

STATUS OF WOMEN ENTREPRENEURSHIP IN INDIA: WITH SPECIAL REFERENCE TO UTTAR PRADESH

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ABSTRACT

The increasing presence of women as an entrepreneur has led to significant business and economic growth in the Uttar Pradesh, India. Women empowering business enterprises are play a prominent role in the society, by generating employment opportunities in the Uttar Pradesh, bringing in demographic shifts and inspiring the next generation of women founders. Empowering the women, fuels thriving economies across the world. Through diversity, we can create a better understanding of the problems that we must solve and the solutions necessary to solve them. With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Startup India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders.

KEYWORDS: Seed Capital, Policy Implementation Unit (PIU), MSMEs.

Introduction

When we speak about the term “Women Entrepreneurship” we mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society. Hence women-entrepreneurs have been making a considerable impact in all most all the segments of the economy which is more than 25% of all kinds of business. In India “Entrepreneurship” is very limited amongst women especially in the formal sector, which is less than 5% of all the business. Women are one particularly understudied group of entrepreneurs. We know very little about female entrepreneurs, and our ignorance of this important demographic is a serious blind spot in any effort to increase the total number of entrepreneurs participating in our economy. Today, more and more women are undertaking various economic activities. Female entrepreneurs are active at all levels domestically, regionally and globally. Women entrepreneurs encounters only one third of all entrepreneurs. In the era of globalization, the challenges are far greater for women entrepreneurs. They are playing very important role in socio-economic development of all countries. Because of their participation, global economy is being changed at present. All over the world, it is estimated that approximately one third of the business organizations are owned by women. In India, the position is near about the same. The precious contribution of women in the area of entrepreneurship can be summarized as:

- Promotion of capital formation by mobilizing the idle saving of the public
- Creation of immediate employment so it helps to reduce unemployment problem
- Promotion of balanced regional development
- Encourage effective mobilization of capital and skill, which might remain unutilized
- Promotion of India’s export trade.

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Characteristics of Woman Entrepreneurs in India

A woman or a group of women manages the whole business of enterprise. She prepares various plans and executes them under her own supervision and control. A woman entrepreneur takes calculated risk. She faces uncertainty confidently and assumes risk. She has to tie up capital and wait for good returns. The most critical skill required for industrial development is the ability of building a sound organization. A woman entrepreneur assembles, coordinates, organizes and manages the other factors namely land, Labour and capital. It is essential to be a self-confident for a woman entrepreneur. She should have faith in herself and in her abilities. The main function of a woman entrepreneur is to make decision. She takes various decisions regarding the activities of her enterprise. She decides about the type of business to be done and the way of doing it. A woman entrepreneur must be clear and creative in decision making process. A distinguishing feature of a woman entrepreneur is the willingness to work hard. She has to follow the principle, "Hard-work is the key to success". A woman entrepreneur must be optimistic. She should approach her venture with a hope of success and attitude for success rather than with a fear of failure.

Entrepreneur is energetic, resourceful, alert to new opportunities, able to adjust to changing conditions and willing to assume risks involved in the change.

- She is interested in advancing technologically and in improving the quality of products.
- She is interested in expanding the scale of operations and reinvesting earnings.

In 1992 described entrepreneur's characteristics in three categories:

Technical skills: Writing, oral communication, environment monitoring, technical business management, technological knowledge, interpersonal, listening, ability to organize, network building, coaching, and teamwork are examples of technical talents. **Business Management Skills:** Planning and goal setting, decision making, human relations, marketing, finance, accounting, management, control, negotiation, venture launch, and managing growth.

Personal Entrepreneurial Skills: Inner control, discipline, risk-taking, innovative, change-oriented, persistent, visionary leader, ability to manage change. Entrepreneurial Development Institute of India Describes the Entrepreneurial Competencies as under:

- **Initiative:** Entrepreneurs displaying this competency undertake a task even before being asked or forced to circumstances. Such an initiative-taking capability impacts efficiency and becomes the basis of sustainable competitive advantage.
- **Seeking and Acting on Opportunities:** The successful entrepreneurs intensify their access to resources, opportunities, finance, land, and equipment. They have this unique entrepreneurial ability that helps them seize unusual opportunities.
- **Persistence:** An important competency that makes all the entrepreneur repository of gift and perseverance. Obstacles do not dishearten such an entrepreneur and he continue making efforts to emerge victorious from problems.
- **Information Seeking:** He is more deterministic because competency is present. In order to maximize the organization's success, he finds numerous information sources and makes sure that information is flowing continuously.
- **Concern for High Quality of Work:** The primary endeavor of entrepreneur with such competency is to beat the existing standards of excellence. It is his concern for the high quality of work that gives him a sense of satisfaction and achievement.

Objectives of Study

- To study the impact of assistance by the government on women's entrepreneurship.
- To critically examine the problems faced by women entrepreneurs

Methodology

The documentation is based on a thorough analysis of secondary data gathered from numerous books, National & International Journals, and public and commercial publications available on numerous websites and in libraries that focus on various facets of women entrepreneurs. The nature of this study is descriptive. The study was carried out and completed in the manner described below in order to achieve the aforementioned goals:

- Reviewing of existing kinds of literature, reports, regulations, laws, etc.
- For quantitative analysis, secondary data have been used.

