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**WOMEN ENTREPRENEURSHIP - A ROADMAP FOR SUCCESS
IN MODERN TIME IN INDIA**

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ABSTRACT

Those days are gone, when women were treated as a household woman. In recent years, women have been taking interest in entrepreneurship and self-employment to earn income and to live comfortable life. Everybody wants to lead comfortable life. For any developing country, Women entrepreneurs play vital role particularly in terms of their contribution to the economic development. The traditional set up is changing in the modern era. Now, awakening among women is felt all over the world, almost in all the spheres of life and more particularly in undertaking a business enterprises. To encourage the women entrepreneurship with changing business world in India, more support from the government and society is required. The literary and educational status of women improved considerably during the past few decades. Currently, India has the best global talent, which requires technical and knowledge skills to take on the entrepreneurial challenges. Cost of living for an average middle class family is increasing their needs and demands of family members also enhanced. To balance the socio-economic status to cope up with day to day demands of the family more number of women like to choose entrepreneurship as career to cope up with changing needs of the family and to maintain balance between socio-economic status. The study mainly focused on how a woman entrepreneur make success in modern world in India with the available infrastructure



and support from the Government and Society. The motivations to them to act as entrepreneurs. The study also focused on studying the role of women entrepreneurs in economic development of the nation. The study is based on the publicly available material.

Keywords: Entrepreneurship, Government, Society, Developing, Women.

INTRODUCTION

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs, invent new products and services. As the role of women is changing in every society and India is no exception. Ever since, the issue of women empowerment got attention. There is a paradigm shift in entrepreneurs from men to women. Policy makers and eminent personalities strongly felt that women empowerment in the society is a crucial factor for economic independence of a society and it could be only through women entrepreneurship. Women entrepreneurship has been making a significant impact in all segments of the economy in Canada, Great Britain, Germany, Australia, U.S.A. and India. Be it food, engineering, packaging, textiles and garments, chemical or pharmaceutical industry, women are now as visible as their male counterparts. According to Federation of Indian Micro Small and Medium Enterprises (FISME), women entrepreneurs constitutes one tenth of the Indian entrepreneurs universe. The Govt. has set up various schemes to help women entrepreneurs. Also the draft of sixth five year plan (1980-85) had stressed special emphasis on the issue of women entrepreneurship. We know that there are many number of challenges that are faced by the women in entering into the entrepreneurship and some women entrepreneurs are leaving entrepreneurship due to many obstacles. But this is the old thinking, now women empowerment is increased. Policy makers and eminent personalities strongly felt that women empowerment in the society is a crucial factor for economic independence of a society and it could be only through women entrepreneurship. The role of women in the economic development is



recognized and the Government is also working a lot about them. The women are enlisted in top 100 richest people in the world. The global evidences prove that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now they have entering into industrial sector also and running their enterprises successfully. More support is provided to them and even village women also getting education. The concept “Parehga India Tabhi toh Barehga India” is going popular in the modern world. Access to information, lack of training facilities, availability of finance, inefficient arrangement for marketing, lack of support from family etc. are some of the areas where women need support. If they get right direction and support they can become big entrepreneurs. Women constitute around half of the total world population. So is in India also. They are therefore regarded as the better half of the society. So we can say that the women entrepreneurs are the wealth of the nation. Their role in economic development is tremendous and it is required for the further growth and to reduce the poverty of the country like India.

REVIEW OF LITERATURE

The review of literature is related to the reasons why women join entrepreneurship, the role of women entrepreneurs in economic development, women empowerment and motivational forces for women for success. In the words of Former President APJ Abdul Kalam, empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all



firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes. .

Pandit Jawahar Lal Nehru said “when women move forward, the family moves, the village moves and the nation moves.”

Kamala Singh’s study on Women Entrepreneurs has made an attempt to diagnose the women entrepreneurs profile and has identified dominating entrepreneurial traits, their motivational forces and performance both quantitatively as well as qualitatively. This work aimed at understanding the entrepreneurial development among women is a unique attempt for highlighting their existing status and contribution in the national economy.

Robinson & Dhaliwal opined that reasons for starting business for women’s are not always often driven by positive factors but also due to negative circumstances such as low family income, lack of employment opportunities and dissatisfaction with a current job or the need for flexible work. These factors tend to be most predominant among women within developing economies.

