



## WOMEN ENTREPRENEURSHIP IN INDIA - PROSPECTS

MD. Bilal\* Dr. T Narayana Murty\*\*

\*Research Scholar in Management Studies in Mewar University .

\*\*Director, Nimra College of Business Management, Vijayawada.

### Abstract

When historical evidences are taken as basis for assessing the efforts made in the direction of empowering women, a glance at the whole world becomes inevitable. Underlying the 'development dialogue' in the seventies was a general disillusionment with macro-growth theories and 'techno-economic' models of development. The growing problems of poverty, unemployment, mal-nutrition, socio- economic inequalities, and rural stagnation and population crises compelled a shift in focus, to the need for a more humane strategy for development and narrowing of disparities in income, levels of living and distributional equity within and between nations.

**Key Words: Women, Entrepreneurship, Development.**

### Introduction

According to International Labor Organization (ILO) Report 2000 women are 50% of the world's population, earn two-thirds of the world's income and own less than 1% of world property. In the United States, women entrepreneurs have emerged as the fastest growing group of entrepreneurs. According to the United States Internal Revenue Service (IRS), the number of female-owned enterprises increased from 7,02,000 in 1977 to 2.8 million in 2000. These women own textile mills, trucking firms, highway and construction firms, beauty parlors, dry cleaning shops, photographic studios and dozens of other businesses. Two major international organizations for women business owners have been created to assist women business owners in overcoming many of the challenges they face in business. The oldest is Les Femmes Chefs d' Enterprises Mondiales (FCEM). Created in France in 1946, it now represents approximately 30,000 women business owners in thirty countries. The FCEM has NGO status with the United Nations and consultative status with the European Union and the International Labor Organization. The other is the International Federation of Women Entrepreneurs (IFWE) which was established as an offshoot of the World Association of Small and Medium Enterprises (WASME). IFWE represents women business owners in more than twenty countries and has NGO status with the United Nations and Consultative status with the International Labor Organization. Both of these organizations hold annual meetings in different parts of the world in order to bring women business owners together to meet, learn about each other's business, identify new opportunities, and create friendships that will lead to long-term relationships. The shift in recent years has definitely been away from socially oriented business to action oriented meetings. Women have become more serious about doing business together. FCEM and IFWE are developing strategic plans which help bring them and their members into the 21<sup>st</sup> century. Because they already established internationally recognized organizations with an infrastructure in place, they should use their membership to strengthen and influence the women entrepreneurship. Both organizations participated in the recent OCED Conference on Women Entrepreneurs in Small and Medium Enterprise, identifying these issues and helping to prepare policy recommendations to the OECD secretariat. These organizations can play an important role in recruiting and assisting women business owners from various countries at different stages of development and in bringing attention to the great disparities that exist worldwide among women in business. With chapters all over the world, these organizations have existing networks which are ideal to promote cross border trading and mentoring among their members, mobilizing technology to create virtual markets, and promoting research and statistics that underscore the contributions of women business owners worldwide.

### Opportunities for Women Entrepreneurs

Considering the flow of women entrepreneurs in the traditional and conventional industries and product lines, it is often criticized that the women entrepreneurship is limited to traditional industries in India. The entry of women entrepreneurs in the conventional product is justified on the grounds that they have acquired the skills required for these products traditionally. But, many All-India surveys have proved that in recent years, women entrepreneurs have entered all fields of business and industry. In the last decade, there has been a remarkable shift in emphasis from the manufacturing industry to the service industry. Considering this, some important opportunities are identified for the women in urban areas:

1. Computer services and information dissemination
2. Trading in computer stationery
3. Computer training at various levels.
4. Computer maintenance
5. Travel and Tourism
6. Quality testing, Quality control laboratories



7. Sub-assemblies of electronic products
8. Nutrition clubs in schools and offices
9. Poster and indoor plant library
10. Recreation centers for old people
11. Cultures centers
12. Screen printing, photography, and video shooting
13. Stuffed soft toys, wooden toys
14. Mini laundry, community eating centers
15. Community kitchens
16. Distribution and trading of household provisions as well as saris, dress materials, etc.
17. Job contracts for packaging of foods
18. Photocopying, typing centres
19. Beauty parlours
20. Communications centres like STD booths, cyber cafes, etc.
21. Creches
22. Catering Services
23. Health clubs, etc.

