

# An Exploratory Study of Women Entrepreneurship in Small and Medium Enterprises in India

**Diksha Rani**

Dept. of Economics, CCS University Meerut & ISID, New Delhi

## Abstract

*The entrepreneur is one of the most important inputs used in the production process and Entrepreneurs play an important role in building new companies. They also contribute most in promoting the creation of a new economic technology in the markets, so that the pace of economic development, various opportunities for employment, and increase in other economic parameters would prove to be a milestone in the development of markets by many products, processes and services. If seen, women also play an important role in the social and economic development of any country. It was another thing when the women of traditional India were confined within the walls of their homes, but in today's modern India, women started to grow step by step in establishing themselves in the field of business by accepting the alternative challenges of growth and development. From traditional to modern, rural to urban, single to joint venture, unorganized to organized, small to large industries etc. in every enterprise sector, women are strengthening their own foundation and at the same time guiding young women to become successful. Women are beginning to realize their presence in the male dominated society. This paper is being dedicated to women entrepreneurs. In line with the main objective of this study, it is to understand the proportion of women entrepreneurs and to study women's participation in small-scale industries (SSI) nearby. In this paper, campaigns and programs run by the Government of India to promote and other institutional support for women entrepreneurs are highlighted.*

**Keywords:** Entrepreneurship, Women, Small Scale Industries, Job Opportunities, Productivity, Economic Development, India

## 1. Introduction

Through entrepreneurship, basic employment opportunities can be expanded in all societies and at the same time economic development can be made dynamic. Entrepreneur is a French word meaning "to begin" or "to undertake". It can generally apply to any individual or individual who starts a new business or project, or organizes and manages any enterprise with a competent and positive initiative or risk. The term entrepreneur refers to the qualities of leadership, initiative and innovation in new enterprise design.

Women make up about 50% of the entire world's population and about 49% of India's population. The main purpose of this research paper is to promote the status and impact of women entrepreneurs in India and

to demonstrate women's participation in small-scale industry (SSI).

### 1.1. Concept of Women Entrepreneurs

Put simply, the process by which women organize all aspects of production, run a business efficiently, take multiple risks, protect economic uncertainty and provide employment opportunities for others, is called women's entrepreneurship.

The Indian government has defined women as entrepreneurs in the sense that, a woman entrepreneur can be defined as a business where the ownership and management of a business is wholly owned by women and has a minimum financial interest of 51% capital. And at least 51% of women should be given job opportunities.

According to The European Commission "A woman entrepreneur is one who has set up a business in which she has a large stake and is interested in taking risks in current circumstances, making decisions in difficult situations and managing today's era."<sup>1</sup>

### 1.2. Women Enterprise

In terms of ownership, SSI or SSSBE is paid by one or more women entrepreneurs with legitimate concern, or when they do not have a budget of less than 51% per person or jointly. Only members / shareholders and directors of private companies or co-operatives are known as women entrepreneurs.

### 2. Functions of women Entrepreneurs

As the work status of every work says, before doing any work, its process should be thoroughly tested. Similarly, a woman entrepreneur must complete all the duties involved in starting a business and running a business in a smooth manner. These mainly include the consolidation and screening of ideas, careful determination of objectives, observational preparation of projects, testing of products, layer of ideas on the nature of the organization, fulfilment of promotional formalities, collection of funds, manpower, machine and Procurement of materials as well as operation of business is also included.

#### Five works of a female entrepreneur are highlighted by Frederick Harbison (1956)<sup>2</sup> :

1. Exploring all possibilities to start a new venture.
2. Investigate and deal with all the economic uncertainties involved in business etc. by continuously reducing the risks.
3. The introduction of new things or the imitation of new things.
4. Management, control and integration.
5. Better supervision and effective leadership.

#### All these five functions can be classified mainly into three categories:

- a) Risk Bearing
- b) Organization
- c) Innovation

#### Factors by which women entrepreneurs are affected

- a) Achievement and sustainability of achievement
- b) To achieve financial success and profitability

- c) Due to certain traumatic events such as divorce, discrimination arising during pregnancy, family life or any other economic reason such as retrenchment.
- d) In search of a bright future.
- e) To create self-identity.
- f) Due to ancestral occupation.
- g) To get self-satisfaction.
- h) Innovative, unique and creative thinking.

