



The Roll of Women Entrepreneurs in Economic Development

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ABSTRACT

This paper is devoted to tracing out the growth of women entrepreneurship both at global and at national level. It gives comparative pictures of developed and developing countries of the development of women entrepreneurs in India. A statewise analysis is made. These facts form the basis for the present study.

KEYWORDS

1. INTRODUCTION

Women business owners are continuing to demonstrate extraordinary economic prowess worldwide, with one in 11 women (8.9 percent) involved in entrepreneurship across the globe, according to the Global Entrepreneurship Monitor (GEM). Among the 37 countries studied by GEM in its 2002 worldwide assessment of entrepreneurial activity, there exists a wide range of women's entrepreneurial activity, with women's entrepreneurship rates in the United States (at 8.1 percent, or 1 in 12 women) being outpaced by nine of the 36 other countries included in the study. These findings are included in a recent National Women's Business Council (NWBC) Issue in Brief entitled, "Women's Entrepreneurship around the Globe", which highlights the major findings related to women's entrepreneurship from four studies conducted by GEM.

2. OBJECTIVES

The main aim of this present review paper is to study the growth of women entrepreneurs in national level.

3. METHODOLOGY

The researcher collected material from various sources like news paper, journals and internet. Hence, researcher gathered all information from secondary sources.

4. WOMEN ENTREPRENEURS IN THE GLOBAL ECONOMY

Worldwide, women are much more likely than men to cite necessity as a reason for starting their business. 69 percent of men cite opportunity as their motivation for starting a business, with 31 percent of men citing necessity. In comparison, just 56 percent of women cite necessity as their motivation for starting a business. Thus, nearly half of women say that they became entrepreneurs because there were no other options available.

Despite relatively high levels of women's entrepreneurship in a number of countries, women are still much less likely to start a business than men. Across the 37 countries studied in 2002, men are about 50 percent more likely than women to be involved in entrepreneurial activity, and nearly one in seven men (13.9 percent) is an entrepreneur, compared with one in 11 women (8.9 percent).

The economic development level of a country appears to have significant impact on the motivations for entrepreneurship among women.

Within highly developed countries, opportunity entrepreneurship is more common and a higher level of participation of women in the labor force is associated with greater female entrepreneurship. In these countries, entrepreneurship is one career choice among many for women.

Within developing countries, however, entrepreneurship among women is more likely to be a result of necessity. In these countries, the more job opportunities that exist for women, lower their levels of entrepreneurship, since the need for it are reduced.

Table 1.1

S. No.	Highest levels	Lowest levels
1.	Thailand (18.5percent);	Japan (0.6 percent);
2.	India (14.1 percent);	Belgium (1.5 percent);
3.	Argentina (11.5 percent);	Russia (1.6 percent);
4.	Brazil (11.1 percent);	Croatia (18. percent);
5.	China (11.0 percent);	France (2.1 percent);
6.	New Zealand (10.6 percent);	Hong Kong (2.3 percent);
7.	Mexico (10.3 percent);	Spain (2.6 percent);
8.	Chile (9.5 percent);	Sweden (2.6 percent);
9.	Korea (8.6 percent);	Singapore (2.7 percent); and
10.	United States (8.1 percent);	Slovenia (2.9 percent);

Source: Global Entrepreneurship Monitor (GEM).

Table 1.1 Says that

During 2002, the above table of the following countries in the GEM study had the highest levels of entrepreneurship among women: table reveals women entrepreneurs in the Global Economy. It has been identified that there were 10 major

countries with women entrepreneurs. Of the ten countries India stands in the second position i.e. 14.1% Thailand is in the first position, followed by other countries. These countries are categorized into highest concentration of women entrepreneurs in the global economy. The researcher has proudly acknowledge that empowerment of women in India is somewhat better than in other countries based on the data presented in the table.

lowest level of women entrepreneurs in the global economy Japan stands in the last position, i.e. 0.6 percent only compared to other countries. Among the lowest level is Slovenia (2.9%).

GEM researchers found that the level of entrepreneurial activity among women increases as levels of education rise, with a major jump in business ownership seen among those who go beyond a secondary education. This pattern is different from that of men. the highest levels of business activity among men are seen among those who have only a secondary education; the lowest levels of entrepreneurship are seen among those men who have both the most and the least amount of education.

