

E-CONTENT-SERIES ON ENTREPRENEURSHIP AND MSMEs

by

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- **Entrepreneurial Challenges for Young Women in Rural India**

This paper is intended to provide a deep insight into the entrepreneurial challenges among the young women in the rural areas. It intends to study the Key Variables responsible for the emergence of entrepreneurship among young women in rural area, what is the impact, how the entrepreneurial challenges among women are different from men & what are the social consequences of entrepreneurship on young women. It is estimated that presently women entrepreneurs comprise about 10% of the total entrepreneurs in India. It is also clear that this percentage is growing every year. If prevailing trends continue, it is not unlikely that in another five years, women will comprise 20% of the entrepreneurial force in India. It is perhaps for these reasons that government bodies, NGO's, Social Scientists, Researchers & International agencies have started showing interest in the issues related to entrepreneurship among women in India.

Indian Women have come a long way with changing time. Interestingly issues related to Women in India, like female infanticide, bride burning (for reasons of dowry) and 'sati' (widow burning) are a passé in Modern India. Each of these acts is a criminal act and an extremely rare occurrence is now being reported.

The call of the present time is that Women youth become financially independent. But the problem with financial independence of women is that the availability of jobs (in general for both Women & Men) is very less and hence some new method has to be sought out by women to gain financial independence. Entrepreneurship among young Women can be eyed as a tool for **Employment & Income Generation**. Efforts have been made by various governmental and non-governmental agencies all over the world to promote women entrepreneurs. The results are somewhat encouraging. There is growth in the number of women opting for entrepreneurship as their career option. There is also a perceptible shift in the nature of businesses being set up by women in India. 'The Women Entrepreneurship' in Modern India is there to stay. To add weight to the issue of promoting Entrepreneurship among Women lets scan an Interesting finding. A study by

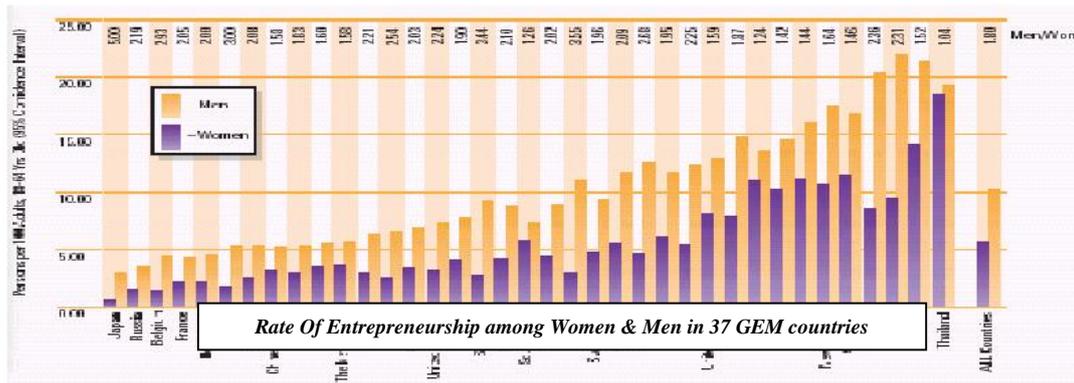
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Global Entrepreneurship Monitor (GEM) which cover wide range of 37 GEM Countries has some interesting results



Source: nwb.gov

The average rate of entrepreneurship among women across GEM countries was 8.9%, meaning that one in eleven women is an entrepreneur, with a wide range across 37 GEM countries. Thailand tops the list with 18.5% of women as entrepreneurs followed by India with 14.1% women entrepreneurs {AMAZING! SALUTE TO INDIAN WOMEN! See Graph above} Japan has lowest rates of women entrepreneurs with just 0.6% Women as entrepreneurs.

Following Are Some Interesting Facts On Status of Women in Modern India

- India has the world's largest number of professionally qualified women.
- India has more female doctors, surgeons, scientists and professors than the United States.
- India has more workingwomen than any other country in the world. This includes female workers at all levels of skill – from the surgeon and the airline pilot to bus conductors and menial labourers.

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Interdisciplinary Relevance

The proposed work aims to pinpoint the **so far undiscovered threats to women entrepreneurs in developing nation by a comparative study with that of successful enterprises of developed country (UK)**. This will not only provide a deep insight into the entrepreneurial challenges and opportunities faced by rural women entrepreneurs but has also provide direction and laying down the policies framework for studies on Urban Women Entrepreneurs. It has also provided track to gender based studies with social implications.

