

A Study on Women Entrepreneurs and Skill Development in India

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Abstract

The training provided by institutions or the government to improve the skill, quality, and efficiency of entrepreneurs at work is referred to as skill development. The significance of training in ensuring the availability of skilled manpower at all management levels, enhancing ability and potential among entrepreneurs, increasing efficiency, maintaining and improving product quality, minimising waste in the manufacturing process, reducing fatigue and increasing work speed, and so on. Today's government supports women's entrepreneurship development through MSME and DIC, as well as other initiatives such as Make in India, Start up India, and others. And, in order to foster entrepreneurship, the government offers various types of training and skill development programmes to people who want to start their own businesses. entrepreneurs to successfully launch and expand their businesses.

The government of India's skill development programmes for women entrepreneurs were highlighted in this paper. For the advancement of female entrepreneurs. The research paper is based on secondary data found on websites, journals, books, and articles.

Keywords: *Women entrepreneurs in MSME, Government schemes, Challenges faced, Characteristics, Distribution of various types, and Contribution in Economy.*

Introduction

Women entrepreneurs are defined as women or groups of women who start and run a business. A female entrepreneur serves several purposes. They should investigate the prospects of starting a new business, take risks, introduce innovation, co-ordinate, administer, and manage the business. Women entrepreneurs are becoming increasingly prevalent in almost all countries' economies. Women's hidden business potential has grown in tandem with their growing sensitivity to their role and economic status in society — knowledge, ability, and compliance in business ventures.

Women entrepreneurs who engage in business are the primary reasons for women to engage in business as a result of push and pull factors that provide women with the confidence to have self-sustaining occupations and stand on their own two feet. The logic behind insisting on "women entrepreneurs" is a personal need and turn out to be economically independent. Entrepreneurial women must have a strong desire to do enormously positive things. With the introduction of media, who is competent in tributary values, both family and social life? Women are aware of their own qualities, rights, and work situations.

Glass ceilings have been shattered, and women can now be found working in every industry, from pickles to telecommunications. Right efforts in all areas are critical for the development of women entrepreneurs and their increased participation in entrepreneurial activities.

Entrepreneurship and Women's Empowerment

It is clear as a woman or a group of women who establish, organize, and work collectively to create a business. According to the Indian government, a woman-owned and -controlled business is one in which she holds at least a 51 percent stake in the company's capital and at least a 51 percent stake in the company's employment. As a result, it is clear that women cannot be treated and maintained at home for an extended period of time. Women are continually marching forward as a result of the impact of globalisation, having a huge impact not only on household tasks but also on international realms. Women may establish a balance between their home and their careers, as evidenced here. As a result, it can be stated that women are critical contributors in any emerging country's economic development.

Objectives

1. The study of the difficulties that female entrepreneurs face in various industries.
2. The role of female entrepreneurs in the development of skills
3. To learn about the evolution of women's entrepreneurship in MSME.
4. To make suggestions for transforming existing challenges into potential opportunities.

Research Methodology

This paper was written with the help of secondary data. Secondary data was gathered from national and international journals that published MSED, DIC, census surveys, and books on various aspects of women entrepreneurship.

Review of Literature

Small savings by rural women, according to Lalitha Shivakumar (1995), can provide the required resources to wean people away from moneylender exploitation. Savings depend on habits, and voluntary savings are the key to economic progress. It has also been demonstrated that poor people can save significantly through group efforts. Self-Help Group promotion has the potential to bring women into the mainstream of economic development, paving the way for long-term development.

Karl (1995) investigated the role of women's SHGs in decision-making and concluded that empowerment is a multifaceted process that entails the pooling of resources to achieve collective strength and countervailing power, as well as the improvement of manual and technical skills, administrative, managerial, and planning capacities, and analytical, reflective abilities of local women.

According to Guru Moorthy (2000), women's participation in rural employment activities is important. The self-help would focus on the overall development of the beneficiaries as well as the village as a whole. The groups would be in charge of providing non-credit services such as literacy, health, and environmental issues. The Self-Help Group concept would mould women into responsible citizens of the country in order for them to achieve social and economic status. It has also demonstrated that it can influence the mindset of conservative and tradition-bound illiterate women in rural areas.

According to Vijay Kulkarni (2000) in his paper "Empowerment of Women Through Self Help Groups," women who have joined SHGs in their community are different from those who haven't. Empowerment has occurred across all castes and classes. It has also helped to some extent in moving beyond caste politics and bringing

women together.

