

**“CHANGING FACE OF WOMEN ENTREPRENEUR FROM HOME MAKER  
TO CORPORATE CARETAKER - AN INDIAN TALE”**

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**ABSTRACT**

*This paper focuses on Women entrepreneur. An understanding of Indian Women, of their identity, and specially of their role from Homemaker to Corporate caretaker and breaking new paths, will be incomplete without a chalk down the corridors of Indian History where women have paused, lived and internalized various role models. Some have taken entrepreneur roles where some have opted for employment, some in entertainment field and some for leadership roles, while millions of others have taken a role of ideal stereotyped social roles. This paper slides from the Era of fifties to the 21<sup>st</sup> Centuries and how transformation has occurred in the women role. Also paper talks about the status of women entrepreneur and the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment.*

**Key Points:** - Women Entrepreneur, responsibility, challenges, government policies.

**I. Introduction:**

Women are generally perceived as home makers with little to do with economy or commerce. From ancient times, women have held respectable position in the society, particularly in the Indian scenario. But unfortunately, their potential was underestimated since they were limited to domestic duties and was denied top positions in the business world. Despite all the social hurdles, India is brimming with the success stories of women, In India; women’s entry into business is a new phenomenon. It can be traced out as an extension of their kitchen activities mainly to 3Ps viz **Pickles, Powder, and Pappad**. But with growing education levels and awareness about business among women over the period, they have started shifting from 3Ps to engross to modern 3E’s viz **Engineering, Electronics, and Energy**. Women entrepreneurs manufacturing solar cookers in

Gujarat, owning small foundries in Maharashtra, and manufacturing capacitors in Orissa, have proved beyond doubt that given the opportunities, they can excel over their male counterparts.

## **II. An attempt was made in the present study to:**

1. To examine the issues relating women entrepreneurship development in India.
2. To identify the factors which are responsible to become women entrepreneur?
3. To investigate the problems faced and provide solution for woman's entrepreneurs in India.
4. To examine the governmental role and policies for the promotion of women entrepreneurs.
5. To suggest different remedial measures in helping accelerating women entrepreneurship.

## **III. Overall framework for action**

Orhan (1999), Women entrepreneurs often feel that they are victims of discrimination. This statement was also emphasized by who found that one of the most interesting issues with regard to women entrepreneurship is the different ways women are discriminated against in concealed ways.

According to Minniti and Arenius (2003) and Kock (2008), governments should address factors such as education, training and family-work reconciliation. Policies should thus create and guarantee the existence of underlying conditions favorable to an entrepreneurial environment rather than being active promoters of start-up activities.

Bridge, O'Neill & Cromie, (2003) although men and women both experience personal problems, women recorded more difficulties. This is especially true with regard to a lack of self-confidence and not being taken seriously by providers of funds when applying for funds (It is widely acknowledged that Indian women have access to fewer resources than men. For example, relative to men, they tend to have lower access to land, credit facilities, education and training facilities (Katepa-Kalala, 1999).

Winn (2004) argued that the critical factors for women to succeed in independent businesses need to be understood to provide a better education and support system. Governments can provide female – Entrepreneurs with special loans, subsidies, funds, enterprise centers, entrepreneurship awards, counseling, training, advisory support, information products and web portals.

Richardson, Howarth and Finnegan (2004) commented that women entrepreneurs suffer from significant material constraints through to unhelpful attitudes arising from society's negative attitudes towards women in business.

Botha (2006) has revealed in previous research, it is important to determine the factors that motivate women to start their own businesses. This knowledge regarding the profile of the woman entrepreneur might enable policy-makers to create an encouraging environment for women entrepreneurs to start their own businesses.

Maas and Herrington (2006) defined push factors as the more negative factors, such as unemployment and retrenchment, which force people to become entrepreneurial in order to survive. They regard pull factors to be the more positive factors, such as government support and role models, which might influence people to choose entrepreneurship as a career option.

