



WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES IN INDIA: A STUDY

Dr.K.Sankara Reddy

*School Assistant Teacher, Social Studies, Z P H School, Dommara Nandyala.
Kadapa,(District),Andra Pradesh.*

Abstract

The women entrepreneurs were emerged in any society with supporting number of people, organization, agencies, relatives, founts, family members and also government. Otherwise she doesn't come freely in business organizations, according to the present table shows that Global entrepreneurship Monitor Report one women's entrepreneurship. At present situation, the government has implemented more than twenty schemes especially for women development operated by the various consult departments and ministries in central wide. Among these, following are some of the schemes like Integrated Rural Development Programme (IRDP), Khadi and villages Industries Commission (KVIC), Training of Rural Youth for Self-Employment (TRYSEM), Prime Minister Rojgar Yojana (PMRY), Entrepreneurial development programme (EDPs), Management Development Programme (MDP), Women Development Corporation (WDCs), Marketing of Non-form Products of Rural women(WAHIMA), Assistance to Rural Women in Non-From Development (ARWIND), Traded Related Enterprenership and so on. Present this paper highlighted that various women entrepreneurship developmental programme incorporated by the central government and what problems behind to success of women entrepreneurs in India.

Key Words: Women Entrepreneurs, Development, Programmes, and Problems .

Introduction

Women play a Predominant role in economic development of the nation in general. "When we observe the history, it has proved that women in Vedic age have played an important role in religious and social functions. The position of wife was an honoured one as no religious ceremony could be performed by the husband alone. The third millennium B.C. Harappan and Mohenjo-Daro culture indicates that Indian women enjoyed a comparatively high status, which surpassed that of contemporary civilizations in ancient areas, Mesopotamia or Egypt. The Rigveda too provides evidence to prove the concept of equality of women with men as regards the access to knowledge. There were outstanding women who have risen alone despite of the constraints. Later on, unfortunately due to social, economic and political changes women lost their position in education and other fields. Economically women became completely dependent on men".

Status of women freedom depends on economic conditions even more than political conditions. "When a woman is not economically free and self-earning, there is a chance that the woman has to depend on her husband or children. These were the ideas of Pandit Jawaharlal Nehru, the first Prime Minister of India, who vividly highlighted the importance of economic independence of women. Women are often described as the better half of men, but the actual condition in the world does not match with this description. When we observe the world scenario, no country has achieved the situation where women treat equal with men. Out of the world's 1.4 billion poor people it is estimated that nearly 70 per cent are women. Between 75 to 80 per cent of the world's 30 million refugees are women and children. Educational backwardness is a major reason for the backwardness of women. Of the world's one billion illiterate adults, two thirds are women. Worldwide two-thirds of the 150 million children who are not in schools are girls. But when we treat Women as backbone in any economy and



they play an important role in the development of any economy. Women play a prominent role at various levels of our economic status and both men and women are like two wheels of a chariot and play an integral part of the society”.

Entrepreneur

“The word entrepreneur is derived from French word "Entreprendre" and the German word "Unternehmen", both mean "To undertake": For a long time, there was no equivalent term for the term "entrepreneur" in the English language. Three words were commonly used to connote the sense the French term carried: adventure, undertaker and projector; these were used interchangeably and lacked the precision and characteristics of a scientific expression to explain about Entrepreneur. Hence the term "entrepreneur" did not find any prominence in the history of economic thought. "Entrepreneur"- a person who does business; an innovator who shapes the economy by infusing wealth, time and energy; the fourth factor of production who adds value to the entire socio-economic system as a concept Entrepreneurship gathered prominence in economic literature, the concept accepts some analytical treatment and assigned the entrepreneur an economic Tole by emphasizing on "risk" as prominent entrepreneurial function. Entrepreneur means individual response for the operation of a business, including the c choice of a product, the mobilization of necessary capital, decisions on product prices and quantities, the employment of labour and expanding or reducing the productive facilities:.