Review of Literature

Dr. Sunil Deshpande & Ms. Sunita Sethi, (2015), The encouraging and discouraging factors in an enterprise and to provide solutions to the various problems faced by the women entrepreneur group are discussed in their study paper. For the betterment of women entrepreneurs, the emphasis should be on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, helping them recognize their strengths, and important position in the society, and the tremendous contribution.

Singh and Surinder Pal, (2016) This study explains the motivations and influencing elements for women's entry into business. He stated that the main barriers to the growth of women's entrepreneurship are a lack of interaction with successful entrepreneurs, social rejection as women entrepreneurs, the need to care for one's family, gender discrimination, a lack of a network, and bankers' low priority for lending to women entrepreneurs. He proposed taking corrective action by supporting microbusinesses, dismantling institutional structures, and projecting.

Greene et.al., (2017), Analyze the research and publications that have contributed to the field of female entrepreneurship. The study categorized several journals and sources of research based on criteria related to women's entrepreneurship, such as gender discrimination, personal characteristics, financial difficulties, business units, context, and feminist viewpoints.

Singh and Raina (2018), evaluated the policies of the Indian government for women and described the issues and difficulties experienced by women entrepreneurs in India. The primary goal of the study was to ascertain the situation of women entrepreneurs in India. According to the survey, more and more women are starting their own businesses in contemporary India, particularly MSMEs. It was also admirable that Indian women had carved out a place for themselves in the world that is dominated by men. It also demonstrated how successfully Indian women can handle their family responsibilities and professional obligations.

According to Roshan Lal and Badri Narayan H.S (2019) a framework for analysis, women the success of entrepreneurs is crucial for the country's economic development. There are some challenges that should be avoided in order to promote national development. Encouragement should be given in a way that enables women to participate and launch any type of business. Women entrepreneurs should receive the right training from the government. Government should employ cutting-edge techniques to spread information across all functional areas.

Start-ups Policies in Uttar Pradesh

- Uttar Pradesh Startup Policy 2020
- Uttar Pradesh Data Center Policy 2021
- Uttar Pradesh Electronics Manufacturing Policy 2020
- Uttar Pradesh Electronics Manufacturing Policy 2017
- Uttar Pradesh IT Industrial Investment and Employment Promotion Policy of Uttar Pradesh 2017
- Uttar Pradesh Micro, Small and Medium Enterprises Promotion Policy-2017
- Uttar Pradesh Electric Vehicle Manufacturing and Mobility Policy 2019
- Uttar Pradesh Défense, Aerospace Unit and Employment Promotion Policy.
- Uttar Pradesh Pharmaceutical Industry Policy, 2018

Successful Leading women entrepreneurs in India : The Leading women entrepreneurs in India

Hemalatha Annamalai: Ampere Electric

Falguni Nayyar: NYKAA

Kiran Mazumdar Shaw: BIOCON INDIA

Suchi Mukherjee: LIMEROAD

Successful Leading Women Entrepreneurs from Uttar Pradesh

B. Shrivastava: Express Earth Digital Services

Shivani Poddar: Fab Alley

Tanvi Malik: Fab Alley

Policies and Programs for Women Entrepreneurs are:

Indian women are moving forward and participating in various entrepreneurial activities. The Integrated Rural Development Program (IRDP), Training of Rural Youth for Self-Employment (TRYSEM), Development of Women and Children in Rural Areas (DWRCA), Entrepreneurship Development Programs (EDPs), and Prime Minister Rogers Yojana (PMRY) are just a few of the various programs run by the Government of India and Planning Commission. The government has also extended subsidies, tax exemption schemes, and concessions to female entrepreneurs.

Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women - Provided by the Ministry of Micro, Small & Medium Enterprises.

Integrated Support Scheme provided by the National Small Industries Corporation (NSIC)

Prime Minister 's Employment Generation Program (PMEGP) provided by the Khadi and Village Industries Commission (KVIC).

Priyadarshini Yojana Scheme by Bank of India

- Support to Training and Employment Program for Women (STEP) provided under Schemes of Ministry of Women and Child Development
- Swayam Siddha provided under Schemes of Ministry of Women and Child Development
- Micro & Small Enterprises Cluster Development Program (MSE-CDP)
- Credit Guarantee Fund scheme
- SIDBI Marketing Fund for Women (MFW)
- Management Development Programs
- Indira mahaila Yojana
- Mahaila Samiti yojana
- National Banks for Agriculture and Rural Development Schemes
- State Bank of India Scheme
- NGOs Credit Schemes
- Micro Credit Schemes
- Integrated Rural Development program (IRDP)
- Women's Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women (MAHIMA)
- Assistance to Rural Women in Non-Farm Development (ARVIND) schemes

Number of Registrations Done in FY2020-21

Total	Micro Enterprises	Small Enterprises	Medium Enterprises
25.12 lakhs	22.06 lakhs	2.96 lakhs	0.11 lakhs
Total Percentage	87.82%	11.74%	0.44%

Source: Ministry of MSME

Conclusion

The female business owners have advanced with their visionary initiatives by taking advantage of incentives. The multiplicity of business ventures undertaken by the women entrepreneurs in Uttar Pradesh contributed to economic expansion and the creation of thousands of new employments. Women entrepreneurs who have fundamental local knowledge, aptitude, original ideas, and willpower created and managed businesses. While we certainly need business houses to manage large companies, these industries should also support thousands of small and medium-sized businesses that will serve their needs while employing thousands of people in rural and semi-urban parts of Uttar Pradesh.

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