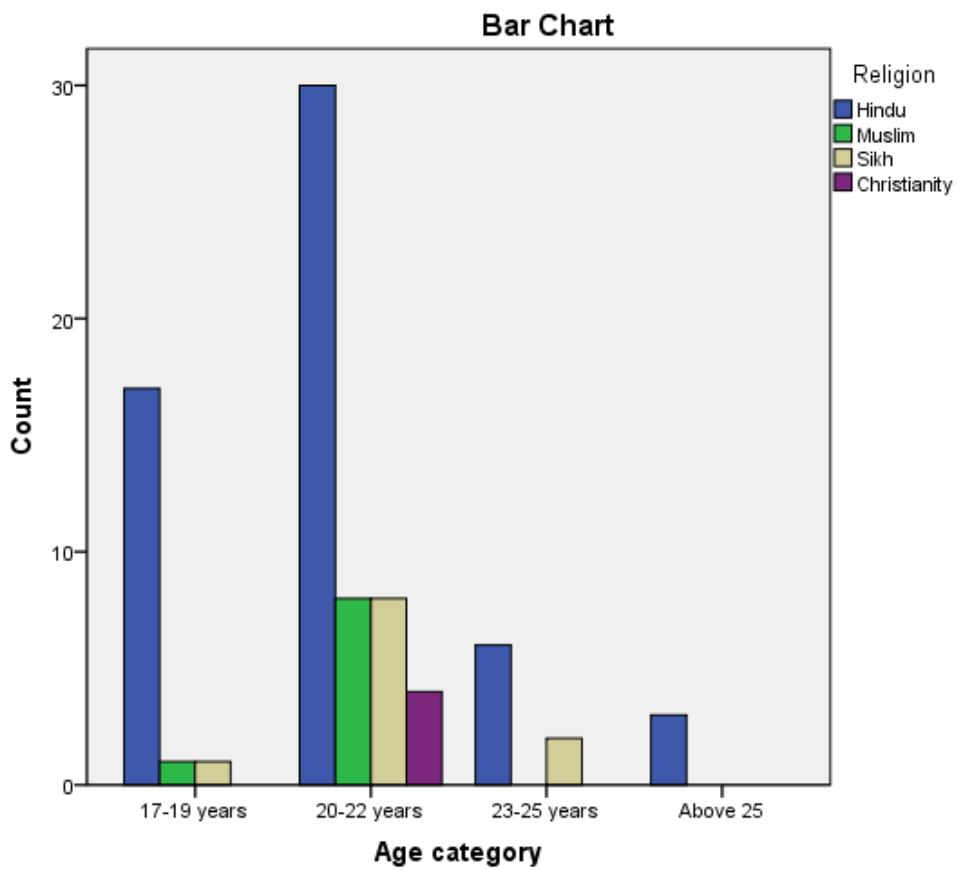


Figure 1 : Cross-tabulation of age-category and religion

Table No3: Age category - Family Income Crosstabulation

	Family income						Total
		Less than 5 lacs	5-10 lacs	10-15 lacs	15-20 lacs	Above 20 lacs	
Age category	17-19 years	3	8	6	2	0	19
	20-22 years	6	22	12	10.5%	.0%	100.0%

23-25 years	1	5	1	10.0%	10.0%	100.0%
Above 25	1	1	1	12.5%	.0%	100.0%
Total	11	36	20	8	.5	80
	13.8%	45.0%	25.0%		0%	100%
				10.0%	6.3%	100.0%

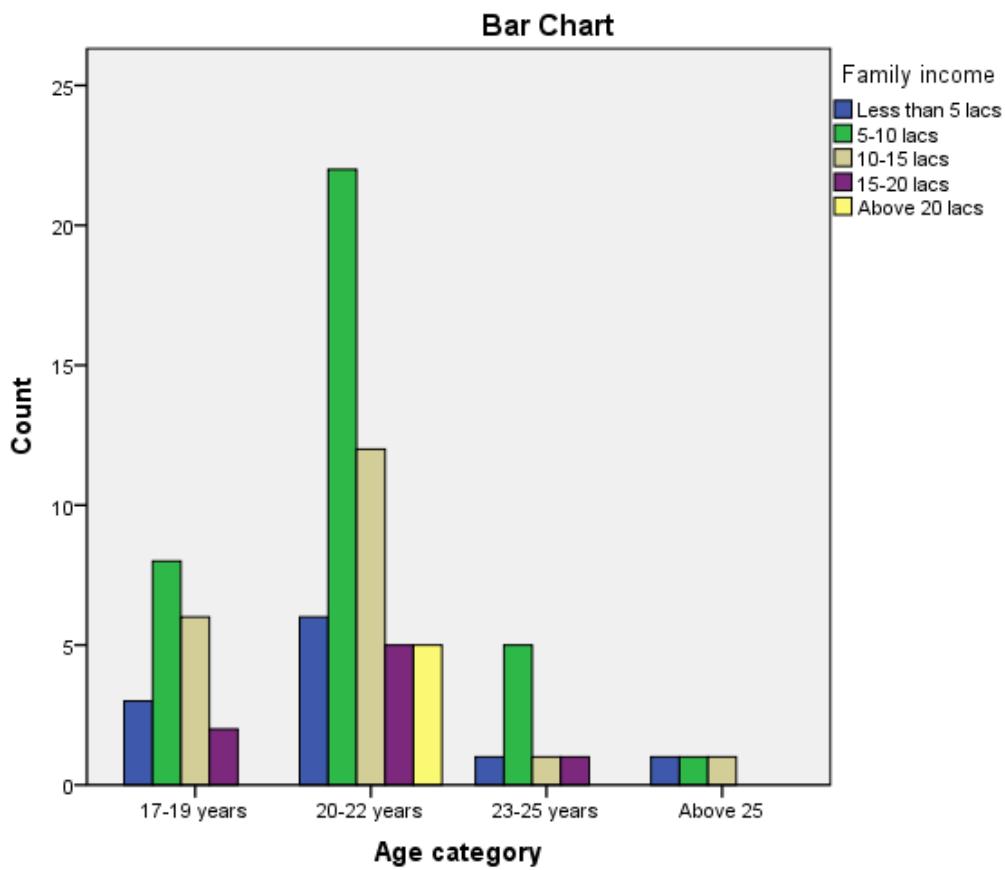


Figure 2: Frequency diagram of age category and family income

Table No 4: Age category - size of family Cross tabulation

Age category	Size of family			Total
	5	4	3	
17-19 years	11 13.8%	7 8.8%	1 1.3%	19 23.8%
20-22 years	25 31.3%	17 21.3%	8 10.0%	50 62.5%
23-25 years	3 3.8%	3 3.8%	2 2.5%	8 10%
Above 25 years	2 2.5%	1 1.3%	0 0%	3 3.8%
Total	41 51.3%	28 35%	11 13.8%	80 100%

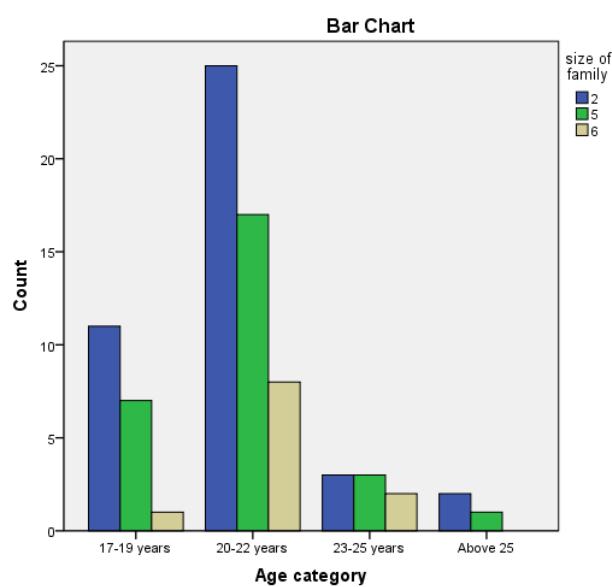


Table no.5: Age category - Individuals working in the family Crosstabulation

		Individuals working in the family			TOTAL
		1	2	3	
Age category	17-19 years	8	11	0	19
		10.0%	13.8%	.0%	23.8%
20-22 years		16	31	3	50
		20.0%	38.8%	3.8%	62.5%
23-25 years		4	4	0	8
		5.0%	5.0%	.0%	10.0%
Above 25		2	1	0	3
		2.5%	1.3%	.0%	3.8%
Total		30	47	3	80
		37.5%	58.8%	3.8%	100.0%

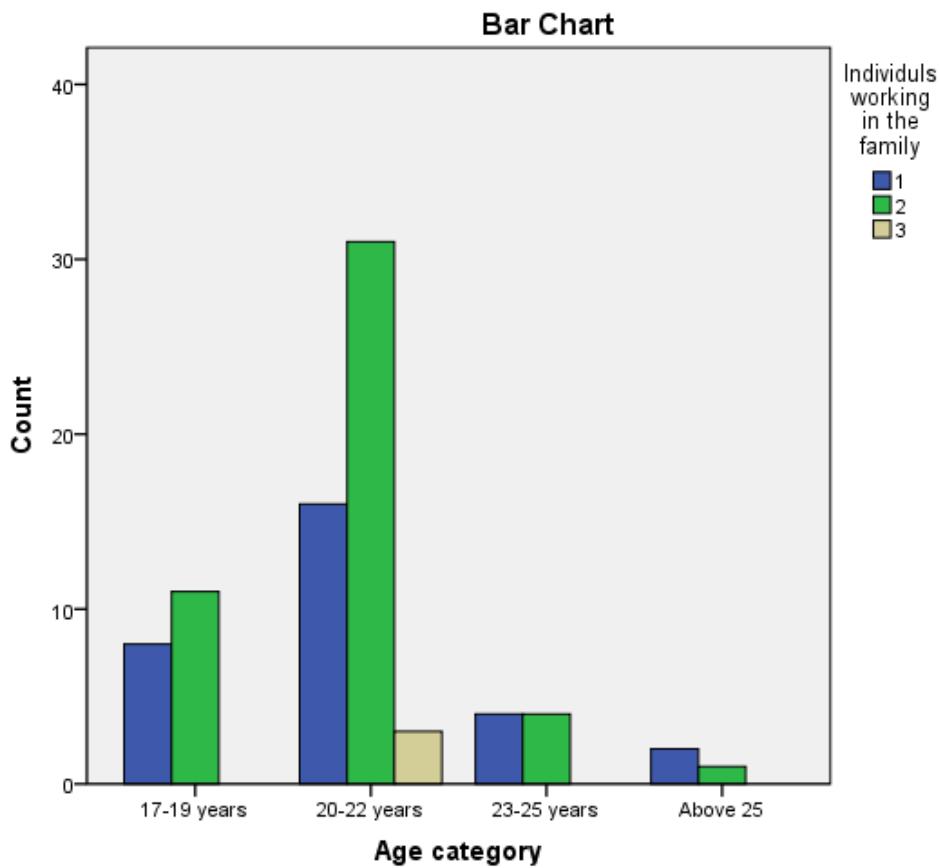


Figure 3: Frequency distribution of age category and family size of women students

Table No.6: Age category -Would you like to start own venture Crosstabulation

		Would you like to start own venture		
		YES	NO	TOTAL
Age category	17-19 years	7	12	19
		8.75%%	15%	23.8%
	20-22 years	23	27	50

	28.75%	33.75%	62.5%
23-25 years	4	4	8
	5.0%	5.0%	10.0%
Above 25	0	3	3
	.0%	3.8%	3.8%
Total	34	46	80
	42.5%	57.5%	100.0%

Table No 7:Employment after studies - lack of self confidence

	lack of self confidence								TOTAL
	most important	2	3	4	5	6	7	8	
employment after studies	13	10	12	10	3	2	5	6	61
	16.3%	12.5%	15.0%	12.5%	3.8%	2.5%	6.3%	7.5%	76.3%
	4	8	1	2	0	0	0	2	17

	5.0%	10.0%	1.3%	2.5	.0%	.0%	.0%	2.5	21.3%
	0	0	0	1	0	0	0	0	1
	.0%	.0%	.0%	1.3	.0%	.0%	.0%	.0%	1.3%
	1	0	0	0	0	0	0	0	1
	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%
Total	18	18	13	13	3	2	5	8	80
	22.5%	22.5%	16.3	16.3	3.8	2.5	6.3%	10.0	100.0
			%	%	%	%	%	%	%

Table No 8: Employment after studies - lack of awareness of government schemes

	lack of awareness of government schemes								Total
	Most important	2	3	4	5	6	7	8	
employment after studies	4	6	11	9	7	12	8	4	61
	5.1%	7.6%	13.9%	11.4%	8.9%	15.2%	10.1%	5.1%	77.2%
	5	3	4	0	2	1	2	0	17
	6.3%	3.8%	5.1%	.0%	2.5%	1.3%	2.5%	.0%	21.5%
	0	0	0	0	0	0	0	1	1
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%	1.3%
Total	9	9	15	9	9	13	10	5	79
	11.4%	11.4%	19.0%	11.4%	11.4%	16.5%	12.7%	6.3%	100.0%

TABLE NO.9: Employment after studies -lack of state of the art technology and skills

	lack of state of the art technology and skills								TOTAL
	most important	2	3	4	5	6	7	8	
employment after studies	4	3	4	9	11	9	12	8	60
	5.1%	3.8%	5.1%	11.4%	13.9%	11.4%	15.2%	10.1%	75.9%
	1	0	3	2	3	5	0	3	18
	1.3%	.0%	3.8%	2.5%	3.8%	6.3%	.0%	3.8%	21.5%
	1	0	0	0	0	0	0	0	1
	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%
	0	0	0	0	1	0	0	0	1
	.0%	.0%	.0%	.0%	1.3%	.0%	.0%	.0%	1.3%
Total	6	3	8	11	15	14	12	11	80

	7.6%	3.8%	8.9%	13.9	19.0	17.7	15.2	13.9	100.0
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Table No.10: Employment after studies - limited mobility

	limited mobility								TOTAL
	most important	2	3	4	5	6	7	8	
employment after studies	12	12	4	8	5	6	8	6	61
	15.0%	15.0%	5.0%	10.0	6.3%	7.5%	10.	7.5%	76.3%
	.0%	.0%	1.3%	6.3%	3.8%	.0%	3.8	6.3%	21.3%
	0	0	1	5	3	0	3	5	17
	.0%	.0%	1.3%	6.3%	3.8%	.0%	3.8	6.3%	21.3%
	0	0	0	0	0	1	0	0	1
	.0%	.0%	.0%	.0%	.0%	1.3%	.0%	.0%	1.3%
	0	0	1	0	0	0	0	0	1

	.0%	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	1.3%
Total	12	12	6	13	8	7	11	11	80
	15.0%	15.0%	7.5%	16.3%	10.0%	8.8%	13.8%	13.8%	100.0%

Table No.11: Employment after studies - stiff competition in the market

	stiff competition in the market								TOT AL
	most import ant	2	3	4	5	6	7	8	
employment after studies	8	5	5	5	17	10	4	7	61
	10.0%	6.3%	6.3%	6.3%	21.3%	12.5%	5.0%	8.8%	76.3%
	2	1	1	3	4	1	3	2	17
	2.5%	1.3%	1.3%	3.8%	5.0%	1.3%	3.8%	2.5%	21.3%
	0	0	0	0	1	0	0	0	1

	.0%	.0%	.0%	.0%	1.3%	.0%	.0%	.0%	1.3%
	0	0	0	0	0	0	0	1	1
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%	1.3%
Total	10	6	6	8	22	11	7	10	80
	12.5%	7.5%	7.5%	10.0%	27.5%	13.8%	8.8%	12.5%	100.0%
	%	%	%	%	%	%	%	%	%

Table No.12: Employment after studies - failure of senior leadership to assume accountability for women's advancement.

	failure of senior leadership to assume accountability for women's advancement								TOTAL
	most important	2	3	4	5	6	7	8	
employment after studies	1	7	8	9	10	8	9	9	61
	1.3%	8.8%	10.0%	11.3%	12.5%	10.0%	11.3%	11.3%	76.3%
	%	%	%	%	%	%	%	%	%
	0	0	5	3	3	4	1	1	17

	.0%	.0%	6.3%	3.8%	3.8%	5.0%	1.3%	1.3%	21.3
	0	0	0	0	0	0	1	0	1
	.0%	.0%	.0%	.0%	.0%	.0%	1.3%	.0%	1.3%
	1	0	0	0	0	0	0	0	1
	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%
Total	2	7	13	12	13	12	11	10	80
	2.5%	8.8%	16.3	15.0	16.3	15.0	13.8	12.5	100.0
			%	%	%	%	%	%	%

Table No13: Employment after studies - commitment to personal and family responsibilities

	commitment to personal and family responsibilities								TOT AL
	most importa nt	2	3	4	5	6	7	8	
employment after studies	7	13	8	5	5	8	5	8	61

	8.8%	16.3%	10.0	6.3%	6.3%	10.0	6.3%	10.0	76.3
	0	4	1	1	3	3	5	0	17
	.0%	5.0%	1.3%	1.3%	3.8%	3.8%	6.3%	.0%	21.3
	0	1	0	0	0	0	0	0	1
	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%
	0	1	0	0	0	0	0	0	1
	.0%	1.3%	.0%	.0%	.0%	.0%	.0%	.0%	1.3%
Total	7	19	9	6	8	11	10	8	80
	8.8%	23.8%	11.3	7.5%	10.0	13.8	12.5	10.0	100.0
	%	%	%	%	%	%	%	%	%

Table 14 -Chi-Square Tests for the statement ‘Employment after studies - lack of awareness of government schemes

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.009 ^a	14	.019
Likelihood Ratio	19.699	14	.140
Linear-by-Linear Association	.913	1	.339
N of Valid Cases	79		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .06.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Contingency	.505	.019
Nominal Coefficient		
N of Valid Cases	79	

Table 15 - Chi-Square Tests for employment after studies - limited mobility

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.630 ^a	21	.011
Likelihood Ratio	31.159	21	.071
Linear-by-Linear Association	3.774	1	.052
N of Valid Cases	80		

a. 25 cells (78.1%) have expected count less than 5. The minimum expected count is .08.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.571	.011
N of Valid Cases		80	

H_0 : There is no relation between the variables ‘employment after studies’ and ‘limited mobility’

Table 16- Chi-Square Tests employment after studies * failure of senior leadership to assume accountability for women's advancement

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.791 ^a	21	.000
Likelihood Ratio	20.650	21	.481
Linear-by-Linear Association	1.351	1	.245
N of Valid Cases	80		

a. 25 cells (78.1%) have expected count less than 5. The minimum expected count is .03.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.631	.000
N of Valid Cases		80	

CONCLUSION

It can be concluded that young women in urban India; still studying in colleges or institutes of higher education would like to take up entrepreneurship as a career. Many women students have working mothers who are also well-educated. The major issues that confront them are:

1. There is lack of awareness about the government schemes
2. It is felt that entrepreneurship that they will not be successful in assuming leadership and/or accountability
3. Limited mobility is another problem; it is difficult for women to be mobile as entrepreneurship may entail movement to locations away from home.

However, it has been found that there is no lack of self-confidence and skills. It was also seen that they do not feel that entrepreneurship would interfere in discharging family responsibilities.

As it is a preliminary investigation; it provides a roadmap for further investigation in this area; especially in the context of educated young women in urban India. The major limitation of this study is the small sample size

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What Affects Entrepreneurial Intentions of Young Women in India? : Current Status and the Way Forward

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Abstract

Women entrepreneurship scenario is not very promising in India. This is in spite of the several initiatives taken by the Government and other concerned agencies. Poor status of women entrepreneurship in the country can be attributed to the strong social fabric that surrounds us and shape the behaviour towards choosing entrepreneurship as a career choice. This paper presents the results of multiple studies conducted to understand the antecedents of entrepreneurial intentions of young women in India. It presents the summarized results of two studies (quantitative and qualitative) investigating the antecedents of entrepreneurial intentions of young women in India. Findings of these studies highlighted the importance of entrepreneurial education as a significant antecedent of entrepreneurial intentions of women in India. Therefore, a third study was conducted to identify the variables of entrepreneurship education suitable to the unique social fabric that may serve as a mean to trigger the entrepreneurial intentions among the women in the country.

[Key Words: Women Entrepreneurship, Entrepreneurial Intentions, Entrepreneurship Education]

Introduction

India is undergoing a demographic transition with the proportion of working-age population between 15 and 59 years also referred as the Demographic Dividend, likely to increase from approximately 58 per cent in 2001 to more than 64 per cent by 2021. This would result adding approximately 63.5 million new entrants to the working age group between 2011 and 2016, the majority of whom would fall in the relatively younger age group of 20-35 years. In order to tap this dividend, Indian economy needs to generate ample job opportunities so that this economically active population can be absorbed. In addition to this, unemployment seems to be a chronic situation for the country. Entrepreneurship seems to be one of the ways to solve the problem of unemployment and underemployment in the country. Unemployed

entrepreneurship has a tremendous effect which helps in pushing more people towards self-employment and business ownership. This leads to greater levels of employment and economic growth. Women entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs).

Women constitute an important segment of the labour force and the economic role-played by them has been recognized in the frame work of development. The role of women as business owners is gradually increasing all over the world. Women entrepreneurs not only help in creation of new jobs for themselves and others but also provide society with different solutions to management, organisation and business problems and thus contribute to the economic growth. Women entrepreneurship development is the instrument of women empowerment. Empowerment leads to self-fulfillment and creating awareness regarding their position and future path which subsequently helps in enhancing the socio-economic status. However, in India, the scenario is not very satisfactory due to various gender-based barriers faced by them in starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc. Inappropriate education system that does not promote entrepreneurial acumen in students is also a significant factor responsible for this. Indian women have entrepreneurial capacity but the society is not very encouraging towards their role in setting up enterprises. To a great extent, the Indian society seems to be risk averse. People tend to seek secure and long-term employment, such as government jobs. The physical infrastructure also lags behind and needs improvement. Social Attitudes, lack of capital, inadequate physical infrastructure and lack of support are major factors that limit women entrepreneurship in India.

Currently, the Indian Government is encouraging women empowerment and women entrepreneurship through its various policy initiatives. However, the scenario does not seem to be satisfactory. It is well established in the literature that when individual makes his/her career choices, he/she is affected by his/her external environment. This might be the reason for poor scenario of women entrepreneurship in the country. May be the Government needs to do much more to encourage women entrepreneurship in the country than what is being offered currently. The Government policies should be aligned with the social realities that restrict women entrepreneurship in the country. One may argue that the policy initiatives are nothing but a step towards creating a positive social acceptance for women entrepreneurship

in the country. However, the current scenario does not reflect the same. Or maybe it is too early to comment.