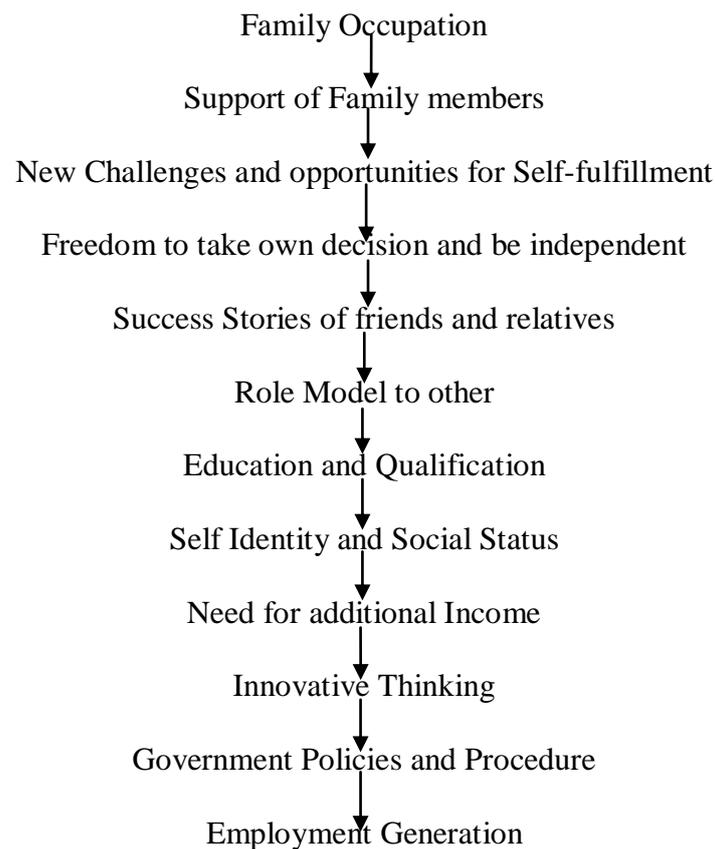
Shelton (2006) advised that in order to improve the survival and performance of women-owned ventures, programmes should be implemented to assist women in selecting appropriate work-family management strategies. If work-family conflict is addressed, a potential stumbling block for women business owners will be removed and the effectiveness of other programmes will be enhanced.

Ghosh and Cheruvalath (2007) found that only one-fifth of women are drawn into entrepreneurship by pull factors. The rest are forced into entrepreneurship by push factors.

Ghosh & Cheruvalath, (2007) Challenges to women entrepreneurs cover a wide spectrum, including level of education, inter-role conflicts emanating from greater parenting responsibilities, a lack of financial assistance and socio-cultural constraints.

Kock (2008) argued that many women want post-start-up support that is accessible after trying out the skills learned in earlier training. Mentoring is one method of providing this support, which can be very effective as it addresses the specific problems faced by the individual entrepreneur. The support can include individual as well as group-based assistance directed at specific problems where mentors serve as role models.

**IV. FACTORS RESPONSIBLE TO BECOME WOMEN ENTREPRENEUR**



**V. FINDINGS**

**PROBLEM FACED AND SOLUTION FOR PROBLEM FACED BY WOMEN ENTERPRENUER**

PROBLEM FACED		SOLUTION PROVIDED
1) Problem of Finances arrangement	↔	✓ Establishing various policies to offer easy finance schemes for economically strengthening the position of women
2) Family responsibilities, ties as well as commitments	↔	✓ There should be a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.
3) Absence of proper support and back-up for women by their own family members and the outside world people	↔	✓ Attempts to bring about a society attitude change, generation of awareness and consciousness on the policy of self-development of women entrepreneurs.
4) Domination by male and ideology of male dominated Society	↔	✓ Attempt should be made to make them aware about their right toward the male dominance.
5)		✓

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Limited mobility factor in case of women entrepreneurs	↔	Establishing various policies for increasing mobility for strengthening the position of women.
6) Cut-throat competition with other group of men and established self-sufficient entrepreneurs	↔	✓ Attempts by various NGO's and government organizations to spread information about policies, plans and strategies on the development of women in the field of industry, trade and commerce.
7) Old and outdated social outlook to stop women from entering in the field of entrepreneurship	↔	✓ Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.
8) a) Lack of self-confidence and optimistic attitude amongst women b) Lack of education and prevalent levels of illiteracy amongst women c) Lesser risk and uncertainty bearing attitude	↔	✓ Attempts to establish for them proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.

### VI. ACTION FRAMEWORK

Development of women has been a policy objective of the government since independence. Until the 70s the concept of women's development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach. The 80s adopted a multi-disciplinary approach with an emphasis on three core areas of health, education and employment. Women were given priorities in all the sectors including SSI sector.

Government and non government bodies have paid increasing attention to women's economic contribution through self employment and industrial ventures.

