

ENTREPRENEURSHIP AND WOMEN EMPOWERMENT: A SOCIAL & ECONOMIC ANALYSIS

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ABSTRACT

The development of a economy is measured by taking into account the technological and material advances, as well as through the quality of life of its citizens, especially, the status of the marginalized. But development in numerous regions has generally bypassed a prominent marginalized group, women, who constitute nearly 50 percent of the total population. It isn't possible to attain true development by keeping half of its resources idle. Development is primarily treated as human development, with the direct involvement of women, through participation and empowerment. Despite the brimming capabilities, effectualness, and capabilities, the women in India have to face opposition and trials rather than well-justified accolades. They're floundering with the present situation and their entrepreneurial intentions. Some studies have claimed that the number of successful women entrepreneurs in India is comparatively low. Some studies have also proved the success of women entrepreneurial success indeed though the entrepreneurial studies have been conducted religiously. A woman is the pivot around which the family, society and humanity itself revolves. The role and status of women form an integral role of the structure of a society. They're the implicit contributors towards the productivity and development of a nation.

KEYWORDS: *Women, Development, Empowerment, Entrepreneurship, Humanity.*

Introduction

It's proved that the contribution of women towards the economical development of nations is extensively honored by all. It's also proved that the number of women entrepreneurs has been mushroomed during the last many times. Despite the increase in women participation in entrepreneurial conditioning, the number of women who have attained their capstone isn't worth saluting and encouraging as they're passing low growth across their business gambles. Women are remained a neglected area due to the conventional ideological setup and strict values of our society. A review of the studies on the problem at the global, public and state situations revealed that indeed however there's a plethora of independent studies to unravel the different aspects of both empowerment and entrepreneurship, many studies linking the two marvels could be located. The exploration gap was set up veritably conspicuous with regard to attempts to assay the problem in the settings of the India, the development experience of which has been frequently described as rather unique. Indeed though India women could achieve lesser studies in the realms of knowledge, education, life expectation, and health in relation to their counter roles in other countries, in some other matters, especially in aspects that define the degree of economical empowerment their position isn't so strong. They're also subject to gender demarcation. In the environment of the data enumerated over, a study on the impact of women entrepreneurship on their empowerment sounded applicable. This accounts for the explanation of the present study.

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Women Entrepreneurship

Every nation aims at negotiating economical development for a better life, advanced standard of living, and substance of its population. The conception of development has multiple confines and is considered deficient without the development of women who constitute roughly half of its population. Hence, the contribution of women is a must-have in economical conditioning for nation- structure. Women are a veritably vital gender and have the capability, capacity, and implicit to make benefactions towards the economical, social and artistic development of any nation. Women are visionary, having marvelous testament and capability to exceed, explore as well as optimize the openings. Women always play an important part in the development of the country as well as furnishing economical support to their families. Women are leading the business enterprises or the assiduity, organizing the ways of fruitful working and furnishing employment openings to others, and hereby conceptualizing as women entrepreneurs. In headway with the conception of entrepreneurship, women entrepreneurs are defined by the Government of India as an enterprise, which is possessed and controlled by women having a minimal fiscal interest of 51 of the capital fund and giving at least 51 of employment openings to women in the enterprise. Women are occupied in business conditioning due to certain drive as well as pull factors, which motivate the women to lead an independent life and act as the foundation to their families. Entrepreneurship is a substantial part of human resources for the development of women in an frugality. It's needed to begin the entire process of overall development as the backbone of the frugality in any country.