This paper presents the account of research conducted to understand the current status by analyzing the interaction of some identified variable that shape the entrepreneurial intentions of young women in India. The identified variables of entrepreneurial intentions are social norms, attraction towards entrepreneurship and their perceived behavioral control. These variables can be explained with the help of Theory of Planned Behavior (Ajzen 1991). We conducted two studies to understand how these variables affect entrepreneurial intentions of young women in India. The first study uses quantitative methodology while in the second study; we use qualitative process to understand the variables. Both the studies validated the framework of Theory of Planned Behavior and established the important role the above mentioned variables play in shaping the entrepreneurial intentions of young women in India. However, the qualitative study highlighted the importance of entrepreneurship education affecting the intentions. Based upon the findings of both quantitative and qualitative analysis, a third study was conducted. The major objective of the third study was to investigate the appropriate contents of entrepreneurship education that are the most suitable in the current context of Indian society. This paper elaborates a brief account of both the initial studies and their findings in the next sections. A detailed account of the third study is included in the subsequent section of the paper. A model of entrepreneurship education to trigger the entrepreneurial intentions of women is also presented in this section. The paper ends with conclusion and future research directions.

Review of Literature

The literature review consists of two sections. The first section covers the literature on entrepreneurship, role of entrepreneurship education in entrepreneurial intentions, antecedents of entrepreneurship. The second section talks about the entrepreneurial intentions of women and antecedents of entrepreneurship for women entrepreneurship

Section 1: Entrepreneurship, entrepreneurship education, entrepreneurial intentions and antecedents of entrepreneurship

Entrepreneurship has evolved as a promising field of academic enquiry since long time. However, researchers are encountering numerous challenges in developing models and theories of entrepreneurship in this context. Schumpeter characterizes entrepreneur as an

innovator. Bygrave (2003) defines entrepreneurial event as “the creation of new organization to pursue an opportunity”. The process of entrepreneurship involves the series of actions and activities that are associated with the perceiving of opportunities and the firm creation.

There are several researchers working in the area of antecedents of entrepreneurial process. Collins and Moore put the desire for independence at the core of entrepreneurial process. Brockhaus (1975) studies the locus of control belief of entrepreneurs, and their risk-tendency. Marcin and Cockrum (1984) study psychological characteristics of entrepreneurs across different countries. Hochner and Ganrose (1985) analyze the characteristics of entrepreneurs, compared to their non-entrepreneurial fellow co-workers. Rowen and Hisrich (1986) have also performed a similar psychological study of female entrepreneurs. Another school of thought establishes entrepreneurship as a social process.

According to a study on entry barriers to entrepreneurship, family's disapproval, lack of awareness and high risk perception are some of the entry barriers to entrepreneurship in India. A business, with uncertainty and insecurity disheartens the majority of youths from nurturing the ambition of an entrepreneurial career. Because of social compulsions and pressures, they do not wish to risk social security and hence, prefer salaried jobs. In this connection, the role of education in shaping the mindset and thought process of youth becomes imperative. There are several researches that have been done in this direction. There is also empirical evidence related to entrepreneurial education as an intervention tool for impacting adult attitudes toward entrepreneurship (Ede et. al 1998; Hansemark, 1998; Hatten and Ruhland, 1995) and on youth awareness and attitudes about the social and economic desirability of entrepreneurship as a career option (Kourilsky and Walstad, 1998; Walstad and Kourilsky, 1998). The purpose of exposing the students to entrepreneurship is to stimulate them to look at entrepreneurship as a viable, rewarding and preferred career. The draft National Entrepreneurship Policy also emphasizes the important role of entrepreneurship education at primary school, higher secondary and vocational school level and finally at higher education level.

Rae (2003) recommends to focus entrepreneurship education on opportunity recognition, arguing that the identification of an opportunity is an act of learning itself and a source of motivation to learn entrepreneurship. He discusses that opportunity centered learning reflects the natural process of learning because the discovery and pursuit of an opportunity is inspired by natural human curiosity and motivation to complete what is incomplete. Entrepreneurial

education must include skill-building courses in creative thinking, negotiation, leadership, new product development and exposure to technological innovation (McMullen and Long, 1987; Vesper and McMullen, 1988). Other areas identified as important for entrepreneurial education include awareness of entrepreneurial career options (Hills, 1988; Donckels, 1991); sources of venture capital (Vesper and McMullan, 1988; Zeithaml and Rice, 1987); idea protection (Vesper and McMullan, 1988); ambiguity tolerance (Ronstadt, 1987); the characteristics that define the entrepreneurial personality (Hills, 1988; Scott and Twomey, 1998; Hood and Young, 1993) and the challenges associated with each stage of venture development (McMullen and Long, 1987; Plaschka and Welsch, 1990).

Section 2: Entrepreneurial intentions of women

It is evident that there lies a difference in the entrepreneurial intention despite advances in gender equity. The evidence suggests that the level of business ownership by males continues to be significantly higher than that of females. Moreover, females, from an early age, have lower entrepreneurial intentions than males. Kennedy and Drennan (2014) further examine previous studies to determine the factors that have been shown to relate to lower entrepreneurial intentions in women, to identify areas where prior research has been inadequate or inconclusive, and to discuss how intentions models might be modified to better explain the lower level of female business start-ups. It was found that the lower level of intentions is related to a range of personal background and attitudinal variables, and these factors are critically examined in this review. Brush (1992) finds that females with similar background are less entrepreneurship oriented than male counterpart because women have to face a number of social barriers in under developed countries.

Salami and Samuel O (2007) argue that culture and gender determine career selection. Their findings have been reinforced by Malach-Pine, et al. (2008) saying gender and culture do influence the career selection of women entrepreneurs in Israel, USA, UK, Cyprus, Hungary and India. The results show that culture significantly influences the career choice while gender difference has a little influence on their career.

Further, de Plilis and Reardon (2007) study the influence of personal characteristics and mass media against potential entrepreneurs among US and Ireland. They also suggest that positive personality and the role of media will encourage entrepreneurial intentions especially US.

In addition, Hindle et al. (2009) also argue that gender in particular plays a critical role in moderating the effects of human and social capital, suggesting that females require higher education, greater start up experience and greater social capital than men in order to exhibit the same levels of entrepreneurial intentions. Haus et al. (2013) also find a higher entrepreneurial intention for men compared to women. However, although significant, the gender differences in entrepreneurial intention and the motivational constructs were small and cannot sufficiently explain the substantial differences in actually starting a business.

Theoretical Background of the Study: Entrepreneurship Process

There are different levels of the entrepreneurial process in entrepreneurship research. There are three main stages of entrepreneurial process. The first stage comprises of opportunity recognition followed by the establishment of an enterprise. The final stage involves the setting up of a dynamic firm. These three stages have been shown in the figure 1 below.

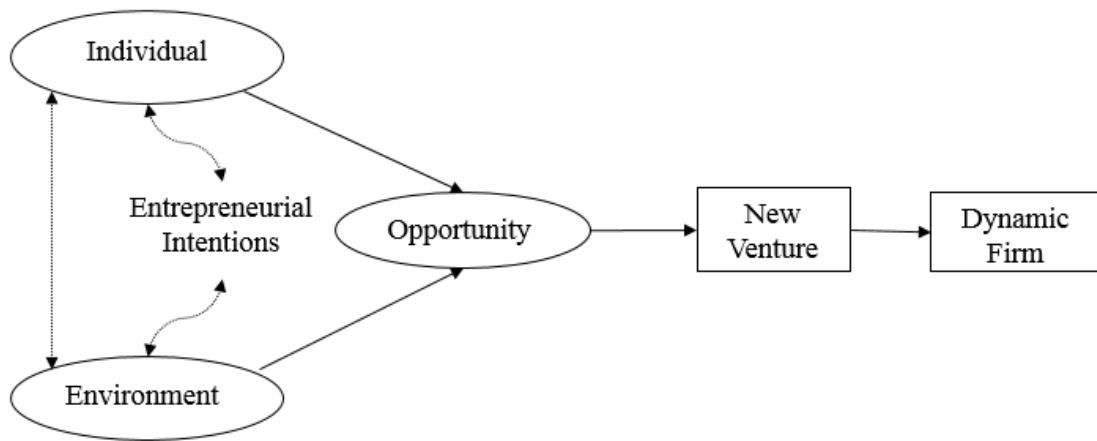


Figure 1: The Entrepreneurial Process (Singh et al. 1991; Linan 2004)

The above model of the entrepreneurial process is an adaptation from the work of Linan (2004) which is adapted from the work of Singh et al. (1991). In this adapted version, we propose that before the individual attempts or plans to explore an opportunity, he continuously interacts with the environment. This interaction has an impact on his/her intentions to pursue entrepreneurship and decision to move forward. There are several studies that focus on the firm creation process (i.e. the second and third stage as stated above) and challenge those women entrepreneurs face during these stages. However, the variables emerging out of the interaction between the individual and environment seek our attention.

Therefore, this study focuses on the intention building stage i.e. the primitive stage of entrepreneurship.

In our research, the focus is on intention building stage. Why and how a woman chooses entrepreneurship as a career choice? What is the internal process and her interaction with the environment that leads to the intention building? These research questions have been addressed through this work. As discussed earlier, this research considers the work of Linan (2009) as a base. He has worked extensively on entrepreneurial intentions and proposed his own model of entrepreneurial process. Linan's work on entrepreneurial intention is based on the theory of planned behaviour. The theory of planned behaviour (Ajzen 1991) relates beliefs and behaviour. It suggests that there are three antecedents that shape the individual's intentions towards behavior. These antecedents are his/her attitude towards that behavior, subjective norms and perceived behavioral control. The fundamental premise of theory of planned behavior for interpreting entrepreneurial intentions suggested by Linan is supported by several other researchers (Gelderam et al. 2008, Kruger and Casrud 2000, Kautonen et al, 2011 and 2015). The following model was proposed by Linan (2009) with respect to entrepreneurial intentions based on the theory of planned behavior. (Figure 2).

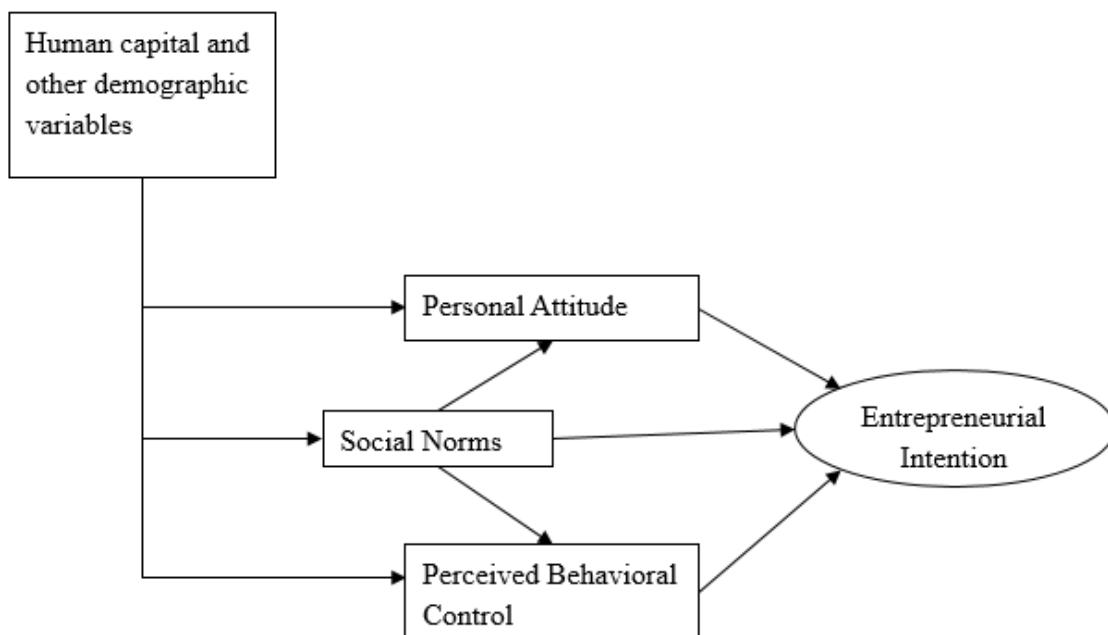


Figure 2: Entrepreneurial Intention Model (Source: Linan and Chen 2009)

The above model suggests that entrepreneurial intentions specify the attempts made by an individual to pursue entrepreneurship. There are three important antecedents (Ajzen 1991; Liñán 2004). First antecedent is attitude toward start-up (personal attitude, PA). It talks about the degree to which an individual holds a positive or negative personal valuation about being an entrepreneur (Ajzen 2001; Autio et al. 2001; Kolvereid 1996b). The second antecedent is the social factor termed as subjective norm (SN). It refers to the social pressure from the environment on the individual to perform or not to perform the entrepreneurial behavior. Particularly, it refers to the perception that reference people would support the decision to become an entrepreneur or not (Ajzen 2001). The third antecedent of the intention is perceived behavioral control (PBC). It is defined as the perception of ease or difficulty of becoming an entrepreneur. Therefore, it is a concept which is quite similar to self-efficacy (SE) (Bandura 1997), and to perceived feasibility (Shapero and Sokol 1982). All three concepts refer to the sense of capacity regarding the fulfillment of firm-creation behaviors.

We would like to mention here that throughout this paper we have used certain variables interchangeably. In this paper, we use social norms, social valuation and subjective norms interchangeably; personal attitude and professional attraction for entrepreneurship interchangeably and also use perceived behavioral control interchangeably with professional capacity and entrepreneurial capacity. This is because theory of planned behavior uses key variables as shown in the above figure (Figure 3) whereas; Linan (2009) has used these variables with different names in designing EIQ indicating the same meaning.

Study 1: Factors Affecting Entrepreneurial Intentions of Young Women in India: A Quantitative Analysis

In the study 1, we have used the above model (Figure 2) with slight variation. The model framed for the purpose of the study 1 is depicted in figure 3.

In the proposed model, first variation is that only three antecedents of entrepreneurial intentions have been taken into consideration. The human capital and other demographic variables that shape up these variables have not been included in the current work due to the demographic similarities of the population. Second variation is that this study uses subjective norm as an independent variable affecting personal attitude and perceived behavioral control and hence these are indirectly connected with the entrepreneurial intentions. This change has been done in alignment with the work of Linan and Chan (2009), where the model (Figure 2) was empirically validated on Spanish and Taiwanese sample. This study reveals that

subjective norms influence attitude and perceived behavioral control and thus there is an indirect effect on entrepreneurial intentions. Though, the literature establishes social norms as an important antecedent of entrepreneurial intention (Pruett, et. al., 2009, Falck, Woessmann, 2011), but researchers also conclude that “in general, perceptions of social norm have little explanatory power for entrepreneurial intentions” (Ridder, 2008). On the basis of the above findings, we propose to validate following model of entrepreneurial intentions with reference to the young women in India.

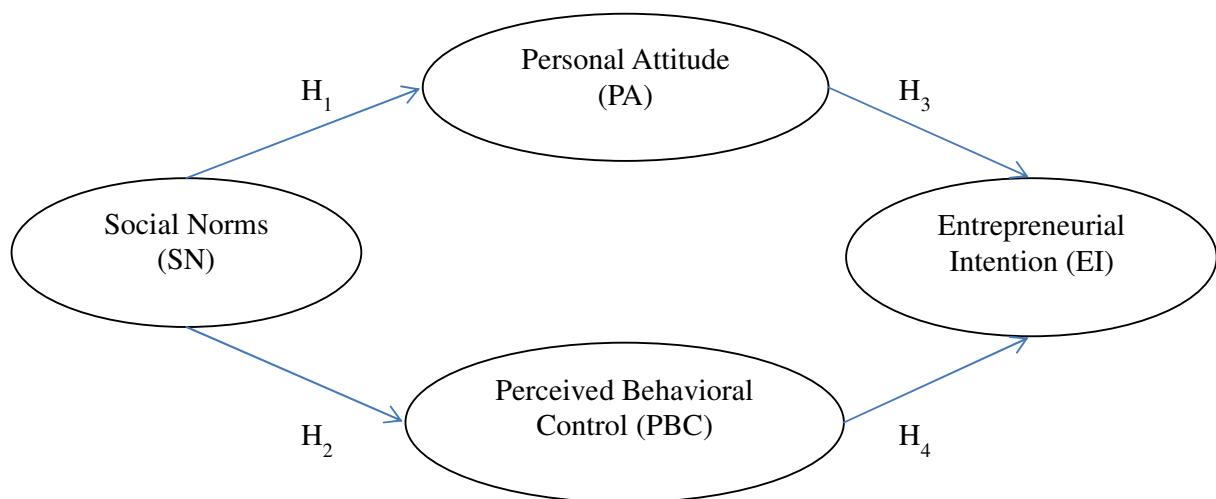


Figure 3: Antecedents of Entrepreneurial Intentions of young women in India

Design of the Study

To conduct the empirical analysis and investigate the antecedents of entrepreneurial intentions of young women in India, we used Entrepreneurial Intention Questionnaire (EIQ v2) developed by Linan and Chen (2009). EIQ v2 measures the central elements of the construct through a seven point Likert-type scale with minimum four items to maximum six under each element. Cronbach's alpha was highly significant i.e. 0.912, which depicted high reliability of the questionnaire.

The sample was collected from two major universities of Agra city, a representative non-metro city of northern India. Both universities are recognized by University Grants

Commission. The sample unit was of the young women studying in these universities at the undergraduate level. The average age of respondents was 19 years. These women were enrolled in Science, Commerce, Arts and Management courses. The questionnaire was administered on 275 young women while 248 valid questionnaires were being collected without any missing data.

Based upon the proposed model (Figure 3), the following hypotheses were proposed:

H₁: More favorable the social norms, the more positive will be the personal attitude

H₂: More favorable the social norms, the stronger will be the perceived behavioral control

H₃: More positive the personal attitude, the stronger will be the entrepreneurial intentions

H₄: Stronger the perceived behavioral control, the stronger will be the entrepreneurial intentions

Summary of Findings of Study #1

We conducted partial least square path-modeling algorithm analysis to validate the relationships between the constructs. Data was analyzed and interpreted in two stages sequentially. First was the assessment and refinement of adequacy of the measurement model and followed by the assessment and evaluation of the structural model. This was to ensure the reliability and validity of the measures prior to the attempt in making and drawing the conclusion on the structural model.

Figure 4 represents the results of PLS regression analysis run using statistical software.

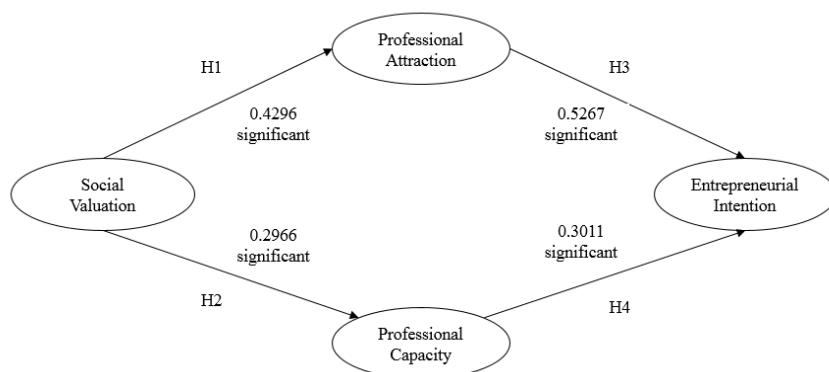


Figure 4 – Path Model (self-constructed by authors)

The path model beta values represent that the core entrepreneurial intention model is supported by this analysis for Indian women.

Table 1: Path weights

Path		Hypotheses	Significant at (T > 1.96) (P < 0.05exam)	Path Weight Beta	Overall Results
Social Valuation-> Professional Attraction	H ₁	Higher the social valuation, higher the professional attraction	T (7.4626 > 1.96) P (0.00 < 0.05)	0.4296	Significant
Social Valuation->Professional Capacity	H ₂	Higher the social Valuation, higher the professional capacity	T (4.8720 > 1.96) P (0.00 < 0.05)	0.2966	Significant
Professional Attraction -> Entrepreneurial Intention	H ₃	Higher the professional attraction, higher the entrepreneurial intentions	T (6.630 > 1.96) P (0.00 < 0.05)	0.5267	Significant
Professional Capacity -> Entrepreneurial Intention	H ₄	Higher the professional capacity, higher the entrepreneurial intentions.	T (7.617 > 1.96) P (0.00 < 0.05)	0.3011	Significant

Study 2: Factors Affecting Entrepreneurial Intentions of Young Women in India: A Qualitative Analysis

Design of the Study

The qualitative study was carried on young women who were studying at intermediate (10+2) level. The average age of participants was 16 years. The total number of participants was 110. We used focus group interview as the method for the qualitative study. A focus group is,

according to Lederman, (Thomas et al.1995), ‘a technique involving the use of in-depth group interviews in which participants are selected because they are purposive, although not necessarily representative, samples of a specific population, this group being ‘focused’ on a given topic’. Analysis of data was done using framework analysis (Krueger 1994).

Summary of Findings of Study #2

After skillfully facilitating the discussion and getting rich raw data from the interviews, we began with the process of familiarization by reading the transcripts and observational notes taken during the process. In addition to this, summary notes were also written immediately after each interview and therefore, data collection process was overlapping the process of data analysis. The following final four themes that were responsible for their intention buildings emerged:

Theme 1: Low support from family and social pressures (“my family will never permit me to open my own business”, “my past four generations are into jobs, no one will welcome this”, “my parents will never give me money to start my own business”)

Theme 2: Lack of confidence of success (“entrepreneurship is very risky”, “returns are uncertain and irregular”)

Theme 3: Lack of knowledge (“I don’t know how to start a business”, “I don’t know from where and how I can learn about it”)

Theme 4: Lack of attraction for entrepreneurship (“running my own business will demand more time”, entrepreneurship does not give an attractive and stable career”).

Based upon the above themes, we would like to present the results of the qualitative study in the form of a model. This model presents the themes and causality found during the focus group exercise. We may like to highlight here that although causality was not so vivid yet it was significant enough. Therefore, we could not ignore it. A possible construct of antecedents of entrepreneurial intention as emerged from the qualitative study is presented below.

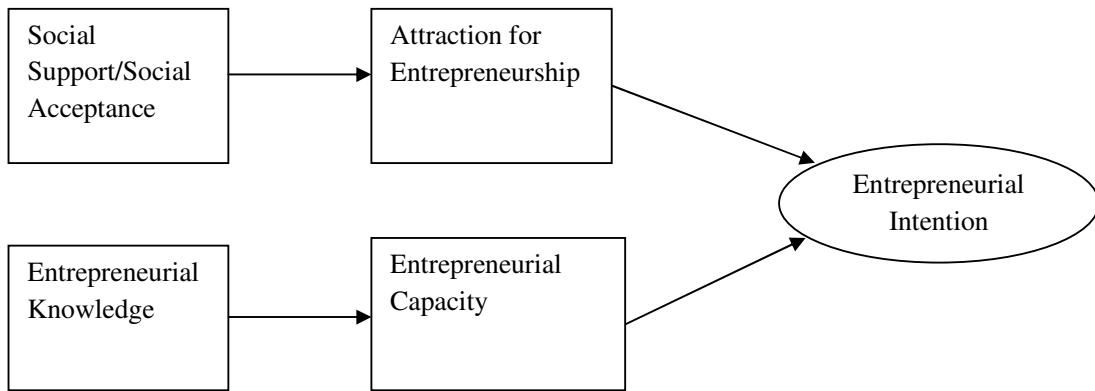


Figure 5: Conceptual Framework Emerging from Study 2(self-constructed by authors)

The findings of the focus group interview suggest that one of the most important factors that constrain the entrepreneurial intentions among women in India is the social support or social acceptance. This is similar to the concept of social norm in Linan's model. As discussed previously, it refers to the perception of reference people regarding the approval of the decision to become an entrepreneur (Ajzen 2001). The results of qualitative data analysis are also aligned with the concept of personal attitude proposed by theory of planned behavior. It refers to the degree to which an individual holds a positive or negative personal valuation about being an entrepreneur (Ajzen 2001; Autio et al. 2001; Kolvereid 1996b). The study 1 validates that the personal attitude are shaped by social norms which directly influence entrepreneurial intentions. The third element that has emerged from study 2 is entrepreneurial education. In the focus group interviews, the intensity and frequency of responses for this element was very high. Entrepreneurship education refers to the knowledge of the entrepreneurial process, knowledge about mobilization of resources to start up a firm, knowledge about sources of finances, expert knowledge to scan the opportunity in the market and so on. This element has been identified as an important element that affects entrepreneurial intentions via respondents' perception about their capacity to run their own business. Though the concept of entrepreneurial capacity is similar to the concept of perceived behavioral control proposed in study 1, but it has been identified as a variable that is influenced by entrepreneurial knowledge. The qualitative discussion with the focus group suggests that if they had an opportunity to get entrepreneurship knowledge, it would have increased their perceived capacity to run their own business. Therefore, the proposed model (Figure 8) is unique in this aspect that it identifies the role of entrepreneurship education as an important element of shaping entrepreneurial intentions of women in India.