### **Opportunities for Women in Semi-Urban Areas**

Considering the socio-economic, cultural and educational status and the motivational levels of women in semi urban areas, particularly projects with low investments, low technical know-how and assured market, are suggested for them. Important opportunities identified for semi- urban women are enlisted below:

1. Production of liquid soap, soap powder, detergents, deodorants etc.
2. Office stationary like cushion pads, gum, ink, inkpads etc.
3. Convenience, readymade, instant food products including pickles, spices, papads.
4. Community kitchens
5. Communication services
6. Different types of training coaching classes
7. Child care centers for children
8. Nursery classes
9. Manufacturing of leather goods
10. Garments

### **Opportunities for Women in Rural Areas**

In the recent industrial policy, the Government has given tremendous importance for agro-products and allied products. Women have a natural flair and instinct for food preparation and processing. A new market is developed for the processed fruits and vegetables in the forms of baby foods, ice-cream, convenience food, cold drinks, canned products, traditional medicine preparation etc. thus, there are plenty of opportunities available for women entrepreneurs. Research in women entrepreneurship development in India by various experts and institutes have identified some common problems which stand as obstacles to women entrepreneurship in India. Some of the important problems are:

1. Due to various constraints imposed by traditional society, women entrepreneur have no confidence in their own abilities. The confidence level of and motivation towards achievement further declines due to a low degree of acceptability and society's lack of confidence in women about their abilities and strengths as business persons. In many cases, women entrepreneurs face the reluctance of the male members in the family in giving financial and moral support in running the business.
2. Statutory and procedural formalities to be completed before and after launching an enterprise frighten women entrepreneurs as they possess little knowledge about it. In the absence of a proper escort, continuous guidance and assistance in all such legislative and administrative procedural formalities, women are confused that in all possibilities, a large number of women abandon the idea of running an independent business.
3. The success of any enterprise depends upon the survival of the product in the competitive market. It is a common experience of most of the women entrepreneurs that they face problems while marketing their products. The cost of advertisement is too heavy for their stringent resources. They are untrained when it comes to salesmanship and



marketing techniques. When they are initiated to set up an independent enterprise, their first worry is marketing. Many of the women entrepreneurs close the business due to a lack of marketing ability.

4. Quick decision-making and problems solving approach is not commonly found among the women entrepreneurs. They get emotionally involved in tackling problems. When problems are brought down to one's personal level, objective analysis is lost and solutions to the problems are hardly found.
5. Inadequate vocational and technical training among women reflects upon their project selection. Usually they select low technology projects. A large number of women entrepreneurs are found in the traditional and conventional businesses. The basket of opportunities, government schemes and incentives do not promptly reach the aspiring women entrepreneurs. Lack of awareness about the new openings in the field of electronics, software, television, radio, repackaging and services industries is another reason.
6. Many women entrepreneurs face operational problems particularly when dealing with the workers. Due to sociological norms, it is observed that male workers do not like to take orders and obey women executives. This, among others, is a cause for conflicts and labor trouble.
7. Many women entrepreneurs lack management inputs like business planning, administration, marketing, finance, labor laws, taxation etc. This makes them "weak entrepreneurs". No specific support system is available to develop the skills, abilities and competencies of women entrepreneurs.
8. Women entrepreneurs must keep themselves updated on the rapid technological changes. The scale at which the innovations are introduced in the raw materials, machinery equipment, designs, packaging, storage, durability, advertising distribution networks etc. have changed the magnitude and dimensions of the entrepreneurial activity.

Different research studies suggested means to strengthening the women entrepreneurship in India. The following are the important suggestions.

1. Development of Support Systems to reduce women's family responsibilities.
2. Managerial Skill Improvement Training
3. Vocational Training
4. Easy procedures to be followed by banks
5. Marketing Support
6. Development of "Women Industrial Estates"
7. Mahila(women) Banks and Mahila Co-operative Credit Societies should widen their activities in the development of entrepreneurship
8. Intensive entrepreneurship development training programs
9. Special effort for women in rural areas.
10. Socio-cultural attitudinal change

#### **Government Policy on Women Entrepreneurship**

Policies concerning Indian women would be in accordance with the provisions of the Constitution of India. The Constitution guarantees certain fundamental rights besides freedom of speech, protection of life, liberty and prohibition of discrimination or denial of protection etc. Indian women enjoy these rights in the same manner as Indian men. For instance, Article 14 of the Indian Constitution provides 'equality before law' and Article 15 'prohibits any discrimination'. There is only one specific provision in Article 15(3) which empowers the state to make 'any special provision for women and children'. This is in violation of fundamental obligation of non-discrimination among citizens, inter alia of sex. Consequently, this provision has enabled the State to make special provision for women, particularly in the field of labor legislation like the Factories Act, the Mines Act and so forth.

The report of working group on personnel policies for bringing greater involvement of women in science and technology 1981 reviewed the extent of participation of women in scientific establishments and suggested measures for promoting greater involvement of women in science and technology. In the Seventh Five Year Plan<sup>1</sup>, the Chapter on Socio-Economic Programs for Women moved further away from a "welfare" approach to a more positive "developmental" approach to

<sup>1</sup> 'Seventh Five Year Plan 1985-90': Socio-Economic Programmes for Women, Government of India, Planning Commission, Govt. of India, New Delhi, 1985.



women. The review of the disabilities and constraints on women, which stem from socio-cultural institutions, indicate that the majority of women are still not enjoying the rights and opportunities guaranteed to them by the Constitution. Society has not yet succeeded in framing the required norms or institutions to enable women to fulfill the multiple roles that they are expected to play in India. On the other hand, the increasing incidence of practices like dowry indicates a further lowering of the status of women. The social laws, that seek to mitigate the problems of women in their family life, have remained unknown to a large mass of women in this country, who are as ignorant of their legal rights today as they were before independence.