### 2.1. Participation of Women in SSI Sector

Small industries played a very important role in India's social and economic development. The participation of women in the (SSI) sector is largely identified in three different roles.

- a) Owners Business owners,
- b) Business executives
- c) Employees.

The concept of each outstanding small business itself is an entrepreneur who, in the words of Olagunju Y (2004), is an all-inclusive business in creating and managing a business for any one purpose. The purpose for which a statement is made can be any or all of that person, social or developmental. Everyone who participates in this process is called an entrepreneur. Also, it is very important to draw a line between entrepreneurs and entrepreneurs. While business owners start and manage their business for their own benefit, entrepreneurs make full use of high-profile ideas that create a business of their own kind, community and development as a direct weapon.

### 3. Objectives of the Study

- To study status of women entrepreneurs in India,
- To explore the factors that make women aware and encouraged them to become entrepreneurs.
- To analyze the challenges and challenges faced by women entrepreneurs.

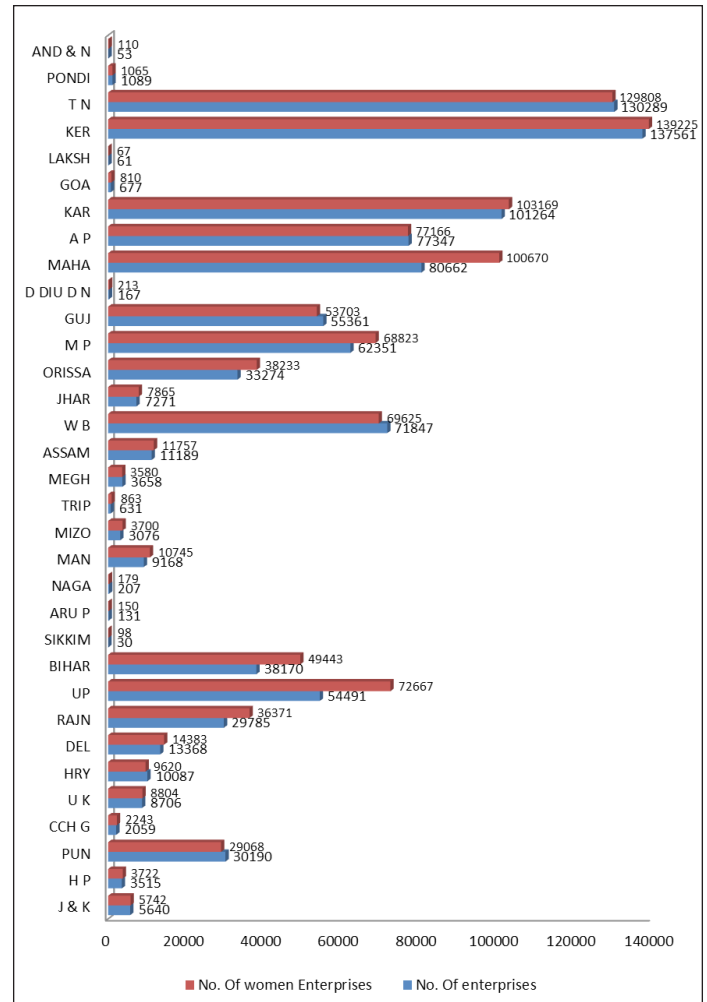
### 4. Methodology

This paper is based on secondary information data. The information is in separate journals, nationally and internationally, books, MSME and other organizational reports to consider the participation of women entrepreneurs.