The study **by Rani** found that the availability of leisure time motivated women entrepreneurs from higher income classes. Contrary to the above, **D’Cruz study found that** women entrepreneurs are forced to take entrepreneurship in the absence of any other means of contributing to family income.

Pillai and Anna’s study found that, family support and encouragements are the highest facilitating factor which helped women to aspire entrepreneurship.

Bowen suggest that Extensive role modelling opportunities need to be introduced to encourage and guide women entrepreneurs. Women entrepreneur’s success stories can be used as a useful



and motivational source for this purpose. So this is the literature review on the women entrepreneurship aspect.

OBJECTIVES OF THE STUDY

The objective of the study is how a woman entrepreneur make success in modern globalized world in India with the available infrastructure, schemes and support from the Government and Society. To identify the reasons for women for involving themselves in entrepreneurial activities. The motivations for them to enter into entrepreneurship and at last to draw suggestions and conclusions.

RESEARCH METHIODOLOGY

The study is mainly based on **secondary sources** of information such as books, journals, research papers, websites, eBooks and other publicly available information. The methodology is **content analysis**. According to C.R. Kothari, "Content Analysis consists of analyzing the contents of documentary materials such as books, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed".

Concept of Entrepreneur:- The word 'entrepreneur' derives from the French word "Entreprendre" (to undertake). In the early 16th Century it was applied to persons engaged in military expeditions, and extend to cover construction and civil engineering activities in the 17th century, but during the 18th century , the word 'entrepreneur' was used to refer to economic activities. Many authors have defined 'entrepreneur' differently. Generally, an entrepreneur is a person who combines capital and labour for production. According to Cantillion "entrepreneur is the agent who buys means of production at certain prices, in order to sell at prices that are certain at the moment at which he commits himself to his cost". According to P.F Drucker "he is one who always (1) searches for change (2) responds to it (3) exploits it as an opportunity."



Women Entrepreneur:- Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Women entrepreneur is a person who accepts challenging role to meet her personal need and become economically independent.

Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business.

Some examples of women entrepreneurs:-, Balaji films - Ekta Kapoor is self-employed, Lakme – started by Simon Tata etc.

FINDINGS OF THE STUDY

Present Position of Women Entrepreneurs

Population of females (% of total) in India was last measured at 48.16 in 2014, according to the World Bank. **So, in India**, women constitute around 48 percent of the population but their participation in the economic activities is only 34 percent. In the era of L.P.G (Liberalization, Privatization, Globalization) the Indian women entrepreneurs are very fast entering the non – traditional sectors. Which indeed is in response to their greater awareness. All through small businesses owned by women have traditionally focused on fashion , food and other services sector, but recently women entrepreneurs have been moving rapidly into manufacturing, construction and other industrial filed. Women owned business are lightly increasing in the economics of almost all countries. The hidden entrepreneurial potential of women have gradually



been changing with the growing sensitivity to the role and economic status in the society. It means women have the potentials, skill, knowledge and adaptability to run a business successfully. As per the Human Development Report (2007), India ranks 96th on the gender related development index of 137 nations. The gender empowerment measures, which estimate the extent of women participation in the country's economic and political activities, rank India as 110th of the 166 nations. The Planning commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic development. Women entrepreneurship is seen as an effective strategy to solve the problems of rural and urban poverty.

Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. Woman has competed with man and successfully stood up with him in every walk of life and business. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. According to a 2015 report released by BNP Paribas covering US, Europe, Middle East and Asia, India ranks as the most active country for successful women entrepreneurs. The report finds that an astonishing 49% of entrepreneurs in the country are women and places India ahead of Hong Kong and France, the other two nations that follow India in terms of active women entrepreneurs. Developing and developed nations have realized that developing women entrepreneurship is indispensable to flourish, as economically dominant nations in the modern high-tech world. Therefore, creation of platforms and networks for entrepreneurial culture are prominent issues globally.