Objectives

1. To study the importance of women entrepreneurs
2. To analyse the women entrepreneurship development programmes and their problems

Methodology

The present paper is purely on secondary data based paper. The secondary data was collected from Global entrepreneurship Monitor Report on women entrepreneurship 2020-21 and GEM India survey. The data analysis is based on governmental report.

Schemes for development and promotion for women entrepreneurs

The government has been identified and implemented at central and state level by providing and assistance various training –sum-income generating programmes which are help to the women for economic development. The small industrial development Bank of India (SIDBI) has also implemented special programmes especially for women development through entrepreneurship.

At present situation, the government has implemented more than twenty schemes especially for women development operated by the various consult departments and ministries in central wide. Among these, following are some of the schemes like (a) Integrated Rural Development Programme (IRDP), (b) Khadi and villages Industries Commission (KVIC), (c) Training of Rural Youth for Self-Employment (TRYSEM), (d) Prime Minister Rojgar Yojana (PMRY), (e) Entrepreneurial development programme (EDPs), (f) Management Development Programme (MDP), (g) Women Development Corporation (WDCs), (h) Marketing of Non-form Products of Rural women(WAHIMA), (i) Assistance to Rural Women in Non-From Development (ARWIND), (j) Traded Related Enterpreneursip assistance Development(TREAD), (k) Working Womwn Forum, (l) Indira Mahila Yojana, (m) Indira Mahila Kendra,(n) Mahila Santhi Yojana, (o) Mahila Vikas Nidhi,(p) Micro Credit Scheme .(q) Rashtriya Mahila Kosh,®, SIDbi’s Mahila Udyam Nidhi,(s) SBI’s stree Shakhi Scheme,(t) NGO’s Credit scheme,(u) Micro & Small Enterprises Cluster Development



programmes(MSE-CDP), (v) National Banks for Agriculture and Rural Development scheme, and (W) Rajiv Gandhi mahila pariyojana (RGMVP) etc.

Entrepreneurial Programmes

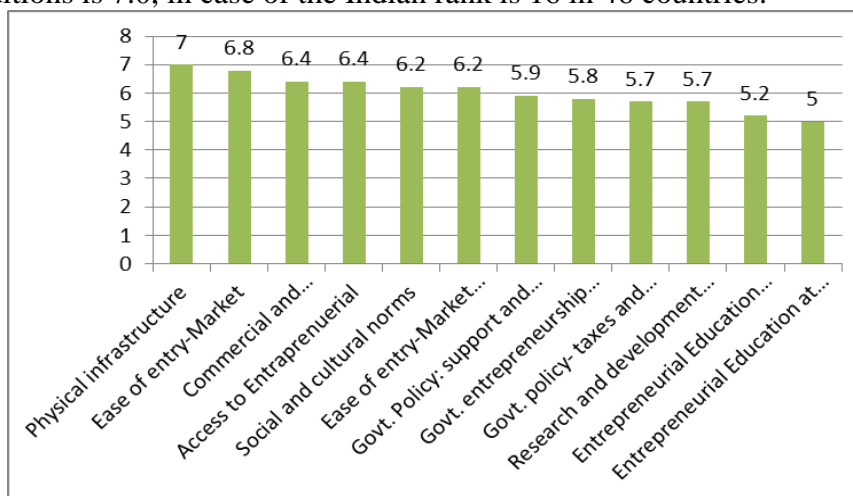
The women entrepreneurs were emerged in any society with supporting number of people, organization, agencies, relatives, founds, family members and also government. Otherwise she doesn't come freely in business organizations, according to the present table shows that Global entrepreneurship Monitor Report one women's entrepreneurship. It is found that the conditions of the entrepreneurial frame work, adequacy of the conditions and Indian's rank among these in overall 45 countries in the world.

