



Role of Women Entrepreneurship in Social Development

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Abstract:-

Women in empowerment status economically through entrepreneurship which ultimately endeavours, social development and the difficulties faced in women entrepreneurs.

Introduction :-

Women constitute half of the world's population. Still, they are the largest group which is excluded from the benefits of development. In India, the work participation rate of women is less than half that of the men. There is continuing concentration of women in low paid and low status occupations which indicate that women are marginalized in the labour force. There is a common assumption that men are the bread winners and that most of the female work is either done in the leisure time or serves as the procurer of supporting income for the family.

EMPOWERMENT OF WOMEN

In simple terms, empowerment is the process to give or delegate power or authority to, or to give ability to, or enable or permit the target. In fact, 'Empowerment' is a multi-dimensional process which should enable individuals to rely on their full identity and powers in all spheres of life. It consists of greater access to knowledge and resources, greater autonomy in decision making to enable them to have greater ability to plan their lives, or have greater control over the circumstances that influence their lives and free them from shackles imposed on them by custom, belief and practice. In general, development with justice is expected to generate the forces that lead to employment of various sections of population in a country and to uplift their living standard.

ENTREPRENEURSHIP AND WOMEN

Entrepreneurship can help women's economic independence and improve their social status. Automatically the women get empowered once they attain economic independence. The development of women entrepreneurship enables society to understand and appreciate their abilities. It enhances their status and leads to integration of women in nation building and economic development. It provides the needed psychological satisfaction and imbues a deep sense of achievement to create their enhanced identity in society.

WOMEN ENTREPRENEURSHIP IN INDIA

India got independence in the year 1947. India's first Prime Minister, Jawaharlal Nehru observed:

"freedom depends on economic conditions even more than political. If women is not economically free and self-earning, she will have to depend on her husband or some one else and dependents are never free".

As a result of this, a new perspective came into existence. Women were encouraged to get higher education at par with men. Facilities were provided for women to get new jobs and enter into every walk of life. Gradually, the phenomenon of women entrepreneurship entered into development economics. Celebration of International Women's Year in 1975 has marked a significant improvement in women's development and however research on women in 1991 had highlighted the necessity to provide special training programmes to develop women entrepreneurship. In India, the Sixth Five-year Plan encouraged self-employment of women. It provided a package of services to women entrepreneurs who wanted to launch self-employment. On 30 December, 1987 in Bombay a new organization called, All-India Manufacturers Organization (AIMO) was set up with a view to encourage, motivate and provide guidance to prospective women entrepreneurs to set up industries. It also aimed to disseminate information connected with policies and schemes available and not only equal rights and privileges for women but also making special provision for women. By the 73rd and 74th Constitutional amendments, One third of seats in the local bodies of panchayat and municipalities have been allotted to women and thus laying a strong foundation for their participation in decision-making process at the village and district levels. There is also greater awareness among Indian women about entrepreneurship as a career. The growing awareness is mainly due to the fact that the profile of Indian women has undergone perceptible change during the recent past. It is well documented fact that number of women in the universities and technical institutions are growing. There is evidence of a direct relationship between their growth of women's education and their number in all the functional areas. The pessimistic view of society towards women is being replaced by modern outlook.

ROLE OF WOMEN ENTREPRENEURSHIP IN SOCIAL DEVELOPMENT

1. Contribution in Economic Development:- The contribution of the women in the field of economic development is very important for the participation of women in industries has improved not only economic condition of their family but also help in economic progress of the country.

2. Problem of Unemployment:- In India there is a problem of unemployment which in the main of poverty. Women Entrepreneurship has played an important role in eradication of problem of unemployment. Several women. Entrepreneurs have established industrial unit which has provided employment to unemployment person. This has reduced the problem of employment some extent.

3. Eradication of the social evils:- There are many social evils persisting in the society due to women entrepreneurship. Various social evils like, child marriage prohibited widow marriage, dowry system, female feticides, illiteracy among the girl child are showing declining trend. On observing the status of women entrepreneurship their women also accepting various trades, by ignoring old customs, rituals restrictions on them. Now women has come out of their various services, business, leadership etc. This has itself the eradication of veil system (parda system).

4. Self-dependence:- Traditionally women are dependent for their money matters and family decisions, on men. But due to entrance of women entrepreneurs in the industrial sector they have achieved self dependence. It had increased their social stratus and self confidence. Now they are not subordinate of men but they play role of colleagues.

5. Development of leadership:- Women Entrepreneurship creates a quality of leadership and women takes lead in different areas. It benefits in social development of society and rearing of children in family.

DIFFICULTIES IN THE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

Women entrepreneurs encounter many problems in India. Very few women entrepreneurs are in big enterprises. They are mostly confined to small scale industries. They face lot of problems in establishing and running of business and most of the of the problems are connected to finance and management.

