

# WOMEN ENTREPRENEURSHIP: A RISING TREND IN INDIA.

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## ABSTRACT:

*In India, in the past five decades there has been an enormous change with respect to the status and work place diversity of women. In 1960's, women in the country made small attempts to start small enterprises and work from home. In 1970's, women started to create a balance between their social and occupation roles by managing home, marriage, children as well as occupation. In 1980's, there was a rise in the number of women that pursued highly sophisticated technological and professional education and those entering into family businesses. In the 1990's, women became more competent, capable and confident. This qualitative research attempts to define the importance of the role of women in business and entrepreneurship in India and to study the growth of women entrepreneurs in India and its causes.*

## INTRODUCTION:

In the 21st century which is the era of telecom, information technology and financial institutions, women are emerging as a significant driving force towards economic growth. A number of these industries are being led and guided by women as pioneers. At the same time they have also ventured into building new enterprises and discovering the meaning of their life. However, in comparison to the women population, the numbers are still low. In the 1991 census, it was found that only 1,85,900 women that accounted for 4.5% of the population are self employed of which majority of them were engaged in the unorganized sector comprising of agriculture, agro based industries, handlooms, handicrafts and cottage based industries.

The Government has taken measures to provide training in self-employment of shorter duration as well as some training in trade and skill areas due to which it has been estimated that the rate of success of EDP training will rise from 30% to 45%.

**Key words:** Women Entrepreneurship, Growth, Causes.

## OBJECTIVES OF STUDY:

1. To understand the significance of the role of women in business and entrepreneurship in India.
2. To analyse the growth of women entrepreneurs in India and its causes.

## RESEARCH METHODOLOGY:

The study is qualitative and descriptive in nature and for the purpose of the present study; mainly secondary data have been used. The required secondary data were collected from the e-journals, articles, and blogs on different websites, research papers, various reports and newspaper articles published online.

## REVIEW OF LITERATURE:

Amitabh Kant, CEO of Niti Ayog said that women entrepreneurs have an edge over male entrepreneurs. He insisted that this is going to radically change the story of the country's future and its approach to creating economic value. They will outperform for several valid reasons. He added that women leaders in India have a better feel of the household spending patterns. They understand consumer perspective better. They have a way of building trust with customers, shareholders, etc. Also, there is a great level of diversity when women occupy top positions.

On 21st November, 2016; Uma Srinivasm in an article published in the Financial Express said that some studies have also shown that women in senior leadership positions bring in more innovation, different perspectives and out-of-the-box ideas of running the business. Also, a substantial data indicates that

companies with women CEO's show a marked increase in the return on equity (ROE). Even investors are more than willing to place their bets on a set-up with women in key decision-making roles. She also added that while women representation in corporate boardrooms and in senior executive roles is on the rise, implementing workplace gender diversity requires understanding and resolving the multiple challenges faced by women who balance both family and career on a thin line.

### **GROWTH OF WOMEN ENTREPRENEURSHIP IN INDIA:**

The rise of Indian women in entrepreneurship is guided by two major socio-cultural changes including changes in traditional family structures and neutrality of the business environment. Over the past few decades, the traditional family structure is undergoing changes from joint families to nuclear families thereby allowing women greater independence and freedom. Apart from this, the gender discrimination and bias in organisations against women is now ceasing to exist as business environment is becoming more gender neutral which in turn enables women to unlock their potential. The image of women as economically non-productive members of society is fast changing as women are now successfully negotiating family and work and nurturing sustainable enterprises.

According to a report by Organization for Economic Co-operation and Development (OECD), it has been estimated that the annual growth of the Indian economy could get a boost of 2.4% if pro-growth and pro-gender policies including gender quotas, addressing the issue of wage parity between genders and balancing labour laws are implemented. These policies can enable women to have equal opportunities with the help of banking and credit support, enhanced maternity benefits and an extensive training framework.

One of the other reasons that women are entering the field of entrepreneurship and business is due to the various initiatives that can be launched by investing only a small amount of capital. In a study titled "Women & Entrepreneurship in India" by Women's Web, it was found that 60% of budding entrepreneurs started their business with a capital of less than Rs. 1 lakh. It has been observed that despite minimal funding, women entrepreneurs tend to pave their way towards success. It has been indicated by a Dow Jones study named "Women at the Wheel: Do Female Executives Drive Startup Success?" that in successful companies, the overall median proportion of female executives is 7.1 % as compared to 3.1 % in unsuccessful companies implying that there are greater chances of success when women launch an idea.

Apart from the above reasons, another reason why people tend to invest in women leaders is due to the fact that women control the vast majority of household spending and hence, is in a better position to understand customer perspective. Also, it is believed that women are better at building long-term relationships than men and since long lasting relationships with various stakeholders like employees, customers, suppliers, shareholders, government, etc. are vital and benefit a business tremendously, women entrepreneurs are on the rise.

In India, women have stepped in the field of business and entrepreneurship on account of both push as well as pull factors. Push factors are those factors due to which women are compelled to take up their own business in order to overcome their financial and economic difficulties whereas pull factors on the other hand are those factors which encourage and motivate women to start their own venture driven by an urge to become independent.

Traditionally, women have played important roles in the development of small businesses as owners, managers and workers. Today, they have a dominant role in three important sub-sectors including (i) textiles, clothing and leather production; (ii) food, beverages and tobacco production and (iii) wood and wood processing. Besides, they also play major roles as micro- entrepreneurs and traders in agriculture related businesses.

However, just because women are at the tipping point of entrepreneurship in India and depict higher success rates; one cannot ignore the fact that even today women in India have to face many challenges and barriers. Although the level of social acceptance of women in the workplace has increased, they face a number of problems in finding team members, mentors and funding in order to turn their ideas into reality.

### **RECOMMENDATIONS:**

Although women are advancing in the field of business and entrepreneurship, the financial and economic position of India can further be strengthened if women are motivated properly and provided with proper resources. The Government can adopt the following measures in order to provide support to women and encourage them to take up entrepreneurship.

#### **1. SUPPORT FROM VARIOUS AGENCIES:**

For the growth of women entrepreneurs in the society, it is vital that women entrepreneurship development

programmes to foster the creation of micro enterprises should not only be supported by the Government alone but also from key banking and financial institutions.

## **2. ESTABLISHING BUSINESS CULTURE:**

There is a need to develop a different culture in order to promote, motivate and develop sustainable infrastructure along with innovation and experience for fostering women entrepreneurship.

## **3. IDENTIFICATION OF AVAILABLE OPPORTUNITIES:**

Many a times, women entrepreneurs need the help of support organizations in order to identify the available opportunities thereby giving rise to the need of identifying a variety of micro and small-scale business opportunities those woman entrepreneurs can take up.

## **4. PROVISION OF PROPER TRAINING AND MOTIVATION:**

Women entrepreneurs require proper training from business and management professionals to undertake their entrepreneurship venture successfully. At times, there is a need to give them a slight push so that they can explore the possibility of their ideas.

## **5. ENCOURAGEMENT FOR ENTREPRENEURSHIP:**

The overall environment in the country including the policies, schemes of assistance along with its implementation must encourage and inspire women to take up entrepreneurship.

## **CONCLUSION:**

Thus, a number of activities like motivational drive, conducting training, preparation of information material, creation of women industrial estates, etc. can be taken up by the Government and the combined effect of all these activities will accelerate the process of women entrepreneurship in the nation.

According to the World Economic Forum's (WEF) Global Gender Gap Report 2014, India's women make up slightly over a third of the workforce. Hence, their increased contribution to GDP and the ability to create employment could be a game changer for India's economy.

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