Table: 1, Details of Entrepreneurial Programmes

S.No	Entrepreneurial Framework Conditions	Adequacy of the Conditions	India's rank out of 45 Countries
1	Physical infrastructure	7.0	16
2	Ease of entry-Market	6.8	4
3	Commercial and Professional Infrastructure	6.4	6
4	Access to Entrepreneurial	6.4	1
5	Social and cultural norms	6.2	8
6	Ease of entry-Market burdens and regulations	6.2	2
7	Govt. Policy: support and relevance	5.9	7
8	Govt. entrepreneurship programs	5.8	11
9	Govt. policy- taxes and bureaucracy	5.7	6
10	Research and development transfer	5.7	3
11	Entrepreneurial Education post-school	5.2	14
12	Entrepreneurial Education at school	5.0	6

Source: Global Entrepreneurship Monitor Report on Women's Entrepreneurship 2020-21

It is further noticed that for providing infrastructure facilities for the women entrepreneur and adequacy of the conditions is 7.0, in case of the Indian rank is 16 in 46 countries.



- In case of easy of entry- market dynamics which playing important role in marketing took a place 6.8, and Indian taken 4th place among select countries.



- Communicable and professional infrastructure facilities and providing through not global wide and rank allocated 6.4 and 6th rank is given to the Indian country.
- According to the report the adequacy condition is 6.2 in the matter of social & cultural norms in global wide and Indian's get 8th rank among the 45 countries.
- In this report the point, the point lover- like Cleary of entry- market burdens and regulations in global wide is 6.2 for adequate conditions and India is took a place like 2- due to highly restricted policies were implemented.
- While government policy supporting and relevant to the women entrepreneurship and adequate conditions to the global wide is 5.9, while India get 7th rank for supporting to women development by the government.
- Government entrepreneurship progarmme were introduce the various government and it condition in global wide is 5.8 and it rank among 45 countries is 11.
- In case of government policy like taxes and bureaucracy matters will consider and conditions have 5.7, and Indian rank is 6.
- Researcher and developoment transfer matters in global wide 5.7 in case of adequate conditions and Indians rank out of 45 countries is 3.
- Entrepreneurial education post – school issues 5.2 have adequate of the conditions and 14th rank is moving by the Indian country.
- In case of providing knowledge's & skills at educational institute and also facilities especially for women 5.0, but Indian's rank is very low, i.e., 6.

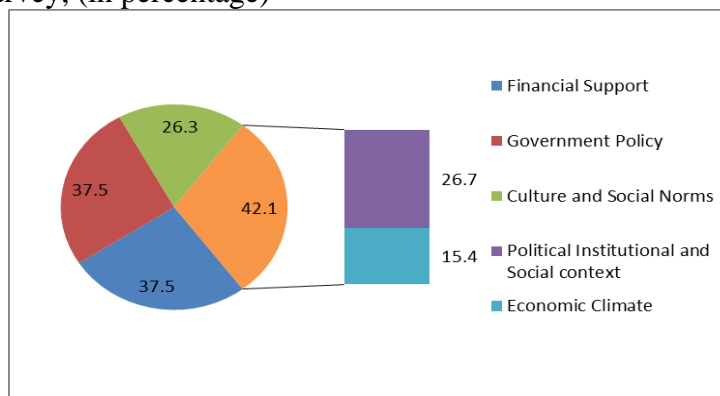
Problems of Entrepreneurship

Once taken up any a business enterprise definitely should take help from so many members in the society. At starting point the entrepreneurs were facing number of problems in general. While women entrepreneurs- the problem will increase at any society. According the view of women entrepreneurs number constrains were identified and analyzed here under.

Table- 2, Problems of women Entrepreneurship in India

S.No	Problems	%
1	Financial Support	37.5
2	Government Policy	37.5
3	Culture and Social Norms	26.3
4	Political Institutional and Social context	26.7
5	Economic Climate	15.4

Source: GEM India Survey, (in percentage)





These constrains such as financial support, government policies, cultural social norms, political institutional and social context, and economic climate. Among these, 37.5 per cent of countries are financial support and also government policy, 26.7 per cent of problem is political institutions and social context while establishing and running the enterprises by the female, 26.3 per cent were indicating economic climate and lastly 15.4 per cent of the problem were facing in the dimensions of culture and social norms.

