Abstract

Perception regarding division of employment obligated the women to remain behind the walls of the home. The degenerate conditions responsible for women are mainly socio-political, cultural and economical. One reason which is frequent at the stern is low schooling intensity which is the basis cause of the problem due to which women pause behind in being a part of economic development of country. But currently circumstances has changed women are competing ahead in every field of life rivaling with the male members of society. Special public activities and knowledge campaigns are required to bring changes in social view. Deep-roots in minds of society that females are inferior to male and be supposed to always work in their subordination.

Keywords: Perception, Economic development Competing, Subordination

Introduction:

“You can tell the condition of nation by looking at status of women” - Pt. Jawaharlal Nehru

Several year before women in India were bounded to remain behind boundary walls of the home for performing inferior type of works. Our male dominated society explained it as division of employment. This concept became the main reason for degraded status of women in society. Although in India women are given equal rights under constitution without any gender favoritism, but after passing sixty eight years since independence provisions in Constitution remain limited to paper only.
We talk about being super power in year 2020. Is it possible for any nation to become super power where almost half of the population left out with no power? There is no chance for development of nation unless the condition of the woman remains marginalized. She has been lagging behind in terms of admission to education, contract of employment, sustainability in employment, career development etc. There are many hurdles in the way of the women such as dowry, child marriage, eve-teasing, illiteracy, socio-political, cultural and economic discrimination and crimes such as rape, female feticide, dowry, immoral trafficking, molestation and domestic violence etc. Thus to liberate women from all these chains, empowerment is needed. On global basis our country is considered as fourth most dangerous country for women. A survey conducted by international consulting and management firm Booz and Co. ranked India at 115 out of 128 countries on issue of economic empowerment of women.

What is Women Empowerment?

In simple words Women Empowerment means creating an atmosphere where women can make self-governing decisions for their personal progress. It is only possible when they are treated equal to men up to extent that if a women rises to the top of her field, it should be acceptable to society in general sense. There is an immoral perception in the male dominated society where term “Women Empowerment” is considered as powering the women against men but it does not mean so. The concept of Women Empowerment only demands equal status for women in society comparable to men.

Women Entrepreneurs: Current Scenario

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India defines women entrepreneurs as “an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women”. However, this definition is subject to criticism on the condition of employing more than 50 percent women workers in the enterprises owned and run by the women.
Women in India constitute about 50 percent of the country’s population. Hence, women are regarded as the ‘better half of the society’. In earlier days, women were confined to the four walls of houses performing household activities. In the present global society, women have come out of the four walls to contribute in all sorts of activities. Due to the growing industrialization, social legislation, urbanization, political and economic transformations, the emergence of women owned enterprises are developing in the economies of almost all countries. Spread of education and awareness has shifted the position of women from kitchen to higher levels of professional activities and has helped the women to emerge as today’s most well-known and motivating entrepreneurs in a male-dominated business area. Women are coming forward to the business ground with creative and innovative ideas to start micro, small and medium enterprises. Women entrepreneurs create new jobs for themselves and also for others. Women entrepreneurs are an integral part of the global quest for sustained economic development and social progress.

Types of Women Entrepreneurs

Women entrepreneurs can be classified into following groups depending on the driving motivational factors.

1. **Natural Entrepreneurs (First Category):** Natural entrepreneurs are those who start a business by an appropriate and systematic planning. They look into their business seriously and get motivated by the profit element and always try to keep themselves busy. These women entrepreneur are examples as Chanda Kochar, Ekta Kapoor, Shenaz Susan etc. They are created as
   i. Established in big cities
   ii. Having higher level of technical and professional qualification
   iii. Nontraditional items
   iv. Sound financial position

2. **Created Entrepreneurs (Second Category):** Created entrepreneurs are those who have been encouraged and trained through specialized training programmers such as Entrepreneurship
Development Program to set up their own industrial units. These are examples of women entrepreneurs as

i. Established in cities and towns
ii. Having sufficient education
iii. Both traditional and nontraditional items
iv. Under taking services such as kindergarten, crèches, boutique, health clinic etc.

3. **Forced Entrepreneurs (Third Category):** Forced entrepreneurs are compelled by circumstances such as the death of husband or father with responsibilities falling on them to take over the existing business. These are such as

i. Illiterate women
ii. Financial week
iii. Involved in family business such as agriculture, horticulture, dairy, fisheries, agro forestry, handloom etc.

**Obstacles in Women Empowerment:**

Why women are lagging behind inspite their ability to rule world? Reasons could be either social or economical. Some of the important issues of concern in path of women empowerment are mentioned here –

- **Gender Inequity:**
  
  It is a common element of Indian culture that boys are provided with all the resources and facilities as compare to girls. It results into better all round development of male as compared to females. While a lot of efforts have been made to remove gender discrimination, results are not very appraising.

- **Family Constraint:**
  
  Due to male dominated structure of society, family puts lot of restrictions on female members of the family such as- they cannot go out without male family member. Even the style of clothing, style of walking, style of talking and major decision of life as education, employment, marriage etc. are put under several restrictions.
• Early Marriages:
Early marriages still exist in country, especially in rural areas where maximum number of women gets married before the age of twenty. Even they are not able to complete their education. Due to the early marriages girls do not get enough time for their self development and left behind in the competition of economic uplifting.

• Illiterate Parents:
Education of parents also affects the status of female member of family. In rural India where both parents are illiterate we find that condition of girls is even inferior but it changes as we move toward urban areas where both the parents and one of them is well educated they treat their girl child in better way.

