

A STUDY ON THE ENTREPRENEURSHIP PROMOTION AND DEVELOPMENT UNDER MSME -WOMEN ENTREPRENEURS CONTRIBUTION IN ECONOMY

PROF. GARIMA BANSAL

ASSISTANT PROFESSOR
ATHARVA INSTITUTE OF MANAGEMENT STUDIES, MUMBAI

ABSTRACT: Entrepreneurship Plays Associate In Nursing Prestigious Role Within The Economic Process Of Asian Nation And Customary Of Living Of The Country. As A Start-Up Founder Or Tiny Business Owner Being A Lady, You'll Assume That You Just Square Measure Merely Operating Laborious To Create Your Business And Supply For Yourself And Your Family. However Ladies Are Literally Doing Heaps Additional For Your Area People, State, Region, And Therefore The Country As An Entire, Promotion Of Ladies, Entrepreneurship Could Be A Very Important Issue For Many Countries As Well As Asian Nation. Micro, Small, And Medium Enterprises (MSMEs) Play An Important Role Within The Development Of Ladies Entrepreneurs. This Paper Focuses On The Schemes Obtainable For Development Of Ladies Entrepreneurship And Up To Date Development Through Small, Small, And Medium Enterprises In Asian Nation (2017-2018). The Schemes Square Measure Created By Government And Process Through MSME To Encourage The Present Ladies Entrepreneurs Within The Business And Conjointly To Encourages The Budding Business Of Ladies Entrepreneurs. For The Present Ladies Entrepreneurs, The MSME Provides Small And Little Enterprises Cluster Development Programme (MSE-CDP) And Different Schemes To Boost Fight, Technology Improvement, Adoption Of Best Producing Practices, Selling Of Merchandise, Employment Generation Etc. For The Budding Ladies Bourgeois, MSME Provides Trade Connected Entrepreneurship Help And Development Schemes For Ladies (Tread), Entrepreneurship Development Programme (EDP) And Different Schemes For Fitting Their Own Venture, Capital Investment, Academic Skills And Skill To Run The Business. MSME Is Providing Credit Coupled Capital Grant Theme (CLCSS) For Technology Up Gradation. The Paper Throws Light-Weight On The Obtainable Schemes And Grant Of Special Advantages To Ladies And Conjointly Creates Awareness Of Those Schemes To Ladies Entrepreneurs.

Keywords: Small, Tiny and Medium Enterprises (MSMEs), Entrepreneurial Development, Ladies Entrepreneurs, GDP Contribution in Asian Nation 2017-2018

INTRODUCTION:

In The Micro, Tiny And Medium Enterprises (MSME) Sector Has Emerged As A Extremely Spirited And Dynamic Sector Of The Indian Economy Over The Last 5 Decades. It Contributes Considerably Within The Economic And Social Development Of The Country By Fostering Entrepreneurship And Generating Largest Employment Opportunities At Relatively Lower Cost Of Capital, Next Solely To Agriculture. MSMEs Are Complementary To Massive Industries As Accessory Units And This Sector Contributes Considerably Within The Inclusive Industrial Development Of The Country. The MSMEs Are Widening Their Domain Across Sectors Of The Economy, Manufacturing Numerous Vary Of Merchandise And Services To Fulfil Demands Of Domestic Still As World Markets. An Summary Of The Expansion And Performance Of MSME Sector Within The Country Is Provided . Ministry Of Small, Tiny & Medium Enterprises (M/O MSME) Envisions A Progressive MSME Sector By Promoting Growth And Development Of The Arena, As Well As Khaddar, Village And Fibre Industries, In Cooperation With Involved Ministries/Departments, State Governments And Different Stakeholders, Through Providing Support To Existing Enterprises, Adopting Leading Edge Technologies And Inspiring Creation Of Latest Enterprises. A Number Of Statutory And Non-Statutory Bodies Work Underneath The Aegis Of The Ministry Of MSME. These Embrace The Khaddar Village Industries Commission (KVIC) And Also The Fibre Board Besides National Tiny Industries Corporation (NSIC), National Institute For Small, Tiny And Medium Enterprises (NIMSME) And Gandhi Institute For Rural Industrial Enterprise(MGIRI). The Ministry Of MSME Runs Varied Schemes Aimed Toward Monetary Help, Technology Help And Up Gradation, Infrastructure Development, Talent Development And Coaching, Enhancing Aggressiveness And Market Help Of MSMEs. The Ministry Is Committed Towards Associate Agenda Of Inclusive Development, And Has Taken Varied Initiatives And Measures To Confirm That Demographically Still As Geographically Weaker Sections Take Pleasure In Its Work.(Ref.1).