Study 3: Identifying Contents of Entrepreneurship Education

In reference to the findings of the above two studies, we identify the significant role played by appropriate entrepreneurship education in affecting the entrepreneurial intention of young women in India. It is noteworthy to mention here that entrepreneurship education not only creates awareness about entrepreneurship as a career choice among women but also has a positive impact on the self efficacy of women towards entrepreneurship. Therefore, in order to understand the relevant contents of entrepreneurship education in the current context of society and business, a third study was conducted. In this study, we contacted various stakeholders of entrepreneurship education to identify the real gaps. This stakeholder analysis was conducted by using mixed methods (quantitative and qualitative). The group of stakeholders contacted for the purpose of the study included 500 undergraduate students of Agra city, 20 entrepreneurs (not restricted to Agra only) and 10 experts from academia and other nodal agencies like NIESBUD. A very short summary of findings of results from various stakeholders is given below:

Stakeholder#1: Undergraduate Students

From the sample of 500 students drawn from Agra city, only 50% of the students had interacted with an entrepreneur in person. They seem to be partially aware of various support measures for entrepreneurship. Though majority of the students had the knowledge of the measures like specific training to young entrepreneurs, easy availability of loans and technical aid to start the business, they were less aware about the business centres and consulting services for new businesses. The students considered further studies, training and preparation as the career options followed by working as an employee after finishing the degree. The starting up of a firm was of least preference to them which reflected their low inclination towards entrepreneurship. We call it low professional attraction. The data also suggests that the level of attraction towards salaried work is more followed by entrepreneurship and liberal profession. This indicates that they have moderate attraction towards entrepreneurship which gives rise to the question that what is the reason for not pursuing entrepreneurship despite this?

Based upon of the interaction with students, the figure 6 depicts the identified gaps and the content inputs that need to be introduced to reduce the identified gaps. As discussed above, they are less motivated to pursue entrepreneurship thus attraction building exercises should

be included in the entrepreneurship education. They have entrepreneurial capacities and they find themselves good in communication and leadership skills. The next element is the social valuation. Although entrepreneurial activity is of least value in the close family, it is of relatively high value in friends and colleagues and mates. This means that the valuation of entrepreneurial activity is high by friends and colleagues while the family usually does not approve this decision due to high risk involved in it. The students have stated their desire to pursue entrepreneurship if they have the opportunity and resources. Thus keeping in view their aspiration, they need to be educated on risk management and mitigation.

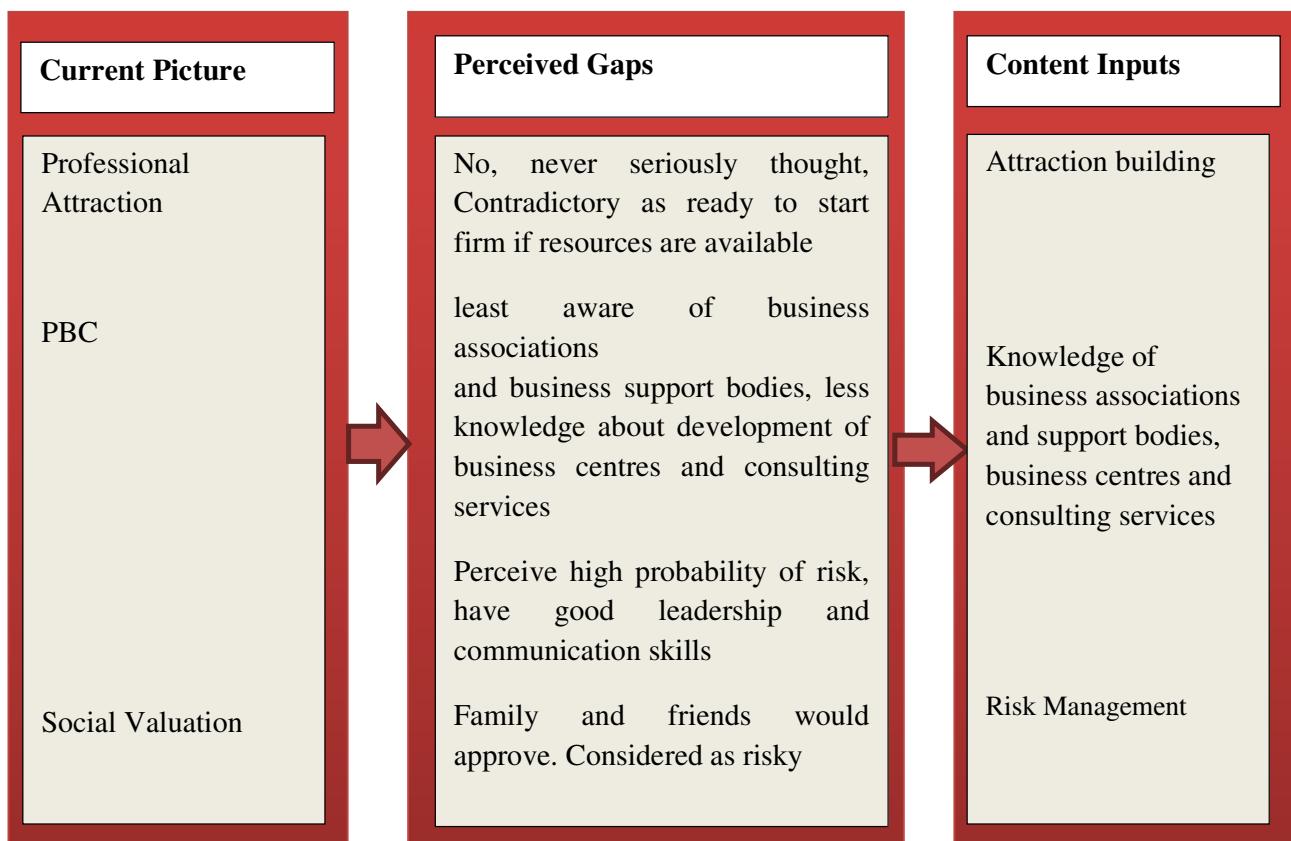


Figure 6: Perceived Gaps and Content Inputs: Student's Perspective
(self constructed by authors)

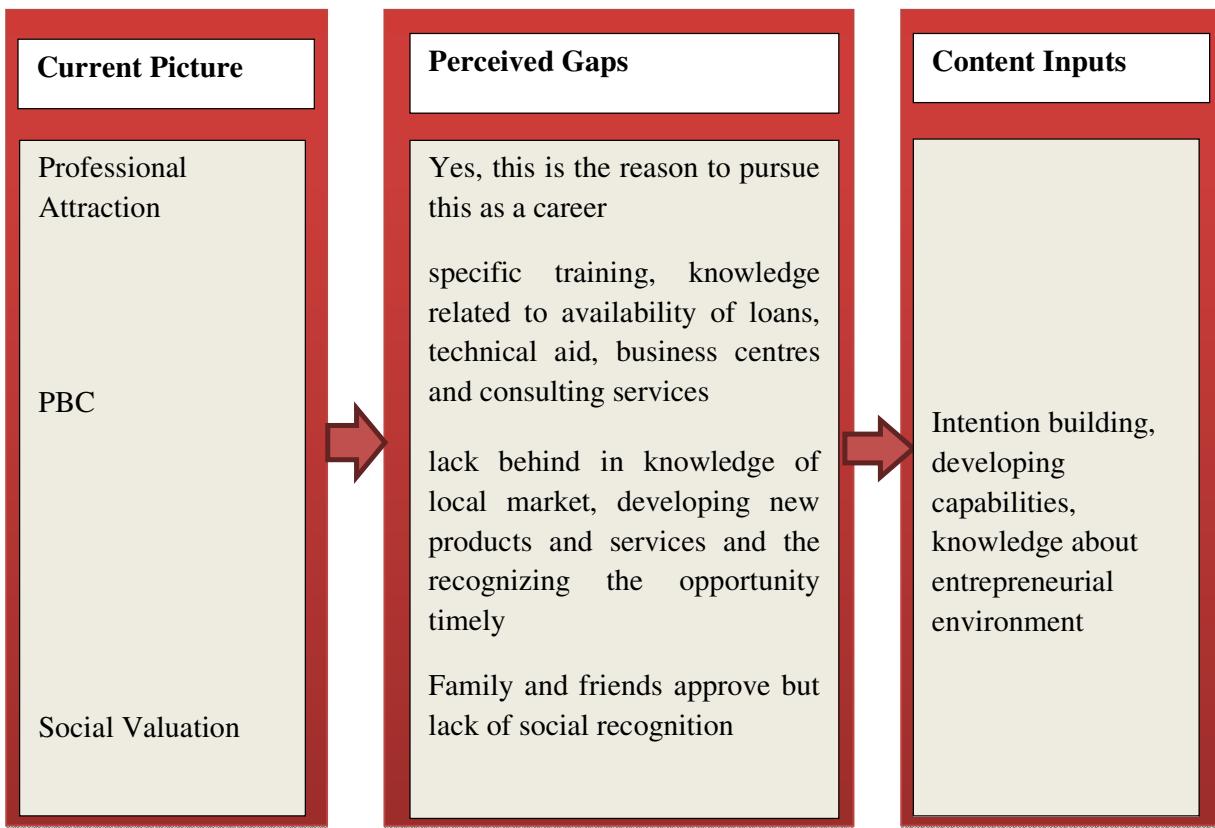
It is evident that entrepreneurial knowledge plays a significant role in developing entrepreneurial intentions among the students. As per the survey, 75% of the respondents support the view that entrepreneurship knowledge is high if the entrepreneur belongs to the family of the student. The entrepreneurs are of the view that the students should have

maximum knowledge about the availability of loans, specific training, technical aid, business centers and consulting services. This entails great satisfaction to them and they were highly attracted to this career and that is reason behind pursuing entrepreneurship as a career. Thus they have a positive personal attitude towards entrepreneurship.

The second antecedent i.e. the social valuation also played an important role in entrepreneurial intentions of the students. The families of only 20% of the respondents totally approved of their decision of creating their own firm, whereas the proportion of approval by friends and colleagues was greater than their families. Entrepreneurial activity is considered to be too risky as starting up a new venture involves huge capital investment with no certainty of returns. Entrepreneurial activities also lack socially recognition.

Further, the respondents were asked questions regarding the third antecedent i.e. the perceived behavioral control. They were of the view that students are not prepared enough to start a viable firm. Also it would not be easy for them to start a firm and keep it working immediately after completing their graduation. But still to some extent they have knowledge about how to develop an entrepreneurial project and the practical details for starting a new firm. If the students try to start a firm they would have a high probability of succeeding. Current undergraduate students have a satisfactory level of various entrepreneurial capacities like networking and making professional contacts. However, they lack behind in local market knowledge, developing new products and services and recognizing the opportunity timely. Thus, these could be the possible areas where they need to be educated. The figure below depicts the perceived gaps and the

possible areas which need to be included in entrepreneurship education.



Stakeholder#3 Academicians and Experts

The data collected from the teachers suggests that the contents listed in the questionnaire are highly important for students. The basic knowledge of entrepreneurial environment, knowledge of supporting agencies for startup business, importance of entrepreneur for society and economy, interventions to enhance attraction towards entrepreneurship are highly essential. In addition to the identified contents, they are of the opinion that use of success stories, use of industrial trainers, technical knowledge, risk mitigation, advertising skills, global markets exposure, and knowledge of local market would play an important role in developing entrepreneurial intentions among students. The knowledge of functional areas should also be a part of entrepreneurship education. Apart from this, they should be educated and trained on entrepreneurial skills.

Since the needs of various stages are different, the experts suggested that the entrepreneurship programs should have various stages or phases that cater to the respective needs at various levels. The first phase is stimulation where motivation training is provided so that intentions can be developed or strengthened. Along with this, this stage works on the desire to be an entrepreneur.

The next phase targets on providing the necessary inputs and information regarding enterprise, resourcing, project and support for starting up an enterprise. This helps them to understand the practical requirements of an enterprise and gives them exposure to the functional areas of business.

The last phase of these programs helps the entrepreneur to learn about the sustainance activities after starting an enterprise. This also involves following up and feedback from the entrepreneurs who have started their enterprise.

The Way Forward: Proposed Model of Entrepreneurship Education

The proposed model talks about the education contents which have been derived from the findings of the study that considers the perspective of various stakeholders. The contents have been classified in three stages – intention building stage, nurturing stage and the final stage of developing a firm. These stages cater to the educational level of students. It is very important to develop the attitude which helps in inculcating the entrepreneurial intentions among students. Thus at school level, the students should be taught about creativity, innovation, opportunity recognition. The attraction building exercises should be carried out so that students are attracted towards entrepreneurship as a career. It is worth mentioning here that all these inputs can be in the form of exercises or activities which would help them in developing an entrepreneurial acumen. Entrepreneurial life stories, case studies of the entrepreneurs and use of business related films would help them in developing attraction for entrepreneurship which would be followed by entrepreneurial intentions.

The subsequent stage caters to the nurturing of the intentions which can be done at the graduation level. At this stage, students need to be aware about the various functions of business and to cope with the risks. In addition to this, they also need to get knowledge about the business associations and support bodies.

At this stage, they can be mentored by local entrepreneurs to get more practical insights. The last and the final stage is to develop a dynamic firm which is the desired outcome.

The model depicted below depicts the contents that can be inculcated to reduce the gaps that have been identified in the survey and the suggestions by the stakeholders.

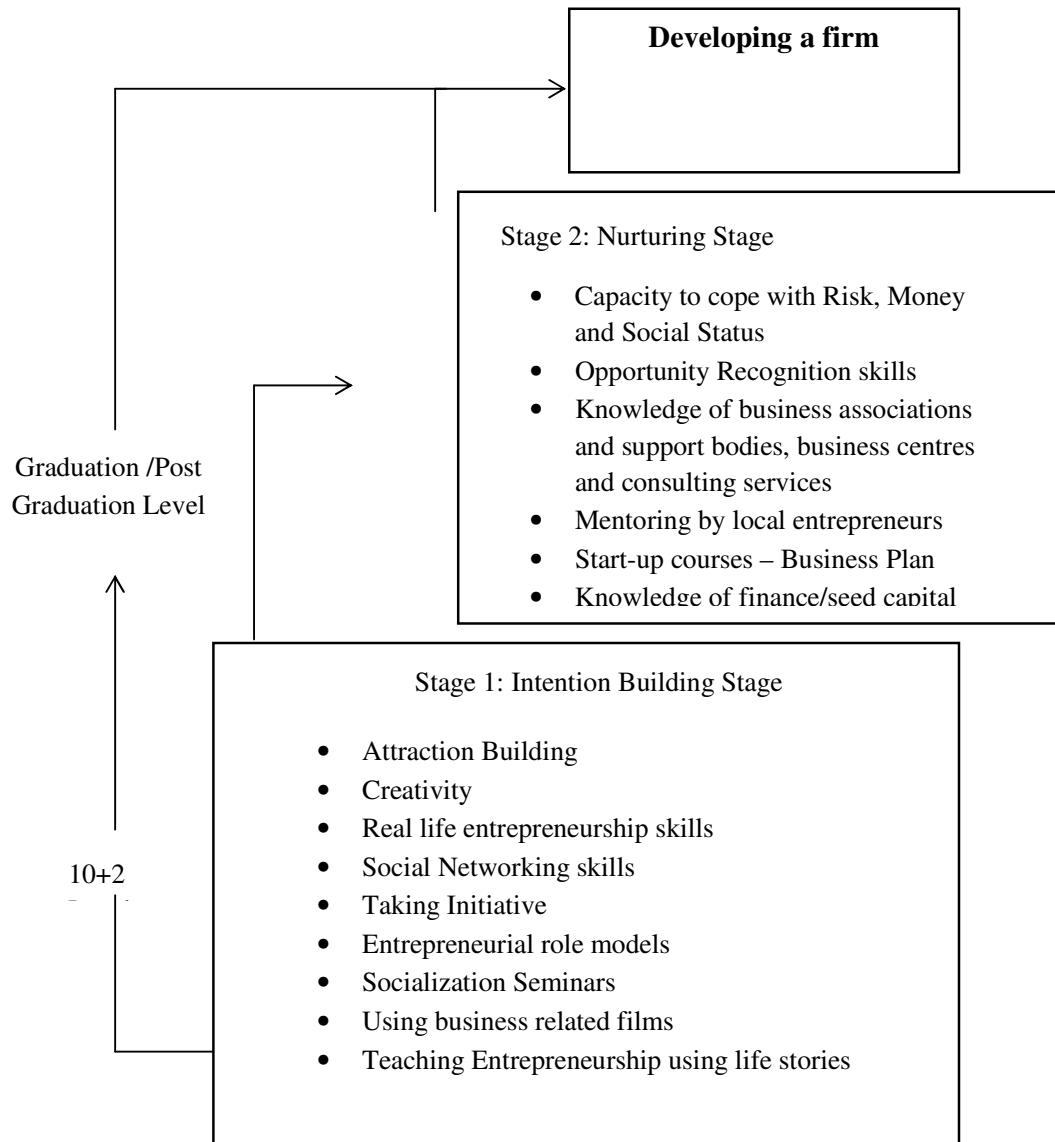


Figure 8: Proposed Model of Education Contents (self constructed by authors)

This paper presents a detailed account of research (with the help of multiple studies) conducted to investigate the factors that inhibit women entrepreneurship in the country. The premise of theory of planned behaviour (Ajzen 1991) has been used to understand the entrepreneurial intentions that ultimately convert into entrepreneurial behaviour. Through this paper an attempt has been made to understand the real factors that affect entrepreneurial intentions of young women in India though quantitative and qualitative methods. It is interesting to note that the results of initial two studies reflect that somehow entrepreneurship education can play a key role in enhancing women entrepreneurship in the country. A set of well designed education interventions can be significant in enhancing the self efficacy of

women and attraction towards entrepreneurship. The model generated by taking the inputs of various stakeholders of entrepreneurship is a significant contribution to literature as well as policy makers. It also concludes all the three studies discussed in this paper. The model presents the elements of entrepreneurship education that are relevant for the initial phase of intention building followed by the stage of intention nurturing. Although these elements have been identified by various stakeholders of entrepreneurship education, these can be further validated through other interactive management techniques like Nominal Group Technique, Interpretive Structure Modelling and Analytical Hierarchy Process. These are systems science techniques that help in diagnosing the answers to critical problems with the help of domain experts.

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SUPPORT SYSTEMS AND WOMEN EMOWERMENT IN AFRICA

Rhoda Najjemba

1.0. ABSTRACT

This conceptual paper indicates how support systems empower women in Africa as a case study. Women are imaginative, ambitious, hardworking, and intelligent which lead to empowerment of women.

In the 21st century, women are no longer confined to homes, they are knowledgeable, educated and innovative making them recognized as an important source of economic growth. Today women in Africa and the world at large still face barriers like gender based violence, discrimination, cultural practices such as FGM, lack of access to formal financial mechanisms and many more leading low development of communities. Women strongly contribute to economic growth. Governments in Africa are undertaking promotion of women through various schemes and initiatives. Therefore, women are a vital piece in the communities today because they play a pivotal role in the development of families, nations and the world at large.

2.0. INTRODUCTION

This literature review was commissioned by a group of 3 people (Robert Masinde, Rhoda Najjemba and Elizabeth Johnson) in view of Stand Up India Initiative 2016 on support systems and women empowerment. A case study of Africa has been chosen and the purpose is to understand the support systems that contribute to women empowerment.

Women Empowerment refers to increasing and improving the social, economic, political and legal strength of the women, to ensure equal-rights to women and to make them confident enough to claim their rights such as:

- freely living their life with a sense of self-worth, respect and dignity,
- have complete control of their life, both within and outside of their home and workplace,
- to make their own choices and decisions,
- having equal rights to participate in social, religious and public activities,
- having equal social status in the society, among others.

According to H.E Joachim Chissano for president of Mozambique, article 2014 says Empowering women is the key to economic growth. “Women and girls in Africa are the greatest untapped resource which can be a solid foundation for sustainable development. Health and development experts, economists, NGOs, Banks agree that the key to unlocking Africa’s potential lies in the expanding women’s freedoms, education and job opportunities. Today many African women are not only expected to full fill traditional roles such as raising children and caring for the elderly, they also face legal and social discrimination regarding land and property ownership, inheritance ,education access to credit and technology in addition to oppression and sexual mores violence.

Support systems such as providing free health services, develop women schemes (SACCOs) ,provide education for women through scholarships, engage women in decision making, promote women to become entrepreneurs to mention but a few should be put geared by the African governments to empower women for economic development. Support systems to empower women in Africa have been categorized below as following; Economic, Political, Academic social and cultural factors.

3.0. BACKGROUND

It is unarguable that while African women have long been regarded as the backbone of African societies, by and large gender parity is still a lofty dream across the continent. Many champions of women’s rights say the battle is far from being won.

While African women have made considerable strides in the political, economic and social development of the continent, they are still widely marginalized within the corridors of power and when applying for jobs. They continue facing social exclusion, from education to their inability to own land or inherit property.

In 2011, UNICEF estimated that 31 million girls of primary school age and 34 million girls of lower secondary school age were not enrolled in school and according to statistics, one in four women globally are still illiterate, with most of them living in sub-Saharan Africa.

At the January heads of state summit, the AU decided to add its weight to the fighting gender inequity cause, declaring the year 2015 as the “Year of Women’s Empowerment

and Development towards Africa's Agenda of the year 2063." It was the first time the AU thought about women since its formation over a decade ago.

Women are a vital piece in the society today. They play a pivotal role in the development of families, nations and the community at large. The society therefore should provide the woman with an ample environment to operate. It is through this that the potential of a woman will be realized. These in totality means that the society, nations and the world at large must endeavor removing any barriers that drag the woman into a darkness of non-development.