Women Entrepreneurs

Women's entrepreneurship is defined as the act of owning a company. Women's economic power and social standing are both strengthened when they are able to create and exert control over their own lives and the lives of others. It's not just men and women who can start businesses now. When faced with a variety of economic challenges, women have understood that they must work alongside males to ensure the survival of their families and their own personal potential.

Entrepreneurship is a diverse field for women in India. In many cases, the entire business is handled by a single woman or a group of women. She devises and implements a variety of strategies, all of which are overseen and controlled by her. Despite the assistance of others, the woman retains full control over her situation. The employment created by a woman entrepreneur must be at least 54 percent of the total employment generated by the firm. A woman entrepreneur isn't afraid to take a shot at the gold. She accepts the uncertainty and takes the chance. She'll have to put money up front and hope for the best.

Because she wants to be a successful entrepreneur, a woman entrepreneur enjoys taking reasonable risks, which is the most important talent for family friends. The lack of enough financial resources is the most common reason for the failure of female entrepreneurs. Working capital management, the absence of credit resources, and obtaining the backing of bankers all fall under the purview of the masculine. In terms of numbers, women have yet to make substantial contributions. Even training isn't enough to assist women overcome the difficulties they face in marketing and finances. Entrepreneurs can't fix all of society's ills.

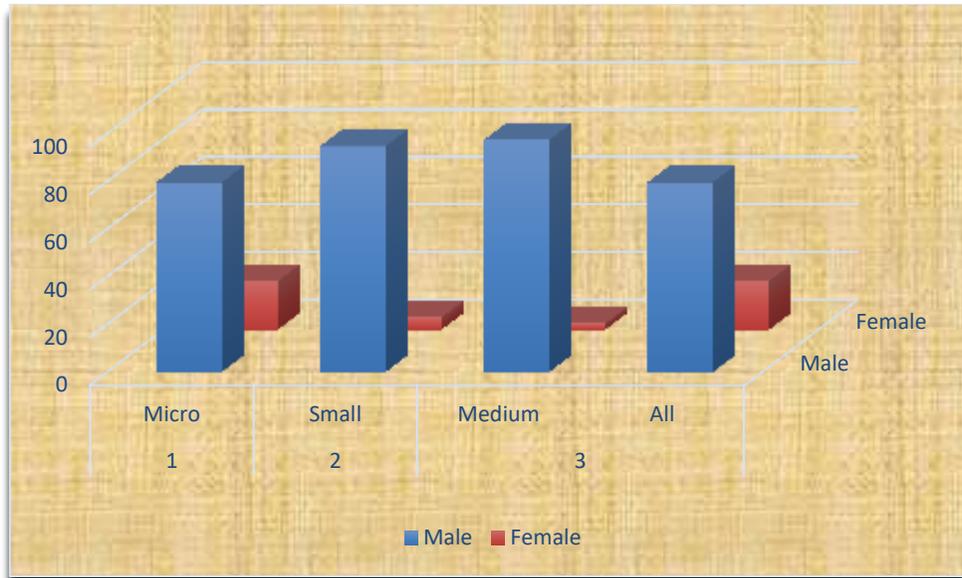
The Role of Women Entrepreneur in MSME Sector

An important part of the economy is made up of micro, small, and medium businesses. These businesses help people become more entrepreneurial, and they help people get more money and wealth at the gross root level. It has a huge impact on manufacturing output. Export entrepreneurs can't be left out of these sectors, especially in rural areas where they have helped the rural economy and created jobs in microenterprises.