MSMEs-A

Abstract

FRAMEWORK

MSME- Associate Degree Abbreviation Of Small, Tiny & Medium Enterprises- Is That The Pillar Of Economic process In Several Developed, And Developing Countries Within The World. Typically Justly Termed As "The Engine Of Growth" For Bharat, MSME Has Compete A Distinguished Role Within The Development Of The Country In Terms Of Making Employment Opportunities-MSME Has Utilized Quite Fifty Million Individuals, Scaling Producing Capabilities, Curtailing Regional Disparities, Equalisation The Distribution Of Wealth, And Conducive To The Value-MSME Sector Forms V-E Day Of GDP. Although Bharat Remains Facing Infrastructural Issues, Lack Of Correct Market Linkages, And Challenges In Terms Of

Flow Of Institutional Credit, It's Seen An Amazing Growth During This Sector. The Advantage Of This Sector Is It Needs Less Investment, So Making Employment On An Outsized Scale, And Reducing The Utilization And Underemployment Issues. Moreover, This Sector Has Survived The Majority Threats Rising Out Of Still Completion From Each Domestic And International Market.

Importance Of MSME ACT 2006:

With The Introduction Of The MSME Act Within The Year 2006, The Service Sector That Wasn't Nonetheless Enclosed During This Sector Was Enclosed Within The Definition Of The Small, Tiny & Medium Sized Enterprises Creating A Historic Modification To The Current Act, So Investing The Scope Of The World Even Currently Government Simplified The MSME Registration On-Line With The Paperless Work.

Share Of MSME In Producing, Exports And Employment Sectors In India:

Sector Percentage(%) Share

1 Manufacturing 45

2 Exports 40

3 Employment 69

The Contribution Of MSME To Alternative Sectors Has Been Vastly Instrumental. It's The Most Important Leader Once Agriculture Sector, Despite The Actual Fact That Agriculture Sector's Contribution To Value Is A Smaller Amount Than MSME. Whereas It Contributes Regarding Forty Fifth To Producing Sector, And Maybe Four-Hundredth To Exports, It Forms The Very Best Share Of Employment Sector In Bharat, Conducive Around Sixty Nine Thereto.

WOMEN ENTREPRENEURS:

Women Bourgeois Could Also Be Outlined As A Girl Or Cluster Of Ladies WHO Initiate, Organize, And Run A Business. In Terms Of Schumpeterian Idea Of Innovative Entrepreneurs, Girls WHO Initiate, Imitate Or Adopt A Endeavour Area Unit Known As "Women Entrepreneurs".

Kamal Singh WHO Could Be A Girl Bourgeois From Rajasthan, Has Outlined Girl Bourgeois As "A Assured, Innovative And Inventive Girl Capable Of Achieving Self-Economic Independence Separately Or United, Generates Employment Opportunities For Others Through Initiating, Establishing And Running The Enterprise By Keeping Pace Along With Her Personal, Family And Social Life."

The Government Of Bharat Has Outlined Girls Entrepreneurs Supported Girls Participation In Equity And Employment Of A Business. Consequently, The Govt. Of Bharat (GOI2006) Has Outlined Girls Bourgeois As "An Enterprise Closely-Held And Controlled By A Girls Having A Minimum Monetary Interest Of Fifty One Per Cent Of The Capital And Giving A Minimum Of Fifty One Per Cent Of The Utilization Generated Within The Enterprise To Girls." However, This Definition Is Subject To Criticism Chiefly On The Condition Of Using Quite Fifty Per Cent Girls Employees Within The Enterprises Closely-Held And Pass By The Ladies.

Frederick Harbison (1956) Has Enumerated The Subsequent 5 Functions Of A Girl Entrepreneur:

1. Exploration Of The Prospects Of Beginning A Brand New Business.
2. Endeavour Of Risks And Also The Handling Of Economic Uncertainties Concerned In Business.
3. Introduction Of Innovations Or Imitation Of Innovations.
4. Coordination, Administration And Management.
5. Superintendence And Leadership.

The Fact Remains That, Just Like The Definition Of The Term 'Entrepreneur', Completely Different| Completely Different} Student Shave Known Different Sets Of Functions Performed By Associate Degree Bourgeois Whether Or Not Man Or Girls.

All These Entrepreneurial Functions May Be Classified Generally Into 3 Categories:

- (I) Risk-Bearing
- (Ii) Organisation
- (Iii) Innovations

Present Scenario:

Budget 2018 Has Provided A Giant Boost To MSMES

Budget 2018: The Union Budget Clearly Recognises The Strain On The Economy, Notably Within The Farm And Informal Sectors, In Terms Of Job Creation. The Proposal To Extend Agricultural Credit By 100 Per Cent To Rs Eleven 100000 Large Integer And A Number Of Alternative Policies Would Revive Demand And Build Opportunities For The MSME Sector. In This Context, The Union Budget Hits The Target By Providing Ample Fund Allocations And Applicable Policies. The Primary Huge Step For MSMES Is Cutting Company Rate To Twenty Fifth Of Firms With Annual Turnover Up To Rs 250 Large Integer From Rs Fifty Large Integer, Which Might Leave Additional Investable Resources With Ninety Nine Of