GEM has published its reports for 1999 (10 countries surveyed), 2000 (21 countries), 2001 (29 countries), and 2002. Each of the four GEM reports includes conclusions and recommendations related to the role of women in entrepreneurship. Among the recommendations, are suggestions to increase the level of entrepreneurial start-up efforts by helping to get more women involved and highlighting successful women entrepreneurs who could serve as role models and encourage other women to start their own business?

5. DEVELOPMENT OF WOMEN ENTREPRENEURS IN INDIA

There has been some interesting work on the role of women entrepreneurs in India. Attention to the needs and contributions of female entrepreneurs in the Indian economy varies widely from state to state. Their access to opportunities in the formal sector of the economy also varies widely in different parts of India. Women in India generally have less access to formal education; consequently they have low participation in the formal sector, for that reason many women take up self-employment. In addition, women have limited access to other critical resources such as land, technology and credit facilities. Hence even within the informal sector, they are largely confined to micro-enterprises. These include trading and small-scale manufacturing enterprises.

Women entrepreneurs in India are often prevented from running competitive businesses by their relatively low education, experience and skill levels, which generally limit their access to the various support services. Despite many shortcomings and constraints, women have been able to create their own enterprises, even in countries where economic decisions would normally be taken by the male head of the households. India is a good example of this phenomenon (World Bank, 1995).

In a developing country such as India, the concern for increasing women's economic participation can be seen with in the wider general concern to alleviate the social-economic conditions of the poor households, especially those in the rural sector. As a result of unrelenting poverty and deteriorating economic conditions of the poor households, especially those in the rural sector. As a result of unrelenting poverty and deteriorating economic conditions, a lot of women have been forced to work outside the normal status and have therefore ventured into varied economic activities, while at the same time continue to perform their traditional household duties. This situation has social as well as economic implications.

These women work long hours daily, carrying out household chores, such as cooking, cleaning brining up children, as well as engaging in their income generating or income substituting activities. the combination of two jobs, one at work and one at home, is difficult for a woman in any country, but it is

doubly taxing for a woman in a developing country let alone in India, where poverty and lack of infrastructure can make the most basic tasks harder and more time consuming. According to Kitching et al (2005) "society exhorts women to both producers and reproducers. As a consequence, they bear the double load of full-time work and all domestic responsibilities". In many ways the "double burden" stems from patriarchal traditions that are still followed in the majority of the world's countries.

Female entrepreneurs in general, face a host of problems and many of the problems reported for American women managers are common to those faced by Indian business women (Kitching et al, 2005). In addition to the general problems faced by women worldwide, Indian female entrepreneurs face problems attributable to social-cultural factors. Cultural and social traditions play a large role in determining who becomes an entrepreneur and often inhibit women from starting their own businesses (World Bank, 1995).

For a female business owner, the process of starting and operating new enterprise can be difficult because they often lack the skills, education, and support systems that can expedite their business pursuits. According to Indian tradition, women are regarded as subordinate to men regardless of their age or educational status. Even when Indian women gain access to managerial career like their male counterparts, they face additional problems. In Indian culture, the traditional female role is still highly regarded, and such qualities as subservience, supportiveness, and submissiveness meet with approval. Career women therefore often face a conflict since the qualities that make them "acceptable" in traditional terms can undermine their self confidence and their ability to assert themselves, to assume responsibility and to succeed in a career.

The transformation of the social fabric of Indian society in terms of increased literacy among women and varied aspirations for better status have witnessed growing volume of unemployment. This Problems necessitates a change in the life style of men and women in the country. Self-employment is recognized as panacea, which generates a category of entrepreneurs, who own economic enterprises at micro and macro levels. In India, the planning Commission, Central and State governments recognize that women should be in the mainstream of economic development. In particular, the development of micro enterprises for women is such as an appropriate way to attack poverty at the grassroots level by generating income. The Industrial policy of the Government of India has highlighted the need for entrepreneurship programmes for women to enable them to start small-scale industries.

The emergence of entrepreneurs in a society depends to great extent on the economic, social religious, cultural and psychological factors prevailing in society. Indian society is multi-stratified, inter and intra-variations exist between rural and urban areas, among regions, among classes, and among different religious, ethnic and caste groups, which led to variations in entrepreneurial activities too.

Nevertheless, it is also a gender segregated patriarchal society with higher concentration of male entrepreneurs. However, women entrepreneurs have become successful despite certain inhibiting socio-economic factors.

