ROLE OF ENTREPRENEURSHIP IN WOMEN EMPOWERMENT

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ABSTRACT

This manuscript tells about Entrepreneurs, Entrepreneurship, Types of Entrepreneurship, Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development.

THEOTHER PART TELLS US ABOUT THE ROLE OF ENTREPRENEURSHIP IN WOMEN EMPOWERMENT, GROWTH OF WOMEN ENTREPRENEURSHIP, FUNCTIONS OF WOMEN ENTREPRENEUR, AND PROBLEMS OF WOMEN ENTREPRENEURS.

AND SOME EXAMPLES OF SUCCESSFUL WOMEN ENTREPRENEUR

KEYWORDS: ENTREPRENEUR, ENTREPRENEURSHIP, WOMEN, GOVERNMENT, PROBLEMS, FUNCTIONS

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INTRODUCTION

Like other economic concepts, entrepreneurship has been a subject of much debate and discussions. It is an elusive concept. Hence, it is defined differently by different people. While some called entrepreneurship as ‘RISK BEARING’, others view it ‘INNOVATING’ and yet others consider it ‘THRILL SEEKING’

According to Joseph A. Schumpeter (1939), ‘Entrepreneurship is based on purposeful and systematic innovation. It includes not only the independent businessman but also company directors and managers who actually carry out innovative functions’.
Innovation and Risk bearing are regarded as the two basic elements involved in entrepreneurship. These two terms can be explained as follows:

**INNOVATION**: Innovation, i.e., doing something different is a necessary condition to be called a person as an entrepreneur. The entrepreneurs are constantly on the look out to do something different and unique to meet the changing requirements of customers. They may or may not be inventors of new products or new methods of production, but they possess the ability to foresee the possibility of making use of the inventions for their enterprises. Let some facts speak: In order to satisfy the changing preferences of customers, now-a-days fruit juice is sold in small cartons (Mango fruity) instead of bottles so that customers can carry it and throw away the container after drinking the juice. Let us take another example. Lipton offers tea in small packs known as ‘PUDIYAS’ to meet the requirements of its rural customers (Khanka 1996: 20-24). You may have heard of Henry ford, the founder of the Ford motor company in the United States. Henry Ford himself did not invent the automobile. Foreseeing the people’s desire to have passenger cars at somewhat lower rates, he applied new methods of mass production to offer passenger cars to the customers at affordable price. Since customers taste and preferences always keep on changing, hence the entrepreneur needs to apply invention after invention on a continuous basis to meet the customers changing demand for products.

**RISK-BEARING**: Starting a new enterprise always involves risk and trying for doing something new and different is also risky. The reason is not difficult to seek. The enterprise may earn profits or incur losses because of various factors like increasing competition, changes in customer preferences, and shortage of raw material and so on. An entrepreneur, therefore, needs to be bold enough to assume the risk involved in the enterprise. In fact, he or she needs to be a risk-taker, not risk avoider. His risk-bearing ability enables him even if he fails in one time or one venture to persist on and on which ultimately helps him succeed. The proverb applies to him: “fall seven times, stand up eight.

**TYPES OF ENTREPRENEURS**

In fact there is no typical entrepreneur. Entrepreneur are classified into different types based on different classifications as mentioned below: **Based on the Type of business**

1. **Trading Entrepreneur**: As the name itself suggests, the trading entrepreneur undertake the trading activities. They procure the finished products from the manufacturers and sell these to the customers directly or through a retailer.
   
   These serve as the middlemen as wholesalers, dealers and retailers between the manufacturers and customers.

2. **Manufacturing Entrepreneur**: The manufacturing entrepreneurs manufacture products. They identify the needs of the customers and, then, explore the resources and technology to be used to manufacture the products to satisfy the customers needs. In other words, the manufacturing entrepreneurs convert raw materials into finished products.

3. **Agricultural Entrepreneur**: The entrepreneurs who undertake agricultural pursuits are called agricultural entrepreneurs. They cover a wide spectrum of agricultural activities like cultivation, marketing of agricultural produce, irrigation, mechanization, and technology.