Seven 100000 Corporations Filing Their Tax Returns. This Is Able To Modify Them To Not Solely Reinvest And Expand, However Additionally Facilitate Them Pay Additional On Analysis And Development That Is Crucial For His Or Her Aggressiveness. It's A Widely Known Incontrovertible Fact That The Indian MSME Sector Is Laid Low With The Dearth Of Straightforward Finance And Correct Credit Instruments. Banks Largely Supply Credit Against A Collateral, And MSMES, Notably Small And Tiny Exporters, Don't Seem To Be In An Exceedingly Position To Try And Do Thus, Depriving Them Of Access To The Formal Credit Market. Further, Restricted Access To Credit And Export Insurance For MSMES Is Additionally Another Constraint. Therefore, Creating A Provision Of Rs Three Trillion For The Gesture Theme For 2018-19, And Creating A Further Rs Three,794 Large Integer For MSMES For Credit, Capital Support, Interest Grant And Promotion Of Innovations Area Unit A Lot Of Desired Steps. The Gesture Theme Was Supported With The Expression Of "Funding The Unfunded" By Extending Funding, Together With Refinancing, To The Small Section Of The Economy. There Area Unit Already Reports That The Theme Has Created Five.5 Large Integer Direct And Indirect Jobs Within The Last 2 Years. Because The Economic Survey Brings Out That Nearly Eighty Three Of The Full Loans Of Rs Twenty Six,041 Billion By Banks Until Gregorian Calendar Month 2017 Were Condemned By Massive Corporations, Deed Solely A Little Proportion Of Revolutionary Organization 17 November To Sizable Amount Of SMES. Therefore, Huge Allocation In Budget 2018 For The Gesture Bank And For Extra Credit Facility For MSMES Compliment Earlier Programmes Like The Prime Minister Employment Generation Programme For Dismissed Youth And Small Enterprises Within Then On-Farm Sectors; And Also The Credit Guarantee Theme For Small And Tiny Enterprises And Lengthening Credit Limit To Rs Two Hundred 100000 Per Borrowing Unit.

Similarly, Allocation Of Rs Two,164 Large Integer For The Remission Of State Levies (ROSL) For Exporters Schemes, Compared To Rs One,855 Large Integer Last Year, Would Facilitate Smes Concerned In Exports. However, The Govt. Will Think About Permitting Gesture To Relax On Eligibility Criteria And Lengthening Grant On The Far Side Government Schemes. It's Additionally Higher To Possess Fastened Charge Per Unit On The Gesture Loan, That Presently Fluctuates Between I Chronicles To Seven-Membered, In Line With The Chance And Client Profiles. Textile Could Be A Massive And Labour-Intensive Trade, Preponderantly Dominated By Tiny Corporations, And A Comprehensive Package With Allocation Of Rs Seven,148 Crore, Compared To Rs Vi,000 Large Integer Last Year, 2016 Augurs Well For MSMES In Textile Sector. The Package Would Complement The Amended Technology Up Gradation Fund Theme, Introduced In 2016, To Supply Capital Grant For Machinery At 15 August 1945 For Garmenting And Technical Textiles Segments With A Cap Of Td Thirty Large Integer And At 100 Per Cent For Weaving, Processing, Jute, Silk And Loom Segments With A Cap Of Rs Twenty Large Integer. The Large Fund Support Completely Affects Textile Units And Helps Them Gain Back The Momentum Required To Make Additional Jobs And Price Addition. The NDA Government Has Taken Some Major Steps Within The Previous Few Years To Assist MSMES. In Gregorian Calendar Month 2017, The Ministry Of Small, Tiny & Medium Enterprises Discovered An Internet Portal Geared Toward Observation Cases Of Delayed Payments To Smes And Imposing Provisions Beneath The MSMED Act, 2006—MSME Samadhaan, Associate Degree Initiative For An Internet Census Of MSMES In Order That Discretionally MSME Policies May Well Be Higher Targeted. The Govt. Additionally Has Given Bigger Protection To The Disposition Of NBFCs To Smes And Giving Five Hundredth Fee Reduction To Smes For Innovation And Protection Of Their Innovation. The Need Of The Hour Is Job Creation And Budget 2018 Has Justly Centred On Employment Generation By Giving Priority To Labour-Intensive Employment-Generating Sectors, Together With Textiles, Animal Skin And MSMES. In Fact, MSMES Contribute Around Tierce Of Total Price Additional And Exports, However Their Performance Has Been Laid Low With Rupee Appreciation, Ontogeny Issues In GST And Demo. All The On Top Of Mentioned Measures During This Year's Budget Will Facilitate Exports Of MSMES, Notably Once The Govt. Declared Incentives Value Rs Eight,450 Large Integer In Gregorian Calendar Month 2017, To Spice Up Exports Of Products And Services, Chiefly From Labour-Intensive MSMES. Some Special Labour-Intensive Sector-Specific Packages Like Rs Ten,000 Large Integer For Fisheries And Rs One,290 Large Integer For The Bamboo Sector Can Facilitate MSMES In These Sectors. However, One-Stroke Allocations And Policy Initiatives In Budgets Won't Be Enough. MSMES Would Like Support And Hand-Holding Perpetually, As There Area Unit Several Challenges For Them, Like Access To Finance, Low Scale, Vast Competition From Massive Corporations, Low Analysis And Development, Market Access, Lack Of Applicable Technologies, Holding Competent Work Force, Etc. MSMES Represent The Backbone Of The Economy And Sustained Focus And Support To The World Can Go An Extended Means Towards Job Creation And Boost India's Growth Flight. (Ref.3)

Literature Review : (Ref.4)

James J. Berna (1960) Studied 50 Medium Sized Manufacturing Firms Engaged In Various Kinds Of Light Engineering Production In And Around Chennai And Coimbatore Cities. His Basic Finding Went Against The Popular Belief That Caste And Tradition Play An Important Role In The Emergence Of Entrepreneurs. He Suggested That The Performance Of Entrepreneurs Would Improve And Their Contribution To Industrial Progress Could Be Increased If Certain Help In Techniques Of Production And Management Were Provided To Them.