The situation of the labour market for women has not improved greatly over the last few decades mainly because most parts of India are still underdeveloped with respect to the necessary contributory factors to labour market development like increased literacy, education and health standards. Under such circumstances women are often found to be occupied in low productivity operations in agriculture and other household-based sectors. In other words, they tend to operate in a world of limited options devoid of meaning full alternatives and opportunities for mobility into the more productive and skill-intensive sectors of the economy. The change of women from the traditional role of a homemaker to the modern role

of an entrepreneur is bound to have a lot of repercussions. It is accepted that industrial development results in role differentiation in the family and transforms the traditional family structure. Women have preferred micro-enterprises for their low barriers and high flexibility. This made is easy for them to manage the enterprises along with their domestic responsibilities (Lalitha, 1996).

However, only 8 percent of entrepreneurs in India are women.

Table 1.2 presents state-wise classification of enterprises managed by women. The statistical data presented in the table give a clear picture about women's status in the whole India

Table: 2 State-wise women enterprise, entrepreneur, population and literate population (2001) in India.

S. No.	Name of the state/UT	Percentage of enterprises managed by women	Percentage of women entrepreneurs	Percentage of women population	Percentage of women literate population
1.	Jammu & Kashmir	7.71	4.51	47.36	41.82
2.	Himachal Pradesh	4.61	7.67	49.23	68.08
3.	Punjab	8.01	2.48	46.62	63.55
4.	Chandigarh	9.25	2.81	43.58	52.4
5.	Uttarchancal	8.17	7.73	49.09	60.26
6.	Haryana	4.51	3.58	46.27	56.31
7.	Delhi	7.54	3.6	45.07	75
8.	Rajasthan	6.74	4.53	47.97	44.34
9.	Uttar Pradesh	3.19	3.79	47.32	42.98
10.	Bihar	7.34	5.56	47.93	33.57
11.	Sikkim	8.15	17.24	46.67	61.46
12.	Arunachal Pradesh	10.46	20	47.39	44.24
13.	Nagaland	1.49	13.41	47.61	61.92
14.	Manipur	19.1	15.96	49.45	59.7
15.	Mizoram	27.67	26.68	48.03	86.13
16.	Tripur	2.59	5.63	48.72	65.41
17.	Meghalaya	16.24	33.03	49.35	60.41
18.	Assam	5.74	13.48	48.24	56.03
19.	West Bengal	9.31	3.56	48.28	60.22
20.	Jharkhand	5.48	3.71	48.48	39.38

21.	Orrisa	8.56	6.95	49.29	50.97
22.	Chhattisgarh	4.45	7.39	49.73	52.4
23.	Madhya Pradesh	7.85	9.57	47.9	50.28
24.	Gujarat	10.43	2.75	47.93	58.6
25. & 26.	Diu and Daman	5.54	8.73	41.49	70.37
27.	Maharashtra	10.03	5.43	47.97	67.51
28.	Andrapradesh	8.83	3.06	49.44	51.17
29.	Karnataka	15.37	12.84	49.07	57.45
30.	Goa	9.53	5.43	48.98	75.51
31.	Lakshadweep	11.46	7.35	48.67	81.56
32.	Kerala	30.37	19.7	51.5	87.86
33.	Tamil Nadu	16.53	13.33	49.65	64.55
34.	Pondicherry	12.29	7.62	50.02	74.16
35.	Andaman & Nicobar	1.65	5.5	45.83	75.29
	All India		8.32	48.26	54.16

Sources : Third (2001) Census Report – Compiled from Secondary Data

Table 1.2 Says that Enterprise managed by Women

Out of 35 states only 10 states are having tow digit percentage of women managed enterprises. Mizoram States is the only state which has got 27.67 percent of total women managed enterprises. Out of 35 states only 8 states have two digit percentage of women entrepreneurs. Meghalaya state is the only state which has got 33.03 of total women entrepreneurs. Out of 35 states Kerala is the only state which has got 51.5 of total female population and Pondicherry has got 50.02 percentage of women population. Out of 35 states Kerala is the only state which has got 87.86 of the total female literate population.

6. CONCLUSION

In this paper the reference pertaining to GEM, NWBC, World Bank census report, It was found that the condition of women entrepreneurs in developing countries is different in terms of job opportunities, participation, options available and other socio economical conditions. Comparatively the conflict and contradiction faced by career women in developing countries are more than developed countries. To be specific the traditional female role is portrayed as submissive and expecting approval from society. Approval of self employment depends upon so many factors such as family background, regional, culture, patriarchy, occupational hurdles and competition in the market. Thus the existing, hurdles are to be managed in an organized way with the help of government and other socio economic institution.

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