The impact of transition to a modern economy has meant the exclusion of an increasing number and proportion of women from active participation in the productive process. A considerable number continue to participate for no return and no recognition. Legislative and executive actions initiated in this direction have made some impact in the organized sector, where only 6% of working women are employed, but in the vast unorganized sector, which engages 94% of working women in this country<sup>2</sup>, no impact of these measures have been felt on conditions of work, wages or opportunities. The low status of women in large segments of Indian society cannot be raised without opening up opportunities of independent employment and income for them. The long-term objectives of the developmental programs for women would be to raise their economic and social status in order to bring them into the mainstream of national life and development. Due recognition has to be accorded to the role and contribution of women in the various socio-economic, political and cultural activities.

The 'Seventh Five Year Plan' operated in keeping with the spirit of the decade, which aimed at integrating women into mainstream of national development, emphasized the need to open new avenues of work for women and perceive them as a crucial resource for the development of the country.

The thrust was to provide five principal categories of services:

1. Employment & income generation services;
2. Education & Training services;
3. Support services;
4. General awareness services; and
5. Legal support services.

### **Self Employment and Entrepreneurship by Women**

Promotion of trading, manufacturing, processing small scale industry by women needs to be encouraged by ensuring a responsible share of credit and other inputs. Self-employment generates economic activity and can be viewed as providing unlimited opportunities for participation by males and females so that participation by one does not result in deprivation of opportunities to the other, except in the sense that total organized financial and other supporting services are limited. Various programmes have been undertaken by Government to promote self-employment through training and credit assistance. All efforts should, therefore, be directed towards enhancing self-employment for the large masses of women. Over the above constraints, which operate generally on all self-employment ventures, the significant constraints deterring women from self employment are as follows:

1. Illiteracy;
2. Attitude of women and men or society at large regarding women entrepreneur's resulting in inadequate motivation;
3. Inadequacy of facilities extended by credit institutions to business ventures organized by women.

One of the critical components of women's advancement in the economic field is the availability of credit. In the present system, the women do not have access to easy credit even if the amount is very small. In spite of the Reserve Bank's<sup>3</sup> instructions that no security is required for loans up to Rs. 5,000/-, collateral security is being asked for in the case of women. The commission<sup>4</sup> constituted by the Government of India in 1987, to make a comprehensive study of the working and living conditions of poor women in poverty, recommended that attempts should be made to identify industries in the small scale sector which can help women to become self-employed, and industries based on labor intensive technology should be encouraged.

<sup>2</sup> National Institute of Public Co-operation and Development. 'Hand Book of Policy and Documents on Women in India, National House for information on Women, Women's Development Division, New Delhi, 1988, page 9.

<sup>3</sup> National Institute of Public Co-operation - Hand Book of Policy and Related Documents on Women in India. p. 104.

<sup>4</sup> 'Development of Village Level Organisations; Report of the Working Group on Development of Village Level Organisation of Rural Women, Ministry of Agriculture and Irrigation, Government of India, New Delhi. , June 1987.



### **Promotion of Tiny and Small Enterprise**

promoting and strengthening small enterprises, Govt. of India announced policy measures for promoting and strengthening small, tiny and village enterprises on August 6, 1991. The salient features of the new policy are:

1. Reservation of products for manufacture in the small scale sector to continue, units included in this list not to be subjected to compulsory licensing procedure;
2. Hike in investment limit in plant and machinery for small scale, ancillary and export-oriented units retained as Rs.60 lakhs, Rs.75 lakhs and above Rs.75 lakhs respectively;
3. Hike in investment limit in plant and machinery for tiny sector from Rs.2 lakhs to Rs.5 lakhs irrespective of location of the unit;
4. Industry-related service and business enterprises (service sector) to be recognized as small scale industries with investment limits on par with the tiny sector irrespective of location of unit;
5. Women enterprises redefined. Stipulation regarding employment of majority of women workers to be dispensed with. Relevant criteria are major share holding and, management control by women entrepreneurs;
6. A limited partnership act to be introduced to limit the financial liability of new and non-active partners/entrepreneurs to the capital invested;
7. Equity participation by other industrial undertakings including foreign companies restricted up to 24 per cent;
8. Support from National Equity Fund for new projects not exceeding Rs.10 lakhs of project cost (including margin money for working capital) through equity support (up to 15 per cent). The unit to be located in places up to 5 lakh population (15 lakhs in case of hilly areas and North Eastern region) In case of rehabilitation proposals, population limit is 15 lakhs;
9. Single window loan scheme enlarged to cover projects up to Rs. 20 Lakhs term loan with working capital margin up to Rs. 10 lakhs. The scheme to be channeled through commercial banks in addition to SFCs and twin-function State Small Industries Development Corporations;
10. Relaxation of certain provisions of labour laws;
11. Factoring services to be extended through commercial banks;
12. Suitable legislation (delayed payments act) to be introduced to ensure prompt payment of small industries bills;
13. Easier access to institutional finance. Efforts to be made to ensure adequate flow of credit on a normative basis and the quality of its delivery for viable operations of the sector. A special monitoring agency to be set up for this purpose;
14. Integrated infrastructure development (including technological back-up services) to be pursued for small scale units;
15. Technology Development Cell (TDC) to be set up in SIDO;
16. Export Development Centre to be set up in SIDO;
17. Marketing of mass consumption items by NSIC under common brand name;
18. Technology information centres to be established to provide up-to-date technology and market information;
19. Adequacy and equitable distribution of indigenous and imported raw materials to be ensured to the small scale sector, particularly to the tiny sub-sector;
20. Industry associations to be encouraged to set up sub contracting exchanges, quality counseling services and common testing facilities;
21. Package for handlooms, handicrafts, village industries covered by KVIC and for other village industries in the form of comprehensive integrated support services;