In principle therefore, we sort to discuss various systems that will enlarge and favor a woman's development especially in Africa. Africa is endowed with quite a number of resources which if well tapped will spur the content to desirable heights of development. One of the most fundamental resources is the strength of a woman in any economy.

4.0. METHODOLOGY

The research was carried out in three countries. These are Kenya, Uganda and Liberia in order to determine the extent to which the systems have empowered women. The sample was derived from 2100 women from the three countries. Sampling was randomly carried out. The questionnaire and interview techniques were used to get the data.

Secondary data from around the globe was also used to compare the collected data. Women from different professions, different academic levels and varied living standard attended to our questionnaire. This was to ensure that all lives of women were included. Data was then analyzed using the statistical techniques.

The following are the support systems that Africa and the rest of the world should focus on empowering women;

5.0. SOCIAL FACTORS;

5.1. Women play a very important role in making the society be-cohesive. Their back yard voice has always been over looked because of a perception that they are weak vessels. In this regard, women should support their fellow women in all positive aspects e.g. supporting them to vie for top political seats etc. hence promoting women empowerment.

5.2. Women should be encouraged to form and manage SACCOs that will provide them with forums to articulate their issues. These in itself fosters confidence, innovation, motivation and courage to face challenges.

5.3. The society should embrace the virtue of gender parity with the understanding that the space of a woman has been minimized in different spheres. The girl child should be given her fair play ground to instill confidence in her to face future challenges.

5.4 African has diversity of religious beliefs which have to a large extent fostered unity and prosperity among its people. Needless to say; some religions have sidelined a woman like not allowing them to engage in particular sports such as swimming because some religions will take it as showing her body to other people.

5.5 It is the responsibility of the society to provide vital services like health which will make a woman comfortable and available for other roles. Services like family planning should be freely offered. A woman who has planned her family has a focus on the available resources and therefore will have a proper use of them. This therefore means governments will have a controlled population which they can plan and provide for leading to economic growth.

5.6 Involving women in decision making is a vital tool that will enhance their communication skills. These skills can be used in different forums to solicit ideas, resources and knowledge for their development as well as their nations. More women caucus are therefore encouraged at all levels in our beautiful African continent to promote women empowerment.

5.7. A lot of societies are not privy to the fact that child bearing age has a lot to do with the mental ability of the child and the mother. Early child bearing age interferes with normal functioning of a woman. It is therefore important to note that it is time government legislates a law that gives a minimum age of child bearing this will help the economies in proper planning of women.

6.0. POLITICAL FACTORS

6.1. African generally has diverse governance which in common has institutions put in place for law making policy formulation and policy implementation. The process therefore should come up with legislations that create conducive ambiance for a woman.

This means that the laws should cater for the women rights which will give them enough space for operations.

6.2. African women have the potential to be powerful leaders not only in the continent but in the world as a whole this can be seen from Her Excellency S. Johnson the president of Liberia. Governments should endeavor to give room to women leadership; this is because they are innovative, less corrupt and practical.

6.3. Societal matters initiated by the governments should by enlarge involve women decisions. This is because they are the pillars of peace, harmony and development of any society. When someone participates in any decision making they own the resolutions.

6.4. Peace and stability of any country is important for any operations in any field. Governments therefore should provide both internal and external securities to its citizens. A secured environment encourages development in a social, political and economic sphere. Political instability has its causalities been women and children.

6.5. Across the world, there is no country that is self-sufficient. Bilateral and multilateral relationships blend human living standards. Governments therefore should sign treaties which create a platform for the women participation .This will not only benefit the governments but expose a woman across boundaries in respect to exchange of ideologies.

7.0. ECONOMIC FACTORS

7.1. The economy of any country or individuals depends on financing. It is difficult to finance a business in an African setup. Although there are a number of financial institutions but their lending regulations do not favor a woman. It will be wise for governments to legislate rules and regulations which favor the borrowing capability of a woman.

7.2. NGOs have played a vital role in supporting women in the economy. Needless to say; there are various interferences from several quotas these include; government officials, donor governments, bias, tribalism just to mention but a few. Proper running of the NGOs will help the woman a great deal.

7.3. Micro-credits are an essential tool in financing women. They provide finances in time for starting and continuing businesses .These institutions are also money minting associations since their lending rates are high as well as stringed lending rules which include collaterals.

7.4. In any economic set up, market is very essential for any business to thrive. Women will require that governments create international markets through conferences, exhibition and trade fairs. This will help women market their products both internal and externally hence earning a living.

7.5. The virtue of pooling together should be embraced by women in the formation of self-help groups and SACCOs .These institutions help lending money to women at favorable interest rates and conditions .In general SACCOs have played an important role in uplifting the economy of a woman. This therefore should be embraced across the continent.

7.6. Charitable people who may include individuals, NGOs and donor governments should find initiatives of helping the African women. The donor governments should provide funds and education in terms of managing the funds and this will improve a life of an African woman.

8.0. ACADEMIC FACTORS

8.1. Education is one the most important pillars of development. All governments should prepare syllabi which to enlarge extent favors a woman .The society today should see to it that education for the girl child is enhanced. University entry points should be favorable to the girls /women but not compromising the standards of education. This will reduce on the high rates of illiteracy among women providing knowledge hence promoting women empowerment.

8.3. At the moment, scholarship rates are high for men as compared to women. It is important for organizations, governments, NGOs and well-wishers to put the girl child in phase. This will enable a woman to compete favorably in all spheres of life. In general, this will help in achieving gender parity.

8.4. Occasional and periodic trainings in various fields for women should be carried out by governments, women groups, NGOs to mention but a few to enlighten women on

various areas of life to say entrepreneurship, leaders in societies, and human rights activists among others. This stems up from knowledge is power. In this caucus women develop confidence in articulating their issues thus empowering them

8.5. Education has given women confidence and encouragement to discover business avenues. Women entrepreneurs create new jobs for themselves and others and particularly strongly contribute to the economic wellbeing of the societies, poverty reduction, women empowerment as well as contributing to the MDGs. Governments across Africa, development organizations actively understand the promotion of women entrepreneurs through various schemes, incentives, and promotional measures thus women empowerment.

9.0. CULTURAL FACTORS

9.1. Culture is the way of people's lives. Africa has a diversified and blended culture. Africans value both nuclear and extended families. Women can take advantage of these relationships and start up family SACCOs (Women Self Help Groups) and financial associations that will spur the economy hence empowering women.

9.2. Culture serves as a defense in the efforts to build and still the people and institutions, the spirit of confidence in the ability to achieve heights in the society.(SILVESTAR 2002)

9.3. The diversity in our dressing code depicts the rich culture that we have. The diversity shows the creativity that is in the African norm. This diversity can be used to empower a woman politically, economically and ultimately socially.

9.4. Dances and folk songs (Folklores).Valid songs and dances in Africa are used for various reasons. Primarily the two aspects above convey societal messages. Women can use these to pass on their messages to governments and the world as well as motivational messages to fellow women. For example; women activists, policy-makers and well-known voices, like the award-winning Benoise singer Angelique Kidjo, have long campaigned and fought vigorously for the education of girls, achieving significant gains. These too can be an economic resource hence promoting better standards of living.

9.5. Literary arts as a by-product of language ensure the development of oratory and literature that often depicts the culture of African women through various languages are a unique storehouse of knowledge and have facilitated the communication between women within and outside the communities. In addition, literary arts are one of the existing cultural industries which fuel women empowerment through various ways in African countries.

9.6. The performing arts such as comedy in Africa are used for self-expression, education and sensitization of women in communities as well as for entertainment. In the communities, traditional and modern performing arts have been popularized as a means to facilitate participation by women in communities to empower them. In addition, cultural educational institutions and the private sector have supported women in performing arts. Consequently jobs have been created for a growing number of African women hence a better standard of living.

9.7. The visual arts and handicrafts include among others; basketry, mats, ceramics, beads, pottery, hand-woven textiles and products, toys, jewelry, bags and ornaments, leather products, batik, wood carvings and paintings. The raw materials used in the production of visual arts and crafts are readily available in African countries. Visual arts and crafts are produced in almost all regions of African with product differentiation based on culture and history. This promotes the identities of the various women in communities and creates avenues for income generation for a better living hence women empowerment economic growth.

9.8. Indigenous knowledge is the traditional local knowledge existing within and developed around the specific conditions of a community indigenous to a particular geographical area. It is diverse, accessible, affordable and acceptable to people. Indigenous knowledge provides the basis for problem solving strategies for women in communities especially the poor. It is commonly used in agriculture, traditional medicine, health care, food preparation, education, cultural resource management and a host of other activities in rural communities. It is characteristically relevant for women who use it to perform their traditional roles and responsibilities which contribute to women empowerment and development.

10.0. NEGATIVES

10.1 The multiplicity of languages does not facilitate direct communication amongst women in communities. Information in indigenous languages has to be translated to English and vice versa if it is to be shared. This often results in gross distortions and loss of meaning.

10.11. Some of the challenges facing women in visual arts and crafts are; inadequate quantities and poor quality of products due to limited capacity of producers and marketers contributing to poor standards of living.

10.12. There is limited research about the products and the markets and the materials from which visual arts and handicrafts are derived are threatened by environmental degradation this has led to low incomes among the women hence low development.

10.13. Inadequate funds, tradition and culture (in particular, strong cultural norms that favor the education of boys over girls, as well as early child marriage) continue to be some of the main causes of a lack of education for women in Africa.

10.14. Africa's other epidemic is the scourge of violence against women and girls, all too often perpetrated with impunity. Beyond the horrific use of sexual violence as a tactic of war, violence against women is rampant such that 37% of African women have been abused by an intimate partner. It is even culturally sanctioned in the case of female genital mutilation and child marriage

10.15. Most African syllabi are full of theoretical and not skill based education which in the current word offers a better chance for women.

10.16. Women and the society have a perception that sciences such as engineering, technology among others are men for which women don't have the skills and understanding. Therefore this makes them play a second fiddle to them in society.

10.17. Unequal power dynamics between women and men make women more vulnerable to the impact of corruption, limiting their chances to get involved in politics, save money or use public services.

10.18. Girls in Africa are forced to get married before reaching the age of 18 often at the expense of their education, health and social aspirations. Adolescent girls are far more

likely to die from childbirth-related complications than older women, and face greater risks of abuse and of contracting HIV.

10.19. Cultural beliefs, traditions and values sometimes conflict with modern laws. Some of these include; widow inheritance and male genital cutting. This has led some people to regard culture as retrogressive. In addition, African countries cultures are continuously adopting foreign culture which has led to the degradation of the moral fabric of the society with the most affected category being the youth.

11.0. RECOMMENDATIONS

Women and girls need to be considered as agents of change to enable them to participate in the economic, social, and political development within their community and have equal access to health information and services, education, employment and political positions.”

11.1 Women in Africa should not feel shy of their culture which is based on the colonial teachings that Africa has no good culture.

11.12. Women in Africa should look for solutions within their cultural set up rather seeking for them from the so called superior humanities.

11.13.Culture should enable women make their own choices to foster self-confidence and self-reliance in their daily life .This should start at childhood when girl are told bed time stories ,we should depict a girl as a hero opposed to many tales that show men taking every role and challenge.

11.14. Africa’s other epidemic is the scourge of violence against women and girls, all too often perpetrated with impunity. Beyond the horrific use of sexual violence as a tactic of war, violence against women is so routine that 37% of African women have been abused by an intimate partner. Gender violence is a deeply entrenched problem, and we need to, at a very minimum, provide supportive services to all survivors of gender-based violence. African governments need to revise the laws, judicial systems and attitudes that exonerate the perpetrators.

11.15. As women’s educational attainment and prospects improve in Africa – and as they control decisions about their lives and gain access to health services like

contraception and HIV prevention – they will tend to have smaller, better educated and healthier families. This is especially crucial for those of Africa's poorest and least developed countries unable to invest enough to meet the needs of populations.

11.16. Imagine what these millions of African women and girls could accomplish if their full capacity were unleashed, if barriers to education, health, rights, decision-making and full participation were removed. Women are at the very center of sustainable development. When empowered, they can produce a cascade of positive changes, with benefits that go beyond simple economic growth. Studies show that women invest their earnings in the well-being of their children to a far greater extent than do men. Their empowerment therefore tends to have an inter-generational impact on health and education that benefits societies for generations to come, while bolstering the much-needed human capital that countries need to overcome poverty and social exclusion.

12.0. CONCLUSION.

The leaders need to know that the young women and girls are here and they are not a statistic. The leaders need to create time to meet, dialogue, listen and then act. Without investing in the education of girls, or providing unrestricted access to political and economic opportunities, without social freedoms such as sexual and reproductive health rights, an entire half of the continent's population is left out of Africa's development agenda. This affects progress in turn and perpetuates poverty.

“Expanding the freedoms, the education and opportunities for women hold the key to kick-starting inclusive economic growth.

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Determinants of Growth of Co-Operatives Enterprises in Kenya

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ABSTRACT

The Cooperative Enterprise Sector in the county has been tremendously growing. This is evident by being rated position seven in the World and position one in Africa by International Cooperative Alliance (ICA). The study aimed at filling the gaps of knowledge by investigating the determinants of this growth on Cooperatives Enterprises in Kenya. The specific objectives is to examine the influence of products and services offered by Cooperatives Enterprises, establishing the influence of government and how Cooperative governance influence growth of Cooperatives Enterprises in Kenya. The study will enable Cooperatives Enterprises and stakeholders to examine their environmental forces to develop their Competitive advantage strategies and balance their stakeholder's interest in resource allocation to improve the sector better. The study adopted a case study that will involve both qualitative and quantitative research methodology. The target population was 3452 consisting of the board members, general membership and employees of Cooperatives Enterprises in Lugari District, the sample size was 44; stratified random sampling method was used to select samples.

INTRODUCTION

Co-operative society's movement in Kenya has emerged as a vehicle for economic development for a majority of population beginning from the pre-colonial periods. The cooperative movement in Kenya continues to contribute enormously towards the social-economic welfare of Kenyans. The movement has grown impressively in the last 10 years and is now embraced by many Kenyans as the alternative model of doing business and a way of life. G.O.K (2012). The government has stated its continued recognition of Cooperatives as a vital institution for mobilizing the Agricultural, natural and financial resources for national development G.O.K, (1975). Growth of Co-operative societies is normally registered for achievement of specific objectives by the members. There are several types of Co-operatives in Kenya: Saving and Credit Co-operatives (SACCOs), Marketing Co-operative

dealing in farm produce like coffee, horticulture, dairy products, pyrethrum, cotton, sugarcane and tea. There are also consumer co-operatives, farm purchase and housing cooperatives. Below are some facts about the movement that demonstrate the reliance and contribution of the socio-economical development. In Kenya, 250,000 people are employed directly by the co-operative sector. At least 1 out of 5 people derive their livelihood from co-operatives. Co-operatives contribute 45% of the GDP and 31% of the National Savings and deposits. The movement has 70% of the coffee market, 76% of dairy and 95% of the pyrethrum sector. Out of the payments to farmers, Rural SACCOs have been formed to provide farmers.

The minister for Co-operative development, Hon.Njeru Ndwiga while addressing the 7th Africa Co-operative congress in Nairobi 2004 noted that marketing Co-operatives Enterprises in Kenya have successfully enabled their members to bulk produce, market produce and mobilize savings and uplifting their economic welfare and contributing significantly to the economies of the region. Furthermore the cooperative movement is rated 7th globally and 1st in Africa This is because through Agricultural marketing cooperatives Enterprises and Savings and credit Cooperatives Enterprises, members are offered an opportunity to gain access to affordable financial income, transport, storage and processing services thereby reducing the widening disparity between the rich and poor. From the above cited tremendous Cooperative movement growth in Kenya, it is clear that the determinants have not been clearly identified and appropriately addressed

OBJECTIVES AND METHODOLOGY

General Objective

The general objective is to determine factors influencing growth of Cooperatives Enterprises in Kenya.

Specific Objectives

1. To examine the influence of Cooperatives service/products on growth.
2. To investigate the influence of Government on growth of Cooperatives Enterprises.
3. To determine how Co-operative governance influence growth of Cooperatives Enterprises.

Importance of the Study

There is inadequate documented study on growth of Marketing Cooperatives in Kenya, Therefore the study will benefit the government, Cooperatives Enterprises Members board

Members and stakeholders to improve their services and compete favorably with competitors in the sector. The study also benefits the government to formulate co-operative legislation to harness the gain from the study of growth of the Cooperative Enterprises and to address specific challenges facing them.

Scholars will use the study for reference and further empirical research on sound management of Cooperatives Enterprise in Kenya.

Marketing Cooperative Theory

There are two major types of agricultural marketing cooperatives: bargaining and processing cooperatives. Bargaining cooperatives act as the common selling agent for members. They may or may not take title to the farm commodity. The Michigan Agricultural Cooperative Marketing Association is an example of a bargaining cooperative. It negotiates with processors to establish contract terms for fruit and vegetable growers in Michigan. Some bargaining cooperatives act on behalf of only their members. Others are exclusive agency bargaining associations. By law these cooperatives establish the terms of trade for all producers, members and non members are alike in a market area. When farmers bargain collectively, they are attempting to exert market power (monopoly power) to offset the buying power (monopoly power) processors possess due to control over market information, processing facilities, market access, or other resources.

Marketing Cooperatives often have special payment arrangements that are related to the pooling of products and the timing of sales over a market period. Growers receive several installment payments as the marketing process continues. Those that deliver products that go into higher quality pools also receive higher prices.

Theory of Credit Cooperative Enterprises

The population cannot access credit because of lack of collateral securities required by commercial banks. Even though commercial banks have relaxed their conditions, Sacco's Enterprises still remain the only reliable and sustainable avenues to provide the much needed credit to this group. Therefore the role of government is to create an enabling environment for the sector. This calls for the appropriate regulatory framework that addresses the unique challenges facing agricultural marketing Co-operatives. G.O.K,(2003),

There is an abundance of descriptive and prescriptive papers on the organization and

ideology of (credit) cooperatives (for an overview of the literature, Bwisa J. (2010) Sacco star; issue 14; December, published by Kenya Union of Savings and credit Cooperatives Ltd, yet

In-depth studies which address the issues involved in measuring the efficiency of credit Cooperatives are extremely rare. Moreover, there is also a lack of surveys on the factors which play a part in determining a cooperative's performance, such as the structure of the market for savings and credit services or the peculiarities of the corporate legal structures of Cooperatives.

Existing theoretical works on credit cooperatives emphasize three principles of Cooperative organization that are of particular significance to their performance

- The identity principle or solidarity principle,
- The nominal capital principle or redeem ability principle and
- The equality principle or democracy principle.

The *Identity Principle* refers to the fact that the members of the cooperative are clients and owners, without having to go through bureaucratic formalities were probably uppermost in the minds of the founders. An inherent structural weakness of these *credit-motivated* cooperatives is their limited power to generate savings because they pay lower interest rates on deposits than are obtainable on alternative forms of investment.

Roles of the Government

One of the church priest father Augustine theorized that the role of state is to provide justice, protection, security and governance to ensure there is production of goods and services to meet human needs.

The stated theories create three arms of the state thus the executive, judiciary and parliament. The institutions deal with legal policy formulation and implementation. The government must ensure necessary legislations are passed by parliament to create enabling environment for growth of the business sector.

In Kenya for instance, about 56% of over 40 million people live under poverty line. Considering that about 63% of this population derives its livelihood from Co-operative related activities, therefore co-operatives have become a major player in poverty reduction hence the great attention from the Kenya government.

Co-operative Governance

According to the center of Corporate Governance in Kenya, governance is the manner in which power is exercised in the management of economic and social resources for sustainable human development, it is concerned with the processes, systems, practices and procedures, formal and informal rules that govern institutions, the manner in which these rules and regulations are applied and followed.

Corporate Governance contributes to improved corporate performance, accountability, increased level of confidence and transparency in Enterprise activities for all investors and thus promoting growth and ensuring that the Enterprise is run in a legal and ethical manner.

Every co-operative Enterprises needs to develop its own code, which is likely to cover matters such as how it treats its members, stakeholders and other groups, their daily operation by laws and information handling and dissemination.

Co-operatives Enterprises Products and Service

The customers are influenced to buy a product or service by cultural, social, personal and physiological factors, hence cooperative enterprises should be innovative and diversify their products and services to meet customers satisfaction. Continuous product/services re-branding, modification and re-engineering should be part of the enterprising.

CONCLUSION

Entrepreneurs thinking to form a business entity apart from registering a sole trader, partnership Companies or Self Help Groups should put in mind that Cooperative Enterprises is the best alternative model of empowering women in the event of poverty eradication in the rural setups. This is because of its nature of membership.

This empowerment through Cooperatives Enterprise can be well achieved because, members will have choice of production, access to resources, role in decision making, increase in mobility and access to market, control of assets, collective negotiation and advocacy

The government should be fully involved at all levels, strengthening governance structures , continuous product , services development and re-engineering if are well addressed the cooperative Enterprises will create substantial job opportunities , contribute to the economic growth and uplifting the living standards of people.

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WOMEN EMPOWERMENT AND ENTREPRENEURSHIP: A CASE STUDY OF ZIMBABWE

DUBE SIBANGANI (ZIMBABWE)

ABSTRACT

In Zimbabwe women constitute a large percentage of the population and they are most marginalised group of people when it comes to resource allocation. Ethnic diversity of the country and the circular religious undertaking of the government make it difficult to have a generalized understanding of gender inequality in the country. Women empowerment in the country has been affected by among other issues lack of resources mainly finance to improve their lives. The Zimbabwe government has made numerous legislative efforts to empower women in spite of some of the women not being aware of these government efforts. A fully fledged Ministry of Women Affairs Gender and Community Development with officers even at ward level has been formed with the mandate of empowering women economically, politically and socially. Government's commitment to empowerment of women is envisaged in the country's constitution. The Zimbabwe government has crafted the National Gender Policy amongst a host of other initiatives that are meant to address gender inequality in the country. The mandate of the Ministry of Women Affairs Gender and Community Development is to execute and review policies relating to gender inequality. Like in many developing countries empowering women through enterprise development is viewed as a means of reducing women poverty, empowering them, reducing their vulnerability and improving their social well being especially in the rural areas where they are unemployed. This paper discusses the role of Zimbabwean government in empowering women through enterprise development.

BACKGROUND

Gender inequality is a global challenge and little attention to the challenge will pose a threat to the future of many countries especially the developing nations. According to the United Nations Industrial Development Organization (2003), women and girls constitute three fifths of the world poor. Globally women represent 70% of the world poor (UNIFEM 2012). Poverty amongst the women in the world is attributed to disparities in education, employment opportunities and decision making. The weakening of the global economy in 2012 and 2013 aggravated women exclusion in the mainstream economic activities of their nations.

Globally, women are three times more likely than men to be out of a job (www.plan-eu.org). Those who do have a job, they are typically underemployed, in part time or temporary work, in the informal sector with poor working conditions (www.plan-eu.org). World Bank (2015) notes that globally only 50% of women are in the labour force compared to 77% of men. It is further noted that the gender gap in labour force participation is mainly in African and Asian countries. World Bank further states that since 1995 the gender gap in employment has remained relatively constant worldwide. Women therefore continue to be excluded in the public sphere. This continued discrimination of women in the paid labour increases women vulnerability to their male counterparts and has resulted in high levels of women poverty globally.