Empowerment and Entrepreneurship

It's true that economical development had bettered the lot of a many nations over the once three centuries. But, there's contemporaneous degeneration in the lives of a large number of people, and one surprising fact is that economical development has shown a gender bias; in fact, as high as 70 percent of the world's poor indeed moment are women. Economical development touched off by westernized commercial product has extemporized the economical status of women in both absolute and relative sense especially in the Third World countries. In similar countries, development has rebounded in a trend towards scale, with men moving into further economical position with regard to installations, boons, educational training, advanced stipend etc. Patriarchial system of manly domination and womanish submission has widened gender inequality and gender demarcation. Women face demarcation in job openings and in pay envelope payment and there exists sectoral and indigenou pay envelope differentials between men and women. Gender insensitivity makes women's work unnoticeable, unaccounted and thus breach of values. Feminization of poverty redounded from severance has further exacerbated the situation. The burden of poverty falls more on women and transmits its disadvantages incontinently to their children and therefore imhumanizing the poverty cycle. Gender inequality exacerbates poverty and poverty contributes to increased gender inequality. Liberalization and globalization has boosted the being inequalities, heightened the vulnerability of poor women, and farther dampened the situation of employment eventuality in general, and women's employment in roleicular. The being largely manly acquainted labour requests aren't favorable to absorb women workers. The new technology increases job fragmentation, centralizes product by narrow function and heightens occupational coitus isolation which had a negative impact on gender equivalency. At different times, from different angles and from different points of view, proponents have tried to find out the sources of women's submission by men. Only through winning the battle for liberation from all kinds of oppression and exploitation, it's possible to attain gender justice. Gender justice can be delivered and poverty can be reduced only by bringing women into the economical sphere, by main streaming women in governance and in decision making.

Why Women Empowerment is Required

Feminized poverty, inequality, gender demarcation, marginalization, subjection and other forms of gender grounded immoralities are the result of lack of women empowerment. In order to fight against the socially constructed gender bias, collaborative strength of empowered women is demanded. Empowerment of women is one of the most important factors for the weal and development of any society. As women face demarcation in all spheres of life, they should be empowered in all fields of life. Empowerment is a process of both study and action, which is dynamic and constantly evolving. Through it, individualities and groups develop ongoing capacity to act effectively on their own behalf. Women empowerment is a re division of power and control of resources in favour of women through positive interventions which aims at social equivalency. Women gain lesser control over material and intellectual

resources which will in turn help them to increase their independent rights, challenge the testament of patriarchy; the gender grounded demarcation and change their inferior position in the society. Empowerment enables them to organize themselves to assert their autonomy to make opinions and choices and to set their own docket. It helps them to gain relative strength as they've choices and logrolling power. The consequences could be the reduction of invisibility as she's suitable to demand attention from those concerned, especially of decision and policy makers, to induce applicable positive responses, reduction of vulnerability or elimination of exploitation. Eventually empowerment leads to the enhancement of socio- economical status of women. Women cannot be truly empowered unless they're handed with acceptable income generating conditioning and have a sound economical backing. Numerous studies revealed that entrepreneurship is the stylish way to empower women through economical independence. The emergence of women entrepreneurs in the economy is an index of women's economical independence and their social status. A major way of tapping the full eventuality of women for development and empowerment is through women entrepreneurship, which has both, direct and circular outgrowth in the economy- through entrepreneurial development a woman generates income for herself and other women in the position which will have a multiple effect in income generation and poverty relief. Empowerment of women involves different aspects- economical occasion, social equivalency, roleicular rights, etc. It gives them power in gaining control over their lives, getting conscious of their own situation, gaining skills, erecting self- confidence, gaining problem- working conditioning and developing self- regard and self- reliance. The investment of power on women can be linked through fiscal independence, their involvement in decision making in the family and freedom of movement. Experimenters of social wisdom had espoused different methodologies to measure the position of empowerment of women and had put forth fabrics for assaying the empowerment of women. These studies point out that empowerment is a multi-faceted miracle, having social, economical and political ramifications. Then a micro-level analysis is carried out, with the data collected from the repliers, to identify the impact of women entrepreneurship on their empowerment.