REASONS FOR BECOMING A WOMAN ENTREPRENEUR

Many studies have found that women start their own businesses for a variety of reasons. The reasons includes, to live comfortable life, to join hand with husband to meet expenses of the family, to maintain balance between socio-economic life, having an idea for a business plan, a



passions for solving a specifically related career problem, wanting to be more in control of their careers, maintaining a more balanced life, having a flexible work schedule, taking a personal vision and turning it into a lucrative business. So we can say that there are positive reasons and some are the negative reasons to join entrepreneurship. Along with the intense desire to see their vision carried out, these women leaders are assertive, persuasive and willing to take risks. There are economical, social, religious, cultural and other factors existing in the society which responsible for the emergency of the entrepreneurs.

Changing Roles of Women in the 19th, 20th & 21st Centuries:- Women in Britain gradually gained more rights during the 19th century. In 1865 Elizabeth Garrett Anderson (1836-1917) became the first British woman doctor. In 19th century Britain & Ireland working conditions were often appalling but parliament passed laws to protect women and children. Australian women are allowed to stand for election in 1902. King Abdullah of Saudi Arabia is set to allow women to vote and run for office in 2015. Due to these world level changes in roles of women, the Indian women also taking advantage of the same. Now in India a special attention is paid to women in India for their role in economic development of the country. Now women are not treated as housekeepers only. There are some of the areas where women are considered more capable than men like in customer relationship management and in communication sector. Now the women entrepreneurship day is also celebrated at global level. The women in India are elected as MLA's, President, Chief Minister not only in urban but also in rural areas where they are elected as a Khap's /Panchayat's Member. They are also becoming managers, CEO's etc.

Women Entrepreneurship Day:- The women entrepreneurship day is celebrated also for encouraging women at global level to enable them to compete at global level. **Women's Entrepreneurship Day (WED)** is a day on which the work of women entrepreneurs is observed and discussed. It is held on the 19th of November of each year. The inaugural event was held



in New York City at the United Nations, with additional events being held simultaneously in several other countries. 144 nations overall recognized the first WED in 2014, which included the presentation of the Women's Entrepreneurship Day Pioneer Awards.

WOMEN'S ECONOMIC EMPOWERMENT

There are strong cultural obstacles in India, which are created by the patriarchy. But a number of **government initiatives** have in recent years been introduced to help women achieve this goal, such as vocational training programmes to teach skills like computer operating knowledge, spoken English and other technical skills. These efforts have been supplemented by the work of hundreds of NGOs, such as the Mann Deshi Foundation and the Sambhali Trust, working at the rural level, encouraging women's co-operatives in agriculture, handicrafts and livestock rearing. The government now needs to encourage women, especially the rural poor, to set up simple savings accounts. Providing capital in-kind (as inventory, for instance) rather than in cash can help nudge women micro entrepreneurs to keep the capital in the business and avoid pressure to divert it to other family members or household needs. There must be fresh legislation to give all women an equal right to inheritance. The government of India took innovative step to start a women's bank in 2013 and allocates Rs. 1000 crore fund to the same. It is a welcome and major step forward, as are recent moves, through the provision of credit and subsidies, to encourage women to start their own small and medium enterprises. Cash grants to poor and very poor young women may increase their employment options and resulting income, and have sizeable social benefits. It is a vital momentum that needs to be maintained. Banks and other financial service providers need now, for example, to extend credit beyond the micro credit level to the small and medium business owners. At present, because a micro-credit scheme is often the only option available for a woman who needs further finance for her business, she has to lie about her increase in income in order to access those funds. The private sector must be given more



incentives to hire women at senior as well as junior levels, and together with the government must create better training programmes for women in non-traditional fields. After all, jobs like car maintenance, plumbing, carpentry, and computer maintenance pay more than data entry or sewing jobs. And there must be better institutional support in the form of maternity leave and childcare facilities, the lack of which currently hold back millions of middle and lower middle class women who must choose between jobs and raising children. Finally, in order to take these steps forward women need support in their own communities. They need support to work in better paid jobs and fields as well as to own land, property and businesses. By forming collectives, networks, and self-help groups, like the Self Employed Women's Association (SEWA), they gain strength, collective bargaining rights, as well as co-operative credit and savings systems, will create a united voice for communities of women and allow them to support each other. Over the next two decades, India's GDP is projected to grow between 7 percent and 9 percent annually, making India the world's third largest economy by the year 2030. Women are half India's demographic dividend; if they are given the right tools and community support, they can not only become financially independent, but could also become the engines that fuel India's future growth. So all this contributes to women economic empowerment. This helps them entrepreneurship success. **Taking tiny steps towards integrating women in India's growth story, the government proposed to increase spending on women-specific schemes across ministries by 55% in 2016-17.** Allocation for Women Training Programmes for women police officers increased from Rs.12 lakh in 2015-16 to Rs.16 crore this year. However, there are some schemes which haven't received adequate or any attention at all. The budget also announced Rs.2,000 crore for liquefied petroleum gas connections in the name of women in rural households and allocation of Rs.500 crore for scheduled caste/scheduled tribe and women entrepreneurs under the Stand Up India scheme.