Table 1 Distribution of Types of Enterprises by Male and Female

S. No.	Category	Male	Female
1	Micro	79.56	20.44
2	Small	94.74	5.26
3	Medium	97.33	2.67
	All	79.63	20.37

Chart - 1 Distribution of Types of Enterprises by Male and Female



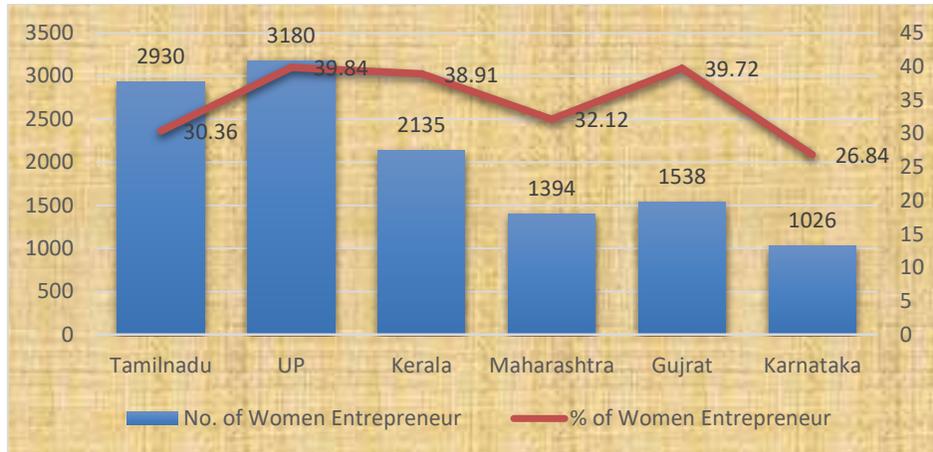
Source: Annual Report MSME 2019-2020.

On the above Table and Chart, it can be seen that the share of female owners is going down with the size of the business. There are a lot more female owners in micro-businesses than in small businesses or medium businesses. There are only 5.26 female owners in small businesses and 2.67 in medium businesses. So Asian confirms that men are more likely to own MSMEs than women.

Table 2 Performance of Women’s Entrepreneurship in India

State	No. of Women Entrepreneur	% of Women Entrepreneur
Tamilnadu	2930	30.36
UP	3180	39.84
Kerala	2135	38.91
Maharashtra	1394	32.12
Gujrat	1538	39.72
Karnataka	1026	26.84

Chart - 2 Performance of Women’s Entrepreneurship in India



Source: CMIE report 2019

As can be seen in the table and graph above, which depicts the states and the percentage of women entrepreneurs in each. UP has a higher percentage of women entrepreneurs than Karnataka, which has a lower percentage (26.84 percent). Maharashtra accounts for 32.12 percent of the total. Tamilnadu, on the other hand, has a 30.36 percent share.

Contribution of Women Entrepreneurs in Economy

Women are more likely to go into business that is related to their home life, like the service sector, which is a good fit. The growth of women-owned businesses is said to be limited and driven less by an interparental drive than by the need to stay alive. Women make up 74% of these workers in the micro-enterprise sector. Almost two-thirds of the women who worked in cottage industries made food and drinks.

The Government of India Provides Many Schemes

Women entrepreneurs in India contribute significantly to employment generation, both directly and indirectly.

1. Rajiv Gandhi Mahila Vikas Pariyojna (RGMVP)
2. Udyogini Scheme
3. Mahila vikas Nidhi
4. Entrepreneurial Development (EDPS)
5. Micro and Small enterprises cluster development programmes.
6. Priyadarshini Projects
7. Trade-related entrepreneurship assistant and development (TREAD)
8. Working women's forum
9. Rashtriya Mahila Kosh
10. Women development corporation (WDC)

Challenges Faced by Women Entrepreneurs

Women entrepreneurs' performance is not as progressive as desired, owing to the numerous obstacles they face.

- **Personal difficulties:** personal difficulties include a lack of confidence,

education, communication skills, access to necessary utilities, and knowledge of business administration.

- **Social obstacles:** social challenges include shifting views toward men, a male-dominated society, traditions, customs, sociocultural values, ethics, gender-based violence, and self-recognition.
- **Economic challenges:** financial difficulties include a lack of operating capital, a lack of information regarding financial aid, insufficient income generated, and a lack of tangible security to access funds, among others.

Recommendation for Uplifting Women's Entrepreneurship

1. Women must understand and implement a new approach to work-life balance.
2. Before starting a business, women should adequately prepare to face the challenges.
3. Women should participate in training programmes, seminars, and workshops to help them overcome business challenges.
4. Women should begin their businesses on a micro and small scale and allow them to grow gradually.
5. Women should seek the advice of other female entrepreneurs who are already successful in their fields..

Conclusion

In light of the preceding discussion, it can be concluded that women-owned businesses in India face a number of challenges. There are a variety of problems that women entrepreneurs face in the workplace and in their personal and professional lives. To compete in today's global economy, firms need an economic policy climate that is favourable. Developing countries like India necessitate government support for entrepreneurship. Women and job-seeking youth alike benefit from numerous government programmes offered today. All that is required of us now is to instil in our children and teenagers a sense of entrepreneurialism.

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