**Table 1: Women Involvement in Management Ownership State-Wise in SSI Sector**

S. No.	Name of State	Sort Name	No. of enterprises	No. of women Enterprises
1	Jammu & Kashmir	J & K	5640	5742
2	Himachal Pradesh	H P	3515	3722
3	Punjab	PUN	30190	29068
4	Chandigarh	CCH G	2059	2243
5	Uttaranchal	U K	8706	8804
6	Haryana	HRY	10087	9620
7	Delhi	DEL	13368	14383
8	Rajasthan	RAJN	29785	36371
9	Uttar Pradesh	UP	54491	72667
10	Bihar	BIHAR	38170	49443
11	Sikkim	SIKKIM	30	98
12	Arunachal Pradesh	ARU P	131	150
13	Nagaland	NAGA	207	179
14	Manipur	MAN	9168	10745
15	Mizoram	MIZO	3076	3700
16	Tripura	TRIP	631	863
17	Meghalaya	MEGH	3658	3580
18	Assam	ASSAM	11189	11757
19	West Bengal	W B	71847	69625
20	Jharkhand	JHAR	7271	7865
21	Orissa	ORISSA	33274	38233
23	Madhya Pradesh	M P	62351	68823
24	Gujarat	GUJ	55361	53703
25.	Daman & Diu & Dadra & Nagar Haveli	D DIU D N	167	213
27	Maharashtra	MAHA	80662	100670
28	Andhra Pradesh	A P	77347	77166
29	Karnataka	KAR	101264	103169
30	Goa	GOA	677	810
31	Lakshadweep	LAKSH	61	67
32	Kerala	KER	137561	139225
33	Tamil Nadu	T N	130289	129808
34	Pondicherry	PONDI	1089	1065
35	Andaman & Nicobar Islands	AND & N	53	110
	<b>All India</b>		<b>983375</b>	<b>1053687</b>

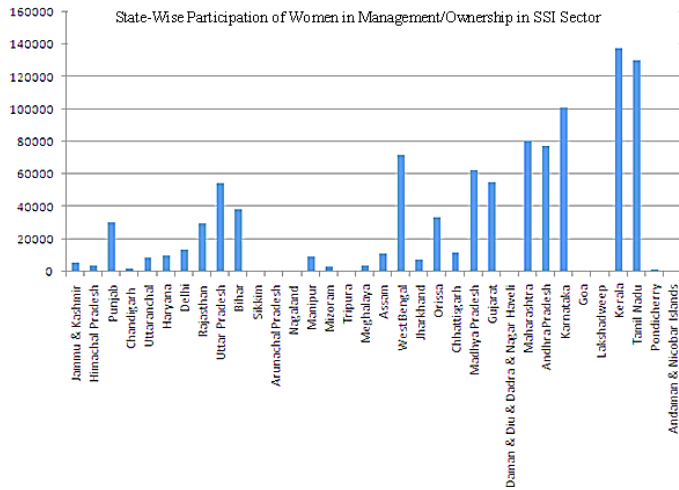
Source: <http://www.dcmsme.gov.in/ssiindia/census/ch11.htm>

**Figure**

**Note:** Selected states are derived from the source mentioned for analysis.

At the all-India level, the number of women-managed enterprises is 983375 and the number of women-owned enterprises is 1053687 according to the third census of small industries conducted in 2001-02. Only 13% of registered women's businesses are in the SSI sector and another 87% are in the unregistered SSI sector. In the case of women-owned businesses, 11.5% were in the registered SSI sector and 88.5% were in the unregistered SSI sector. The share of female-headed units was 7.14 per occupancy. Rent of Rs. The investment of one lakh in female-owned units was 2.49.

In the provinces of Kerala, Tamil Nadu, Karnataka, Maharashtra, Andhra Pradesh and West Bengal, the number of businesses owned and operated by women was very high. Kerala is the state with the highest number of women (137561) and women with SSI (139225). Similarly, Sikkim is the state with the least number of women (30) and women owned by SSI (98).