### **Development of Women Entrepreneurs- Contribution by Agencies**

There are many agencies rendering assistance to women entrepreneurs not only in training them to be entrepreneurs but also in specific areas for financing and marketing. The major agencies and their areas of assistance are briefly listed below.

#### **National Level Standing Committee on Women Entrepreneurs**

National Level Standing Committee on Women Entrepreneurs was constituted under the Chairmanship of the Minister of State for Women and Child Welfare, Government of India, to look into the problems of women entrepreneurs and evolve policies for promotion of entrepreneurship among women in the country. The committee is represented by all agencies connected with the entrepreneurship development, women entrepreneurs and officials. The Committee has evolved certain policies for the promotion of entrepreneurship amongst women. The Committee has also recommended a definition of women entrepreneurs which has been subsequently adopted by Small Scale Industries Board. A Women's cell has also been functioning in the Office Development Commissioner (SSI) to attend to the problems faced by them and to provide necessary liaison. A model syllabus has been developed for conducting exclusive programs for women under different categories including tiny units.





### **Small Industries Development Organization (SIDO)**

The Office of the Development Commissioner (Small Scale Industries) headed by the Development Commissioner (SSI) and ex-officio Additional Secretary, is an attached Office of the Ministry of Industry. This is an apex body and is the nodal agency for formulating, coordinating and monitoring the policies and programs for promotion and development of small scale industries in the country. It maintains close liaison with Central Ministries, Planning Commission, State Governments, Financial Institutions, Voluntary organizations and other agencies with an objective of development of small scale industries. It provides a comprehensive range of facilities and services including consultancy in techno-economic managerial aspects, training, common facility services, common processing and testing facilities, cooling facilities, marketing assistance etc. to small scale units. Office of the DC (SSI), commonly called SIDO, (Small Industries Development Organisation) provides these services through a network of Small Industries Service Institutes, Branch Institutes, Extension Centres and Regional Testing Centres, Products-cum Process Development Centres, Central Footwear Training Centres, Production Centres and Field Testing Stations in areas of concentration of specific types of industries. In addition, there are also specialized Institutions like Central Institute of Tool Design, Hyderabad, Central Tool Room and Training Centre at Ludhiana and Calcutta, Central Institute of Hand Tools, Jalandhar, Institute for Design of Electrical Measuring Instruments (IDEMI), Bombay, Integrated Training Centre, Nilokheri, National Institute of Small Industry Extension Training (NISIET) Hyderabad, National Institute for Entrepreneurship and Small Business Development (NIESBUD), New Delhi, Product-cum-Process Development centers (Foundry and Forging, Agra and Sports Goods and Leisure Time Equipment at Meerut) and Electronic Service and Training Centre, Ramnagar, which provide training and technical services in specialized fields. SIDO is thus an apex body organising the implementation of governmental policies regarding small enterprises and also the policies regarding development of women entrepreneurs.

### **District Industries Centres (DICs)**

The District Industries Centres Programme was started on 1st May 1978 as a centrally sponsored scheme to assist tiny, cottage and village sector industries in the country and to generate larger employment opportunities in the rural and backward areas. DIC Programme continues to be a centrally sponsored scheme sharing expenditure with the State Governments on 50:50 basis. The DIC programme was aimed at providing all the services and support required by village and small entrepreneurs under a single roof. The District Industries Centres undertake economic investigation of the potential for development of district including its raw material and other resources, supply of machinery and equipment, provision of raw materials, effective arrangement of credit facilities, marketing assistance and quality control, research extension and entrepreneurial training. The DICs are also operational machines for according sanction and other facilities for setting up industries in the rural areas and ensuring their continued viable operation by developing close linkages with the rural development blocks on the one hand and with the specialised and developmental institutions on the other. Assistance to women entrepreneurs given under the District Rural Development Agency (DRDA), Self Employment for Educated Unemployed Youth (SEEUY) and Mahila Grammodityog Schemes, are monitored by the DIC.