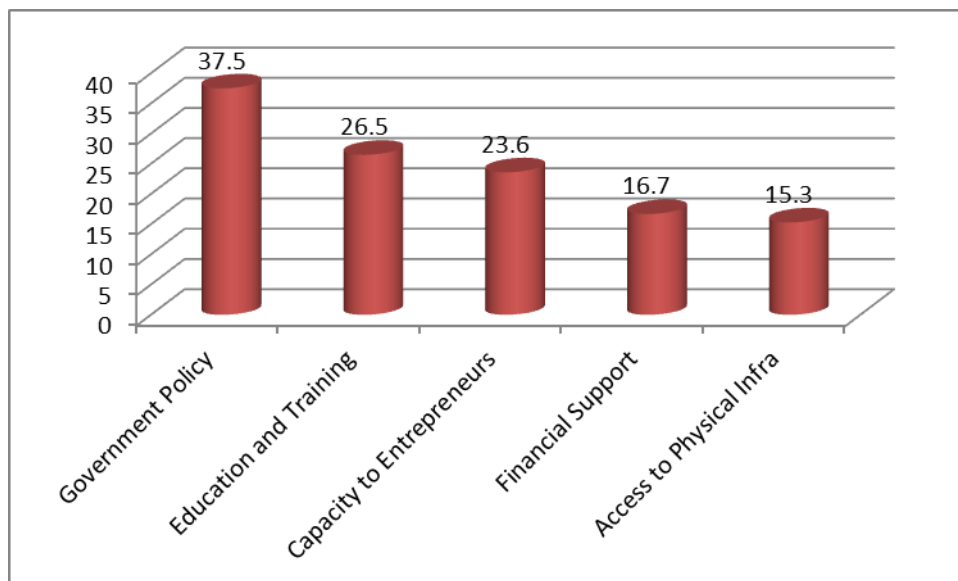
Fostering Factors

For successfully running enterprise by entrepreneurs with supporting of same factors like government policies, education and training programmes capacity to entrepreneurs, financial support and assess to physical infrastructure facilities in India.

Table- 3, Fostering factors for entrepreneurial activity in India

S.No	Factors	%
1	Government Policy	37.5
2	Education and Training	26.5
3	Capacity to Entrepreneurs	23.6
4	Financial Support	16.7
5	Access to Physical Infra	15.3

Source: GEM India Survey, (in percentage)



The above table has discloses that 37.5 per cent of government policy will help the successfully establishing and running their business organizations it is taken first place for development of women entrepreneurs, 26.5 per cent have influenced in providing better education and adequate skills through training programme, 15.3 per cent of fostering factor are capacity to entrepreneurs that means how a women ability to manage, and running enterprises, 23.6 per cent of factor like financial support this is the biggest factor to start and develop the enterprise by the female women entrepreneurs and assets to physical infrastructure facilities and it is taken at factor like 16.5 per cent respectively.



Conclusion

Women entrepreneurship in India still has a long way to go. As women form a considerable segment of the Indian population, their strength and energies can be utilized in the interest of the nation's economy.

More women should be encouraged to take up entrepreneurship, through special concessions and financial support.

A proper psychological climate should be created for women to enter the business world in a large measure, by widening their awareness and providing the necessary encouragement. It is high time that women energies are tapped and used for the economic development of the nation as a whole.

References

1. Dhruv Dev Sharma and Suresh Kumar Dhameja, Women Entrepreneurship and Enterprise Management, New Delhi, 2010.
2. Kuratko, F., Richard, M., Entrepreneurship in the New Millennium, New Delhi, 2009.
3. Maria Johns, Jeyabalan. R. , Krishnamurthy. S (2004), Rural Women Entrepreneurship, New Delhi.
4. Dhameja, S.K., Women Entrepreneurs – Opportunities, Performance, Problems, New Delhi, 2004.