

Role of Women Entrepreneurs in Indian Economy: A Perspective

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Abstract

In this golden age of globalization, digitalization, and start up booms, Indian is clearly seeing a revolution vis-à-vis women Entrepreneurs. The sixth economic census released by¹“Ministry of statistics and programme implementation highlights that women constitute around 14% of the total entrepreneurship in Indian, 1 Today's women entrepreneurs do not come only from the established business families or from the higher income section of the population. They come from all walks of life and from all part of the country. From running sports, media firms to construction companies and security and detective agencies women are dabbling into fields that have traditionally been bastions of male domination 2“In present time above 58% women entrepreneurs star up their business between the age of 20 to 30 year.,,2 Now women entrepreneurs have started plunging into industry also and running their enterprises successfully. Today's women playing an important role in development of Indian economy. The prime objective of this cuticle is that present the present status of women entrepreneurs in Indian economy.

Keywords: women entrepreneurs, empowerment, business economic status, contribution, patriarchal society.

Classification-JEL : M12, J28

1. INTRODUCTION

women entrepreneurs is a person who accepts challenging role to meet her personal need and become economically independent. In present time, women are backward any more now women have established their own economic entrepreneurial empire and are now ruling their world as they wished to the team entrepreneurship defines as the process of setting up of business to earn profits with his innovativeness and ideas to run an enterprise society and bare risk. Significance of a success entrepreneurs ought to be technically sound, ingenious. Initiative, top judgment, self-worth,

right attitude, top judgment, self worth, right attitude, fairness, honesty, innovative leadership traits cooperative, emotional stability and high risk bearing ability it plays a imperative role in developing and growth of our country, women entrepreneurs can full fill all above requirement by their talent. In other words women entrepreneurs are the shaper of economy by creating new resources and new opportunities and by originating now product and services. Women entrepreneurs create a special pacts in the society by developing the economical status in the society. Basically women entrepreneurs strives very hard to secure and serve the nation

by making their business as a profitable and which should give entrepreneurs are highly empowered in urban area and when comparing rural area women entrepreneurs are not much empowered. So this paper is mainly going to deal with role, contribution and challenges faced by women entrepreneurs in this present society.

!2. OBJECTIVES OF THE STUDY

- a) To know the role of women entrepreneurs development of Indian economy.
- b) To know the achievement of women entrepreneurs.
- c) To know about % of their effects in states of India.
- d) To know about successful women entrepreneurs in India.
- e) To know the problems and challenges faced by women entrepreneurs in this present society.
- f) To know about govt. schemes.

3. METHODOLOGY

The methodology describes the broad philosophical under pinning to your chosen research methods, including whether you are using process to collect, assemble and evaluate data, research cannot be conducted properly. The researches has to proceed systemically in the already planned direction with the help of number of step in sequence a researches has to adopt specific method to make the research prefect. In this research, researcher selected Indian banks, Indian industries, financial institution, educational field, transport company, many research, Indian market, face book, India's home and foreign policy.

4. CONCEPT OF WOMEN'S ENTREPRENEURS

The role of women at the work place has under gone a dramatic change in the last 50 years. Just as the view of entrepreneurship over the centuries. Just five decades ago, there were only a few women who owned and operated their own business. The women entrepreneurs

have been on the Indian business scene for quick some time now and have achieved remarkable success. In present India 8 states know about women entrepreneurs in India. Around 58.5 million entrepreneurs in India, nearly 14% are women. Indian women owned business provide employed for 13.45 million people In India, about 1/3 of India entrepreneurs work in the agriculture sector, followed by manufacturing and retail trade But 2017 only 2% of startup funding went to women founder 30% India's tech work force is female.

The women entrepreneurship in India 2019 study was conducted online between December 2018 April 2019 and we received responses from around 220 women entrepreneurs across the country as a result which will be of interest to entrepreneurs, entrepreneurs in the making, mentors, advisors, funding forms and anyone with an interest in the story of women and entrepreneurship in India. In the past couple of decades the states of women in India society has changes drastically. Today women have been playing a vital role in the growth of the Indian economy and have made a big impact and got success in almost every sector. Here we have some famous women entrepreneurs. who have their own identify are Vandana Luthra (the founder of VLCC), Kiran Mazumdar Shaw (the founder of Biocon Ltd.), Priya Paul (the chairperson of Park Hotel), Ritu Kumar (the fashion designer) Shchi Mukherjee (founder of CEO of Limeroad), Indra Nooyi (the board member of Amazon) Faguni Nayar (the founder of Nykaa), Vamikala (founder Kalari Capital. There are so many examples, we can give to prove the power of women.