Objectives

- To study the Key Variables Responsible for emergence of entrepreneurship among young women.
- To provide an understanding of the differences in the business challenges and experiences between young female and young male entrepreneurs
- To study the Facilitators & Obstructers in relation to the success & failure of Women Entrepreneurs.
- To find the Impact & Consequences of entrepreneurship on women & their families.
- Sectoral analysis of the industries to find the areas where woman entrepreneur are more common.

(iv) Methodology

Our experience shows that woman entrepreneurs have all essential qualities for successful venture. Then why failures or scarce rater no women entrepreneurs in the developing nations. The focus will be on the rural sector of India but the study will be pertinent for the entire developing nations of South Asia. There are certain facts missing till date. Need of the hour is to directly witness the success stories of running ventures in developed nations. Find out the gape and bring it back to our nation. A comparative study is thus, required. The study used both primary & secondary data to address

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the issues taken up for research. Journals, books, reports and other published materials from various women related institutions (both India and UK) were utilized by the Author to collect the secondary data. Primary data pertaining to profile of women entrepreneurs (both India and UK), their businesses, problems faced by them in starting and running the ventures and the success rate of their ventures. The districts were chosen on the bases of industrial status, density of women population. In preparation of population framework the research mainly use two methods one it was to collect the database of women entrepreneurs from District Industries Centre (DIC) as they give subsidies and other concession to women entrepreneurs, and it is assumed that women might have registered from with DIC (the related agencies of UK) to avail this benefits.

Statistical Design

Stratified random sampling and convenience sampling was used as the sampling technique. Convenience sampling was immensely helpful, because it uses those respondents who were actually willing to volunteer. Sampling problems differed markedly within a population (e.g. young Women in Small Scale Industries and Women in Service Industry). Stratification was almost certainly producee a gain in precision in the estimates of the whole population, because a heterogeneous population is split into fairly homogeneous strata.

Significance of the study

To Identify Status of Women in India:

Since the times immemorial, worth of the work done or services rendered by women has not been recognized. No serious efforts, except the occasional attempts clouded by bias and misconception, were ever made to evolve a reliable method to calculate women's contribution to the economic development of society. Adam Smith, the father of Economics, recognized the women's contribution to the economic development when he analyzed the concept of 'use value' and 'exchange value'. Unpaid household labor of a woman, who is treated as controller of the home, is generally ignored as

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what she creates is the 'use value'. A woman, who produces 'use value' through household work is considered to be unemployed and not contributing to the economic development when compared with a woman who produces 'exchange value' through her paid employment, ignoring the fact that hours of work put in by the house lady are much higher than the ones endured by paid lady. The economic reforms initiated in 1991 had a specific objective to emphasize upon the role of market forces, international competitiveness and withdrawal of interference by the government in economic activity. India is not the only country to have initiated economic reforms to get integrated into the global economy. Different countries have adopted different strategies of economic reforms making the effects of liberalization country specific. So much so that different sectors of economy have different experiences about the impact of those reforms. In a country like India, productive employment is central to poverty reduction strategy and to bring about economic equality in the society. The policies for globalization adopted in India would definitely have significant implications for employment and the labor market in addition to their impact on overall economic growth of the country. But the results of unfettered operation of market forces are not always equitable, especially in India, where some groups are likely to be subjected to disadvantage as a result of globalization. Women constitute one such vulnerable group and globalization has both positive and negative effects on their status. Following study undertaken by Khushwant Singh gives some very interesting data which shows that though there is growth in the number of women seeking self-employment but they still find themselves dependent on men and face several problems and challenges in self-employment.

Conclusion:

after the conduct of the study the author is confirmed of the fact that young Indian women imbibe an immense potentiality of entrepreneurial traits if taken into confidence and given a chance to initiate. Instead of counting on the limitations and failures so far, it is the time to study entrepreneurships in developed economies, analyze their working culture and ponder their policies and structures. Witnessing the work culture and getting a touch with the entrepreneurs at UK or developed nations will definitely bring out the

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shortcomings which we are not able to foresee till date. In the event of globalization, FDI's must focus to select the thriving (as we have detected during our survey) woman folk, invest and see the magical returns. The Indian woman, especially the rural folk, is more sensitized, needy and risk prone. She could win, if given the right opportunity in right time. This right element is still missing. The applicant feels a definite evolution of research which would revolutionize the potentials of Indian women with the experiences of the western culture. It will help in the fosterisation of entrepreneurship more of employment opportunities and income generation for sure it requires a bit of creativity, an investigation of the missing event (from success countries of entrepreneurs like UK) and a sum of financial support, the Indian woman entrepreneurs can dare where devils can't.

- the paper is based on the findings of the Major Research Project granted by UGC to the Author. The portion which is useful for the M.Com students on this particular topic is presented here.

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