Women's Bank:- Women's Bank collects donations to improve the future of women in developing countries. The main principle of Women's Bank is to provide long-lasting aid, aimed



at increasing women's possibilities to attain their own livelihood through vocational training, small loans and assistance in entrepreneurial activities. The Indian Government make provision regarding this by allocating funds in crore's for the same.

WOMEN ENTREPRENEURS ARE GROWING IN INDIA

The male dominated world was always reluctant to even acknowledge the fact that women were as good as men on parameters of hard work, intelligence quotient (IQ) and leadership traits. The new generation women across the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship. A new report - **SHEROES* Report Women at Work, India 2014** - on the status of women in the country was released:- It looks at urban educated women and their efforts at work life balance, mapping them against the sectors they are in and the social backgrounds they come from. The report surveyed 50,000 women, classifying them on the basis of their social backgrounds, employment seeking behavior and articulation of work-life preferences and career life cycles over a period of one year. The study was conducted in more than 60 Indian towns and cities from Allahabad to Port Blair. The biggest category of women - 24 per cent - among those surveyed fell in the 'New Tracker' category: early stage professionals, into their first job or an internship. The report notes that a large number of women professionals join the workforce at this stage and it's easier for businesses to induct and train them. Typical concerns of women in this category are lack of a visible roadmap in their careers, mentorship, and sometimes lack of family support or peer network. The second largest group in the report was the one it classified as 'Off Trackers' at 23 per cent. These are women professionals with significant experience, skill and adaptability who have stopped working for various reasons, which can range from marriage and childbirth to having to take up care-giving roles in the family. The report mentions that the Indian female workforce has an exceptionally high number of such women and it is because so many women 'drop out' that the number of women in



leadership and mid-management roles in the country is low. Looking for an alternative to a professional career, many are turning entrepreneurs. It highlights how 'momentpreneurs' and women owners of small/medium businesses are growing, with 11 per cent women falling in that bracket. These include home based businesses, boutiques and custom fit lifestyle businesses. With the digital space in India expanding, the number of such women will keep growing. Sairee Chahal, Founder SHEROES, points out that, according to the International Labour Organisation, India ranks in the bottom 20 of a list of 131 countries in female labour force participation. "Senior level female employees in India are just 5 per cent compared to the global average of 20 per cent," she adds. "In India almost 48 per cent women drop out of workforce before they reach the middle of their careers, compared to the Asia regional average of 29 per cent." Women entrepreneurship has been recognised as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems.

Top Women Entrepreneurs in India- Who act as Motivators for other

Women are doing a wonderful job striking a balance between their house and career. Selected representatives of successful women entrepreneurs are mentioned here:

Leading Business women in India (Data-Mrarch2016)

Sr. No.	Name	Position	Company
1	Indra Nooyi	<i>CFO,</i>	<i>Pepsico</i>
2	Naina Lal Kidwai	<i>Group General Manager & Country Head</i>	<i>HSBC,India</i>
3	Kiran Mazumdar Shaw	<i>CMD,</i>	<i>Biocon ltd.</i>



4	Chanda Kochar	<i>MD & CEO –</i>	<i>ICICI Bank</i>
5	Indu Jain	<i>Chairperson (former),</i>	<i>Times Group</i>
6	Simone Tata	<i>Chairperson (Former), Lakme Chairperson (Present),</i>	<i>Trent Limited</i>
7	Neelam Dhawan	<i>MD,</i>	<i>Hewlett-Packard (HP)- India</i>
8	Sulajja Firodia Motwani	<i>JMD –</i>	<i>Kinetic Motors</i>
9	Priya Paul	<i>Chairperson,</i>	<i>Apeejay Park Hotels</i>
10	Mallika Srinivasan	<i>Director,</i>	<i>TAFE (Tractor and Farm Equipment)</i>

These women entrepreneurs are acting as a motivator to others.