PHASES	FEW STEPS IN THIS DIRECTION
<b>First Five-Year Plan (1951-56)</b>	- Envisaged a number of welfare measures for women. - Establishment of the Central Social Welfare Board, - Organization of Mahila Mandals and the Community Development Programmes
<b>Second Five-Year Plan (1956-61)</b>	- The empowerment of women was closely linked with the overall approach of intensive agricultural development programmes
<b>Third &amp; Fourth Five-Year Plans</b>	- The supported female education as a major welfare measure.

<b>(1961-66 and 1969-74)</b>	
<b>Fifth Five- Year Plan (1974-79)</b>	<ul style="list-style-type: none"> <li>- Emphasized training of women,</li> <li>- Coincided with International Women’s Decade and the submission of Report of the Committee on the Status of Women in India.</li> <li>- In 1976, Women’s welfare and Development Bureau was set up under the Ministry of Social Welfare.</li> </ul>
<b>Sixth Five-Year Plan (1980-85)</b>	<ul style="list-style-type: none"> <li>- Shift from welfare to development,</li> <li>- Recognized women’s lack of access to resources as a critical factor impeding their growth</li> </ul>
<b>Seventh Five Year Plan (1985-90)</b>	<ul style="list-style-type: none"> <li>- Emphasized the need for gender equality and empowerment,</li> <li>- Emphasis was placed upon qualitative aspects such as inculcation of confidence, generation of awareness with regards to rights and training in skills for better employment</li> </ul>
<b>Eight Five-Year Plan (1992-97)</b>	<ul style="list-style-type: none"> <li>- Focused on empowering women, especially at the Gross Roots Level, through Panchayati Raj Institutions.</li> </ul>
<b>Ninth Five-Year Plan (1997-2002)</b>	<ul style="list-style-type: none"> <li>- Adopted a strategy of Women’s Component Plan, under which not less than 30 percent of funds / benefits were earmarked for women related sectors.</li> </ul>
<b>Tenth Five-Year Plan (2002-07)</b>	<ul style="list-style-type: none"> <li>- Aims at empowering women through translating the recently adopted National Policy for Empowerment of Women (2001).</li> <li>- Ensuring Survival, Protection and Development of women and children through rights based approach.</li> </ul>
<b>At Present -</b>	<p>Government of India has over 27 schemes for women operated by different departments and ministries –</p> <ol style="list-style-type: none"> <li>a. Prime Minister’s Rojgar Yojana (PMRY)</li> <li>b. Entrepreneurial Development programme (EDPs)</li> <li>c. Management Development programmes</li> <li>d. Women’s Development Corporations (WDCs)</li> <li>e. Marketing of Non-Farm Products of Rural Women (MAHIMA)</li> <li>f. Assistance to Rural Women in Non-Farm Development (ARWIND) schemes</li> <li>g. Trade Related Entrepreneurship Assistance &amp; Development (TREAD)</li> <li>h. MSE Cluster Development Programmes (MSE-CDP).</li> <li>i. National Banks for Agriculture and Rural Development’s Schemes</li> <li>j. Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)</li> <li>k. Priyadarshini Project</li> </ol>

The efforts of government and its different agencies are capably supplemented by NGOs that are playing an equally important role in facilitating women empowerment. Despite concerted efforts of

governments and NGOs there are certain gaps. Of course we have come a long way in empowering women yet the future journey is difficult and demanding

## **VII. CONCLUSION**

It can be said today we are in better position wherein women participation in the field of entrepreneurship is increasing at considerable rate. Women entrepreneurs have become a strong driving force in today's corporate world e.g. Indra Nooyi (Chairman PepsiCo), Indu Jain Chairperson (former), Times Group, Jyoti nayak President Shri Mahila Griha Udyog Lijjat Papad and many more, women are found to be indulged in every line of business from papad to power cables. Not only they are able to equalize their duties of both motherhood and entrepreneurship but they also comprise of almost half of all businesses owned today. Many women as entrepreneurs have an average age of 40 – 60 years old can be a game changer and change the rules of the game in industry. Right now, women from upper class families are able to make the transition from homemaker to entrepreneur more easily compared to their counterparts from the middle and lower classes of society, have previous careers in other areas. Their primary goal is not monetary reward but rather personal satisfaction and community involvement. Many of them are educated and assemble into groups in order to pool business ideas and resources together

Yet despite the many opportunities, many prospective women entrepreneurs are intimidated to move forward. Overall, there are many promising forthcoming predictions for women business owners. They will continue to form female business networks, transition towards information technology, and rely strongly on e-commerce as their form of trade.

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