Jayachandran, Vijayalakshmi And Himachalam (1994) In Their Study Analysed The Socio-Economic Background And Motivational Factors Of The Entrepreneurs And Their Role In The Development Of Entrepreneurship In The Small-Scale Industrial Units In The Tirupati Industrial Estate. They Found That Entrepreneurship Development And Industrial Development Are Like Two Sides Of The Same Coin. In Fact, Development Of Small-Scale Industries Directly Promotes Entrepreneurship.

Bhanushali (1987) In His Book Analysed The Economic, Social And Educational Background Of Entrepreneurs. It Is His View That Entrepreneurs From The "Marginal Groups/Minorities, Who Are Trained In Engineering And Those Who Have Contact With The Engineering Industry, Have Better Capabilities To Achieve Success.

Sunil Kr Saikia (2011) In His Article Identified Various Reasons For Slow Growth Rate Of Msme Sector. Also He Addressed The Need To Build A Proper And Effective Strategy For The Development Of Our Economy Through The MSME Sector By Motivating And Changing The Mindset And Attitude Of The Local Youth For Taking Up Various Entrepreneurial Ventures, Improving The Infrastructural Facilities By Providing Continuous Research And Development Efforts And Product Innovations.

Sankaran (2011) In His Article "Entrepreneurship And Economic Development" Explained That The Entrepreneurship Is One Of The Important Factors In Economic Development. Such Significant Persons Are Suffering Due To Several Problems In Developing Countries. Particularly, The Young Entrepreneurs Are Suffering Heavily Due To Some Socio-Economic And Cultural Factors. He Also Addressed The Problems Of Young Entrepreneurs In Southern Most Districts Of Tamil Nadu.

M.Sankaraiah, Mohan (2016) In His Article Focuses On The Various Developmental Aspects Of Entrepreneurship And Micro, Small And Medium Enterprises In The Country.

Statement Of The Paper And Need For The Study:

The Country Is Endowed With Abundant Natural, Mineral And Agro-Based Resources, Which Are Potential For Industrial Development, Particularly Small Scale Industrial Development. In The MSMES Sector, A Majority Of The Small Units In The States Are In The Sick List. In Spite Of Many Efforts Made To Boost Industrial Development In The State, There Has Not Been As Much Industrialisation As Desired. In Order To Build A Proper And Effective Strategy For The Development Of Our Country's Economy Through The MSME Sector, Some Of The Important Strategies Could Be Motivating And Changing Of The Mindset And Attitude Of The Local Youth For Taking Up Various Entrepreneurial Ventures. Improving Required Infrastructural Facilities By Providing Adequate Power Supply, Timely Finance From The Commercial Banks And Financial Institutions, Providing Of Required Information Quickly By Local District Industries Centres And Other Promotional Measures Are Essential Requisites For The Development. Further No Study Has Been Carried Out So Far Relating To Entrepreneurship In MSMES Especially On Growth And Development. Hence, The Present Study Focuses On The Various Developmental Aspects Of Entrepreneurship And Micro, Small And Medium Enterprises In The Country In Respect To Women's.

OBJECTIVE OF THE STUDY:

To Familiarize Women Entrepreneurship Development Programs By GOVERNMENT OF INDIA, Especially The Recent Trends Is The Objective.

The Present Study Has The Following Specific Objectives:

- To Review the Entrepreneurship and MSMES Growth and Development in the Country in Respect to Women's.
- To Study The Development Of MSMES During Five Year Plans.
- To Suggest Feasible Measures To Promote Entrepreneurship And MSMES In The Country.

RESEARCH METHODOLOGY:

Primary And Secondary Information Were Used Throughout The Analysis. Thus On Bring Home The Bacon The Objectives SetForth Solely Secondary Information Are Used That Was Gathered From Varied Books, Magazines, Journals, Varied Annual Reports Of MSMES And Net Etc., Amount Of The Study To Judge The Study Fifteen Years Information Has Been Gathered Ranging From 2006 To 2017, Specifically 2018.

RESULTS:

How Three Girls Entrepreneurs From Rural Republic Of India Area Unit Making Opportunities For Others.