Opportunities provided by 3 women entrepreneurs from rural India for others:- To provide motivation to other women three heroic women from rural India have been recognized who overcome on difficulties and also created opportunities for others:-

1. Sunitaben Vadecha – breaking past prejudices against girls:- In the narrow alleys of Gandhidham, Gujarat, Sunitaben has sold vegetables for eight years. She never went to school. Her parents had just enough to put a roof over our heads. As far as their community is concerned, educating girls is a complete waste of time. When she turned 19, she was married off. Over the years, she had four children. She live with her mother-in-law. Her husband makes only Rs. 5000. It is not enough for four children, the two of them, and an ageing old lady to survive. She was



never allowed to step out. But she had to put her foot down. Now, her vegetable business feeds them. This is no life for her children. They must go to the best schools, have opportunities to do better. *Sunitaben and her daughter* through a non-profit, she secured a crowd-funded loan, and invested in growing her business. In a few months, she multiplied her monthly savings five times over. She keeps saving and reinvesting. At this rate, by the time her youngest reaches college, there will be enough for fees. Her daughter will also be able to attend college. She is happy to be creating an equal opportunity for her daughter now.

2. Lalfakzuali – fight for equality wove her destiny:- Lalfakzuali was determined to build a future for herself and her son. It was a decision she'd made long before her husband had spitefully uttered, "Ka ma che!" Words that, under Mizoram's customary law, meant she had been divorced. Everything she had worked for and earned was no longer hers. She was lucky to get away with her son. She had turned, then, to her father, who had opened his door to see her carrying her baby and a bundle of belongings. Back under her father's roof, Lalfakzuali wove to earn her living. They created intricate shawls and 'puans', traditional Mizo skirts, from brightly colored yarn. When their parents passed away, Lalfakzuali and her sisters decided to carry on the weaving business. While Lalfakzuali wove and made plans, her sisters mostly managed the sales and diversified into other businesses. Three years went by. As the demand grew for their shawls and 'puans', she knew it was time to share her plans. "We should buy a third loom," she said one day to her sisters. "We don't have the money," they replied. But she bought the looms, nevertheless, and business flourished. Today, Lalfakzuali employs four more women, owns five looms, and runs a thriving business in Aizawl. She will earn enough to see her seven-year-old boy educated. This part of the story is best told by Lalfakzuali herself. Click on the video and see what she has to say.

3. Mahananda – breaking the odds to give women in her community a future:- Mahananda is from Kappalaguddi, a village in India. Opportunity is hard to come by in Kappalaguddi, especially if you're a woman and certainly if you're a woman who tries to take



care of a sick mother. Mahananda says her uncles helped pay for her mother's medical care. Instead of paying it forward, her uncles wanted payment back. The amount was Rs 3,000. Today, that's 50 US dollars. Mahananda was 16. She didn't have the money or a way to get it. Beforewarned, what happened next is tough to read. "They made me a Devadasi and sold me to a trader for money in Sangli for sex trade," Mahananda recounted. Even though the practice of having a Devadasi was outlawed in the 1980s, women are still forced to serve as Devadasis across India. Mahananda spent three years at a brothel house. Only after getting pregnant and pleading with the brothel owner was she eventually let go. Just because Mahananda escaped didn't mean her nightmare ended. She met Sitava, an activist who tries to help former Devadasi assimilate back into some normal sense of life. Sitava says it's an overwhelming process. "Once you are made a Devadasi, you cannot marry anyone," Sitava said. "People refuse to accept you. You are incorrectly labeled a 'whore' even parents constantly trouble you and you have no place and no respectable status in society." When a mountain of adversity stares you square in the face, you need a little hope. The easiest option would have been to make her daughter a Devadasi. But it did not feel right. So she set out one last time and found MASS – an organization that trained women like her, and helped them earn back their dignity. MASS helped her crowd-fund a microloan through one of its partners. With the help of a microloan she has now been running her own sewing business. Mahananda started with nothing, and was constantly pushed back by society. But she never gave up, and now, her daughters have a good life. She is living testament to the power of a mother's love and a woman's strength. This has created a new future not just for her daughters, it has empowered her to help other women like herself, former Devadasis who also want to make a new beginning. The encouraging reality of her story is that Mahananda is not the only one. **Across rural India, women with little education and benefits are battling socio-economic setbacks to build a better tomorrow for their children.** They are seeking training and financial support. They set out bravely on their own as women entrepreneurs, rallying support for each other, breaking barriers, and bringing on a revolution. If we can support



their movement, recognize these efforts, and give these brave women like Mahananda a boost, then at world level the women empowerment could be maintained.