**Based on the Use of technology**
1. **Technical entrepreneur**: The entrepreneur who establish and run science and technology-based industries are called ‘technical entrepreneurs’. Speaking alternatively, these are the entrepreneurs who make use of science and technology in their enterprises. Expectedly, they use new and innovative methods of production in their enterprises.

2. **Non-Technical entrepreneur**: Based on the use of technology, the entrepreneurs who are not technical entrepreneurs and non-technical entrepreneurs? The forte of their enterprises is not science and technology. They are concerned with use of alternative and imitative methods of marketing and distribution strategies to make their business survive and thrive in the competitive market.

**Based on ownership**

1. **Private Entrepreneur**: A private entrepreneur is one who as an individual sets up a business enterprise. He/she is the sole owner of the enterprise and bears the entire risk involved in it.

2. **State Entrepreneur**: When the trading or industrial venture is undertaken by the State or the Government, it is called ‘state entrepreneur’.

3. **Joint entrepreneurs**: When a private entrepreneur and the government jointly run a business enterprise, it is called ‘joint entrepreneurs’

**Based on Gender**

1. **Men Entrepreneurs**: When business enterprises are owned, managed, and controlled by men, these are called ‘men entrepreneurs’.

2. **Women Entrepreneurs**: Women entrepreneurs are defined as the enterprises owned and controlled by a woman or women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of employment generated in the enterprises to women.

**Based on the Size of Enterprise**

1. **Small-Scale Entrepreneur**: An entrepreneur who has made investment in plant and machinery up to 1.00 crore is called ‘small-scale entrepreneur’.

2. **Medium-Scale Entrepreneur**: The entrepreneur who has made investment in plant and machinery above 1.00 crore but below 5.00 crore is called ‘medium-scale entrepreneur’.

3. **Large-Scale Entrepreneur**: The entrepreneur who has made investment in plant and machinery more than 5.00 crore is called ‘large-scale entrepreneur’.

**Based on the Clarence Danhof Classification**
Clarence Danhof (1949), on the basis of his study of the American Agriculture, classified entrepreneurs in the manner that at the initial stage of economic development, entrepreneurs have less initiative and drive and as economic development proceeds, they become more innovating and enthusiastic. Based on this, he classified entrepreneurs into four types. These are discussed as seriatim

1. **Innovating Entrepreneurs**: Innovating Entrepreneurs are one who introduce new goods, inaugurate new method of production, discover new market and reorganise the enterprise. It is important to note that such entrepreneurs can work only when a certain level of development is already achieved, and people look forward to change and improvement.

2. **Imitative Entrepreneurs**: These are characterised by readiness to adopt successful innovations inaugurated by innovating entrepreneurs. Imitative entrepreneurs do not innovate the changes themselves, they only imitate techniques and technology innovated by others. Such types of entrepreneurs are particularly suitable for the underdeveloped regions for bringing a mushroom drive of imitation of new combinations of factors of production already available in developed regions.

3. **Fabian Entrepreneurs**: Fabian Entrepreneurs are characterised by very great caution and skepticism in experimenting any change in their enterprises. They imitate only when it becomes perfectly clear that failure to do so would result in a loss of the relative position in the enterprise.

4. **Drone Entrepreneurs**: These are characterised by a refusal to adopt opportunities to make changes in production formulate even at the cost of severely reduced returns relative to other like producers. Such entrepreneurs may even suffer from losses but they are not ready to make changes in their existing production methods.

Following are some more types of entrepreneurs listed by some other behavioural scientists:

1. **Solo Operators**: These are the entrepreneurs who essentially work alone and, if needed at all, employ a few employees. In the beginning, most of the entrepreneurs start their enterprises like them.

2. **Active Partners**: Active partners are those entrepreneurs who start/carry on an enterprise as a joint venture. It is important that all of them actively participate in the operations of the business. Entrepreneurs who only contribute funds to the enterprise but do not actively participate in business activity are called simply ‘partners’.

3. **Inventors**: Such entrepreneurs with their competence and inventiveness invent new products. Their basic interest lies in research and innovative activities.

4. **Challenges**: These are the entrepreneurs who plunge into industry because of the challenge seems to be met, they begin to look for new challenges.