Source:[http://www.ijsrms.com/media/1n3-IJS-RMS0103301\\_v1\\_is3\\_72-79.pdf](http://www.ijsrms.com/media/1n3-IJS-RMS0103301_v1_is3_72-79.pdf)

Dr. Kiran Mazumdar Shaw	Chairman and managing director of Biocon Limited.
Indira Nooyi	CFO and president of PepsiCo.
Ekta Kapoor	Director of Balaji Television
NeelamDhawan	Managing Director of Microsoft India.
Shahnaz Hussain	Founder of Shahnaz Hussain Herbals.
Suchi Mukherjee	Founder and CEO of the women’s online social media platform, LimeRoad

Source:[http://www.ijsrms.com/media/1n3-IJSRMS0103301\\_v1\\_is3\\_72-79.pdf](http://www.ijsrms.com/media/1n3-IJSRMS0103301_v1_is3_72-79.pdf)

**4.1. Issues highlighted by women entrepreneurs in India**

- Male-dominated society and gender issues
- Less or insufficient education
- social barriers and barriers
- Shortage of raw materials and insufficient productive resources
- Lack of financial support and problem in accessing credit
- Difficult to survive in stiff competition at every step
- High cost of production and low profit produced by women entrepreneurs due to lack of technology
- low risk carrying capacity
- Limited mobility due to safety concerns, traditional values and inability to drive vehicles, especially in rural areas

- Lack of entrepreneurial ability
- Reimbursement of legal formalities and documents in government offices and problems due to corrupt practices and human thinking
- Exploitation by middle men in the workplace
- Many responsibilities towards his family, society and work.

**Department of Small, Medium and Micro Enterprises: Women’s Services and Programs**

Training of Women Entrepreneurs	
<ul style="list-style-type: none"> <li>• <b>The National Institute For Entrepreneurship And Small Business Development (NIESBUD), NOIDA, UP:</b></li> </ul>	The center provided training for 31,813 women with approximately 25% participation in their various training activities during the year (up to December, 2014).
<ul style="list-style-type: none"> <li>• <b>National Institute For Micro, Small And Medium Enterprises (NI-MSME), Hyderabad</b></li> </ul>	In the year 2014-15 (up to December, 2014), the Institute provided training to 2,393 women under their various training programs.
<ul style="list-style-type: none"> <li>• <b>The Indian Institute of Entrepreneurship (IIE) at Guwahati</b></li> </ul>	For the year 2014-15 (up to December, 2014), the Institute provided training for 8 226 women.
<ul style="list-style-type: none"> <li>• <b>NSIC</b></li> </ul>	For the year 2014-15 (as of December, 2014), NSIC has provided training for 25,897 women under various training programs
<ul style="list-style-type: none"> <li>• <b>B. Trade Related Entrepreneurship Assistance And Development (Tread) Scheme For Women</b></li> </ul>	The program aims to empower women economically by developing their entrepreneurial skills in non-farm work.
<ul style="list-style-type: none"> <li>• <b>D. Mahila Coir Yojana</b></li> </ul>	Mahila Coir Yojana is a self-employed women’s program in the coir industry, which provides self-employment opportunities for women working in rural areas in coir fiber producing regions.

Source:<https://smallb.sidbi.in/%20fund-your-business%20/additional-benefitsmsmes%20/women-entrepreneurship>

## 5. CONCLUSION

All enterprises owned and managed by women and run by women are very helpful in the growth of economies in almost all countries. India's political rights for women of India have been aimed at providing equal opportunities in every field. Financial support of women entrepreneurs by establishing themselves in the enterprise sector looks like a different approach. From enhancing financial success and profitability to attaining achievement, Indian women are enhancing their self-identity, supporting family business, developing a sense of self-satisfaction, increasing innovation and creative thinking, etc. giving a core dimension to the definition of enterprise. As India is a male dominated society, as a result, women entrepreneurs face many different challenges and challenges, mainly due to poor or inadequate education, (or lack of complete education), lack of raw materials for production etc., Lack of productive resources, lack of financial support, mobility in a major scope, exploitation by middle men and responsibility of family responsibilities etc. The women of the present era are eager to face all these problems related to business boldly. The government is also providing various facilities such as term loans, concessions and subsidies, training facilities by various institutions like term, DIC, SIDBI, SFC, commercial banks etc. to encourage women entrepreneurs in every possible way and to take care of their amenities. This also seems to be growing as an important step in the financial sector.

### Endnotes

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