Africa as a continent as alluded to in the outline above has not been spared from the scourge of women unemployment and poverty. Women play a significant role in African economies. Women in Africa make up the bulk of the impoverished people. The Economic Commission for Africa (2002) state that women make up the bulk of the unemployed people. Women unemployment in Africa is viewed to be a much bigger problem especially when these women are bread winners. most women in Africa singularly look after their children due to archaic practices like polygamy and the high mobility of their male counterparts within and outside the borders of their locality in search of employment. some of these men never return to their families or remit meager sums back to their families as they would have found other women in their new stations. Boateng (2014) point out that supporting entrepreneurship through promoting the development of the small and medium enterprises (SME) sector can be a solution to reducing unemployment levels in most African countries. Thus formulation and implementation of a sound women empowerment policy that mainstreams women entrepreneurship and addresses gender equality becomes a panacea not only for closing the gender gap between men and women but the overall economic growth of African countries.

In the case of Uganda with a population of 26.4 million (World Factbook 2004), it is observed that multiple women empowerment initiatives have been pursued. agriculture as the most important economic sector accounting for almost 40% of Gross Domestic Product, 85% of export earnings and 80% of workforce employment, women constitute 80% of agriculture labourforce and are responsible for about 80% of food crop production, provide 60% of the labour for cash crop production but they still do not have control over household decision making. (Stevenson and St Onge 2005). the informal economy represents a growing

economic sector and a valuable source of employment. In 2002/3 around 35 per cent of households operated informal non-crop enterprises. Over 50 per cent of informal workers in Uganda are market and street vendors (etal). The informal economy is largely comprised of micro and small-scale enterprises (MSEs), which employ about 90 per cent of the total non-farm economically active population. This sector is faced by a number of constraints: (i) insufficient infrastructure; (ii) legal and regulatory constraints; (iii) marketing problems; (iv) inadequate finance; (v) poor coordination between business entities and policy levels; (vi) poor information flow; (vii) ease of entry and exit; and (viii) unorganized and un-mobilized, with little power for collective bargaining, all of which combine to hinder efficiency, productivity and income earning potential.

In the case of Mali, the ILO, (2011:3) observed that the Mali government has facilitated existence of multiple funds aimed at economically empowering their citizens but these initiatives have had limited or no impact on employment creation or integration of youth and women in the economy of the country. The Mali entrepreneurship initiatives optimises the effectiveness of funding mechanisms for youth and women that are operational in Mali with an ultimate goal of creating employment and intergrating the informal sector into the formal sector (ILO, 2011:3).

Study of Zimbabwe gender issues in the contemporaysociety will be incomplete if a historical run down of economic policies dating back to the 1990s is ignored as the period sow the seed of political and economic challenges currently faced in the country. the Bretton Woods initiated economic reforms of the 1990s decade did not result in the desired and envisioned results as in spite of them increasing economic activity they actualled stalled it. The impact of the International Monetary Fund initiated economic liberalization of the 1990s cannot be ignored. Informal sector is a key issue that has emerged to shape the economic opportunities available for women. The evidence is fairly scanty, but what is available suggests that most survivalist micro-enterprises where women tend to be heavily concentrated have been negatively affected by economic liberalisation (hivaidsclearinghouse.unesco.org). This is mainly because economic reform programmes depressed aggregate demand (especially in urban areas), increased import competition, and generally increased levels of uncertainty (Dube 2013). Income returns among survival enterprises have declined in most countries as a result of large influxes of new entrants unable to find wage employment in the formal sector.(hivaidsclearinghouse.unesco.org)

Zimbabwe since the turn of the 21st century has been plagued with economic meltdown that has resulted in untold suffering among the women populace in the country. Overallly the economic meltdown has resulted in low and erratic wages for paid labour, increase in unemployment and worthless currency that was abandoned by the government in favour of the multi currency regime in 2008. The economic decline has not only resulted in the impoverishment of the general population but has also resulted in the decimation of economic empowerment efforts of the two decades of independence. in spite of the central government being criticized for policy inconsistence (Paliza and Hameed unpublished), the Zimbabwean government has demonstrated great commitment towards woman empowerment and women entrepreneurship development. It would be folly for this paper to consider the statistics on women unemployment in Zimbabwe as reflective of government failures towards women empowerment as unemployment is not a gendered problem in Zimbabwe but a national one. Zimbabwe presents an interesting and informative study of women empowerment in Africa and entrepreneurial development as the country in spite of it not having official communication to the effect is by and large pursing endogenous development programmes that are anchored on His Excellency the President of Zimbabwe Robert Gabriel Mugabe's rhetoric of economic empowerment that was heralded by the Fast Track Land Reform Programme and lately the Indegenisation and Economic Empowerment Act in the broader economic policy of Zimbabwe Agenda for Social Economic Transformation. Entrepreneurship and support of entrepreneurial activities by the citizens of the country have been mainstreamed as the drivers of

More recent figures from Zimbabwe indicate that out of the country's 12 million people, only 480,000 were formally employed in 2008, down from 3.6 million in 2003 (The United Nations Office of the Coordination Humanitarian Affairs [UNOCHA], 2008). Formal sector unemployment stood at 94 percent of the population (www.mydec.gov.zw). The problem of unemployment in Zimbabwe is viewed as a multifaceted one that should be viewed as part of a larger problem in the country(www.isp-zw.org). Thus tackling the problem of unemployment will require robust strategies and multisectorial approach to address the problem of unemployment amongst the Zimbabwean population The complexity emanates from the fact that the formal sector has been dwindling over the past years to the extent that the economy has been largely informalised (www.isp-zw.org). The rate of youth

unemployment with regard to both formal and informal sectors of the Zimbabwe economy stood at 19 percent for females, 11 percent for males (nayouth.org).

In Zimbabwe women constitute 51% of the total population and they have not been spared from the challenges of unemployment. As a result of the unemployment rate many women have resorted to migrate to neighbouring countries like South Africa and Botswana to undertaken menial jobs or turned to the evergrowing informal sector (kubatana.net). The closing down of industries in the country has also exacerbated the situation and the rate of unemployment in Zimbabwe. Furthermore the recurrent El nino induced droughts against the background of vandalized farm equipment following the government Land reform programme has resulted in little agricultural activities, hence making formal employment the only source of livelihood (Muhnande 2008). Operation Murambastvina of 2005 deepened the crisis in the country as un employed women who had sought informal employment had their premises demolished as government viewed these structures undesirable in urban areas (Muhnande 2008). Thus women enterprises that were as a source of their livelihood was lost. As if this was not enough the 2008 economic crisis in the country also saw many savings by women being eroded overnight as inflation rose to over 1000% (New Zimbabwe. Com 24 February 2008). Hence this mean that the majority of Zimbabwean women are trapped in poverty as their male counterparts left them behind looking after children for greener pastures outside the country.

As evidenced in the above account, the majority of women world over are engaged in small income generating self help initiatives that are mainly agricultural and non agricultural activities with low prospect for growth. Thus apart from the unemployment scourge, which forms the basis for analyzing women disempowerment for activities that enhance livelihoods, women also encounter more profound challenges when it comes to access to finance and entrepreneurial skills (www.africayouthskills). In recognition of the twin problems of unemployment and the burden of fending for the family by Zimbabwean women, a targeted policy approach for increasing entrepreneurial activities among women is increasingly acknowledged as a measure to address livelihood insecurity (Omondi 2013). Omondi (2013) further argues that among the range of policy interventions to be undertaken, access to credit facilities has to be mainstreamed. The above account makes it clear that women's economic empowerment has to be linked to the development of sector and sub sectors in which their

enterprises exist, thus this paper will review the legislative and macroeconomic environment in which women enterprises exist in, in Zimbabwe.

DEFINITION OF TERMS

EMPOWERMENT

The definition of empowerment is contextual as the term applies to all aspects of human life. Pulla Rao (2003) defines the concept of empowerment as giving legal and moral power to an individual in all spheres of life (economic, political, psychological, religious and spiritual) which are essential for the survival and development of mankind in general. In this paper empowerment will be viewed in the framework of existence of laws, finance and markets for women in order for them to achieve economic empowerment through entrepreneurship.

ENTREPRENEURSHIP

Ponstadt (1998) defines entrepreneurship as a dynamic process of creating incremental wealth by individuals who assume the risks of equity, time and or career commitments of providing values for some product or service. The product or service may be new or unique. Timmons (1998) stated that entrepreneurship is the process of creating and building something of value from practically nothing. It is thus seen as a process of creating or seizing an opportunity and pursuing it regardless of the resources currently controlled. It is seen to involve the definition, creation and distribution of values and benefits to individuals, groups, organizations and society. It further stated that it is not a get rich quick proposition but a long term endeavour with durable cash flow streams.

OBJECTIVES

- To examine the policy and legislative framework for women empowerment in Zimbabwe
- To examine accessibility of credit and financial services by woman entrepreneurs
- To determine level of woman access to markets for their products

FINDINGS

a) Policy and legislative framework for women empowerment in Zimbabwe

Zimbabwean government's commitment to the empowerment of women is undoubtedly very high as the ascendancy of independent black majority rule in 1980 has been followed with the

passing of much legislation since independence. The government has managed among other things to ensure that the colonial system gender imbalances are addressed. Since 1980 to date a number of legislations have been implemented in favour of women. Of note among these pieces of legislation is the government's National Gender Policy that clearly articulates the government position on women. Equal opportunity for both sexes is guaranteed by this piece of legislation. It needs to be pointed out that in spite of the existence of these good policies and laws there is however no adequate policy implementation strategy to realize tangible woman empowerment. Majority of women in the country are not aware of policies and laws that empower them. It is thus noted that in spite of the existence of adequate policies and laws in Zimbabwe supporting women empowerment but they are serious implementation deficiencies such as the alarming rate of information deficiency among women on policy and legislative instruments for their empowerment (Selome and Tshuma 2014).

It is thus recommended that there should be improvement in mechanisms for policy implementation and enforcement of existing laws for women empowerment. Strengthening structures created by such laws to be effective and operational to district levels will be a step in the right direction. There is more to be done by government to increase women awareness of the policies and laws for their empowerment. Awareness programmes should be done in the community for women, man and leaders in the community so as to have an appreciation of the policies initiatives that support women empowerment.

b) Promotion of women entrepreneurship (Case of Womens Fund) In

Zimbabwe, like in many developing countries, empowering women through micro-credit finance is viewed as a means of reducing women poverty, empowering them, reducing their vulnerability and improving their well-being especially in the rural areas.

Section 14 (1) of the Zimbabwe constitution states that

“The State and all institutions and agencies of government at every level must endeavour to facilitate and take measures to empower, through appropriate, transparent, fair and just affirmative action, all marginalised persons, groups and communities in Zimbabwe with emphasis on employment creation for the women and youths.”

Selome and Tshuma 2014 in their analysis of the Women Fund in one of Zimbabwe's district (Umgusa) note that most of their respondents interviewed seemed to hold the view that the funds were insufficient for the projects that they were engaged in. 64 % of the beneficiaries expressed that the money was insufficient and 36 % percent said it was sufficient for their projects. Insufficient loans have a bearing on the sustainability of the projects. It was inevitable for beneficiaries to borrow working capital from other loan sharks in the community to sustain their projects. Bennell (2000) observe that loan size is critical factor in determining the successful implementation of a project. As such it could be drawn from this that in spite of the fund targeted at enhancing women livelihoods this objective has been met to a very minimal level. Women are having difficulties accessing the loans for various reasons such as stringent requirements and red tape. Women in the majority do not have business management training to be able to manage their planned projects. Inadequate funds therefore caused failure in planning for the project implementation thus making the government misfire in its endeavour to address the gender inequality. Notable also among the beneficiaries is the high level of project mortality.

The researcher recommends the establishment of one institution (a Grameen Bank replicated of some sort, as has been the case in a number of South American countries and India with sufficient capacity to administer the women fund transparently in an efficient and effective manner. This will bring an end to the problematic current scenario where the bureaucratic nature of traditional lines of credit in administration that stifles the efficient processing of women applications and insufficient funds is addressed. Moreover to circumvent the problem of high defaults I propose a mixture of individual lending models and group lending in the form of economic zones, and in line with the economic conditions of the different localities. This will have to be accompanied by strong and vibrant training and mentorship programmes to ensure youth projects graduate into profitable SMEs. There is need for the establishment of women incubators around the country, establishment of entrepreneurship institutions as well as replicating the Indian model of cluster approach to micro enterprises with a public official assigned to supervise the given cluster.

c) To determine level of woman access to markets for their products

As alluded to earlier on the few surviving women projects have a challenge in accessing markets. Most loan beneficiaries in the country implement homogenous projects that lead to creation of market glut of the projects outputs. Most beneficiaries tend to implement traditional projects that have no or minimal uniqueness. Easy start projects like poultry rearing are the projects that the majority of women pursue. In spite of these projects being ideal for the loan sizes, their chances of sustainability are very low as they tend to compete with large scale commercial entities that push volumes and realize minimal profit per unit whilst the women will be trying to realize maximum benefits from the endeavour. It can thus be drawn that less profit to sustain the projects cause the beneficiaries to loan more money that has high interest from local lenders so as to sustain their projects.

Viability of women enterprises in Zimbabwe is affected by lack of marketing skills and lack of market. It needs to be spelt out the majority of women in Zimbabwe live in rural areas and lack of entrepreneurial skills leads to implementation of projects without carrying out sound market research. Furthermore the rural economy where these projects are implemented is mainly subsistence and the majority of people are not gainfully employed, hence there is less cash circulating in the market. This means that there are fewer people who can buy their products at the asking price, affecting the viability of the projects. It is thus recommended that the government establishes market linkages for these entrepreneurs as well as clustering so as benefit from economies of large scale as it will be easier to negotiate prices of inputs as well as meet supply frequencies of established markets.

CONCLUSION

Zimbabwean government has to be commended for breaking structural gender inequality in Zimbabwe through enactment of various pieces of legislation but its commitment to the economic empowerment of women outside the mainstream formal employment still needs to be revisited. There is high need for community (women) involvement in planning and implementation of their economic activities. Women empowerment through entrepreneurship has to be centred on capitalizing and adding value on Indigenous Knowledge Systems rather

than emphasis on the provision of capital for enterprise development. Commercialization of tradition women activities like vegetable drying and facilitation of registration and providing entry points to the global market will go a long way in designing unique products that might lead to unprecedented women empowerment through entrepreneurship.

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Economic Empowerment of Women through Skill Development & Entrepreneurship

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Background

Empowerment of women has become one of the most important issues of present times. It is widely accepted fact that social empowerment of women is not possible without their economic empowerment. There have been a lot of debates about their participation at the workplace. Women should achieve their full economic potential and utilize their talent towards building a self-reliant and a stronger economy. A recent study by McKinsey Global Institute has suggested that gender equality in society cannot be achieved without gender equality in work. According to the Census Report there are **943 females per 1,000 males** which constitute almost half of the population of our country. However, their labour force participation rate in the economy is just 32.6%, which is not very significant. According to Global Employment Trends for Women 2012, A Report published by International Labour Organisation, the number of economically active women in India increased by only 9.6 million, in comparison to an increase of nearly 71 million economically active men. Women, as a resource for contribution towards GDP is the least tapped resource in our economy. It is evident from the above mentioned facts. This disparity in female participation towards GDP calls for a focussed action on the part of Government and other authorities. The possible causes for such disparity are as follows: (a) physical security of women has been a challenge (b) low literacy rate among women (According to Census 2011, female literacy rate in India is 65.46%) (c) lack of employment opportunities for women (d) skill gap situation among women.

This paper revolves around the problem of lack of required skill set among women for employment purpose. Earlier the role of women was limited to the four walls of the house, and they were just entrusted the work of giving birth to the child and perform household work. But with the passage of time women have started taking up the responsibility of earning livelihood for the family and shouldering the economic responsibility of the house. The Ministry of Skill Development and Entrepreneurship (MSDE) has launched the National

Campaign of Skill India on the occasion of World Youth Skills Day, 15 July, 2015 with an objective of developing skills and promoting entrepreneurship across the country. This campaign was unveiled by Hon'ble Prime Minister Sri Narendra Modi as a National Mission for developing skills which will lead to generation of employment opportunities and economic development of the country.

Women: An Untapped Resource

It is evident from the sociological structure of the country that as compared to men women are less educated, they have less resources and are less powerful than men. This gender inequality is the reason for many socio-economic problems. Household work done by women is not recognized as economic activity and thus is not reported in the GDP. Women are the silent and the most untapped resource of the country which has huge potential for economic growth and development. Women's participation in the total workforce is as low as 30% and it is mainly in the unorganized sector like agriculture, construction, trade, private households etc. These unorganized sectors are also subject to exploitation. Women have not been given their rightful status in the economy. Therefore, it is important to minimize this gender inequality and empower our women socially and economically. Developing entrepreneurial activities through skilling our woman will offer self-sustainable model and will be a significant step towards empowering them. There are many sectors and industries in India which have immense scope for women to participate and contribute towards their livelihood. As per Census 2001, Female participation rate in rural areas was higher and stood at 30.79 per cent as compared to the rate of 11.88 per cent in urban areas. During the year 2005, employment of women workers in public sector and private sector was reported at 29.21 lakh and 20.95 lakh respectively.

Skilling Women: Need of the Hour

White revolution during 1970 under the stewardship of Lt. Verghese Kurien is one of the finest examples of empowering rural women towards growth and development. According to Census 2011 the literacy rate in the country has gone up by 9% from 65.38% to 74.04%, wherein male literacy rate has registered 82.14% and female literacy rate is still lagging behind at 65.46%. It is evident from the fact that we still need to go a long way to achieve 100% literacy. Illiteracy among females is one of the most important causes for all socio economic problems related to women. It is because of lack of education that leads to lack of awareness. They remain ignorant about their rights and various welfare programmes and

schemes run by government for their benefit. Government has taken several steps in this direction like Sarva Shiksha Abhiyan, Beti Bachao Beti Padhao etc.

There is an immediate need to empower our women through a self-sustainable model of skilling them so that they can earn their livelihood and shoulder the economic responsibility with male members of the family. It will not only make them independent but also uproot various other social evils of the society like female infanticide and dowry. In developing countries women contribute substantially in agriculture, farming and allied activities. Apart from agriculture there are other sectors like manufacturing, health services, dairy, poultry, fisheries, construction, computer and IT services, banking and financial intermediation which has immense scope for women workforce. In addition to this financial literacy is also one of the tools towards attaining self-sustainability. Therefore, women should be equipped with knowledge such as banking, different investment schemes, availability of soft loan to women entrepreneurs, post office deposit schemes etc.

Skilling women for entrepreneurial activities should be employed in the following areas:

- a) **Agriculture & Allied Activities:** Traditionally our rural women have been working along with their family on the farms. Women have huge potential to grow, develop and prosper in agricultural sector. They can be adequately skilled for the production of organic vegetables, fruits, seed, oil etc. and earn a decent livelihood for themselves and with dignity. Skilling means bridging the gap between the natural knowledge and the desirable skill set. Therefore it is highly recommended that the Government should come up with centres to skill rural women to produce such organic products. Regulatory authorities should also encourage micro credit to establish such set up.
- b) **Fisheries:** Indian Coastline is considered as one of the richest coasts in terms of water species found in it. Fisheries are an essential economic activity for millions of people. India has a wide coastline, approximately 8,118 km long. Nearly three million fish workers depend on fishing for their livelihood. Women also play a very dominant role in fisheries as well. They are engaged in a wide range of activities across this sector. Ornamental fisheries are an upcoming area in this sector. Fisherwomen can be adequately skilled for this emerging field. Therefore it is proposed to the regulators to develop India as a hub for export of such aquatic species and thus empower our fisherwomen.

- c) **Health care and beauty related services:** Women have been performing outstanding in healthcare industries and beauty related services. Both urban as well as rural women can be skilled up to match the standards and empower themselves by serving in these industries. We have entrepreneurial examples like VLCC, Biotique, Shahnaaz Hussain who have already ruled the charts in these sectors. More and more women can be trained for services like nursing, paramedical courses, Ayurveda and other allied health services to empower themselves economically from these activities.
- d) **Weaving, sewing, knitting, weaving, embroidery and handicrafts:** Micro enterprises should be established in areas like weaving, sewing, knitting, embroidery, handicrafts etc. to employ more and more female workforce for self-sustainability. As per Census Report 77.90 % of handloom weavers are women. There are many microfinance institutions in form of SHG's (Self Help Groups) which promote such ventures both at rural as well as urban levels. Government is providing financial assistance in form of loan at affordable rates for the installation of looms and accessories, skill upgradation, marketing opportunities and for construction of sites etc. Such handloom products and handicrafts items are very popular in the western world. Therefore, more and more women should be promoted to work in these sectors so that it can also result in minimising our fiscal deficit.
- e) **Cooking, Baking and food preservation:** Household activities like cooking, baking and food preservation also has huge potential to empower women economically. Micro enterprises should be promoted both in rural and urban areas to establish such set up. Food processing industry ranks fifth in the world in terms of exports, production and consumption. Major parts of the food processing sector are milled grain, sugar, edible oils, beverages and dairy products. The contribution of the food processing industry to the gross domestic product at 2004-05 prices in 2012-13 amounts to INR 845.22 Billion. India's food processing industry has grown annually at 8.4% for the last 5 years up to 2012-13. This industry is also one of the biggest sources of generating employment.
- f) **Computer & IT related services:** Women should also be adequately trained to operate computer and for IT related services. These skills will help women to upgrade their employability to a great extent. Government has already launched many programmes and schemes free of cost for training women at large. These new skills will empower women and make them aware and economically independent.

Conclusion

There has been a perpetual hostile environment against women in India which has led to such problem of gender inequality at work. There is no physical security provided to women in our country. Thus, providing physical and social security to women will be a significant step towards drawing women workforce to the domains where women staffers are negligible. Our economy is growing at a rate of 7% approximately. However, the contribution of women in this growth is not very significant. The population of women is slightly less than 50% and their contribution to the total workforce is close to 30% approximately. It is a matter of great concern. Women are the most untapped resource of our economy. If this resource is put to good use it may result into revolutionary rise in the growth of our economy. We could grow by leaps and bounds. Indeed our government has taken many steps in this direction but we need to go a long way to achieve it. Empowerment of women on all parameters will minimize all kinds of social evils and make our country a developed nation.

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Study of Motivation, Success and Sustainability Perception of MSME Entrepreneurs in Delhi NCR

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Abstract

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country. The Sector consisting of 36 million units, as of today, provides employment to over 80 million persons. The Sector through more than 6,000 products contributes about 8% to GDP besides 45% to the total manufacturing output and 40% to the exports from the country. The MSME sector has the potential to spread industrial growth across the country and can be a major partner in the process of inclusive growth. Therefore, considering the importance of the sector, the study had been conducted to focus on the motivation, success and sustainability perception of the MSME entrepreneurs of Delhi NCR region in India. Survey data were collected from 200 entrepreneurs out of whom 163 MSME entrepreneurs responded. Findings revealed that there were motivational factors like self interest, family pressure, willingness, urge for fame, inability to do anything else are the dominant factors to drive them to opt for entrepreneurship as a career option. They perceive that their background skills, knowledge, experiences, technical degree helped them in successfully running their business. They need training, more finance, new technology, etc. to sustain in their existing ventures and to opt for diversification if required.