5. NEEDS : WOMEN BECOMING ENTREPRENEURS

- Following needs are the main reasons for women becoming entrepreneurs.
- They want to prove their personalities in an innovative, daring and competitive job.
- Bright future of their words.
- For increasing standard of living.

- Freedom to take own decision and be independent.
- For increasing socio-economic awareness
- For show the government introduction, attractive incentives, subsidies & various schemes in the society.
- They have innovative thinking, have new ideas new opportunities and new.

6. PROBLEMS FACED BY WOMEN ENTREPRENEURS IN ENTERPRISE ESTABLISHMENT : SURVIVAL AND EXPANSION

Table 1

Not sufficient finance	Lack of technical training
Not skilled man power	Lack of expose and in formation
Not contented market	Lack of initiative model
Not family support	Lack of experience
Not professional knowledge	Lack of govt policies for them

7. INDIAN ECONOMY WITH WOMEN ENTREPRENEURS

Women's economic activities contribute directly to growth and efficiency in dealing with informal business problems and poverty, reduction is one of the main issues policy markers some following growth, that make sour by women entrepreneurs.

i) Gain per capital income- women entrepreneurs convert the talent, ideas and idle resources like land, labour and capital in to national income and wealth in the form of goods and services. They help in increase the country's net national product and per capital which are important yard sticks for measuring the economic growth.

ii) Generation and increasing the employment- women entrepreneurs generating employment both directly and indirectly. They setting up small and medium scale industries,

they offer jobs to people.

iii) Capital information- women entrepreneurs mobilize the idle savings of the public through the issue of industrial securities. Investment productive utilization of national resources, the rate of capital formation increase.

iv) Social contribution- women entrepreneurs also contributing to words improving the balanced regional development and improvement of living standards in country.

v) Balanced regional development- regional disparities are present in Indian economy at large scale. Women entrepreneurs are trying to remove regional disparities in economic development. They setup industries in bank wards areas to avail of the resource concession and subsidies offered by government.

vi) Innovation in society- innovation is an important key for any successful industry or country. Entrepreneurs have contributed many innovations in the developing hew product and in the existing products and services. All above amplifies of innovating is found in women entrepreneurs. All these have & resulted in economy is good, more income and generating employment.

vii) Improvement is living standard- women entrepreneurs, in India are producing variety of good on a large scale and offering them at low rates, as a result achieving improvement in standard.

viii) Other contribution- women entrepreneurs are the main actresses in charging the culture of society. In our country women are workacholics and participate outside the house and develop the sence of independence and the like women entrepreneurs are play directly and indirectly an important role in economy growth of country. The growth of women is explained in table 2.

8. INDIAN GOVERNMENT AND WOMEN ENTREPRENEURS

The portal cater needs of around & million indian women who have started or running their own business through its plat form

Table 2 : Women corporate in industrial sector 2008-9 to 2018-19

S.No.	Industry	2008-09	2018-19
1.	Transportation and ware housing	8%	20%
2.	Agriculture forestry fishing and hunting	3.09%	11%
3.	Whole sale trade	14%	20%
4.	Mining and oil gas extraction	13.5%	21%
5.	Manufacturing	13.3%	23%
6.	Management company	12.4%	27%
7.	Real estate and rental and leasing	11.8%	14%
8.	Administrative support and waste management remediation service	10.8%	17.9%

Source : (i) Economy survey 2008 and 2009. (ii) economictimes.com (iii) www.anitab.org>india.

for entrepreneurship learning tools, incubation facility, training programs for fund raising, providing mentors, one on one investor meet, provide market survey facility and technical assistance. All of women faced so many problem to established and running the firm.

The govt play a major role to promote to these women entrepreneurs. At present the government of India has over 27 schemes for women, some of these are—

- Indira mahila yojana
- Mahila vikas nidhi
- Mahila samiti
- Indira mahila Kendra
- Entrepreneurial development programme (EDPs)
- Assistance to rural women in non-form development scheme (ARWIND) .
- Integrated rural development programme (IRDP)
- Women development corporation (WDC)
- There are so many like PMRY, RGMVP, MSE-CDP, TREAD and TRYSEM

9. CONCLUSION

After study of the women entrepreneurs, it can said that present situation is much better compassion than previous, in present India women have a strong position in development of India economy. They can manage home and also business equality in easy way. They occupies around 45% sector in whole population of India. So we have to provide development programs for organizational and skill development of women entrepreneurs from some suggestion for development of women entrepreneurship, there is a need for multi-dimensional approach in different sectors like government, private, financial institution etc. and some awareness programs or managerial program also introduced for villages specially women this step will contribute major role because we want all round development and whole development. If we are not focusing on backward, poor and villages women our objective cannot be fully covered and successful. In this way woman entrepreneurial activity is contributing to the social and economic development. Thereby women are giving equal importance in Indian society.

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