1. Lalfakzuali – Fight For Equality Wove Her Destiny.

Lalfakzuali Was Resolute To Create A Future For Herself And Her Son. It Had Been a Call She'd Created Long before Her Husband Had Spitefully Verbalized, "Ka Ma Che!" Words That, Below Mizoram's Customary Law, Meant She Had Been Single. Everything She Had Worked For And Earned Was Not Hers. She Was Lucky To Urge Away Along With Her Son. She Had Turned, Then, To Her Father, World Health Organization Had Opened His Door To Examine Her Carrying Her Baby And A Bundle Of Belongings. Back Below Her Father's Roof, Lalfakzuali Wove To Earn Her Living. They Created Tortuous Shawls And 'Puans', Ancient Mizo Skirts, From Brilliantly Coloured Yarn. When Their Oldsters Gave Up The Ghost, Lalfakzuali And Her Sisters Set To Hold On The Weaving Business. Whereas Lalfakzuali Wove And Created Plans, Her Sisters Largely Managed The Sales And Distributed Into Alternative Businesses.

**2. Sunitaben Vadecha – Breaking Past Prejudices Against Ladies**

Through A Non-Profit, She Secured A Crowd Funded Loan, And Invested With In Growing Her Business. In An Exceedingly Few Months, She Increased Her Monthly Savings 5 Times Over. "I Keep Saving And Reinvesting. At This Rate, By The Time My Youngest Reaches School, There'll Be Enough For Fees. My Female Offspring Will Be Able To Attend School."



• Crowdfunding Is That The Follow Of Funding A Project Or Venture By Raising Financial Contributions From An Outsized Range Of Individuals.

3. Mahananda - Breaking The Percentages To Convey Girls In Her Community A Future



Mahananda Is From Kappalaguddi, A Village In Republic Of India. Chance Is Tough to Come Back by in Kappalaguddi, Particularly if you're A Lady and Definitely If You're A Lady World Health Organization Tries to Require Care Of a Sick Mother.

Mahananda Says Her Uncles Helped Purchase Her Mother's Treatment. Rather Than Paying It Forward, Her Uncles Wished payment Back. The Number Was RS Three,000. Today, That's Fifty US Greenbacks.

Mahananda Was Sixteen. She Didn't Have The Cash Or How To Urge It. Be Forewarned, What Happened Next Is Hard To Browse "They Created ME A Devadasi And Sold ME To A Dealer For Cash In Sangli For Sex Trade," "Once You're Created A Devadasi, You Can't Marry Anyone," Sitava Aforementioned, "People Refuse To Just Accept You. You're Incorrectly Tagged A 'Whore' ... Even Oldsters Perpetually Bother You And You've Got No Place And No Respectable Standing In Society."

When A Mountain Of Adversity Stares You Sq. Within The Face, You Would Like A Bit Hope. The Simplest Choice Would Are To Form her Female Offspring A Devadasi. However It Failed To Feel Right. Thus She Kicked Off One Last Time And Located MASS – A Corporation That Trained Girls Like Her, And Helped Them Earn Back Their Dignity. Mass Helped Her Crowd Fund A Microloan Through One Among Its Partners.

With The Assistance Of A Microloan She Has Currently Been Running Her Own Stitching Business. This Has Created A Brand

New future Not Only For Her Daughters, It's Sceptred Her To Assist Alternative Girls Like Herself , Former Devadasis World Health Organization Additionally Wish To Form A Brand New Starting.
The Encouraging Reality Of Her Story Is That Mahananda Isn't The Sole One.

FINDINGS & CONCLUSION:

❖ Findings As Per 2018:

1. PRESENT SCENARIO OF WOMEN ENTREPRENUERSHIP IN INDIA:

1. Earlier There Were 3ks:

- Kitchen
- Kids
- Knitting

2. Then Became 3 Ps:

- Powder
- Pappad's
- Pickle's

3. At Present There Are 4 Es':

- Electricity
- Electronics
- Energy
- Engineering

2. As India Emerges As One Of The Brightest Economic Spots In The New Millennium, It Should Focus On Ways To Make Help MSMES, The Most Powerful Driver Of Its Growth Survive, Succeed And Soar. (Ref.5)



Most Indians Know Of Bajaj But, Except For A Few Hundred Loyal Customers, Nobody Knows Of First Konzept, A Small Interior Decorator Firm Run By J Bhuvaneshwari. Or Vivahaa Caterers Run By RK Ragavendran Or Evergreen Modular Kitchen Run By Kavitha.

It May Come As Surprise That The Primary Driver Of The Sustained High Growth Of India's GDP Is Enabled By The Likes Of First Konzept, Vivahaa Caterers And Evergreen Modular And Not From Big Companies Like Bajaj. Most Economies, Particularly Those Of Developing Countries Like India, March On The Shoulders Of Small Businesses, Especially Those Involved In Providing Services. The Numbers Speak For Themselves.

Globally, The Services Sector Contributes A Whopping 75% Of The Global GDP And Overall Employment. India's GDP Composition, According To Multiple Sources, Is As Follows: Agriculture: 16%; Industry: 26%; Services: 58%. In Other Words, The Services Sector Contributes More To India's Economy Than The Other Two Sectors Combined.