• Self-regulating and Economic Rights:
Still women in India rarely get the chance to make their own self-regulating economic decisions. Generally all the decisions are taken by head of the family who is generally a male. One more feature responsible for low economic status of women is that inspite of laws and acts available in favor of women they are not given their due share of property during inheritance.

• Social Dilemma:
Even if a woman is well educated with good economic condition even find difficult to come out of the social dilemma. Dependency on men is another reason for their low status in society. We find very limited women reaching to top of their field.

• Stereotypical Image in Society:
In India stereotypical social image of women that female member of family will stay at home performing less important unpaid task like cooking food, taking care of children while male member of family will go out to earn livelihood for family, has forced the women to remain away from primary works related to managing economy of family.
• **Overall Poor Economic Status of Country:**
  Overall poor economic condition of country is also responsible for relatively poor condition of women. Normally in other parts of world it is seen that condition of women is better in those countries whose per capita income is at higher side. In developed nation’s women has superior working environment and better profession management as compared to developing or under developed countries.

• **Safety and Security Reasons:**
  Safety and security concern for women has been a burning issue of country in recent days. It is observed that employers avoid employing women because they have to make special security arrangements for them. They cannot work in night shifts.

• **Health and Nutrition Issues:**
  It has been a major concern for rural areas in India. Women and girl child are not provided enough nutritious food which effects their physical as well as mental development. An underdeveloped personality either male or female cannot equate him-self or her-self to other members of society.

• **Inadequate Exposure to Outside World:**
  Girls and women restricted with in boundary wall of home have very little or no chance to exposure to outside world. Due to this women lack the required confidence to communicate freely and their express to feeling towards injustice. It may cause social offence such as dowry, female feticide, mental or physical harassment etc.

• **Government policies and laws:**
  Government policies and laws are so reluctant in country that criminal do not fear in committing crime against women. Even boys who are still not adult can be seen involved in eve teasing. Meaningless Acts and long process of legal action is another major concern.

  Every reason mentioned above reflects that our society is still in prehistoric stage of development where ‘powerful rules’ is the basic formula for survival. Government has made lot of effort in making the country literate now it’s time to educate the country. Education
means changing the views of society towards women and towards other social issues. In recent years our school curriculum has changed extremely such as subject Human Values and Professional Ethics, Moral and Cultural Education, Talent Management etc. are included. In due process of globalization we lost the lessons which used to teach us different moral values and cultural beliefs. Government, Parents and Teachers should rethink that which type of education they are passing to their next generation. Educating the society can be the only solution for removing obstacles in the path of women empowerment.

Just remember the golden days when parents and grandparents use to tell the stories of Ramayan, Mahabharat and biographies of historical and religious leaders before going to sleep. Due to technological advancement we engaged ourselves in different activities, left with no time for such stories. Even curriculum has been molded in a way that neither the child has time to listen the stories nor he/she is interested. Parents are so busy in earning money that they have no time for their children and the time they realize that they have made a mistake it is already quiet late. Privacy of life has broken the trend of joint families which leads kids to adopt western culture.

Schemes for Women Entrepreneurs

At present, The Government of India has over 27 schemes for women entrepreneurs operated by different departments and ministries. Some of the special schemes for women entrepreneurs implemented by the government bodies and allied institutions are provided below:

1. Integrated Rural Development Programme (IRDP)
2. Khadi and Village Industries Commission (KVIC)
3. Training of Rural Youth for Self-Employment (TRYSEM)
4. Prime Minister’s Rozgar Yojana (PMRY)
5. Entrepreneurial Development Programmes (EDPs)
6. Management development Programmes
7. Women’s Development Corporation Scheme (WDCS)

8. Marketing of Non-Farm products of Rural Women (MAHIMA)

9. Assistance to Rural Women in Non-Farm Development (ARWIND) Schemes

10. Trade Related Entrepreneurship Assistance and Development (TREAD)

11. Working Women’s Forum

12. Indira Mahila Yojana

13. Indira Mahila Kendra

14. Mahila Samiti Yojana

15. Mahila Vikas Nidhi

16. Micro Credit Scheme

17. Rashtriya Mahila Kosh

18. SIDBI’s Mahila Udyam Nidhi

19. Mahila Vikas Nidhi

20. SBI’s Stree Shakti Scheme

21. NGO’s Credit Schemes

22. Micro and Small Enterprises Cluster development programme (MSE-CDP)

23. National Bank for Agriculture and Rural Development’s Schemes

24. Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)

25. Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains

26. NABARD-KFW-SEWA Bank Project

27. Exhibitions for women, under promotional package for Micro and Small Enterprises approved by CCEA under marketing support
Conclusion

Women entrepreneurship plays a key role in economic development. Empowering women entrepreneurs is essential for achieving the goals of sustainable progress. Today with the growth of MSMEs, many women have entered into entrepreneurship. The Government of India has come forward with many schemes, concessions and incentives exclusively for women entrepreneurs. In our present five year plan our honorable Prime Minister, Sir Narinder Modi has given a slogan of ‘Beti Bacho Beti Padhao’. But in spite of these, women entrepreneurs have to fulfill their multiple roles as mother, spouse, professional and business women. Women entrepreneurs face many problems in their efforts to develop their enterprise. Therefore, women entrepreneurs need encouragement and support from the family members, Government, society and male counterparts. Finally, if all forms of gender discrimination and bias can be eliminated from the society as a whole, then it will allow women to be an entrepreneur on par with men.

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