Steps Taken By Govt. to Encourage Women Entrepreneurs in India

In order to encourage more and more women enterprises in the MSE sector, several schemes have been formulated by this Ministry and some more are in the process of being finalized, targeted only at the development of women enterprises in India. In India, the Micro, Small & Medium Enterprises development organisations, various State Small Industries Development Corporations, the Nationalised banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems. There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs. In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For instance, under **Prime Minister's Rozgar Yojana (PMRY)**, preference is given to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the **MSE Cluster Development Programme** by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the M/o MSME could be upto 90% of the project cost. Similarly, under the **Credit Guarantee Fund Scheme for Micro and Small Enterprises**, the guarantee cover is generally available upto 75%



of the loans extended; however the extent of guarantee cover is 80% for MSEs operated and/ or owned by women. Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provided below:

1. Schemes of Ministry of MSME

- Trade Related Entrepreneurship assistance & development(TREAD) scheme for women
- Mahila Coir Yojana

2. Schemes of Ministry of Women and Child Development

- Support to Training and Employment Programme for Women (STEP)
- Swayam Siddha

3. Schemes of Kerala State Women's Development Corporation

- Self employment loan programmes
- Educational loan schemes
- Single women benefit schemes
- Job oriented training programmes
- Marketing support for women entrepreneurs
- Autorickshaw / school van's driver scheme

4. Kerala Government's Women Industries Programme

5. Delhi Government's Stree Shakti Project

6. Schemes of Delhi Commission for Women (Related to Skill development and training)

7. Micro & Small Enterprises Cluster Development Programme (MSE-CDP)

**8. Exhibitions for Women Under Promotional Package for Micro & Small Enterprises
Approved by CCEA under Marketing Support**

9. Incentives to Women Entrepreneurs Scheme, 2008, Government of Goa

10. Magalir Udavi Scheme, Pudhucherry Government

11. Financing Schemes by Banks/ Financial Institution's

12. Integrated Rural Development Programme (IRDP)



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13. Khadi And Village Industries Commission (KVIC)
14. Entrepreneurial Development programme (EDPs)
15. Management Development programmes
16. Women's Development Corporations (WDCs)
17. Marketing of Non-Farm Products of Rural Women (MAHIMA)
18. Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
19. Trade Related Entrepreneurship Assistance and Development (TREAD)
20. Working Women's Forum
21. Indira Mahila Yojana
22. Indira Mahila Kendra
23. Mahila Samiti Yojana
24. Mahila Vikas Nidhi
25. Micro Credit Scheme
26. Rashtriya Mahila Kosh
27. SIDBI's Mahila Udyam Nidhi
28. NGO's Credit Schemes
29. National Banks for Agriculture and Rural Development,s Schemes
30. Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
31. Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in
Mid Gangetic Plains
32. NABARD- KFW-SEWA Bank project

Women Entrepreneur Associations:- These associations are also working towards the women entrepreneurship growth. The efforts of government and its different agencies are also supplemented by NGOs and associations that are playing an equally important role in facilitating women empowerment. List of various women associations in India is provided as below:-



Details of Women Entrepreneur Associations in India

Association Name

- 1 Federation of Indian Women Entrepreneurs (FIWE)
- 2 Consortium of Women Entrepreneurs(CWEI)
- 3 Association of Lady Entrepreneurs of Andhra Pradesh
- 4 Association of Women Entrepreneurs of Karnataka (AWAKE)
- 5 Self-Employed Women's Association (SEWA)
- 6 Women Entrepreneurs Promotion Association (WEPA)
- 7 The Marketing Organisation of Women Enterprises (MOOWES)
- 8 Bihar Mahila Udyog SanghBihar Mahila Udyog Sangh
- 9 Mahakaushal Association of Woman Entrepreneurs (MAWE)
- 10 SAARC Chamber Women Entrepreneurship Council
- 11 Women Entrepreneurs Association of Tamil Nadu (WEAT)
- 12 TiE Stree Shakti (TSS)
- 13 Women Empowerment Corporation

So this is all the support provided by Government of India to encourage the women Entrepreneurs in India.