Current Scenario of Women Entrepreneurship

Women entrepreneurs are the crucial key in advanced as well as advancing nations in terms of their liabilities in environment to social and economical expansion in recent times. Currently, women are heading towards their establishment across multitudinous arenas similar as artificial, agrarian, service disciplines opposing the artistic and social constraints in the wake of economical liberalization and globalization, education, urbanization, and development. These conditions have appreciatively led to the establishment of entrepreneurial openings for women. They're ready to break the impediment knitted in the manly- dominated society to insure the fine standard of living, lay a probative hand to the partner, nourish their children, overcome poverty and contribute towards the development of the nation. Numerous nations have realized the need of developing women entrepreneurship to enable the nations to flourish in the ultramodern high- tech world. It doesn't only contribute towards the development of a PARTICULAR nation but also reduces the position of poverty at the global position. Since the 1990s, gender has come a lens for constructing exploration with the help of which the issues related to the impact of women's participation in the economical sphere of the nations. The involvement of women across economical disciplines as entrepreneurs acts as a significant development in the liberation of women and enabling them to secure a place in society. They're getting nonstop of their actuality in the frame of society that they represent a group who has broken down from the divergent track and now heading towards the fruitful platforms of economical participation.

Role of Entrepreneurship

Development of entrepreneurship is considered as the way to promote self employment- the nostrum to the problem of habitual educated severance in general and that of women in roleicular. Entrepreneurship promotes employment openings, generates income, gives power to the helpless, reduces inequality, and stimulates sustainable and balanced socioeconomic development of a country. Entrepreneurship activates women empowerment. Entrepreneurship has surfaced as a major new force for change and chance. It's a typical worldwide miracle attracting economists, politicians and social workers. In advanced husbandry, this conception had got wide acceptance in the 20th century itself, but in developing husbandry the role and significance of entrepreneurship is being realized only in the recent decades. In view of the placarded role of women entrepreneurship on their empowerment, the present experimenter attempts to examine how far women entrepreneurship has contributed to empower women. The problem is probed in the settings of India, which in spite of the high gender development indicator,

confers fairly lower status to women in terms of economical participation. The fact that the development of India is rather unique in numerous felicitations is formerly accepted generally, and an important dimension of the paradoxical state of affairs is that in spite of the high social development in India, women continue to be a marginalized group. The abstract focus of the present study is grounded on the bracket of entrepreneurs, tried by Kirkwood (2009) into necessity and occasion entrepreneurs, the former being pushed into the entrepreneurial order and the latterly being pulled to the entrepreneurial world. It's inferred from the study that entrepreneurship had brought out significant empowerment on the three aspects of empowerment; socioeconomic status, decision making capacity and freedom in movement of the entrepreneurs. Regarding the dimension of the three situations of empowerment, videlicet, low, medium and high, it's set up that maturity of entrepreneurs had endured a medium position of empowerment. The study revealed that indeed however there exists difference in the position of empowerment within each order, in general there doesn't live significant differences in the position of empowerment of the necessity and occasion entrepreneurs. Social empowerment is independent of age and educational status of the entrepreneur, but it's revealed that there exists an association between the estate of the entrepreneur and social empowerment.

Conclusion

Women may turn to business adventure, out of necessity or to take advantage of openings. It's inferred from the present study that entrepreneurship is an active step towards empowerment via economical freedom. Women entrepreneurs have achieved active participation in decision making within the family and in the society and secured control over economical resources and the freedom of movement. Therefore it's apparent from the study that women entrepreneurship is to be encouraged, with the ideal of empowerment of women and make them active actors and heirs of economical development. Since entrepreneurship is set up to be an important tool of women empowerment, popularization of women enterprises and aiding similar enterprises with various policy initiated are to be earnestly accepted by the public, state and original governments. Training gambles organized for women entrepreneurs are to be made more effective. Feedback enterprise is to be reviewed and the programmes are to be time tuned consequently. Government should ameliorate hype regarding the impulses concessions meant for women entrepreneurs. Further mindfulness programmes should be arranged to attract women into this field. The success story of other women entrepreneurs should be brought into the attention of women. To facilitate women entrepreneurship, the government should act as a catalyst, a problem solver and threat sharer Business instructors, investors and fiscal conciliator associations should be setup to elevate women's business investments into a comprehensive system. Follow up action and need grounded assessment will help a lot to promote women entrepreneurship. Active measures and programs should be espoused to encourage it.

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