



## A CRITICAL STUDY ON WOMEN ENTREPRENEURSHIP IN INDIAN INDUSTRIAL MARKET

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### **Abstract**

*Economic empowerment of women, including reduction of female poverty require programmes that focus on identifying, developing and promoting alternative approaches to increase women's access to and control over the means of making a living on a sustainable and long term basis.*

**Key Words: Empowerment, Entrepreneurship, Enterprises.**

### **Introduction**

Economic empowerment of women, including reduction of female poverty require programmes that focus on identifying, developing and promoting alternative approaches to increase women's access to and control over the means of making a living on a sustainable and long term basis. Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country.

### **Objectives of the Study**

1. To know the operational difficulty of women Entrepreneurs in India, and
2. To make suggestions to overcome the operational difficulties of women Entrepreneurs.

### **Women Entrepreneurship and Public Policy**

Since the beginning of gender-budgeting in the Union Government, various Ministries have started dedicated programmes for women, as also gender-specific provisions within the existing programmes. The Ministry of MSME has a specific scheme meant for women entrepreneurs called, "Trade Related Entrepreneurship Assistance and Development" (TREAD), introduced during the 9th plan period, which has slightly been modified and is now put in operation. The scheme envisages economic empowerment of such women through trade related training, information and counseling, and extension activities related to trades, products, services etc. The project has three components: a) credit; b) training and counseling; and c) enlisting information on relating needs. The project covers a grant up to 30% of the total project cost as appraised by the leading institutions.

Andhra Pradesh is an agricultural state which produces the largest quantity of rice in India. Other food grains include millets, jowar and ragi. Cash crops include Tobacco, Groundnut, Chillies, Turmeric, Oilseeds, Cotton, Sugar and Jute. Agriculture accounts for a third of its GDP and 70% of employment. The state has largest deposits of quality chrysolite asbestos in the country. Other mineral deposits are coal, copper, manganese, mica, coal and limestone. AP's strength lies in its fully diversified industrial base, with the thrust on high- tech sectors including FT, pharmaceuticals, biotechnology and Nano Technology. Traditional sectors such as textiles, leather, minerals, and food processing are also being



further developed for high value addition. Major industries in the state are in machine tools, synthetic drugs, pharmaceuticals, heavy electrical machinery, fertilizers, electronic equipments, aeronautical parts, chemicals, asbestos, glass, cement and cement products and watches. In the small scale sector, there are pesticides and insecticides production, engineering workshops, automobile units and repairs, chemical industries, utensils manufacturing, wooden furniture, electrical items/ cotton ginning and edible oil, etc. More than 95 per cent of the total number of industrial enterprises in the state are MSMEs (174,000 units) and only 4,800 units are large enterprises.

### **Findings**

1. It is found that the study shows that out of six hundred population three hundred respondents have responded. It is also observed 28.7% are from urban area and 71.3% are from rural area. It is also clear that they are operating since a long time in rural areas.
2. It is found that the respondents who are operating sole proprietorship as a MSME program are 77.7%. Maximum number of respondents comes under sole proprietorship.
3. It is found from the data collected that 50.4% of the respondents managed their business themselves.
4. It is found that the opinion survey on operating area of respondents enterprises, 59% of respondents operate the business near their residence,
5. It is found that the government financial support for women entrepreneurs is not forthcoming so it accounts to 66%.
6. It is found that the study focused on employment generation by women entrepreneurship. It reveals 76.7% are providing employment below 25 members, 100 above employees are only 1%.

### **Suggestions**

1. It is suggested that the Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
2. It is suggested that the Attempt should be made 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 improve their overall personality standards.
3. It is suggested that organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to undertake business.
4. It is suggested that the Vocational training is to be extended to women community that enables them to understand the production process and production management.
5. It is suggested that the Women Entrepreneur Guidance cell may be set up to handle the various problems of women entrepreneurs.
6. It is suggested that the Skill development is to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
7. It is suggested that the Educational institutes should tie up with various government and non-government agencies to assist in entrepreneurship development mainly to plan business projects.
8. It is suggested that International, National, Local trade fairs, Industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.



9. It is suggested that Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.

### **Conclusion of the Study**

By helping women meet their practical needs and increase their efficacy in their traditional roles, microfinance may in fact help women to gain respect and achieve more in their socially defined roles, which in turn may lead to increased esteem and self-confidence. Although increased self-confidence does not automatically lead to empowerment, it may contribute decisively to a woman's ability and willingness to challenge the social injustices and discriminatory systems that they face. This implies that as women become financially better-off their self-confidence and bargaining power within the household increases and this indirectly leads to their empowerment. Finally, given that empowerment is a process, the impact of the MSME program may take a long time before it is significantly reflected on the observable measures of women empowerment.

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