MOTIVATIONAL STORIES OF SOME INNOVATIVE WOMEN ENTREPRENEURS

- Manisha Raisinghani

After studying Big Data and Analytics in 2009 from Carnegie Mellon University, Manisha Raisinghani, worked in the logistics space while working as a consultant for IBM Consulting. Interested by the ORION (On-Road Integrated Optimization and Navigation) software used by trucks in the UPS for logistics, she along with Dhruvil Sanghvi, who had attended the course with her, got thinking how they could replicate the UPS technology in other countries. In January 2014, the duo quit their jobs and invested over \$70K into building a product from ground up in about six-seven months. Thus, was born LogiNext Solutions in August 2014. A year later, about 60 companies have started using its services including the likes of Flipkart and Paytm. In its latest round, it has snapped \$10 Mn funding from Paytm.

- Aditi Avasthi

After graduating from Thapar University, Aditi got an MBA from the University of Chicago and founded Embibe, in 2012. With a view to disrupt the education space in India, Embibe focuses on technology and data combination to help students prepare better for the competitive examinations. The inspiration to start Embibe stemmed from Aditi's own challenges whilst she was taking competitive exams way back in 1999 and lack of proper resources to aid exam preparation that time. Embibe focuses on creating a personalized preparation routine for the user, employing technology as an aid. After raising \$4 Mn from Kalaari Capital and venture fund Lightbox, the Mumbai-based ed-tech startup had acquired 100Marks, a student guidance platform for JEE Main, Advanced and Medical, in an all cash stock deal.

- Shuchi Pandya

Shuchi Pandya is the founder of Pipa+Bella, a fast-fashion brand of fashion jewellery, offers women with well-curated collections which are available at affordable prices. Growing up in a family of jewellers, studying marketing at the Stern School of Business, and then MBA from Wharton, she started developing her idea for Pipa+Bella and building a tech-based business, and



ultimately founding it in 2013. The startup has recently raised \$600K in a pre-series A round, led by Singapore's Lionrock Capital this July.

- Suchita Salwan

Tired of complaining about Delhi that it was a boring city and its people were dull, Suchita Salwan, at mere 22 years, decided to change that mindset, and started hunting for people, things, and places that made Delhi interesting and brought to fore its bright side. Thus, was born Little Black Book Delhi (LBBB), a site which has quickly become the go-to place for curated discovery of Delhi's culture. The site now incorporates events, curated city tours, and weekend checklists. It has raised a seed investment of \$150,000 from a group of angel investors, this June.

- Kanika Tekriwal

Kanika Tiwari is the co-founder of JetSetGo – India's first online marketplace for private jets and helicopters launched in 2014. Leveraging her more than eight years of experience in the aviation industry, Kanika realised the frustration of customers while dealing with charter brokers and operator due to the fact that due to sheer lack of transparency and non-availability of charter planes, customers pay astronomical amounts. It was from here, that the idea to develop JetSetGo started.

Many more are in this list. These women are the source of inspiration to others. So I can say that with the infrastructure and schemes the women in the present business environment in India can make success in less time and they also helps in the economic development of the country also.

Recommendations to Women Entrepreneurs:- As from the study it is clear that there is much more support is available in India for the women entrepreneur to encourage them and help them in ensuring success in business. But these recommendations are just suggestions for the women to ensure success with the available support available. These are Start a business that works for you and your personal life, need support from the family,



Research for the product or service in which you are going to operate, Assess the market, Consult with professionals, Start business with adequate funds and something more which is must for starting a new business venture. If these suggestions are followed with proper attention then success is at the foot of the entrepreneur.

CONCLUSION

So on the basis of the above written study that there is bright future for the women to enter into entrepreneurship activities, as there are number of schemes are provided by Government of India which is supplemented by NGO'S. Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial area. It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. The study also that the women entrepreneurs are creating additional employment opportunities and thus they contributes in reducing the poverty of India and also they contributing towards accelerating the GDP of India. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. So the roadmap for success in the present business environment in India is tremendous.

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