5. **Buyers**: These are those entrepreneurs who do not like to bear much risk. Hence, in order to reduce risk involved in setting up a new enterprise, they like to buy the ongoing one.

6. **Life-Timers**: These entrepreneurs take business as an integral part to their life. Usually, the family enterprise and businesses which mainly depend on exercise of personal skill fall in this type of entrepreneurs.
GROWTH OF ENTREPRENEURSHIP IN INDIA

ENTREPRENEURSHIP DURING POST- INDEPENDENCE

After taking a long sigh of political relief in 1947, the Government of India tried to spell out the priorities to devise a scheme for achieving balanced growth. For this purpose, the government came forward with the first industrial policy, 1948 which was revised from time to time (Kuchhal 1963). The Government in her various industrial policy statements identified the responsibility of the state to promote, assist and develop industries in the national interest. It also explicitly recognised the vital role of the private sector in accelerating industrial development and, for this; enough field was reserved for the private sector. The Government took three important measures in her industrial resolutions:

1. To maintain a proper distribution of economic power between private and public sectors.
2. To encourage the tempo of industrialisation by spreading entrepreneurship from existing centres to others towns and cities.
3. To disseminate the entrepreneurship acumen concentrated in a few dominant communities to a large number of industrialists.

The wave of entrepreneurial growth gained sufficient momentum after the Second World War. Since then the entrepreneurs have increased rapidly in numbers in the country. Particularly, since the third five year plan, small entrepreneurs have experienced tremendous increase in the numbers. But they lacked entrepreneurial ability, however. The fact remains that even the small entrepreneurship continued to be dominated in business communities though at some places new groups of entrepreneurs too emerged. Also, there are examples that some entrepreneurs grew from small to medium-scale and from medium to large-scale manufacturing units during the period. The family entrepreneurship unit like Tata, Birla, Mafatlal, Dalmia, Kirloskar and others grew beyond the normally expected size and also established new frontiers in business in this period.

ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT

The important role that entrepreneurship plays in the economic development of an economy can be explained as follows:

1. Entrepreneurship promotes capital formation by mobilising the idle saving of the public.
2. It provides immediate large-scale employment. Thus, it helps reduce the unemployment problem in the country, i.e., the root of all socio economic problems.
3. It promotes balanced regional development.
4. It helps reduce the concentration of economic power.
5. It stimulates the equitable redistribution of wealth, income and even political power in the interest of the country.
6. It encourages effective resource mobilisation of capital and skill which might otherwise remain unutilised and idle.
7. It also induces backward and forward linkages which stimulate the process of economic development in the country.
8. Last but not the least, it also promotes country’s export trade i.e., an important ingredient to economic development.

**ROLE OF WOMEN ENTREPRENEURSHIP IN WOMEN EMPOWERMENT**

According to Pandit Jawaharlal Nehru “WHEN WOMEN MOVE FORWARD, THE FAMILY MOVES AND THE NATION MOVES”.

Women constitute around half of the total world population. So as in India also. They are, therefore, regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies they have come out of the four walls to participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social workers and so on.

**CONCEPT OF WOMEN ENTREPRENEUR**

Based on the general concept of entrepreneur discussed earlier, women entrepreneur may be defined as a woman or group of women who initiate, organize, and run a business enterprise. Kamal singh who is a woman entrepreneur from Rajasthan, has defined woman entrepreneur as “a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

In nutshell, women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise.

**FUNCTIONS OF WOMEN ENTREPRENEURS**

As an entrepreneur, a woman entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation and screening, determination of objectives, project preparation, product analysis, and determinations of forms of business organizations, completion of promotional formalities, raising funds, procuring men, machine and materials, and operation of business.