### **Entrepreneurship Development Institute (EDI)**

The Entrepreneurship Development Institute of India (EDI) is the first of its kind in Asia and was set up in May 1983 at Ahmedabad by All India Financial Institutions Industrial Development Bank of India, Industrial Credit and Investment Corporation of India, Industrial Finance Corporation of India and the State Bank of India. The institute conducts result-oriented Entrepreneur Development Programmes, in a systematic and methodical manner, adjusting the same to suit the intellectual level and socio-economic background of target group. EDP is well-established to promote small scale industries in industrially backward and rural areas and for developing local and human resources. Special EDPs are conducted for target groups, science and technology graduates, women, for rural self employment and existing entrepreneurs. EDI also provides expertise for the selection of entrepreneurs, achievement motivation training (AMT) and pre-programme promotional activities. Women are thus treated as a special target group for entrepreneurial development by EDI.

### **National Alliance of Young Entrepreneurs (NAYE)**

NAYE is a national organization of young entrepreneurs of the country. Apart from looking into the interests of young entrepreneurs, the organization takes special care of the interests of women entrepreneurs. Some of the major achievements of NAYE are as follows :-

1. Establishing its credibility in both Governmental and non-Governmental circles as a highly professional, competent, effective and efficient non-governmental organization representing small and medium enterprises;
2. Establishing its effective presence in the area of international cooperation in small and medium enterprise sector;
3. Creating a profound impact of various strategies, policies and procedures put on the anvil by the Central and State Governments for performance of small and medium enterprise; and



4. Creating and nurturing a new class of women entrepreneurs and enabling them to acquire their rightful place in the Indian economy.

#### **National Institute for Entrepreneurship and Small Business Development (NIESBUD)**

A National Institute for Entrepreneurship and Small Business Development was established in the year 1983 as an apex body to coordinate the activities of various Institutes/agencies engaged in entrepreneurship development and to organise, conduct training programmes for trainees/motivators and entrepreneurs, prepare model syllabi for training various target groups of entrepreneurs, undertake documentation and research, conduct seminars/workshops and conferences and act as a nodal agency in the field of entrepreneurship and small business development in the country. The institute organises training programmes for different categories like, Trainers Training Programmes, Small Business Promoters Programme, Top Executive Orientation Programmes or General EDP's for women, Defence or SE's beneficiaries etc. The institute also prepares training aids and materials, conducts research projects and publishes news letters. The NIESBOD has a special cell to meet the requirements of women entrepreneurs.

#### **National Institute of Small Industries Extension Training, Hyderabad (NIESIET)**

The Government of India established an Institute known as the Small Industry Extension Training Institute (SIET) in 1960 under the Ministry of Industry for promotion and development of small industries. The Institute has been raised to the level of a National Institute and renamed as National Institute of Small Industry Extension Training (NISIET) from September, 1984. The institute is conducting training programmes in the areas of development, promotion and management of small, rural and artisan industries including entrepreneurship development, preparation of feasibility reports and project reports, project management, financing, self-employment, development of artisan enterprises, weaker sections, infrastructural planning, marketing, information storage and retrieval systems, training methods. The Institute also supports the State Government departments in their programmes for small industry development. Some studies on women entrepreneurs based on the EDP programmes are being done by the Institute.

#### **Role of Financial Institution for Entrepreneurship Growth in Andhra Pradesh**

In Andhra Pradesh, the Commissioner of Industries is in charge of the execution of extension programs in the field of industrial development with stress on promotion of small scale, village and cottage industries which contribute to employment generation and development in rural economy. The District Industries Centers (DICs) established earlier in all the district head quarters are providing all services and support under single roof to prospective entrepreneurs to set up small industries in the rural areas. They further undertake several programs like identifying and motivating the entrepreneurs through campaign, training artisans, assisting artisans and tiny units through grants and loans towards rural industrialization. The Government of India is sharing of the expenditure incurred under establishment charges of DIC. The program of DIC produced significant growth in the of village and small industries sector.

#### **Andhra Pradesh State Financial Corporation**

In Andhra Pradesh, many financial Institutions especially those which are assisting SSI sector are functioning since the formation of Andhra Pradesh. In 1956, the Andhra Pradesh State Financial Corporation (APSFC) was established as first step. Later in 1960, Andhra Pradesh Industrial Development Corporation (APIDC.) was set up not only to supplement financing function of Andhra Pradesh State Financial Corporation but also undertook promotional activities.