Keywords: MSMEs, Entrepreneur, Business success, Delhi NCR, Motivation, Perception

1. Introduction

There is a extensive consent that a energetic MSMEs (referred to as Micro Small and medium-sized enterprises) sector is one of the most important driving force in the development of a nation's economy and vital for a healthy economy (Nafukho and Muya, 2010). The men and women who run these enterprises are called entrepreneurs. Entrepreneurship is a company that undertakes new arrangement to produce new products and services (Schumpeter, 1934). It is a process of innovation and creation with four dimensional elements –individual, organization, environmental factors and process, with support from the government, education, and constitution (Kuratko and Hodgetts, 2004). Historically, it is proven that that with each economic downturn in both developed and developing countries, it is the entrepreneurial drive and persistence that brings us back (Kuratko 2006). In this study, we focus on entrepreneurs as they take place in MSME sector since the two are closely related and cannot be isolated from each other. India's MSME sector contributes up to 8% of GDP (gross domestic product), about 45% of gross manufacturing output, 80% of industrial jobs, and around 40% of the total export of the country 2003 (ADB, 2004), making the country's MSMEs the largest business sector in the economy of India. Built on theories and research on entrepreneurship, this study has attempted to capture the perception of the entrepreneurs of factors affecting the business motivation, success and sustenance of entrepreneurs of small and medium sized enterprises. One of the major impacts of this study is that it will constitute an aid to policy makers, researchers, academia, and the business community as well for improving the performance of entrepreneurs of small and medium sized enterprises in this country. The purpose of this study is, therefore, to determine the perceived factors affecting business motivation, success and sustenance of micro, small and medium-scale entrepreneurs in Delhi NCR region in context to India.

Relevant research questions for consideration in this study are:

- What are the motivational factors perceived by the MSME entrepreneurs to opt for entrepreneurship?
- What are the factors considered for being successful entrepreneurs?
- What are the measures perceived by the entrepreneurs to become sustainable entrepreneurs?

2. Review of the Relevant Literature

2.1 Entrepreneur and Entrepreneurship

Entrepreneurship as a subject of research has been widely studied in the literature of management and economics. Vincent (nd) established that entrepreneurship relates to economic demand recognition in an economy and supply of factors of production with a view to fulfilling that demand and ultimately generating profit. Motomura (nd) sees anyone capable of generating results in any area of human activity as an entrepreneur, and people having power to make things happen are Entrepreneurs. Batra (2012) relates entrepreneurship and enterprise creation to looking for new products or combinations with a view to satisfying needs, effective organisation of resources and achieving wealth creation and value addition by way of employment generation.

In an attempt to define entrepreneurship, Gartner (1985) proposed a conceptual framework to describe entrepreneurial activity. He integrated the diversity and the complexity of entrepreneurship into four major perspectives:

- 1) Characteristics of the individual, who starts the venture,
- 2) The organization that the entrepreneur created,
- 3) The environment surrounding the new venture, and
- 4) The process by which the new venture is started

Building upon Gartner's work, Herbert and Link (1988) suggested that researchers need to determine 1) who is the entrepreneur, and 2) what he or she does to make him or her unique, before entrepreneurship research is brought to a mature stage. Thus, Auken (1999) described the new business start-up process as encompassing three important elements: 1) the entrepreneur, 2) the environment (including resources), and 3) the opportunity.

2.2 Motivators for Starting and Sustaining an MSME

Much of the literature appears to converge on the belief that to study the entrepreneurs, one needs to consider the whole entrepreneurial process. By-grave (1993), for example, indicated that the entrepreneurial process involves all those functions and activities, (including the entrepreneur's actions), associated with perceiving opportunities and the creation of a business to pursue them. Therefore, one major focus has been on the individual, as Osborne (1987) reported that in running a business, the venture becomes the extension or the embodiment of the entrepreneur, a concept supported by Wright (1993). Motivation theories, therefore, especially McClelland's (1961) theory of need-achievement, sometimes are used to explain why some individuals are more likely to be entrepreneurs than others (Starr and Fondas, 1992). Previous studies also have indicated that the motivators affecting the decision

to start a business include the personal characteristics and goals of the individual (Greenberger and Sexton, 1988; Learned, 1992; Starr and Fondas, 1992). Thus, reasons for an individual to join a business include, among many, the desire to become independent, preference for responsibility in making decisions, and personal gain (Auken, 1999; Boyd and Gumpert, 1983). Similarly, Starr and Fondas (1992) suggested that an individual's attitudes, belief and abilities have a great influence on the decision to enter into business. Indeed, Herron and Sapienza (1992) felt that the motivation and skills of the entrepreneur would affect the intensity of his/her pre-launch activities.

2.3 Factors affecting success of an entrepreneur

The success of SME depends on number of various factors which are multidimensional. Some factors are internal and some are external. Both affect the success but there is considerable variation in these factors identified by previous studies. Chittithaworn et al (2011) explored the business success factors of SME in Thailand based on a survey. They examined eight factors which are SMEs characteristic, management and know-how, products and services, Customer and Market, the way of doing business and cooperation, resources and finance, strategy, and external environment. They found some variables significantly affecting business success in Thailand which are SMEs characteristic, customer and market, the way of doing business and cooperation, resources and finance and external environment. Maher Al-Mahrouq (2010) in his case study on small and medium enterprise on Jordan identified some influential and positive factors affect business success. He ranked those according to their importance which are technical procedures and technology, structure of the firm, financial structure, marketing and productivity and human resources structure. Jasra et al (2011) examined the role of key success factors in the success of SMEs in Pakistan. They also investigated the relationship between the determinants and the success factors. They found some factors have significant relationship with success of SMEs which are financial resources, marketing strategy, technological resources, government support, business plan and entrepreneur skills. Islam, Khan and Obaidullah (2011) investigated effect of characteristics of entrepreneur and characteristics of the firm on the success of Small and Medium Enterprises in Bangladesh based on survey. They found characteristics of entrepreneurs affect the success of SMEs in Bangladesh. They found duration of operation is important factor in success. They commented that SMEs that are operated longer period have been more successful in comparison to those who have been in operation for a shorter period. Akhtar, Raees and Salaria (2011) worked on SMEs to identify the impacts of location

specific factors, firm specific factors and ownership specific factors on their foreign market performance. They intended to find which has the strongest effect on success in foreign market. They found all these factors have significant effect for the success of Pakistani SMEs in the foreign markets. Saleem (2012) investigated some socioeconomic factors like age, education, experience, skills on the success of small business. He found investment, business profile; entrepreneur experience and culture are significant for the success.

2.4 Perceived factors of improvement towards sustainability of MSME

Sustainable entrepreneurship is a new concept that links sustainable development with business activities (Schaltegger & Wagner, 2008). There is no universally accepted definition of sustainable entrepreneurship as researchers have suggested various definitions over the years. Some researchers called it “sustainability-driven entrepreneurship” (Majid, Kamaludin, Saad & Aziz, 2012) or “sustainable-minded entrepreneurship” (Gagnon, 2012). Some studies have also simply equated it to “environmental entrepreneurship” (Krueger, 2005; Schlangen, 2006). Crals and Vereeck (2004) defined sustainable entrepreneurship “as the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families, the local and global community as well as future generations”. Therefore, Sustainable entrepreneurs are those enterprises that support sustainable development by ensuring that businesses are done in a sustainable fashion. However, Motomura (nd) posited that sustainable entrepreneurship involves ensuring that things happen in a manner that takes cognisance of short, medium and long-term consequences. Sustainable entrepreneurship is in harmony with entrepreneurs striving for profit as well as improving local, global, environmental and social conditions. Thus, to attain business sustainability, entrepreneurs need to effectively manage financial and environmental risks, as well as obligations and opportunities.

2.5 Theoretical underpinnings of entrepreneurship

2.5.1 Personality Traits Theory

Personality traits are steady attributes that an individual exhibits in most circumstances (Coon, 2004). Personality traits are seen as enduring inborn qualities or potentials of the individual that naturally make him an entrepreneur. Some of the characteristics or behaviours associated with entrepreneurs as highlighted by Coon (2004) are: tendency towards being

more opportunity driven, demonstration of high level of creativity and innovation, display of high level of management skills and business know-how, optimism, emotional resilience and mental energy, hard working spirit, intense commitment and perseverance, competitive desire to excel and win, tendency to be dissatisfied with the status quo and desire for improvement, transformational in nature, lifelong learners and often use failure as a tool and springboard.

2.5.2 Need for Achievement Theory

According to McClelland (1961), entrepreneurs are propelled by penchant for achievement and the desire for excellence and accomplishment. Mohar, Singh and Kishore (2007) emphasises that attributes such as affinity to take risk and proactiveness in being innovative as well as accommodation for ambiguity significantly influences entrepreneurial inclination.

2.6 Determinants of sustainable entrepreneurship

2.6.1 Attitudinal and Perceptual factors

Koe, Omar and Sa'ari (2015) revealed that attitudinal factor (i.e. sustainable attitude) and perceptual factors (i.e. perceived desirability and perceived feasibility) were important in influencing a person's level of propensity to sustainable entrepreneurship. Whereas, the research only examined the direct influences of attitudinal, normative and perceptual factors on propensity to sustainable entrepreneurship, behavioural intention or propensity is a complex process which could take place through several stages. This pre-supposes the need for future researchers to expand the research framework by integrating mediating or moderating factors. Cambra-Fierro, Hart and Polo-Redondo (2008) proposed variables relevant to sustainable entrepreneurship to include: legal context, management's personal values, socio-cultural context, market forces, ownership management structure, and industry-sector characteristics.

2.6.2 Firm Sector, Size, Ownership, and Innovative Orientation

The sector a firm belong, the size of the firm, ownership structure, and degree of innovative orientation determines the extent to which sustainable entrepreneurship behaviour is exhibited. Uhlaner, Brent and Jeurisse (2010) opined that larger firms, firms from more tangible products sectors, family owned firms, and firms with a more innovative orientation have more inclination towards manifesting sustainable entrepreneurship behaviours. This is without prejudice to other dimensions of sustainable entrepreneurship such as employees (individuals in the firm), suppliers and clients (direct stakeholders) and the larger society. These views are in consonance with the resource-based view of large firms, which perceive large firms as having more manpower and financial stability (Lepoutre and Heene, 2006). Large firms are more exposed to the public, and any attempt to exhibit irresponsible

behaviours will undermine their survival and reputation. Responsiveness of family firms towards community related developmental activities and avoidance of actions that are detrimental to peaceful co-existence (e.g. polluting the environment) is a direct consequence of closeness to the local community and willingness to share their prosperity (Uhlener, Goor-Balk and Masurel, 2004; Dyer and Whetten, 2006).

2.6.3 Personality, Management skills, Environmental and Motivation factors

The key performance indices and extent of growth of an organisation are measures of business success. Triggering factors (for example personality and motivation) that propels entrepreneurs into wearing thinking cap on one hand and enhancing factors (such as management skills, and education level –formal and informal) on the other hand are crucial to entrepreneurial success (Dionco-Adetayo, 2004). Thus, Dionco-Adetayo established that there is significant positive relationship between motivating factors, personality characteristics, management skills and abilities, level of education, environmental forces, and entrepreneurial success. Naqvi (2011) emphasised customer services expertise and past experience of the manager as being vital to entrepreneurial sustainability and success.

3. Research Objectives:

To understand the motivation, success and sustenance factors perceived by the MSME entrepreneurs of Delhi NCR that affect their business.

4. Research Methodology

A survey type of research was designed to investigate the perceived factors for motivation, success and sustenance amongst MSME entrepreneurs of Delhi NCR. Data collected from the owners of MSMEs located in Delhi NCR using structured survey instrument. The questions were adopted from the previous literature. A convenience sampling method was adopted to collect sample form all owners of SMEs located in Delhi NCR which is the population of this study. To ensure the relevancy of the data, the questionnaire required all respondents to declare whether or not they consider themselves as successful entrepreneurs. From the 200 questionnaires distributed, 163 usable returns were collected at 81.5 percent response rate. To determine the success factor of SMEs nine independent variables of the 46 items were generated. Factor analysis was used to purify and validate those variables and their internal consistency was also examined applying reliability statistics (cronbach alpha). A principle components factor analysis with varimax rotation was used to indentify factors explain the success of SMEs which yielded nine factors with eigen values more than 1.0 (as shown table 1).

The factor analysis results further shows that these nine factors affect the success of SMEs cumulatively explain 63.29 % of total variance.

Factor analysis was used to determine if the perceived motivational factors could be classified into meaningful categories (Kuratko, Hornsby and Naffziger, 1997; Auken, 1999). A factor-loading of at least 0.40 was required for an item to be included as a factor (Kim and Mueller, 1986). Moreover, alpha coefficients were computed on each factor to verify reliability.

5. Findings of Data

KMO and Bartlett's Test

Kaiser-Meyer-Olkin	Measure of Sampling Adequacy.	.775
Bartlett's Test of Sphericity	Approx. Chi-Square df	2634.109 465
	Sig.	.000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy - This measure varies between 0 and 1, and values closer to 1 are better. A value of .6 is a suggested minimum. Our value is .775 which is considered as good score.

Bartlett's Test of Sphericity - This tests the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is matrix in which all of the diagonal elements are 1 and all off diagonal elements are 0. This is also considered good as sig. value is ‘.000’.

Taken together, these tests provide a minimum standard which should be passed before a factor analysis (or a principal components analysis) should be conducted. So considering the same it is considered that the data set is effective and the result will also be effective.

Total variance explained

The four factors which has come out after the factor analysis comprises 73.444% of the total factors. Which looks quiet promising.

Rotated Component Matrix

	Component			
	1	2	3	4
@33	.869			
@34	.859			
@39	.726			
@38	.724			
@32	.723			
@36	.702			
@27				
@18		.821		
@20		.785		
@19		.730		
@15		.626		
@30	.403		.729	
@28			.627	
@37			.603	
@26			.568	
@29			.562	
@13				.720
@21				.586
@14				.563

There are the loadings of 16 variables on the four factors extracted. The higher the loadings the more the factor contributes towards the variable.

From the above table it is evident that there are four dominant factors which have come out of the factor analysis, namely perceived motivational factors, perceived factors considered for success, variables believed for becoming a successful entrepreneur and variables desired to improve on their current practices which have been considered as the sustenance factors.

As per the study, there are six variables which are perceived by the MSME entrepreneurs which motivated them to opt for entrepreneurship as a career choice, namely, family pressure, self willingness, self interest, to be one's own boss, urge for fame and inability to do anything else. These can be termed as the motivational factors perceived by the MSME entrepreneurs of Delhi NCR.

Factors perceived by the entrepreneurs behind their success include four variables, namely, background skills, knowledge, experience and technical degree.

Factors which are believed by them to become a successful entrepreneur are abundance of money, lots of luck, hard work and commitment, good idea and family background.

The factors which have been perceived as the scope of improvement in order to sustain the business in long run are training, more finance and new technique.

6. Conclusions

The challenges towards success of entrepreneurs of micro, small and medium size enterprises have depicted several key issues, relating to demographic and environmental factors. Despite many barriers to success, a new entrepreneur class has arisen in the country taking on the challenge to work in a competitive and complex economic and business environment. Therefore, there is a need for a continuous and coherent focus on motivational, success and sustenance factors for enhancing entrepreneurship in India.

Focusing on the theoretical and practical implications of the research, several aspects may be considered significant. Firstly, the study shows a positive entrepreneurial attitude towards perceiving the factors contributing towards the success and motivation of entrepreneurship. The survey conducted with 163 SMEs which reveals that the factors for sustainable entrepreneurship is needed to be studied in order to bring a long term sustainability of entrepreneurs.

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Sustainable Development through ICT

Dr.Divya Tanwar

This paper broadly outline how ICT play an significant role to promote sustainable development . It can be accelerate through acquiring various ICT skills which comprise: software development business-related setup, computer training preservation, networking and internet service as well as enhancing teaching and learning environment. Through ICT we can create a independent working environment. Finally the paper emphasized that proper utilization of ICTs which is necessary for promoting sustainable development in developing countries. Taking into account theses factor we will discuss the extensive use of computers, advances in Information and Communication Technology (ICT) and the widespread introduction of infrastructure in India made it possible to consider a business model for proliferating information nodes throughout the country in a manner that is financially viable and therefore sustainable. Orion Edutech, an ICT enterprise focusing on the needs of village communities was set up by the Development Alternatives Group for precisely this purpose. Similarly Orion Edutech is a software development business-related setup to create promising skill based candidates for the future and to bridge the gap between the demand and supply of skilled man force in the industry.

Keywords: Information Communication Technology (ICT) skills, sustainable development, prospects and challenges.

Introduction

Today Digital technology play a very important role both at the micro and the macro level for globalisation. For instance mobile phone changed the total scenario of communication which is a very important application of ICT. Technology has long played a crucial part in economic and social development. The level of technology has always limited what is technically possible or economically viable, while the evolution of technology has continually raised those thresholds of possibility and viability.

To make ICT work for poverty reduction and development, it needs both affordable, market driven infrastructure and multi-stakeholder efforts at all levels to help poor, disadvantaged

and marginalised people use the whole range of ICT according to their priorities and demands. This is where the role of organizations like Orion Edutech comes into play.

Orion Edutech : Determined Towards Making Every Village a Knowledge Centre

Orion Edutech, an NSDC partner company, was established in the year 2005 with the sole aim of empowering the trainees with the knowledge, relevant to the Industry Orion Edutech is a time tested training & recruitment organization accepted and approved by the Industry, as a consortium of dynamic group of professionals are dedicated to offer customized training programs in the villages ,so the candidates are Industry Ready and employable.

Unparalleled quality, dedication and excellence are emblems of Orion Edutech Corporate Solutions.The initial focus has been on capacity building through vocational training, community. It's a high quality services are delivered using a mix of multi-media and face-to-face interaction in the local language, customised to

meet diverse local needs. Having built a powerful platform for communicating to and from the village community, Orion Edutech efforts are now focused on leading the economic transformation in rural markets through the promotion of micro and small enterprises. These enterprises not only create local employment but also ensure that the wealth generated stays within the rural economy. Orion Edutech is a unique enterprise development programme will support entrepreneurs through their business life cycle and includes technical training, financial and market linkages, consultancy advice and an Ask the Expert web-based support service.

The entire network is underpinned by a sustainable business model. A wide range of services ensures multiple revenue streams for the franchisee. Customers pay a fair and affordable price for services. The financial viability and growth of the business is ensured as the bulk of the profits reside with the local franchisee. Orion Edutech uses its share of the franchise revenues for the continuous development of new services. A robust training and support structure helps ensure the operational success of franchisees.

It trained people in various skill which provides courses on life and vocational skills and strengthens the community through outreach activities. Stories abound about how the local community has found new ways to use computers and the Internet to learn, grow and solve their day-to-day problems. so that they can carve a niche in the industry. Live Distance Training Sessions in collaboration with Aurus Software enable us to reach even the remotest

areas to kindle our students with best practices. Tablet sessions are discernibly effective in terms of defining the creativity and logical faculty of our trainees.

Several companies outsource training for their internal employees to equip them with the skill sets required for various domains. With their expertise, they provide training in various corporate skills such as Time Management, Negotiation Skills, Leadership Skills, Succession Planning, Leading with Passion, Effective Business Communication, Stress Management, Confidence Building, Managerial Effectiveness and various other skills to corporate houses.

Services

- Corporate Training Solutions**

Companies invest a substantial amount on its employees to equip them with skill sets required for various domains. ORION, with its expertise in training and the logistical advantage of having its presence across the country, is providing services to its clients with customized training programs. As a training partner, ORION not only reduces its customer's training cost but also supports them to render quality services to their clients. ORION has got a proven track record in conducting skill enhancement programs with major organizations.

Basic ICT tools

1. MS Excel

2. MS Excel (Advanced)

3. MS Power Point

- Campus to corporate solutions**

It realized the demand for skilled professionals in the industry and also identified the skill gap, which is restricting the college graduates to become a successful professional. Students graduating from colleges/institutions might have got the requisite domain knowledge but lack in the other professional skills which in turn stop them from growing into distinguished personnel in the future.

Our experience and expertise have empowered us with the ability to transform these

candidates into successful professionals by bridging the skill gap between Campus to Corporate.



- **Recruitment & Staffing Solution**

It provide end to end recruitment and staffing solutions to our clients for various processes and skill sets in IT, ITeS, Banking, Finance and Insurance Services, FMCG, Manufacturing, Healthcare & Telecom. Our time bound recruitment & staffing support solutions are an absolute delight for our clients. Our robust screening process keeps track of the requisite parameters of the respective clients and ensures line up of the best talent pool.

Our expertise into leadership, mid-level & associate hiring in generic, niche & technical skill sets helps us to cater all under one roof.

1. Provide end to end recruitment and staffing solutions to our clients for various processes and skill sets in IT, ITeS, Banking, Finance and Insurance Services, FMCG, Manufacturing, Healthcare and Telecom.
2. It has got expertise into leadership, mid-level & associate hiring in generic, niche & technical skill sets that helps us to cater all under one roof.

3. Various ICT Tools which inherent ERP for database management of fresher as well as experienced candidates to support the companies for immediate on boarding.

4. In temporary staffing solutions, we take care of the entire HR process right from recruitment & selection, on-boarding, compliance & training.



The percentage of people aged between 15 to 64 is 64.9% in India, yet the present skilled workforce is only 2 percent, which is much lower than most of the other developing nations. Even the students coming out of colleges aren't much aware of the industrial standards, and only 25% of them are employable with necessary skills. Degrees aren't much of any use for certain industrial jobs as the market for quality service technicians continues to expand. The National Skill Development Corporation (NSDC) is doing its best to upgrade the skills of the youth partnering with over 250 companies in different parts of the country. India needs to skill 500 million candidates by 2022 to make "Make in India" successful.

"With Narendra Modi reaching out to different industries, globally, inviting them to invest in India, the quotient of skilled employees rises across verticals. Narendra Modi's Vision 2022, Make in India, will not become a reality unless we have adequate skilled manpower in the country."

The major roadblocks hindering the “Make in India” and the constant efforts taken to solve them can be listed as,

- **Aspirational Value of Skills:** Various mobilization and promotional campaigns are adopted to overcome this challenge.
- **Lack of Standardization:** Formation of various sector skill council and national skill qualification framework.
- **Lack of Capacity:** The capacity is build by National Skill Development Corporation through which training across India are conducted.
- **Ability to Pay:** Subsidy from the government and skill loan from the bank is assisting the candidates to pay for the training.
- **Lack of Recognition:** Recognizing the skill certificate by various government agencies and corporates along with introducing skill development in school and colleges.
- **Unwillingness to Migrate:** Creating the skill workforce by identifying the skill gap geographically so that it can be absorbed there itself.