Not Only Is The Services Sector The Largest Contributor To The Indian Economy, It Has Also Been The Fastest Growing Among The Three. Compared To Its Contribution Of 58% To The Economy Today, The Services Sector Contributed Only 33% In 1950s. Not Only Do These Services MSMES Contribute Mightily To The Overall GDP Growth, They Have A Powerful, Multiplier Impact On The Local Economies. Unfortunately, The World Bank Survey Says India Is One Of The Worst Countries To Both Start A

Business (Ranked 156th Among 190 Countries) And For Ease Of Doing Business (Ranked 100th). It Is Sad To Note That Strife-Ridden Countries Like Botswana, Iraq And Myanmar Are Ranked Higher Than India For Ease Of Doing Business.

3. Women Entrepreneurs Must For India To Grow At 10%: Amitabh Kant (Ref.6)

For India To Grow At 9-10 Per Cent For Three Decades Consistently And Reap The Dividend Of Demographic Advantage, Promoting Entrepreneurship Among Women Has To Be The Key Strategy, Niti Aayog CEO Amitabh Kant Said On Monday.

He Also Pointed To Khap Panchayats Of Haryana For Not Providing Adequate Opportunity For Health, Education And Nutrition To Women, Which Kept Certain State Districts As Worst Performers On Aspirational Scale.

If Women Don't Do Well Then The Society Faces Aninter-Generational Cycle Of Malnutrition And Infant Mortality, He Said.

"India Needs Far More Contribution Of Women In GDP. Women Contribute About 22 Per Cent Of Our GDP, The Worldwide Average Is Close To 44-45 Per Cent," He Said At An Event Here. "And, Therefore, If India Has To Grow Consistently At 9-10 Per Cent For Three Decades And Reap Dividend Of Demographic Advantage, The Focus On Women Entrepreneurship Has To Be Key Aspect Of Growth Strategy," He Added.

Noting That Whenever Opportunity Has Been Provided To Women They Have Performed Much Better Than Men, Kant Said, "Our Belief Is That If You Want To Transform India, Then You Need To Give Huge Fillip To Women Entrepreneurship."

4. Women Entrepreneur Associations (Ref. 7)

The Efforts Of Government And Its Different Agencies Are Supplemented By Ngos And Associations That Are Playing An Equally Important Role In Facilitating Women Empowerment. List Of Various Women Associations In India Is Provided In The Table Below.

Details Of Women Entrepreneur Associations In India (REF.8- 12)

S.No.	Association Name	Website
1	Federation Of Indian Women Entrepreneurs (FIWE)	Http://Www.Fiwe.Org/
2	Consortium Of Women Entrepreneurs(CWEI)	Http://Www.Cwei.Org/
3	Association Of Lady Entrepreneurs Of Andhra Pradesh	Http://Www.Aleap.Org/Index.Html
4	Association Of Women Entrepreneurs Of Karnataka (AWAKE)	Http://Awakeindia.Org.In/
5	Self-Employed Women's Association (SEWA)	Http://Www.Sewa.Org/
6	Women Entrepreneurs Promotion Association (WEPA)	Click Here For Profile
7	The Marketing Organisation Of Women Enterprises (MOOWES)	Click Here For Profile
8	Bihar Mahila Udyog Sangh Bihar Mahila Udyog Sangh	Http://Www.Biharmahilaudyogsangh.Com/
9	Mahakaushal Association Of Woman Entrepreneurs (MAWE)	Http://Www.Maweindia.Com/
10	SAARC Chamber Women Entrepreneurship Council	Http://Www.Scwec.Com/Index.Htm
11	Women Entrepreneurs Association Of Tamil Nadu (WEAT)	Click Here For Profile
12	Tie Stree Shakti (TSS)	Http://Www.Tiestreesakti.Org/
13	Women Empowerment Corporation	Http://Www.Wecindia.Org

Some Examples:

- Mahila Grih Udyog
– 7 Ladies Started In 1959: Lizzat Pappad
- Lakme
– Simon Tata
- Shipping Cooperation
– Mrs. Sumati Morarji

- Exports
– Ms. Nina Mehrotra
- Herbal Heritage
– Ms. Shahnaz Hussain
- Balaji Films
- Ekta Kapoor
- Kiran Mazumdar
- Bio-Technology



Naina Lal Kidwai, Investment Banker

Fortune Magazine Listed Her As One Of The World's Most Powerful Businesswomen In 2003. India Inc Recognises Her As One Of Its Most Powerful Investment Bankers. But Naina Lal Kidwai, HSBC's Deputy CEO, Can't Be Reduced To Simple Woman-Banker Equations; Her Professional Vision Transcends Gender.



Shahnaz Husain, Herbal Beauty Queen

She's The "*Estee Lauder* Of India", With Even Famous Department Stores Like Galleries Lafayette In Paris, Harrods And Selfridges In London And Bloomingdales In New York Stocking Her Cosmetics, Creams And Lotions.



Director, Academic Success Program

She Practiced Law As A Business Litigator For Three Years, And Then As A Transactional Attorney For The Silicon Valley Law Group For Several Years. Her Main Responsibilities As A Transactional Attorney Were In The Following Areas: Mergers And Acquisitions, Investor Financing And Corporate Funding, Business Formation And Corporate Governance, Securities Compliance For Privately Held And Public Companies.