The APSFC has modified its lending policy under three categories namely open, restricted and not to be encouraged categories. Loans below rupees 5 Lakh shall be given low priority except in the cases of transport loans, tourism related activity and other special schemes like Mahila Udhyam Nidhi, National Equity Fund, and Women Entrepreneur Schemes. If a particular line of activity is not listed in any of the above three categories of lending policy prior approval may be obtained and financial assistance will be considered by the Corporation where there are no sick units. For all lines of activity listed under open category a minimum collateral security of 25% of the term loan shall be insisted, for giving encouragement to the entrepreneur. In the case of all lines of activities listed under restricted categories a minimum collateral security of 50% will be insisted. In respect of units being set up in industrial estates, collateral security shall be insisted on the extent of loans or machinery, since it is easy to sell the land and building in case of default. For additional term loan being considered to existing good entrepreneur, no collateral security is to be insisted, unless the risk perception so warrants<sup>5</sup>.

---

<sup>5</sup> APSFC Lending Policy, Andhra Pradesh Financial Corporation, Hyderabad, 2000-2001 p.p 1-2.



Another State level organization, Andhra Pradesh Industrial Infrastructure Corporation (APIIC) has also been expending its activities to assist the entrepreneurs. Over the years, it has built a network of industrial areas in the State specific parks like growth centre, export promotion industrial park and apparel export park. APIIC is also the agency for taking up internationally funded projects. Recently APIIC has set a precedent by floating a joint ventures company with L&T for the development of hightech city in Madhapur near Hyderabad to provide infrastructure for information technology in Andhra Pradesh. In the same manner, APIIC is also planning to develop further new industrial parks to encourage entrepreneurship.

#### **Andhra Pradesh Industrial and Technical Consultancy Organization Limited (APITCO)**

Another institution that has been striving to develop entrepreneurship in Andhra Pradesh is Andhra Pradesh Industrial and Technical Consultancy Organization Limited (APITCO). APITCO is a joint venture of financial institution like the IDBI, ICICI, IFC, APIDC, APSFC, APSSIDC and nationalized banks like State Bank of India, Syndicate Bank, Indian Bank and Andhra Bank. The objectives of APITCO is to bridge the gap between the entrepreneur and the financial institutions. APITCO escorted more than 9000 entrepreneurs so far through various commercially viable projects. Eighty five per cent of these units have been operative profitably and have gone for expansion and diversifications program on their own right. From concept to commissioning APITCO involves in market survey, organizing technology transfer, arrangement of finances, and buy back, preparation of techno commercial feasibility report, project appraisal through financial institutions, procurements and installation of machinery. APITCO<sup>6</sup> has been offering technical assistance in the following sectors.

1. Computer software/ End Use Computing Projects like E- Commerce, Medical Transcription etc.
2. Infrastructure sector like power, telecommunications and High Ways,
3. Post Harvest Management of Crops and Cold storage.
4. Fruits and Vegetables processing.
5. Cereal foods and snacks,
6. Dairy Industry
7. Bio-Technology
8. Non Conventional Source of energy
9. Receiving and sending, international delegates for technology transfers, equity participation and buy back.
10. Event management like organizing and conducting National / International seminars.
11. Power generation and manufacture of bio fertilizers from municipal waste,
12. Energy Audit programs and conservation studies for industrial units.,
13. Conduct of energy conservation awareness programs.,
14. Waste minimization studies and implementation of cost effective measures,

APITCO had also been a catalyst in technology transfer in the area of plastics, edible oil refining, castor seed processing, bulk drugs and chemicals. It had been very active in implementing a detailed plan for modernization of the cluster units in the areas of fruit processing, packaging marketing and developing the skills of workers. This organization is also active in the flotation of and innovating rural technology. Further, it has affected transfer of low cost technology to benefit small and tiny sector in the leather, hosiery and silk units in the State. It has also been assigned the task of popularizing specific rural technologies in select districts of the State by the Government of Andhra Pradesh. APITCO has organized over 20 energy conservative awareness programs for the benefit of local industrialists and engineers at the district level throughout Andhra Pradesh. It has also conducted in plant training programs on energy conservation and management to plant operators, engineers and management in large industrial undertakings. This organization has also formulated comprehensive turnaround packages for 90 sick industrial units covering a diverse range of products like plastics, edible oil refining and general engineering. It is also a driving force behind the development of export strategies for industrial units tapping the overseas markets.

APITCO is a trend setter in micro enterprise development which has so far helped in the establishment of more than 13000 micro enterprise as part of entrepreneurship development and self-employment promotion efforts in Andhra Pradesh. Government of Andhra Pradesh and U.K. Government's Department for International Development have partnered in a novel experiment of sealing up water shed activity by providing financial support for capacity building, livelihood support and convergence. The project is titled as Andhra Pradesh Rural Livelihoods Project (APRLP) is aimed at reducing poverty through the strategy of building effective and sustainable rural livelihoods in the drought prone districts of Anantapur, Kurnool, Mahabubnagar, Nalgonda and Prakasam. APRLP will generate the following benefits.

<sup>6</sup> APITCO Brochure from the Director of APITCO Kurnool District, 2001.