Frederick Harbison (1956) has enumerated the following five functions of a woman entrepreneur:

1. Exploration of the prospects of starting a new business enterprise.
2. Undertaking of risks and the handling of economic uncertainties involved in business.
3. Introduction of innovations or imitation of innovations.
4. Coordination, administration and control.
5. Supervision and leadership.
GROWTH OF WOMEN ENTREPRENEURSHIP IN INDIA

In India women entry into business is a new phenomenon. Women entry into business, or say, entrepreneurship is traced out as an extension of their kitchen activities mainly to 3 Ps, viz., Pickles, Powder and Pappad. Women in India plugged into business for both pull and push factors. Pull factors imply the factors which encourage women to start an occupation or venture with an urge to do something independently. Push factors imply the factors which compel women to take up their business to tide over their economic difficulties and responsibilities. With growing awareness about business and spread of education among women over the period, women have started shifting from 3 Ps to engross 3 modern Es, viz., Engineering, Electronics, and Energy and other industries under Integrated Rural Development Programmes (David 1992). They have excelled in these activities. Women entrepreneurs manufacturing solar cookers in Gujarat, small foundries in Maharashtra and T.V. capacitors in Odisha have proved beyond doubt that given the opportunities, they can excel their male counterparts (Moore and Buttner 1997). Smt. Sumati Morarji (Shipping Corporation), Smt. Yamutai Kirloskar (Mahila Udyog Limited), Smt. Neena Malhotra (Exports), Kiran Majumdar Shaw (Bio-technology) Naina Lal Kidwai (Banking), Jaswantiben Jamanadas Popat (Food), and Smt. Shahnaz Hussain (Beauty Clinic) are some exemplary names of successful and accomplished women entrepreneurs in our country. Women have traditionally played an important role in the small business development as owners, managers, and workers. They dominate three important sub-sectors, constituting over 80% of the employees.

PROBLEMS OF WOMEN ENTREPRENEUR

Women entrepreneurs encounter two sets of problems, viz., general problems of entrepreneurs and problems specific to women entrepreneurs. These are discussed as follows:

Problem of Finance

Scarcity of Raw Material

Stiff Competition

Limited Mobility

Family Ties

Lack of Education

Male-Dominated Society

Low Risk- Bearing Ability

SOME EXAMPLES OF WOMEN ENTREPRENEURS ARE GIVEN AS FOLLOWS:

MISS SAVITA
Miss Savita is an example of a young lady entrepreneurship who was very keen to stand on her own feet by taking up a self-employment venture. She worked for some time as an accountant in various companies organised under the Nehru rozgar yojana. Miss Savita has assisted with a loan for Rs. 12000. she has since obtained good order for screen printing form public sectors like HMT, LIC, Bank and other institutions apart for individuals. She is even making wedding cards, greeting, cards also. She has paid back the bank installments; only one-third is outstanding. Small industries service institute, Bangalore is satisfied with the quality of their training programmes which are found use full for the self-employment programmes.

SMT. SUJATHA BHASKAR

Smt.Sujatha Bhaskar is brilliant example of a woman entrepreneur who by sheer hard work and application has started a sophisticated unit for manufacture of carbide tipped brazed tools. She was fortunate to have Shri Bhasker as her husband who is a shop floor man and experienced in the line of carbide tipped brazed tools. With her management abilities and enterprising nature she started a small unit, viz., M/s. Rupa engg. Works, 625, medahali, vigonargar, bangalore-49 for manufacturing carbide tipped brazed tools.

SMT. MANDA VILATKAR

Smt. Manda vilatkar had the ambition of becoming a business woman or an industrialist. So she joined entrepreneurship development programme conducted but SISI Indore in February 1990. Which equipped her with necessary knowledge of management, account, taxes etc. With lone from the MPFC for the purchase of machinery and working capital from Indore Paraspar Sahakari Bank Ltd., she purchased the machinery from wonderpack Ltd., Mumbai.

Various products of her unit are cups. With appropriate lids. Various Government dairies, ice-cream manufactures, hostels etc. are some of prominent buyers.

SMT. SAROJ SHARMA

On successful completion of the one-month entrepreneurship development programme on food and Vegetable preservation by SISI karnal at NDRI karnal in march 1991, Smt. Saroj Sharma started ‘Swadist Vyanjan Center’ which gives training to the girls in cookery and vegetable and food preservation.

As a part of the training programmes, Shri T.R.Sehgal, Director, SISI karnal and his team at taken the participants around different units engaged in food and vegetable preservation give them tips in marketing. The participants, including Smt. Sharma, were later helped in introducing jam, jelly squash, pickles and murabbas in the market.