Lalita Gupte, Banker

She's Created A Formidable Global Presence Of What Was Once A Native Development Finance Institution. Account-Holders Can Now Bank At ICICI Branches In UK, The Far East, West Asia And Canada. With ICICI Since 1971, Gupte Was The First Woman To Be Inducted On The Board In 1984

CONCLUSION:**Problems Of Women Entrepreneurs In India**

Women In India Are Faced Many Problems To Get Ahead Their Life In Business. A Few Problems Can Be Detailed As;

1. The Greatest Deterrent To Women Entrepreneurs Is That They Are Women. A Kind Of Patriarchal – Male Dominant Social Order Is The Building Block To Them In Their Way Towards Business Success. Male Members Think It A Big Risk Financing The Ventures Run By Women.
2. The Financial Institutions Are Skeptical About The Entrepreneurial Abilities Of Women. The Bankers Consider Women Loonies As Higher Risk Than Men Loonies. The Bankers Put Unrealistic And Unreasonable Securities To Get Loan To Women Entrepreneurs. According To A Report By The United Nations Industrial Development Organization (UNIDO), "Despite Evidence That Women's Loan Repayment Rates Are Higher Than Men's, Women Still Face More Difficulties In Obtaining Credit," Often Due To Discriminatory Attitudes Of Banks And Informal Lending Groups (UNIDO, 1995b).
3. Entrepreneurs Usually Require Financial Assistance Of Some Kind To Launch Their Ventures - Be It A Formal Bank Loan Or Money From A Savings Account. Women In Developing Nations Have Little Access To Funds, Due To The Fact That They Are Concentrated In Poor Rural Communities With Few Opportunities To Borrow Money (Starcher, 1996; UNIDO, 1995a). The Women Entrepreneurs Are Suffering From Inadequate Financial Resources And Working Capital. The Women Entrepreneurs Lack Access To External Funds Due To Their Inability To Provide Tangible Security. Very Few Women Have The Tangible Property In Hand.
4. Women's Family Obligations Also Bar Them From Becoming Successful Entrepreneurs In Both Developed And Developing Nations. "Having Primary Responsibility For Children, Home And Older Dependent Family Members, Few Women Can Devote All Their Time And Energies To Their Business" (Starcher, 1996, P. 10). The Financial Institutions Discourage Women Entrepreneurs On The Belief That They Can At Any Time Leave Their Business And Become Housewives Again. The Result Is That They Are Forced To Rely On Their Own Savings, And Loan From Relatives And Family Friends.
5. Indian Women Give More Emphasis To Family Ties And Relationships. Married Women Have To Make A Fine Balance Between Business And Home. More Over The Business Success Is Depends On The Support The Family Members Extended To Women In The Business Process And Management. The Interest Of The Family Members Is A Determinant Factor In The Realization Of Women Folk Business Aspirations.
6. Another Argument Is That Women Entrepreneurs Have Low-Level Management Skills. They Have To Depend On Office Staffs And Intermediaries, To Get Things Done, Especially, The Marketing And Sales Side Of Business. Here There Is More Probability For Business Fallacies Like The Intermediaries Take Major Part Of The Surplus Or Profit. Marketing Means Mobility And Confidence In Dealing With The External World, Both Of Which Women Have Been Discouraged From Developing By Social Conditioning. Even When They Are Otherwise In Control Of An Enterprise, They Often Depend On Males Of The Family In This Area.
7. The Male - Female Competition Is Another Factor, Which Develop Hurdles To Women Entrepreneurs In The Business Management Process. Despite The Fact That Women Entrepreneurs Are Good In Keeping Their Service Prompt And Delivery In Time, Due To Lack Of Organizational Skills Compared To Male Entrepreneurs Women Have To Face Constraints From Competition. The Confidence To Travel Across Day And Night And Even Different Regions And States Are Less Found In Women Compared To Male Entrepreneurs. This Shows The Low Level Freedom Of Expression And Freedom Of Mobility Of The Women Entrepreneurs.
8. Knowledge Of Alternative Source Of Raw Materials Availability And High Negotiation Skills Are The Basic Requirement To Run A Business. Getting The Raw Materials From Different Source With Discount Prices Is The Factor That Determines The Profit Margin. Lack Of Knowledge Of Availability Of The Raw Materials And Low-Level Negotiation And Bargaining Skills Are The Factors, Which Affect Women Entrepreneur's Business Adventures.
9. Knowledge Of Latest Technological Changes, Know How, And Education Level Of The Person Are Significant Factor That Affect Business. The Literacy Rate Of Women In India Is Found At Low Level Compared To Male Population. Many Women In Developing Nations Lack The Education Needed To Spur Successful Entrepreneurship. They Are Ignorant Of New Technologies Or Unskilled In Their Use, And Often Unable To Do Research And Gain The Necessary Training (UNIDO, 1995b, P.1). Although Great Advances Are Being Made In Technology, Many Women's Illiteracy, Structural Difficulties, And Lack Of Access To Technical Training Prevent The Technology From Being Beneficial Or Even Available To Females ("Women Entrepreneurs In Poorest Countries," 2001). According To The Economist, This Lack Of Knowledge And The Continuing Treatment Of Women As Second-Class Citizens Keep Them In A Pervasive Cycle Of Poverty ("The Female Poverty Trap," 2001). The Studies Indicates That Uneducated Women Don't Have The Knowledge Of Measurement And Basic Accounting.