1. Communities empowered to take decisions
2. Landless, marginal farmers and women with enhanced capacity to work in groups and with more equitable access to livelihood opportunities.
3. Technology applied to reduce drudgery, especially for women
4. The project will have direct impact on about 3,00,000 poor and vulnerable people, particularly women, landless and small holders in the 500 new livelihood watersheds and indirectly another 1.2 million people in the 2000 on-going water sheds.
5. Strengthening of Self Help Groups by APRLP for livelihood generating activities especially for women in self employment dimensions.

#### **Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP)**

Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP), an organization of enterprising women, constituted in December 1993, has completed 12 years of eventful existence. ALEAP's main objectives were to undertake or assist projects, programs and schemes for development of women in educational and social spheres. ALEAP would promote, encourage, watch and protect the interests of trade, commerce, industry and economy affecting women in Andhra Pradesh. ALEAP has been set up with the stated objectives of<sup>7</sup>

1. Effectively articulating the problems and constraints faced by women entrepreneur to get greater exposure to regional and global business environment and opportunities.
2. Strengthening affiliated associations of women entrepreneurs by providing them package of services including information, contacts, training facilities and other related supporting measures.
3. Assisting women to acquire entrepreneurial characteristics.
4. Providing technology information.
5. Helping aspiring women to identify projects by counselling.
6. Conducting exhibitions and seminars and organizing vendor development programs.
7. Offering incubator facilities where entrepreneurs can manufacture product without investing on infrastructure.
8. Acting as a facilitator and guide to women to empower and support them in all their endeavors.
9. Extending guidance to its members for better future.
10. Encouraging entrepreneurs to overcome gender-related barriers.
11. Assisting women realize their potential and working towards its fulfillment.
12. Providing them with information and encouraging them in economic activities.
13. Enhancing access to term loans and working capital, and
14. Assisting in the identification of investment opportunities.

In order to achieve its objectives, ALEAP has been consistently organizing programs to impart training to women in various skills. Some of the training programs are:

1. Mushroom cultivation
2. Book binding and notebook manufacture
3. Cutting and tailoring
4. Fabric painting
5. Making of shampoo, detergents and cleaning powders
6. Manufacture of crayons, pencils and chalks
7. Leaf lamination and photo lamination
8. Manufacture of leather bags, purses and shoes
9. Manufacture of herbal products
10. Making of handicrafts.

ALEAP also has entrepreneurs who support as mentors in giving right guidance. This mentor concept has made it possible to give guidance to women entrepreneurs in related areas by other entrepreneur who are already into the related activity. The program is structured to improve the performance of the entrepreneurs by developing/ strengthening managerial skills and technical competence of the entrepreneurs and senior executives of small enterprise so as to enable them to assess their existing performance level and determine ways to enhance.



### **Micro Finance Activities**

This is a primary thrust area under which various types of planned interventions are made in view of the unemployment and underdevelopment in different sectors and regions. Micro finance development involving NGO's is aimed at responding to the needs of rural entrepreneur emerging from poorer sections of the society to alleviate the twin problems of poverty and unemployment in the State.

Through, Rural /Urban Entrepreneurship Development Training Programs, ALEAP also holds regular training programs like urban entrepreneurship development program which deals with introduction to entrepreneurship, information on support agencies, business opportunity identification, market assessment, entrepreneurial motivation, project report preparation, export and statutory regulations and small business management including financial management, personal management, marketing management, time management, strategic management, etc, as well as rural entrepreneurship development programs which are being conducted in order to gauge the potential of entrepreneurs.

ALEAP has lent a helping hand to members in getting loans sanctioned from various banks like Andhra Bank, State Bank of India, State Bank of Hyderabad, and Syndicate Bank which have initiatives in sanctioning loans for viable projects of genuine entrepreneurs. APSFC has also been instrumental in sanctioning term loans based on ALEAP's request. ALEAP has also helped many entrepreneurs in getting loans sanctioned under PMRY. Promotion of women entrepreneurs requires a multi-dimensional approach. Women should be motivated to come out of their traditional occupation for accepting more challenging and rewarding economic activities. Concurrently an environment should be prepared to enable their participation. This would necessitate funding agencies to be sympathetic towards aspirants to entrepreneurship. On the other, promotional and regulatory agencies should also be motivated to be considerate, understanding and helpful towards women entrepreneurs. In more explicit terms, banks and other financial institutions must provide credit to women entrepreneurs on both a priority basis and on concessional terms. The elaborate procedure of licensing and governmental sanction associated with the establishment of a new business enterprise should be dispensed with in the case of application received from women to become entrepreneurs. Audio-Visual medium should be effectively used to motivate women to become entrepreneurs. Screening video cassettes of successful women entrepreneurs at colleges, and women organizations can motivate women to enter into entrepreneurship.