- 1. Social attitude:-** This is regarded as the most important stumbling black in the path of women entrepreneurship. Despite constitutional equality, there is wider spread discrimination against women. In a male dominated society women do not get equal treatment. This is specially so in the rural area of India. Rural women have the potential, but they lack adequate training. There is common belief that skill imparted to a girl is lost when she gets married. Therefore, girls continue to be helpers in agriculture and handicrafts and the rigid attitude prevent them from becoming successful and dependent entrepreneurs.
- 2. Luck of education:-** In India around 3/5th or 60% of women are still illiterate. Illiteracy is the root cause of social economics problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. Also lack of education cause low achievement motivation among women. This lack of education creates lot of problems in the setting up and running of business enterprises.
- 3. Low mobility:-** Unlike men women mobility in India is limited. She is not in position to travel frequently and be away for longer periods. Thus, her mobility is restricted. This also has an implication on business.
- 4. Families ties:-** In India it is mainly a women's duty to look after the children and other members of the family. Support and approval of husbands seen necessary condition for women entry into the business.
- 5. Intense competition:-** women entrepreneurs do not have organization set up is a lot of money for canvassing and advertisement. Thus they have to face a stiff competition for marketing their product with both their male counterparts such a competition ultimately results in the liquidation of women enterprises.
- 6. Problem of finance:-** women entrepreneurs suffer from shortage of finance as they do not generally have property on their names to use them as collateral for obtaining funds from external sources.
- 7. Gender difference:-** Gender has always been an important factor discussed for entrepreneurial activity like all entrepreneurs, suffer from inadequate financial resources and working capital. The lead access to external funds due to their inability to provide tangible security Bank have also taken a negative attitude while providing finance. For women entrepreneurs. The result in women entrepreneurs are forced to rely on their own savings and loans from family friends.

STRATEGY OF DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

- To motivate women to come out of their traditional perception and responsibilities some psychological and social changes have to be included in the system.
- Women have the need to put more efforts to change people attitude, to aspire women in the society at large.
- Women have to be stimulated to take right kind of action at right time.

- Successful women in the field of entrepreneur-ship have to help other women in starting and sustaining in their business whole-heartedly.
- All women entrepreneurs should join together and form co-operative societies to see their industries run effectively.
- Promotion of women entrepreneurship as an important and valued component has to be taken care of.
- Women entrepreneurship research and applica-tion from time to time have to be documented.
- The government policy makers to re-evaluate the strategies on women education and their entrepreneurial development and it should be planned and implemented.
- Women should be made aware of various credit facilities, financial incentives and subsidies.
- To see women entrepreneurs' development sustainable, a constant re-enforcement is required.
- Thought it is necessary to help them, to initiate their enterprise, a constant follow-up and liberal financial support should be ensured to enable them in functioning and smooth running of their enterprise.

SUGGESTION FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

Thus we can say that women face lots of problems in the male dominated society. There are many unwritten rules, which the society scrupulously follows. Most of the rules pertain to women and encompass wide variety of social activity like women's education, their employment hours of work, dress outing and the like can interact only with known persons. The following suggestions are made to solve the problems of women entrepreneurs.

- Central and State Government should assist woman entrepreneurs to participate in international trade fair, exhibition and conferences.
- Several policy initiatives have been made by the government like Manila smoky, Swarnajayanthi, Gram Swarojgar Yojna(SGSY), Development of Women and Children of Rural areas(IAY) and many other policies. Recently, the government has enacted the national policy for the empowerment of women: 2001. The goal of the policy is to bring about the advancement development and empowerment of women.
- The family members of woman enterpreners should also activity participate and extended all possible support in the matter of managing units set up at by woman entrepreneurs.
- Efforts should be made in the direction of simplification of the procedures. Formalities, rules and regulations, etc. required to be fulfilled by the women entrepreneurs in all matter of registration of their and seeking assistance, subsidies, concessions, relief etc, from different departments and governments sponsored organization involved in providing a variety of services to women entrepreneurs.
- Every educated women can take it up as a moral responsibility to support the women entrepreneur come across in their daily lines, either in the boutiques, beauty parlor, or at the fast food ceritens, etc, in any manners to her. The support could be if not a motivational guidance, information related to the business, some counseling etc, women entrepreneurs can set up association whose main objective could be to support and help budding women entrepreneurs.

CONCLUSION

In present scenario due to modernization, urbanization, globalization and development of education, with increasing awareness, women area now seeking gainful participation in several fields. The entrepreneurship among women will help them in earning money and becoming economically independent. Due to social networking women will develop self-confidence, awareness and ability to marshall environmental support. This will lead to an improvement is not only the women, from the point of view of better health, education and skill but an improvement in her living condition also by being able to use cleaner fuel, better house, better sanitation, facilities and. Infrastructural facilities. This eill lead to saving of resources like time, energy, transforming women into stronger personality and an overall improvement in her quality of life.

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