10. Low-Level Risk Taking Attitude Is Another Factor Affecting Women Folk Decision To Get Into Business. Low-Level Education Provides Low-Level Self-Confidence And Self-Reliance To The Women Folk To Engage In Business, Which Is Continuous Risk Taking And Strategic Cession Making Profession. Investing Money, Maintaining The Operations And Ploughing Back Money For Surplus Generation Requires High Risk Taking Attitude, Courage And Confidence. Though The Risk Tolerance Ability Of The Women Folk In Day-To-Day Life Is High Compared To Male Members, While In Business It Is Found Opposite To That.

11. Achievement Motivation Of The Women Folk Found Less Compared To Male Members. The Low Level Of Education And Confidence Leads To Low Level Achievement And Advancement Motivation Among Women Folk To Engage In Business Operations And Running A Business Concern.

12. Finally High Production Cost Of Some Business Operations Adversely Affects The Development Of Women Entrepreneurs. The Installation Of New Machineries During Expansion Of The Productive Capacity And Like Similar Factors Dissuades The Women Entrepreneurs From Venturing Into New Areas.

SOLUTION OF PROBLEM:

How To Develop Women Entrepreneurs?

Right Efforts On From All Areas Are Required In The Development Of Women Entrepreneurs And Their Greater Participation In The Entrepreneurial Activities. Following Efforts Can Be Taken Into Account For Effective Development Of Women Entrepreneurs.

1. Consider Women As Specific Target Group For All Developmental Programmers.
2. Better Educational Facilities And Schemes Should Be Extended To Women Folk From Government Part.
3. Adequate Training Programme On Management Skills To Be Provided To Women Community.
4. Encourage Women's Participation In Decision-Making.
5. Vocational Training To Be Extended To Women Community That Enables Them To Understand The Production Process And Production Management.
6. Skill Development To Be Done In Women's Polytechnics And Industrial Training Institutes. Skills Are Put To Work In Training-Cum-Production Workshops.
7. Training On Professional Competence And Leadership Skill To Be Extended To Women Entrepreneurs.
8. Training And Counselling On A Large Scale Of Existing Women Entrepreneurs To Remove Psychological Causes Like Lack Of Self-Confidence And Fear Of Success.
9. Counseling Through The Aid Of Committed Ngos, Psychologists, Managerial Experts And Technical Personnel Should Be Provided To Existing And Emerging Women Entrepreneurs.
10. Continuous Monitoring And Improvement Of Training Programmers.
11. Activities In Which Women Are Trained Should Focus On Their Marketability And Profitability.
12. Making Provision Of Marketing And Sales Assistance From Government Part.
13. To Encourage More Passive Women Entrepreneurs The Women Training Programme Should Be Organised That Taught To Recognize Her Own Psychological Needs And Express Them.
14. State Finance Corporations And Financing Institutions Should Permit By Statute To Extend Purely Trade Related Finance To Women Entrepreneurs.
15. Women's Development Corporations Have To Gain Access To Open-Ended Financing.
16. The Financial Institutions Should Provide More Working Capital Assistance Both For Small Scale Venture And Large Scale Ventures.
17. Making Provision Of Micro Credit System And Enterprise Credit System To The Women Entrepreneurs At Local Level.

18. Repeated Gender Sensitization Programmers Should Be Held To Train Financiers To Treat Women With Dignity And Respect As Persons In Their Own Right.
19. Infrastructure, In The Form Of Industrial Plots And Sheds, To Set Up Industries Is To Be Provided By State Run Agencies.
20. Industrial Estates Could Also Provide Marketing Outlets For The Display And Sale Of Products Made By Women.
21. A Women Entrepreneur's Guidance Cell Set Up To Handle The Various Problems Of Women Entrepreneurs All Over The State.
22. District Industries Centers And Single Window Agencies Should Make Use Of Assisting Women In Their Trade And Business Guidance.
23. Programmers For Encouraging Entrepreneurship Among Women Are To Be Extended At Local Level.
24. Training In Entrepreneurial Attitudes Should Start At The High School Level Through Well-Designed Courses, Which Build Confidence Through Behavioral Games.
25. More Governmental Schemes To Motivate Women Entrepreneurs To Engage In Small Scale And Large-Scale Business Ventures.
26. Involvement Of Non Governmental Organizations In Women Entrepreneurial Training Programmes And Counseling.

SUGGESTION: - Entrepreneurship Among Women, No Doubt Improves The Wealth Of The Nation In General And Of The Family In Particular. Women Today Are More Willing To Take Up Activities That Were Once Considered The Preserve Of Men, And Have Proved That They Are Second To No One With Respect To Contribution To The Growth Of The Economy. Women Entrepreneurship Must Be Moulded Properly With Entrepreneurial Traits And Skills To Meet The Changes In Trends, Challenges Global Markets And Also Be Competent Enough To Sustain And Strive For Excellence In The Entrepreneurial Arena.

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