### **Self Employed Women's Association (SEWA)**

Self Employed Women's Association (SEWA) was set up in 1984 and made contribution in terms of economic and social empowerment of its artisan members. SEWA empowered the women through revival of the craft which has now showed an overall improvement in the quality, increasing access to credit for meeting consumption and production needs, increasing outreach beyond and the core SEWA membership by the formation of self help groups, provision of basic education through adult literacy for women, focus on girl's education and improving the status of women in families and communities, construction of working women hostels and providing sales outlet through Deepika show room.

SEWA are providing a platform for articulating the need for recognizing and meeting the needs of women workers of the unorganized sector. Working for the objectives of women having an increasing control on their reproductivity by planning their families, and advocating for providing women the necessary social security through insurance, pension and implementation of existing protective of women's rights. SEWA's greatest strength lies in the trust and respect it has earned from the community. SEWA has done extremely well in improving the economic status of its members. Training is an integral part of SEWA's activities and the organization is constantly involving in teaching and improving the skills of its members in all aspects of the craft. The training being imparted with financial assistance from Government programs like TRYSEM, DWCRA, and NABARD and UNICEF.

### **Andhra Pradesh Women's Cooperative Finance Corporation Limited (APSWFC)**

The Women's Co-operative Finance Corporation in Andhra Pradesh was established during "International Women's Year" in 1975 in order to promote equality between men and women and for active involvement of women in economic development. The APSWFC plans, promotes, undertakes and assists programs of agriculture, small scale, village and cottage industries, trade, business or any other activity which will enable its members to earn a better living and help them to improve their standard of living. APSWFC provides financial assistance vocational training at *telugu bala mahila pragathi progarammes*. Many international organizations starting with the United Nations Organizations have done commendable work in promoting women entrepreneurship. The problems of women in the economic field have received the attention of international and national bodies in recent years. The United Nations declared the period 1975-85 as the "Decade for Women". The UNIDO's Preparatory meeting on the "Role of Women in Industrialization in Developing Countries" held at Vienna during 1978



identified several constraints that stood in the way of the effective participation of women in the industrialization of developing countries. These included social, attitudinal and institutional barriers, insufficient employment opportunities, in adequate education and training, and so on. Another landmark International Conference on Women was “The World Conference of the United Nations Decade for Women” which was held at Copenhagen during 1980. This conference adopted a program aimed at promoting full and equal opportunities for women in employment, equal remuneration for work of equal value, and promoting the access of women and girls to non-traditional skilled trades.

In India, several institutional arrangements have been made to protect and develop women entrepreneurship. The nationalized banks and State Financial Corporations advanced loans to women entrepreneurs on preferential basis. State Industrial Development and District Industries Centers provide loans, subsidies and grants to small-scale enterprises owned and operated by women. State level agencies assist women entrepreneurs in preparing project reports, purchasing machinery, hiring of building and training the staff. Several voluntary agencies like FICCI Ladies Organization (FLO), National Alliance of Young Entrepreneurs (NAYE) and others assist women entrepreneurs in managing their enterprises. Non-governmental organizations play a vital role in shaping an implementation of participatory democracy. Governments are increasingly involving NGOs in sustainable development plans, making the best use of their abilities in such areas as education, poverty alleviation environmental protection and rehabilitation. Business and Industry responsible entrepreneurship can play a major role in providing the efficiency of resource usage; minimizing waste and protecting human health and environment. The evolution of human settlements which respond to the needs of women must be given the priority. In order to ensure this, business and industry need to develop techniques and technologies that not only reduce harmful environmental impact but make the women free from existing drudgery.

#### References

Akram .S	Development of Small Scale Industries in Bihar; Capital Publishing House, New Delhi, 1984.
Anjaneya Swamy. G and Jose Sebastian	Agricultural Entrepreneurship in India; Chugh Publications, Allahabad, 1989.
Ashok Kumar S.	Entrepreneurship in Small Industry Discovery Publishing House - Delhi, 1990.
Baldwin George.B.	Industrial Growth in South India: Case Studies In Economic Development, The Free Press, Illinois, 1959.
Bedapati Mohanty	Economics of Small Scale Industries; Ashish Publishing House, New Delhi, 1986.
Berne James A.	Industrial Entrepreneurship in Madras State, Asia Publishing House, Bombay, 1960.
Bhanushali S.G.	Entrepreneurship Development, Himalaya Publishing House, Delhi, 1987.
Bhattacharya Hrishikes	Entrepreneur, Banker, and Small Scale Industries Deep and Deep Publications, New Delhi, 1984.
Bisht N.S., Misra R.C., Srivastava A.K.	Entrepreneurship Reflections and Investigations, Chugh Publications, Allahabad, 1989.
Boserup Ester	Women's Role in Economic Development, Allen and Unwin, London, 1970.
Chandra S.K.	Development of Women Entrepreneurship in India. Universal Books New Delhi, 1991.
Cocharan, T. C.	Business in American Life: A History, New York, Mc Graw-Hill, 1972.
Cocharan, T. C.	The Entrepreneur in Economic Change, in Peter Kilby (ED). Entrepreneurship and Economic Development, New York, Free Press, 1971.