Conclusion

Information is not a magic cure for hunger or poverty. However, the right information at the right time can help in finding a solution. ICT have proven that they can help to aid Sustainable Development when used appropriately, with the full participation of all stakeholders, especially the poor. The intrinsic value of ICT lie not in easing communications and information but rather in enabling growth and development. In a country like India, where a vast section of the population is below the poverty line, ICT offer a chance to empower these people and transform them into productive human capital. Well-endowed human capital goes beyond having hard working, dedicated and diligent manpower. In the information era, these qualities though necessary, are not sufficient to ensure Sustainable Development. With the emergence of highly competitive production economies, the key for rapid development lies in building a knowledge-based society. The challenge is to be able to use ICT for the creation of new knowledge for all human endeavours. Traditionally, a nation moves through three stages of economic development, from agriculture to manufacturing and then to services. However, in the current information era, it is possible to move in a parallel direction and not necessarily follow sequential development. But this would require national efforts in human capacity building. Fortunately, with ICT the task of human capital

development can be less onerous. Orion Edutech has taken up the cause of human capital development through ICT, though it has to tread through uncharted territories, Orion Edutech is committed to inventing new ways, developing new solutions, building on new ideas, while maintaining the highest quality in all that it does to bring sustainable livelihoods to the rural market.

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Entrepreneurship Challenges for First Generation Women Entrepreneurs

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Abstract

The development of women is the barometer of growth of any society. In a developing country like India the condition of women is improving as they have better access to education, health, power and other key areas of social life. But still women are facing many challenges when they pursue a leadership role in a society. By this paper we aim to bring those challenges faced by first generation entrepreneurs.

Introduction

India is a country where mainly there is patriarchal form of society exists. It has reduced the roles and rights of women in many spheres of life. The major areas of concerns are good quality of life, proper access to education, access to health, role in society, equality and many more. But we are witnessing a very positive growth as more and more women are getting empowered and their role as an entrepreneur is increasing significantly. The key reasons of empowerment among females are access to quality education, access to health, growing sense of equality, various government schemes etc. First generation entrepreneurs are the entrepreneurs who have started business for the first time as earlier generations were not in business. In NCR we have witnessed a tremendous growth in first generation women entrepreneur in last one decade. The trend is getting bolster day by day and more and more women are in queue or thinking to become first generation entrepreneur.

Objective of Study

To study the key challenge faced by first generation young women entrepreneurs.

Research Methodology

We have done a primary research by taking in-depth personal interview of 10 young women first generation entrepreneur in NCR region. Convenience sampling technique is used to find the 10 young women entrepreneurs.

Research Findings:

After taking an in depth interview of all the 10 young first generation women entrepreneur, we found the following common and major challenges encountered by them:

- **Less or no motivation from society:** When we study our society, from the point of view of women, the first thing that we will realize is that it is skewed against them. They have been perceived as a commodity of household use. They are born to serve and to give birth to children. That is why they have been denied any access to education, health and hygiene and other services. The major issues faced by women in our society were Female Infanticide, Dowry, child marriage and other social ills. They were treated as a burden on the shoulder of their parents and husband. After almost 70 years of independence we can see the role of our women changing. Their presence can be felt now in all arenas of urban India. But still we have to go miles to reach the change in the socio cultural positioning of women in our economy.
- **Scarcity of Funds:** We are still a developing economy where there is almost no social securities given by our government. Although few schemes have been launched by our Government to serve women in our society like Rastriya Mahila Kosh (RMK) 1992-1993 Mahila Samridhi Yojana (MSY) October,1993, Indira Mahila Yojana (IMY) 1995, Women Entrepreneur Development programme given top priority in 1997-98, Mahila Samakhya being implemented in about 9000 villages, Swayasjdh, Swa Shakti Group, Support to Training and Employment Programme for Women(STEP), Swalamban, , National Mission for Empowerment of Women. But still women are struggling because of scarcity of funds.
- **Gender Discrimination:** Reflecting to the “Vedas Purana” of Indian culture, women is being worshiped such as LAXMI MAA, goddess of wealth; SARSWATI MAA, for wisdom; DURGA MAA for power. But when it comes to the actual world, circumstances are opposite. Women are being discriminated at various places even in the most educated and civilized place. Discrimination based on gender (or sex) is a

common civil rights violation that takes many forms, including sexual harassment, pregnancy discrimination, and unequal pay for women who do the same jobs as men. Unfortunately, most women in our country are not also aware about such law. Therefore, the probability of such discrimination is even more. Thus the need of this hour is to create awareness among women about such laws so that they can not be taken into granted.

- **Work life balance:** India is presently undergoing rapid changes due to the increased pace of urbanization and modernization. Indian women belonging to all classes have entered into paid occupations. At the present time, Indian women's exposure to educational opportunities is substantially higher than it was some decades ago, especially in the urban setting. This has opened new vistas, increased awareness and raised aspirations of personal growth. This, along with economic pressure, has been instrumental in influencing women's decision to enter the work force. Work-life balance is the maintenance of a balance between responsibilities at work and at home. The multiple roles played by our women is also seen as the reason of conflict in families. Therefore work life balance should be taken very seriously by all.
- **Security Issues:** Women in India-a better half of Indian society, today, are becoming the most vulnerable section as far as their safety and security is concerned. When we turn the pages of a newspaper, we come across many headlines reporting cases of sexual assault, molestation, sexual harassment, rapes, trafficking, ill treatment of women in houses, violence against women in remote areas etc. What does this indicate? This certainly implies that there has been an increasing trend of such sexual overdrives in present generation. Our supreme law of land i.e. our Indian Constitution has envisaged a dream of true social, economic and political democracy which guarantees the rich and moral principles of equality (of status, opportunity, law) for our citizens but this has not yet been fully realized. Still our better halves are unsafe and unsecure towards the realization of freedom and liberty. It's unbearable to imagine the plight of women who are sufferers of such crimes. It's a jolt on the confidence of the women, of society and on our judicial system. Besides it has much of cascading effects which affects her life.

Conclusion

There is an urgent need to refurbish and restructure our system both physically and chemically to meet the requirements of the modern world and to empower our women through entrepreneurship. There have been a paradigm shift in the positioning of women in India but that is only limited to metropolitan cities. Therefore, in order to encourage women entrepreneurs it is the only way to empower them through financial independence.

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Women Empowerment and Entrepreneurship Culture in Kenya

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ABSTRACT

Entrepreneurship amongst Women has been a recent development. In the process of conceptualizing the term entrepreneur it is noted that though it originated in the West, it has undergone many changes from time to time. Entrepreneur is an agent for change and an innovator, women entrepreneur is an individual who takes up a challenging role in which she constantly interacts and adjusts herself with social, cultural, resource and support spheres in a society. Starting and operating an enterprise involves considerable risk and effort on the part of the entrepreneurs. An attempt was made in this study to examine the role of women empowerment and entrepreneurship culture. The data was collected from the women entrepreneurs of Kenya. Case studies were also collected for indepth analysis. The results hevealed that women entrepreneurs need effective enterprise management, a large quantity of co-operation and encouragement in the sphere of activities at all levels.

INTRODUCTION

Women are working to earn livelihood alongwith Men since times immemorial, their contribution in monetary term remains unaccounted or if at all accounted it is given very low value. It doesn't mean that women do not possess the capacity. Perfect women even the illiterate rural ones practice and use all the tools and techniques of efficient Management like Financial Management, Human Resource Management, Time and Space Management and Maintenance Management. A woman has diversified functions to perform in the family as user, conserver, protector and creator/promoter of resources.

Despite the government and other Private Sector Support to women entrepreneurs in business promotion, most of them have not significantly generated income for their families and job creation for the nation kane el al 2005) This is attributed to insufficient skills hostile economic climate, poor project designs which limit womens choice of business type, thereby Marginalizing Women in entrepreneurship, Kenya Government clearly documents that women play a very important role in spearheading the households/food security and general economic development.

Women entrepreneur is an individual who takes up a challenging role in which she constantly interacts and adjusts herself with social, resource and support spheres in a society (Pareek 1998). By enabling women to become entrepreneurs and to participate fully and more effectively in a wide range of economic and especially industrial activities, they improve their positions and also make greater progress towards higher economic growth, improved productivity and distribution of income reduction in poverty and unemployment.

WOMEN EMPOWERMENT AND ENTREPRENEURSHIP CULTURE

Achieving greater gender equality remains a big challenge notwithstanding the important gains that have been made in women's education and employment outcome in recent history. Most developed countries have achieved gender parity in education attainment, but women remain severely under-represented in key, growth enhancing fields of education such as entrepreneurship technology, engineering and mathematics. Labour markets exhibit many gender gaps. Women are less likely to work for pay and are likely to have lower hourly earnings, do more unpaid house work than men and in general the gender gaps of disadvantage in the labour market are more pronounced in developing regions than across the developed world. Given this backdrop, it is no surprise that Women's position in business leadership and entrepreneurship needs to be strengthened.

Women remain under represented as entrepreneurs. When asked, fewer women than men say they would prefer to be self-employed when they do choose to become entrepreneurs, they cite better work life balance more often than men and the main motivation for starting a business. As they frequently divide their time between working and caring women's businesses are usually on a smaller scale and in limited range of sectors. They often have less experience when they start up a business and are also less likely than men to borrow money to finance their business. These factors contribute to women entrepreneurs frequently earning 30 to 40% less than their male counterparts yet female owned businesses make a key contribution to household incomes and economic growth.

Fostering entrepreneurship is a key policy goal for governments of all countries which share the expectation that high rates of entrepreneurial activity will bring sustained job creation and boost the development of new products, processes and organizational innovation. Public policies to promote female entrepreneurship which include: fostering a gender neutral legal framework for business, reducing administrative burdens on firms and excessive regulatory

restrictions ensuring equal access to finance for female and male entrepreneurs, and pain relevant financing schemes with support measures such as financial literacy, training, mentoring, coaching and consultancy services, and increased access to support networks, including professional advice on legal and fiscal matters.

There is a clear need to provide more and better information about entrepreneurship as an attractive career option, both for young women in school and for women outside the labour force who are considering starting or getting back into work policies for female owned enterprises should not exclusively target start-ups and small enterprises, but include instruments to stimulate high growth firms as well as growth and development in Medium sized and larger businesses, sometimes target such policies could be focused on a particular sector for example, support programmes that target female owned enterprises in high-tech sectors.

Women are less likely to obtain decision-making positions in either public or private sectors. Despite the potential benefits that firms can derive from giving women a more prominent role, they remain under-represented in the leadership roles in the business sector in all countries:

One of the main challenges when considering how to boost female entrepreneurship is the lack of solid, reliable and timely data. Hence, the need to collect more gender-specific data in this areas. There is increasing recognition of the business case for having more women in business and at more senior levels. The general arguments for more women on boards seem apparent and include larger talent pool, better representation of diverse experiences and competencies that may also help to improve governance of companies, and a better understanding of consumer needs. However, findings in the literature are ambiguous and there is no conclusive evidence on the impact of more gender-balanced boards on company performance.

There are multiple tools for helping to address the imbalance and fostering greater boardroom diversity. Some countries like Kenya in 2013, have mandated quotas for gender-balanced company boards often stipulating 30% of either sex as a minimum representation threshold. Other countries have opted for voluntary measures to encourage women's participation on boards with the monitoring and publication of progress as important feature. In practice, much will depend on the commitment of senior and middle management to driving the necessary change. Good Management Practices will make managers accountable

for the gender balance of the company workforce thereby integrating diversity in firms decision making process.

Table : Population structure of Kenya in July- October 2016

Population			
Age in YB	% in total	No. of	No. of
10-14	40.87%	9592017	9532032
15-24	18.83%	4398554	4411586
25-54	33.54%	7938111	7755128
55-64	3.84%	819665	976862
65-over	2.92%	775842	775842

Source: CIA world factbook

Part of the introduction

Part - 3

Create barriers within the corporate culture effective communication programmes are needed to change cultural biases.

Address the broader social context cultural and societal traditions can create barriers for women's empowerment business can support policies within and outside their companies, to help address relevant issues.

Conclusion

Policy Makers wishing to strengthen the economic impact of women entrepreneurship need a better understanding of the factors contributing to the growth and success of female-owned

firms. Several studies have shown that traditional performance measures, such as growth and profits, are not always the top priority for women entrepreneurs. A key issue for policy is whether the relatively low levels of turn over among femal-owned businesses are due only to women's references for particular sectors e.g. the small-sized businesses are the consequence of the constraints women specifically face when starting and growing their entrepreneurship.

The Expectation of Women Entrepreneurs Leadership:

*Set the tone:top management leadership and commitment. Evidence from practice shows that top corporate leadership commitment is critical but that action and support is also needed at all levels of management. BIAC/Deloitte (2014), suggests that CEO's Senior Managers and Managers are the three most important influences on gender change within a corporations.

*Gender as core to the business strategy: Measurement and accountability, diversity and inclusion should be integrated into business strategy with clear, measurable targets set. Monitoring key performance indicators help to enforce accountability and highlight progress.

*Provide the enabling framework human resources and operational policies. Recruitment and development processes should be continually evaluated and adjusted as needed to avoid subtle biases against women. This includes policies on pay and promotion.

*Provide a robust and relevant support system for women executives, education, leadership, training and skills development in areas such as science, technology, engineering are important for developing female executive talent.

*Change mind-set and organization culture: Change management and communications. Perceptions and stercotypes of the role of men and women com.

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WOMEN EMPOWERMENT IN FIELD OF CHIKANKARI CRAFTS
THROUGH DESIGN INTERVENTION
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ABSTRACT

Chikankari is a form of embroidery which was earlier done with the help of cotton thread but now acrylic and polyester thread is used. Originally embroidery was done on white *tanjeb*; the muslin from Dacca, using only white untwisted cotton or sometimes *tussar* silk for embroidery. *Chikankari* originated as a court craft during the reign of Mughal emperor, Jahangir by his wife Noor Jahan. The Nawaz Shirajudaula of Avadh, great lover of grace, style and beauty was greatly attracted by this craft. It was his keen initiative and interest, which promoted this craft in present day Lucknow.

Chikankari is mostly done by the women artisans of Lucknow. The amount of hard work involved in this process is also very much when we compare it to other crafts of India. Chikankari has always been done on fabrics to develop apparels. With the modernization and market diversification it is important that the women come out of their comfort zones so that they can get empowered in this field and move ahead to empower other women by moving along with the market.

I worked with NEED NGO under NCDPD (National center for Design and Product Development) where women artisans were working for *chikankari* crafts but only in apparels. Design process and design intervention was missing in their product line of apparels. Thus it was important to make them understand the design concepts so that their skills can be enhanced in field of this crafts. By training sessions the women of the NGO understood the design process and came out of their comfort zones. They designed *chikankri* wallets, laptop sleeves, bags, folders by keeping in mind the material and surface exploration. This was only done in one NGO. In similar manner other women artisans can be also empowered in this field so that they can get develop new product line which will help them to enhance their skill set also. In this way the employment rate of these women artisans will also increase.

The project research involved a mixed method approach (Pragmatic). The combinations of methods, which are best suited to solve the research problem, will be used in an effective manner. Through this research design, different methods to collect and assemble the

qualitative data are to be used, suiting the occasion and topics to be covered. Different techniques will be used at the same time, one at a time or one after the other, as per requirement of the research.

KEYWORDS: Design Intervention, Women empowerment, *Chikankari*, Training programs, skill development.

ACRONYMS AND LOCAL TERMINOLOGY USED:

Acronyms:

- HPCM: Handicraft Mega Cluster Mission
- NGO Non-Government Organization.
- NCDPD: National Center for Design and Product Development

Local Terminology used:

- *Chakin or Chikeen*: A kind of cloth wrought with needlework.
- *Cheepis*: The printers, who transfer design on the fabric to facilitate embroidery.
- *Chikankari*: A traditional embroidery style of Lucknow.
- *Muslin*: A cotton fabric of plain weave, made in wide range of weights. It got its name from Mosul, Iraq.
- *Neel*: A blue color dye.
- *Sheesham*: Also known as Indian rosewood, is hard, durable and long lasting, termite and pest resistant, and costlier wood; mainly used for making furniture and outer doors and windows.
- *Tanjeb*: Muslin cloth originally from Dacca, Bangladesh.
- *Tussar*: A type of silk, also known as “*Kosa Silk*”, mainly produced in Jharkhand State. It is valued for its rich texture and natural deep golden color.
- *Tappagars*: The artisans who carve designs on the wood for printing.

1. PROJECT GOALS AND OBJECTIVES

PROJECT GOALS: To achieve better market and employment opportunities in *Chikankari* crafts, by making use of design intervention and process for skill development of women artisans, involved in.

PROJECT OBJECTIVES:

- To upgrade the existing skills of *Chikankari* women artisans through Design Process and Design Thinking methods, with respect to material and surface exploration for developing *Chikankari* accessories; and
- To explore better employment opportunities in *Chikankari* crafts, through design intervention ideas for empowering women in this field to promote women empowerment

2. BACKGROUND STUDY

2.1. ABOUT “CHIKANKARI”:

The name “*Chikan*” has been derived from the Persian word *Chakin* or *Chikeen* meaning a kind of cloth wrought with needlework. *Chikankari* is a form of embroidery which was earlier done with the help of cotton thread but now acrylic and polyester thread is used. Originally embroidery was done on white *tanjeb*; the muslin from Dacca, using only white untwisted cotton or sometimes *tussar* silk for embroidery. *Chikankari* originated as a court craft during the reign of Mughal emperor, Jehagir by his wife Noor Jahan. The Nawab Shirajudaula of Avadh, great lover of grace, style and beauty was greatly attracted by this craft. It was his keen initiative and interest, which promoted this craft in present day Lucknow. Another record of the travelers of the sixteenth century describes that during the sixteenth century, white work from Bengal, was influenced by the Portuguese traders, the residents of the port Hugli, and north of Calcutta of that time. The Bengali migrants who came from Dacca in eighteenth century to settle in Lucknow brought this art of surface ornamentation to Lucknow. It came into production by 19th century.

The process of doing *Chikankari* is as follows:

- First the fabric is cut as per the required length, the designs are trace on the marked areas with blocks of a variety of shapes, sizes and forms.
- The *cheepis* or the printers transfer these designs on the fabrics to be embroidered. These blocks are quite durable as they are made of *Sheesham* wood.

- In the *chikankari* industry the wooden block makers are very important, as they are the men or *tappagars*, who carve the woodblocks with the intricate designs
- These blocks are dipped in *neel* (a chemical dye), which is mixed with glue and is soaked in cloth pads. The block is then printed on the desired area with the design. The embroiderer uses these printed outlines as a pattern and guide. These designs are embroidered by various stitches

2.2. NEED FOR RESEARCH:

Chikankari has always been done on the fabrics and apparels since ages. The patterns and the designs used are also not much changed. There is a need of design innovation in this area for promoting this craft at national, as well as international levels. As this craft is done by the women of the society so design intervention in this field will help in increasing the employment rate of the women in this field. The fabric which is used for this craft is mostly cotton. Apparels have only been the product line developed for this craft. There is also need of material exploration and surface exploration to expand its product line, beyond apparels. Surface material like jute, recycle fabrics can also be used other than cotton for the embroidery. Product line can be more accessories based like *Chikankari* jute bags, *Chikankari* jewelries, *Chikankari* laptop sleeves, *Chikankari* water bottle covers etc. Design development can be done in this field with the help of Design thinking methods like brainstorming sessions, design process sessions with panel of designers to take the level of design innovation of this particular craft at a higher level. Software like Adobe Illustrator and Adobe Photoshop can also be used for developing new patterns for *Chikankari*.

In the above context, it is worth mentioning that during my internship on a similar project for two months, with National Center for Design and Product Development (NCDPD), in association of Handicraft Mega Cluster Mission (H.M.C.M) in Lucknow; various important issues emerged relating to the growth of the *Chikankari* industry, which need further research.

The major issues, which need to be looked in detail and carry out further research, are briefed in the succeeding text:

1. **Design innovation** was a major factor to be looked into. The women artisans have been following the same old design patterns since years. There was hardly any

new pattern, used by the artisans. Thus Design thinking methods like brainstorming sessions and design process can be used for teaching the artisans to use new patterns.

They used this craft only on apparels. They hardly looked into developing *Chikankari* accessories. I worked with NGO “NEED”, under NCDPD for developing new innovative products other than apparels. Products like *Chikankari* handbags, laptop covers, and mobile pouches were developed during the internship. This was only done for one organization, and that only in Lucknow. Other women artisans in different parts of the country, can also be benefitted by this intervention i.e. by developing new product line. Software, like Photoshop and Illustrator can also be used for enhancing the skill of the designers for further design exploration. Thus in this way women can also be empowered in this field.

2. **Material and surface exploration** was another issue noticed, which need immediate attention. *Chikankari* is always done on cotton. Other material embellishment and surface can also be explored, like jute, recycled fabrics etc. By using material finish like jute and recycle fabrics, *Chikankari* can also come under the category of sustainable and eco-friendly fashion line. During the Internship, I found that in the beginning, the women artisans were not very comfortable using other materials. But once they were provided proper guidance, they were able to come out of their comfort zone of using just cotton fabric. This showed that just a little guidance was needed to empower these women and in this way other women can also be empowered.
3. **Basic knowledge of computers and communication skills:** This was a very important issue noticed, while interacting with the women artisans involved in the industry. They hardly have any basic computer knowledge of using internet and computer software for design innovations. This shortcoming is also to some extent responsible for hampering their growth and preventing them to take their ideas to next level.
4. **Infrastructure and facilities:** Lack of proper infrastructures, machines, tools and even small facilities like proper lighting, were other issues noticed, which are also found to be major hurdles, preventing the growth of the industry. There is need to

look into proper working environment, better equipment and tools, the material etc., which may bring positive changes and new developments in the industry.

In brief, the Chikankari industry in the country has good scope for its betterment, but this needs to be explored in a scientific and systematic way. There are good scopes and opportunities to explore new areas and regions, where women artisans can be trained in innovative techniques, including new design patterns and material. The working environment and better equipment are other areas, which also need to be looked into simultaneously. In this context, the proposed research project will be very relevant and useful, which will help in enhancing the skills of the artisans, exploring new marketing and employment opportunities and ultimately bringing a positive change in the life style of the people involved in the industry.

3. **METHODOLOGY**

The project research will involve a mixed method approach (Pragmatic). The combinations of methods, which are best suited to solve the research problem, will be used in an effective manner. Through this research design, different methods to collect and assemble the qualitative data are to be used, suiting the occasion and topics to be covered. Different techniques will be used at the same time, one at a time or one after the other, as per requirement of the research.

Primary and secondary data collection tools to be required for research on this topic are mentioned as follows:

SECONDARY DATA

- Articles on skill development
- Articles on chikankari crafts
- Articles on state of *Chikankari* artisans at present
- Articles on future of *Chikankari* crafts of Lucknow

PRIMARY DATA

- Visit to Textiles organization for understanding the basics of *Chikankari* crafts to understand the material and surface explorations.
- Visit to the Skill Development organizations for better understanding of the ways in which the skill development can be done in this sector.
- Developing *Chikankari* accessories.

These data and information collected from the different sources, mentioned above will be thoroughly analyzed, so as to come out with a proper research. Any other source of information, needed to be included during the process will also be added subsequently.

4. TIMEPLAN

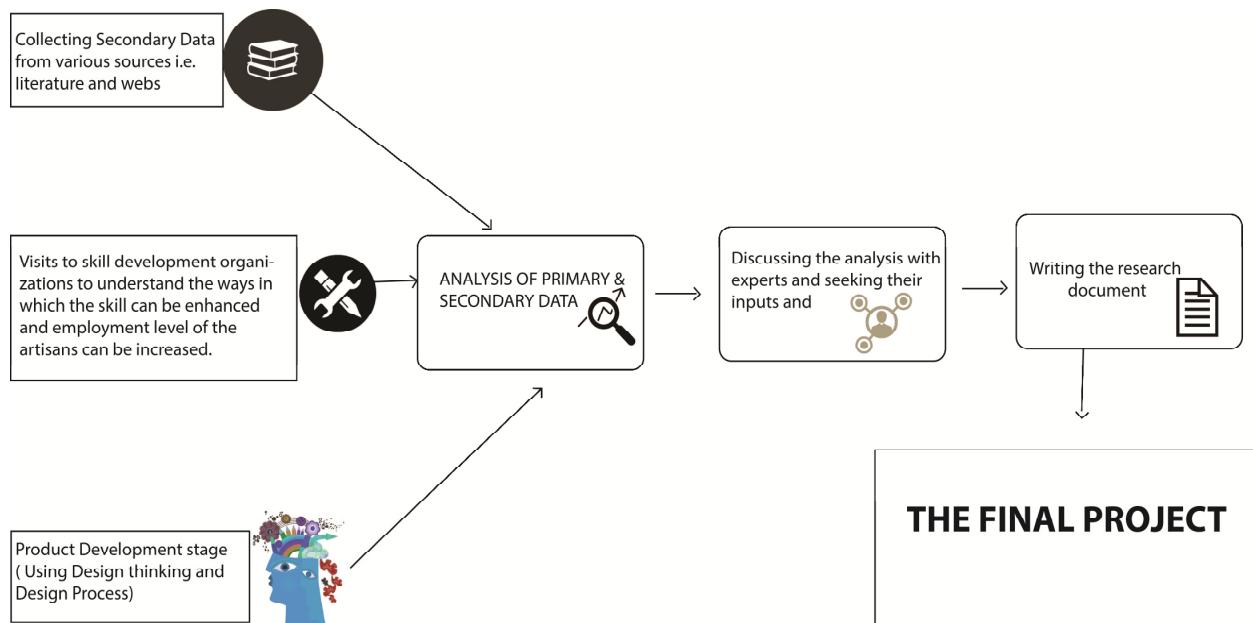
ACTIVITIES	TIME PERIOD
Reviewing the literature, journals and articles on skill development and <i>Chikankari</i> crafts.	2 weeks
Arranging and collating these articles, journals in sequence so as to come out with better outcomes and inferences for writing the research proposal.	2 weeks
Material and surface exploration for using <i>Chikankari</i> motifs on other materials and surface with design intervention.	1 month
Visits to skill development organizations to understand the ways in which the skill can be enhanced and employment level of the artisans	1 month

can be increased. And on site photography during this process.	
Analyzing the primary and secondary data.	1 month
Product Development stage (Using Design thinking and Design Process)	1 .5 months
Drafting the research document.	1 month
Sharing the research with various experts on the subject and other stakeholders and getting feedback.	2 weeks
Rewriting the final Project	1 month

5. ACTIVITY CHART WITH TIME FRAME FOR THE RESEARCH:								
Months	1	2	3	4	5	6	7	8
Reviewing the literature, journals and articles on skill development and <i>Chikankari</i> crafts.								
Arranging and collating these articles, journals in sequence so as to come out with better outcomes and inferences for writing the research proposal.								
Material and surface exploration for using <i>Chikankari</i> motifs on other materials and surface with design intervention.								
Visits to skill development organizations to understand the ways in which the skill can be enhanced and employment level of the women artisans can be increased. And on site photography during this process.								
Analyzing the primary and secondary data.								
Product Development stage (Using Design thinking and Design Process)								
Drafting the research document								

Sharing the research with various experts on the subject and other stakeholders and getting feedback.									
Developing the final Project document									

6. THE RESEARCH WORK PLAN



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Leveraging Neuroscience to Create Entrepreneurship Landscape in Developing Economies

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Introduction

Global development is entering a phase where entrepreneurship is increasingly playing more important role. There are three major reasons for this, each particular to certain types of countries. Firstly, in the West with more developed countries, the managed economy of the 1970s-2000s, characterized by reliance on big business and mass production, has given way to a so-called entrepreneurial economy. Here knowledge-driven goods and services are now more flexibly provided by smaller firms, and the emergence of a creative class requires a less interfering but more facilitating state. Secondly, in the emerging countries, most notably the BRICS – Brazil, Russia, India, China and South Africa– impressive growth has been driven by a veritable entrepreneurial revolution. The need in these economies to sustain growth through sustainable access to resources, knowledge, markets, and low-carbon industrialization puts a premium on innovative entrepreneurship.

Finally, in the least developed countries, where aid dependency is high, donors have been shifting the emphasis in development cooperation towards private sector development. In many of these countries, including resource-poor North African countries, populations consist of many young people who see little prospects of gaining employment with decent wages. Promoting youth entrepreneurship here has become a vital policy objective of many development organizations and donors. It is expected that entrepreneurship will, in light of the above, contribute to growth and employment creation in advanced, emerging and least developed economies alike.

Entrepreneurship has been argued as the major driver amid the factors of production and is often seen as the factor of production which determines whether or not there will be occurrence of development (Granovetter 2000). Both economic growth and economic development are attainable through entrepreneurship because it drives the process of production, mobilizes factors of production, promotes capital formation, industrialization and leads to reduced income disparities, improved standards of living and greater self-national reliance and sustainable development. Entrepreneurship is thus the key and linking ingredient to production and eventually development as many countries with great capital potential, mass lands with rich resources, and rich labour reserves have failed to develop due to lack of entrepreneurship and entrepreneurial mind-set.

Realizing the importance of entrepreneurship and small business development, the level of governments' interest in entrepreneurship and small business development as potential solutions to flagging economic growth and rising unemployment has increased all across the world. The governments plan and implement various strategies and schemes to reduce unemployment, particularly amongst youth, through the "encouragement of entrepreneurship". Vibrant entrepreneurship requires support from an enabling ecosystem of culture, finance, expertise, infrastructure, skills and business friendly regulation. In India and various other developing countries, many government and non-government organizations are playing enabling roles across each of these crucial supporting elements. Despite the fact, that entrepreneurship and small business development are rigorously promoted by the governments through various schemes and interventions and are the key driving forces for the sustainable development, balanced growth and improvement in standard of living of people, people are reluctant to take up entrepreneurship as a career opportunity. According to the results of recent studies (Fernando C. Gaspar), people resist the entrepreneurial idea. They seem to value obstacles more than potential entrepreneurs and they trust their capabilities less than them. People who do not want to be entrepreneurs seem to give less importance to professional development and to creating jobs. This is due to the reason that the field of entrepreneurship "cannot afford to keep ignoring the foundational micro-antecedent of any human decision and action: our brain." Martin de Holan (2014).

Entrepreneurship is an activity which takes birth or geminates in the mind of a person and later takes form of a venture. Whether an entrepreneur will be born or not, it is firstly and solely dependent on the decision taken by brain. The brain activation and cognition process of a human decides the next level of activity, whether to proceed to next stage of opportunity scanning and information processing or to resist the entrepreneurial idea. The primary reason why people are not taking up entrepreneurship as a career opportunity is due to the reason that their brain processes the information in a different manner as compared to those who decide to become entrepreneurs. So the various efforts and interventions by different organizations and governments go into vain as the brain influences the behavior of entrepreneur in the real world that would otherwise be impossible to isolate. Thus Neuroscience research is an addition to the field of entrepreneurship.

Recently, researches have begun to take a biological perspective on entrepreneurship research through genetic and hormones studies. Despite these initial forays into the way in which

human biology affects entrepreneurship, the field has not yet drawn on one key dimension of the biological perspective that has applied in other fields of business—neuroscience. Unlike strategy (Powell, 2011), leadership (Waldman, Balthazard, & Peterson, 2011), organizational behavior (Becker, Cropanzano, & Sanfey, 2011), and marketing (McClure et al., 2004), no studies have used neuroscience to explain any aspect of entrepreneurship. This omission is surprising, given the focus of much entrepreneurship research on how entrepreneurs think and make decisions. Neuroscience can help Entrepreneurship researchers to understand some entrepreneurship phenomena. A great deal of entrepreneurship research has focused on phenomena that take place in the mind of the entrepreneur, such as entrepreneurs' cognition (Mitchell et al., 2002), knowledge (Shane, 2000), intuition (Mitchell, Friga, & Mitchell, 2005), and mindsets (Haynie, Shepherd, Mosakowski, & Earley, 2010) among many others. This is congruent with the widespread agreement in the hard sciences about the importance of the brain for any phenomenon involving cognition. Indeed, many social sciences have begun to explore the potential of relatively new technologies issued from the neurosciences to understand many dimensions of human cognition and behavior, among which perception and misperceptions, and decision making. The various tools of Neuroscience have been validated in other disciplines such as economics and marketing, and have shown great potential to help clarify questions such as how entrepreneurs perceive and act upon opportunities, how they perceive them, what areas of their brain are mobilized when they do so, and whether these differ from other, less entrepreneurial subjects. In addition, they can provide insight about how entrepreneurship orientations are developed and reinforced positively or negatively, with a great potential to modify the way entrepreneurship is taught across the world.

The present research aims to contribute to entrepreneurship research by understanding how entrepreneurs think. In particular, neuroscience would be particularly useful in explaining how passion affects entrepreneurial decision making, how entrepreneurs engage in the pattern recognition necessary for opportunity identification, evolving different entrepreneurial cognitive processes with age and using the insights from neuroscience to provide mechanisms for advancing entrepreneurship teaching and practice for better results and creation of more entrepreneurs in society.

Literature Review

According to one of the presenter in a symposium for the 2014 Academy of Management, like strategy, entrepreneurship has begun to wrestle with the micro foundations of its key

phenomena. One term that has come increasingly in vogue is the “entrepreneurial mindset”. On one hand, this is a healthy recognition that there are clearly cognitive underpinnings for entrepreneurial action and those underpinnings lay fairly deep. On the other hand, the term is rarely defined and almost never defined in satisfying ways that allow us to rigorously test, for example, critical antecedents. It is argued that the cognitive micro foundations are crucial to understanding entrepreneurial thinking and action. *Looking at the micro foundations of entrepreneurial cognition (and action) through the lenses offered by neuroscience is already giving us new insights to what exactly the murkily-defined “entrepreneurial mindset” actually comprises but it has yet not given a clearly defined picture of the characteristics of an entrepreneur, helping understand how entrepreneurial mindset changes and how we might rigorously measure it.*

Baron (2007) argued that cognitive abilities in the form of experience are an explanatory factor for why some people identify business opportunities successfully. Another way in which cognition plays a role for the entrepreneurial mindset is in the development of market orientation. Market orientation perspectives include the decision-making perspective (Shapiro, 1988), market intelligence perspective (Kohli and Jaworski, 1990), culturally based behavioural perspective (Narver and Slater, 1990), strategic perspective (Ruekert, 1992) and customer orientation perspective (Deshpande et al., 1993). *As yet, it is not clear what happens cognitively on the level of the individual entrepreneur when he or she develops a market orientation. However, understanding how a market orientation develops is crucial since a market orientation is an essential element to successfully turning a business idea into a viable, commercially successful business.*

According to Gabi A. Kaffka, University of Twente, the development of market orientation as individual learning of heuristics is very crucial. He identified number of heuristics which reflect common aspects of market orientation development of entrepreneurs – aspects such as the importance of communication, collaboration, various use of networks, and business model development. These heuristics relate to the different market orientation elements described by Kohli & Jaworski (1990) and Narver & Slater (1990). Results of her study indicate that there appears to be a temporal order as to how the various market orientation elements are developed. Also, the relative importance of the heuristics varies per market orientation elements and is moderated by prior entrepreneurial experience. These findings present insights into a fruitful research avenue for neurological studies as to study brain

activity when confronting an entrepreneur with the common topic(s) in market orientation heuristics, and subsequently see what happens when b) a case in which a market orientation dilemma is set out and the entrepreneur is then asked to think aloud what he/she would do in terms of finding a market/getting customers. Maybe this could show whether those common topics play a role and how they play a role, and if this is different for nascent and more experienced entrepreneurs.

Extending the findings of research by Gabi A. Kaffka, *the present study aims to analyze if Entrepreneurial heuristics affect brain activity not only on the intellectual level - such as rational decision-making processes based on those heuristics - but also on an emotional, affective level - the activation of values related to topics such as collaboration etc. It will help to answer the questions like do entrepreneurs have different emotions towards alliances or teamwork? And are those entrepreneurs that have positive emotions associated with collaboration – instead of it being ‘just’ a rational choice - more successful in developing a business opportunity?*

Mellani Day, Colorado Christian University, in her study “Intangible returns on Investment in the Mind of Entrepreneur” discusses how the risk/reward factors incorporated into return on investment (ROI) calculations may be redefined in the mind of the entrepreneur to include more than just a financial reward and/or that proposed by the triple bottom line model by Elkington (1997). The ROI calculation is re-expressed using qualitative intangible factors related to entrepreneurial cognition, and which may be complicit in motivating an entrepreneur to start a new venture. The study approaches entrepreneurial cognition through the lens of social cognition theory which “considers that individuals exist within a total situation or configuration of forces” (Fiske & Taylor, 1984). It states that the entrepreneurs also aim (other than what is traditionally called profit seeking motive) for a reward other than profits and possess intangible motivators. For example, passion (Cardon, et.al., 2009), egoistic passion, which arguably is not the same thing, independence, and drive (Shane, Locke and Collins, 2003) have all been subjects of interest recently in the entrepreneurship literature (Cardon, et.al.,2009). This point to the idea that return on investment can be greater than even the triple bottom line of People, Profit and Planet (Elkington, 1997; Slaper & Hall, 2011). In the study by Shane, Locke and Collins (2003) on entrepreneurial motivation, it is argued that the “average value of new businesses created in retail is lower than the average value” of those in biotechnology. We daily experience that the value of opportunities varies

across industries, regions, countries, etc. as well. If maximizing profit were the driving motivator, then it would not make sense at all for an entrepreneur to start for example a retail venture. Entrepreneurial opportunities exist because of these varying valuations (Alvarez & Busenitz, 2001). The heterogeneity of opportunities combined with subjective valuation in the mind of the entrepreneur indicates that more is going on. The use of heuristics, or simplifying strategies, that Alvarez and Busenitz (2001) discuss may be the way the entrepreneur slices through these subjective and probably subconscious influencers to decide on a particular opportunity. But that addresses the “how” of entrepreneurial cognition and decision-making rather than the “why”. It is assumed that the entrepreneur acts with the expectation of some manifestation of a reward. The mind of the entrepreneur may subconsciously be calculating into the equation: passion, mission, autonomy or independence, need for achievement (McClelland, 1961), need for control (locus of control, Rotter (1966)), social advancement, environmental and spiritual returns (Van Duzer, et al, 2007) on investment as part of his/her motivation. To better understand the multiple inputs into these cognitive calculations, this present research borrows from the return on investment model used in financial analysis. Further, it is hoped that by quantifying these qualitative inputs, we might take the next step and test both types of inputs in a neuro-experimental context. *Using ROI analysis can help us map out how an entrepreneur might internally evaluate intangible returns, which by default become motivators, in order to realize his/her reward at several levels and it can be converted into testable model conducive to neuro-trials.*

From an existential learning approach, entrepreneurship education is more about teaching how to think like an entrepreneur than teaching theory about entrepreneurship (Krueger, n.d.). This way we can teach students to develop an entrepreneurial mindset. Changing students’ mindset into an entrepreneurial mindset is done, not only by what we know, but also in how we know. What we know is being taught in most entrepreneurship classes. However, teaching how we know is essential for students to develop an entrepreneurial mindset (Krueger, n.d.). Nowadays, there is a reasonable amount of studies looking into the cognitive side of entrepreneurship (Mitchell et al., 2007; Ward, 2004) to better understand how entrepreneurs think. However, few studies look at the use of imagination by entrepreneurs (Frederiks & Ehrenhard, 2012), whereas the “cultivation of the ‘entrepreneurial imagination’ is the singular most important contribution university business schools can make to the business community” (Chia, 1996). Imagination is comprised of prospective thinking (Kahneman &

Tversky, 1982), perspective taking (Markman, Klein, & Suhr, 2009), and counterfactual thinking (Byrne, 2005; 2008). Previous work has shown that imagination is an important way of thinking for entrepreneurs, especially for entrepreneurial tasks like business idea generation and strategy development (Baron & Ensley, 2006; Cornelissen & Clarke, 2010; Gartner, 2007; Sarasvathy, 2001; Szulanski & Amin, 2001; Witt, 1998; 2007). Although these scholars clearly state that entrepreneurs use their imagination, but they do not state how they use their imagination. Having little understanding of the use of imagination by entrepreneurs has three very important implications for both practice and research. First, mentioning imagination, but not explaining the concept, means that researchers explain phenomena like business idea creation and strategy development with very poor understood concepts. Second, a lack of understanding of the use of imagination means that we do not completely know how entrepreneurs think, and therefore we have an incomplete understanding of the entrepreneurial mindset. Third, this means that we do not know completely what students need to develop when they want to develop an entrepreneurial mindset. *Therefore, the present research will help to answer the questions like how to capture the use of imagination of experienced entrepreneurs for creating business ideas and developing strategies which can give us a better understanding of how entrepreneurs use their imagination, and therefore, we better know how entrepreneurs think. Most importantly, if we are able to teach students to use prospective thinking and perspective taking more actively, we teach students to develop their entrepreneurial mindset. The research seeks to find out how these thinking processes can be taught and measured best.*

According to Norris Krueger's research; "The nascent field of neuro-entrepreneurship has already enabled a rich, growing research agenda to improve and enrich our understanding of entrepreneurial phenomena. However, there is immense potential for insights from neuroscience to provide mechanisms for advancing entrepreneurship teaching and practice. If we are able to add the mechanisms of how the brain functions, maybe the teaching of entrepreneurship will take a different form that changes the content and structure of the education programmes offered to unsuspecting people, who hope that they will become successful entrepreneurs. *This calls for more research into what is called "neuro-entrepreneurship"—using the tools of neuroscience to better understand how the brains of entrepreneurs work and, as a result, students will be able to possess an entrepreneurial brain.*

Robert P. Singh and Judah L. Ronch (2011) discuss the effects of age on the cognitive processes of entrepreneurs in USA. As the median age of the U.S. population continues to rise, their research understands that the effects of age on cognitive processes has become ever more important to sustaining new venture creation rates, creating jobs, and maintaining the overall economic competitiveness of the nation. Following a review of the entrepreneurial cognitions and relevant neuroscience literature related to age, they developed four formal propositions and discussed implications for practice and future research directions. Their propositions are:

1. The cognitive processes and brain functions of entrepreneurs change over time, which is a major factor for why traditional research has not been able to identify a single unique profile for successful entrepreneurs.
2. The cognitive processes and brain functions of younger entrepreneurs are significantly different than those of older entrepreneurs.
3. The cognitive processes and brain functions of older entrepreneurs are more balanced in terms of right and left brain functions.
4. Older entrepreneurs are more likely than younger entrepreneurs to achieve success with their new ventures as a result of the benefits they enjoy from their different cognitive processes and brain functions.

However, this research is confined to the study of one of the most developed economies of world, i.e. US and ignores relevance to developing and third world countries with different and difficult entrepreneurship landscapes and different challenges and problems related to enabling ecosystem of culture, finance, expertise, infrastructure, skills and business friendly regulation. Therefore, the present research will study the effects of age on the cognitive processes of entrepreneur in developing and under developed countries.

Research Problem

The study of Neuroscience can contribute to entrepreneurship research in several ways. The proposed research proposal would help scholars to understand how entrepreneurs think, a major part of what research on entrepreneurial cognition seeks to explain. In particular, neuroscience would be particularly useful in explaining how passion affects entrepreneurial decision making and how entrepreneurs engage in the pattern recognition necessary for opportunity identification. Little research has been done to study the impact of cognitive

processes on the creation and sustenance of an entrepreneur and enterprise.

Objectives of the proposed research:

With the help of existing literature and pushing the field of Neuro-entrepreneurship to next level, the present research aims to fulfil following objectives:

1. To create a clearly defined picture of the neurotic characteristics of an entrepreneur which distinguish an Entrepreneur from a Non-Entrepreneur.
2. To find out how entrepreneurial mindset involves in information processing, scanning for opportunities, resolving ambiguity and decision making and explore means to measure such brain activation process.
3. To study the various dynamics taking place cognitively on the level of the individual entrepreneur when he or she develops a market orientation
4. To examine how Entrepreneurial heuristics affect brain activity on both intellectual as well as on an emotional, affective level
5. To develop the model of Return on Investment analysis to find out how an entrepreneur internally evaluate intangible returns which become motivators to realize his/her reward at several levels and to convert it into testable model conducive to neuro-trials
6. To explore the ways to teach students to use prospective thinking and perspective taking more actively in order to develop their entrepreneurial mindset and means to measure them.
7. To study how to capture the use of imagination of experienced entrepreneurs for creating business ideas and developing strategies
8. To develop the mechanism and methodologies using the tools of neuroscience to better understand how the brains of entrepreneurs work for advancing entrepreneurship teaching and practice among students and potential entrepreneurs.
9. To analyze the effects of age on the cognitive processes of entrepreneurs in developing and under developed countries

Research Methodology

In the current information driven age of structured and unstructured data, we have to take a 360 degree view of extraordinary volume of data available to us – majorly primary data so

that we can extract from it what we need. This involves focusing first on business outcomes, and then determining the information needed to achieve those objectives. This will help us to gain insight into the unstructured data. We also have to derive value from extraordinary volume of data which is increasingly challenging, risky and expensive. And then apply analytics to convert unstructured data to sensible results by identifying meaningful patterns and for predicting the future.

The research will be an exploratory research; it will discover new models and make additions to the existing ones. For conducting research on this topic, both qualitative and quantitative methods will be used to explore not only whether meaningful patterns occur, but how and why they occur and their impact on customers, financial services business entities and society as a whole.

The proposed research design will use mixed-methods approach, employing qualitative and quantitative methods with experimental, quasi-experimental, and nonexperimental designs. The method selection and sampling design will be based on actual field conditions, including the real entrepreneur's business model. **It is assumed that the sample size of 200 will be taken. Data will be collected in a manner: 40% of survey will be done from existing entrepreneurs, 40% from Non Entrepreneurs, and 20% Academicians and others.** And then apply several statistical tools (like multiple regression models, multivariate analysis, etc.) to deduce priorities that can guide the final users in planning and also quantify trends and project future directions for advanced results. **“Enabling Environment Framework” may also help to examine external variables that affect the outcomes of alternative financial services industry.**

Research Planning and Timelines

Month 1- 6: Planning and Comprehensive Literature review

Month 5- 10: Considering Methodologies, Resourcing and developing tools

Month9- 18: Implementing and Analysis, Revising tools, access sample, fieldwork

Month17- 24: Gathering results and approvals, Documenting all results in a final comprehensive report

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