

GROWTH OF RURAL WOMEN'S ENTREPRENEURS SOCIAL AND ECONOMICAL DEVELOPMENT IN INDIA

Dr. Dilip S. Chavan*
Kishor F. Jadhav**

ABSTRACT:

Rural Women's entrepreneurial activity has enormously contributed to the Industrial, economic and social growth in the rural areas over the past few years in the state of, India. The Micro, Small and Medium Enterprises started by rural women are classified into three categories of business activities such as manufacturing, trading and service sectors. This paper investigated the impacts of women entrepreneurship and the rural women's entrepreneurial activity helps in Industrial, economically and social development of women's in the rural parts of the country. The present study has analyzed the before and after effects of social and economic status of rural women with respect to women entrepreneurship. The study has also examined the industrial development in the rural areas through rural women entrepreneurship.

Keywords: Women Entrepreneurs, Small Medium Enterprises, Social Impact, Economic Impact, Political Impact, Sustainable Economic Development

INTRODUCTION

If India's target on economic development has to be realized, then the women in the rural India has to empowered socially and economically, this would be done possible when the rural women are encouraged to participate in the entrepreneurial activities. The conventional thoughts in the minds of the society about women that is the women are born to care and raise a family should be changed. Women should be encouraged to actively participate equally in the activities of the society. Entrepreneurship is one such social activity that women have to be encouraged to participate and contribute to the development of the society. In rural India, older, married women ability for a basic skill and efficiency, is to set-up small, self-sustaining businesses. In the state of the Micro, Small, Medium Enterprises (MSME)1 significantly contribute more in the economic and social development of the rural women in the state, it also act as a nursery for entrepreneurship and activities connected with it. In the year 2018 has 8.44 Lakh registered MSMEs in the country. MSMEs sector contributes about 10% to the GSDP, it also created employment to about 58.83 Lakh persons and accounts for a total investment of Rs. 48,189 crores. Over 8000 varieties of business activities including manufacturing, trading and service sectors are operated in through MSMEs. The entrepreneurs often seek support from the MSME officials in terms of business development, knowledge and skills for running a micro business, access to market and others. However, the rural areas across the state of has their own socio - economic limitations, not well built like urban, limited access to training facilities, poor public transport, restricted mobility in remote geographies, etc often unfulfilled their need and wants. Though there are many challenges the thought was to have a unified entrepreneurship development programmers and entrepreneurial activities across the country that not only provides women with the capacity to access the market and finance but also provided them with psychological and emotional support for their social and economic development.

* Professor, SBSE College of Arts & Commerce, Chh- Smbhajinagar (MS)

** Research Student, SBSE College of Arts & Commerce, Chh- Smbhajinagar (MS)

The research studies related to entrepreneurship and entrepreneurial activities in the country reveal that a good number of women entrepreneurs have been encouraged over a period of time to undertake entrepreneurial activities and that shows a positive result in the growth of rural women entrepreneurs in the country. In rural India, almost 50 percent of all workers are self – employed and 57 percent among males and nearly 62 percent among females, while the corresponding figures in urban India are 42 for males and 44 for females. The central statistical organization, Fifth Economic Census says that there are 41.83 million establishments in the country are engaged in different economic activities other than crop production and plantation.

A study conducted by Sabiha Fazalbhoy (2014)² says that making the rural women entrepreneurs in the government registered sector will pave the way for economic development of the country. He also says that if the government provides financial support by including them in the registered sectors then the women entrepreneurs can perform even better, both in urban and rural areas. Malyadri (2014)³ in his study reveals that majority of women entrepreneurs operates medium and small enterprises are under very adverse conditions.

WOMEN ENTREPRENEURS

Women Entrepreneurship means not only an act of business ownership, but it also boosts the economy for everyone, and the empowered women can crush scarcity - not only for themselves, but for their families, societies, and countries too. The policymaker cannot ignore the reality that ladies are now a promising economic force. The modern world as well as the democratic economy is now balanced by the participation of both Men and Women.

TYPES OF WOMEN ENTREPRENEUR

- **Chance Entrepreneurs:** These entrepreneurs start a business without any plans, goals, or plans. They turn out to snatch the opportunities and chances which they come-across.
- **Forced Entrepreneurs:** These entrepreneurs start a business due to some mis happening in their families like divorce, accident, or death of husband or father.
- **Created Entrepreneurs:** These entrepreneurs are properly recognized, motivated, inspired, and developed through EDPs as a part of a strategy to develop women as Proficient Entrepreneurs.

ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC DEVELOPMENT

In traditional society, a woman's role is naturally restricted to the family. Since she is the bearer of children, she is fully occupied with her duties as a mother and housewife. This is no small feat, since the normal household could also be described as both a production and a consumption unit. The man's responsibility is to provide the household with the raw materials, but women convert them into consumable products, under unstable housing conditions, and employing rudimentary methods. Many factors like urbanization, technical progress, woman's education, etc., have exceedingly changed these conditions, even in developing countries like India. Gradually starting with the metropolitan areas and going back, the woman's role at home has become a little lighter due to technical progress. The production side of women's work at home is slowly decreasing, leading to a reduction of woman's role at home. Contemporary India is still predominantly a traditional society based on the norms of patriarchy. The extent and therefore the sort of female participation and what it means for her position within the family and society are closely determined by her location within the matrix of the family status hierarchy and the strata of economic. However, due to the growth of industrialization, urbanization, education and democratic system in the country, the tradition-bound Indian society is now undergoing a change and women are now seeking gainful employment in several fields in increasing numbers.

Table; 1.1

Women entrepreneurs in States	No of Unit Registered	Rank	No of Entrepreneurship	Rank	Percentage
Tamil Nadu	9,620	1	2,932	2	30.47
Uttar Pradesh	7,900	2	3,182	1	40.27
Kerela	5,400	3	2,137	3	39.57
Panjab	4,790	4	1,620	4	33.82
Maharashtra	4,341	5	1,396	6	32.15
Gujrat	3,812	6	1,540	5	40.39
Karnataka	3,825	7	1,028	7	26.87
MadhyaPradesh	2,969	8	844	8	28.42
Other Statesand UTC	14,579	9	4,187	9	28.71
Total	57,263		18,866		32.96

Source: Reports of Govt. of India 2020

Discloses that Tamil Nadu is the state first out of the total number of units registered in India. Regarding the number of women entrepreneurs in India, the first place goes to UP followed by Tamil Nadu which grasps the second place. It is understood from the table that Tamil Nadu has taken more efforts to improve the development and growth of women entrepreneurs in Tamil Nadu with the help of financial institutions and government agencies.

Objectives of the Research

- 1) To Study the growth of Women entrepreneurship in rural areas through Micro, Small, Medium Enterprises sector.
- 2) To Study the impact of rural women entrepreneurship in promoting industrial, Social and economic development.

Methodology: Descriptive research was attempted with Survey method to describe the various phenomena related to the study.

Opportunities for Women Entrepreneurs

Despite of all the challenges and obstacles that women entrepreneurs are facing to establish and run the business, there are several opportunities available in the market for those women who want to enter into entrepreneurship. Some of the women choose this profession to do something for their career growth and want to live independent life and some of them come into business due to family responsibilities and to overcome from financial crisis. Across the world, we can observe that rate of women entrepreneurs is progressing day by day, their role become more important as they are contributing for economic development by entering into dynamic fields like, information and technology, science and engineering, trade and industry and making it their choice of profession. Today Women Entrepreneurs are changing the face of business by directing and enhancing the economic prosperity nationally and globally. The women are easily targeted group for all development programmes and schemes; assistance by government and Non-governmental organizations (NGOs) for better education and training facilities for enhancing management skills should be provided and to encourage Indian women to become entrepreneur and participate in decision making. As women are good in decision making and they are contributing pretty well for the economy and society by playing several roles and have many responsibilities towards competitors, customers, corporate, government, family and society. Women entrepreneurs presume to be good business person and can excel in following fields by taking best advantage of it. There are following opportunities for women entrepreneurship and these are as follows

1. Plastic Materials, 2. ICT Enterprises, 3. Textiles, 4. Telecommunication, 5. Eco-friendly Technology, 6. Event Management, 7. Bio-technology, 8. Travel and Tourism, 9. Vermi and Horticulture, 10. Floriculture, 11. Foods, Fruits and Vegetables, 12. Mineral Water, 13. Herbal and Health Care

CHALLENGES FACED BY WOMEN ENTREPRENEURS

It has been observed that women face a lot of issues, challenges, struggles, and obstacles in their personal life. When they turn into a venture they have to go through many problems for every success. Efforts are made by them so that they can be recognized positively. Some of the challenges are as follows:

LACK OF CONFIDENCE

It is popular in India when any women-run business it is her family members who stand beside her, also there are some cases found where women are entrepreneurs on just papers and her business is run by the male member of her family this happens due to existence of male ego and she is not allowed to work which again causes lack of confidence in her. This number is decreasing as women are facing and coping with such challenges with the coming years but still, this exists somewhere that causes challenges for women entrepreneurs because they are forced to feel that they do not possess enough skills.

LACK OF EDUCATION

When we talk about India's women illiteracy, there is still a 60 percent illiteracy rate of women in India. Illiteracy does not hinder women in establishing a business but they face problems in running it because due to illiteracy they lack knowledge about business, technologies, skills required, and certain developments that are needed to be changed on time.

SOCIO-CULTURAL BARRIER

In-country like India it is believed and at some places forced for women to take them home as its priority. The woman faces family and personal obligation which stop them from doing business in the outside world. Although there have been more than 60 percent families now who are allowing them to go and work outside the house but they are expected to handle both family and office together which creates a burden on her and become difficult for her to manage things together, due to such pressures she is not able to work well as entrepreneurs.

MARKET-ORIENTED RISKS

As women face mobility issues in the market they mostly depend on middleman which increases expenses also they are not able to capture and understand the market so well which hinders them to understand the market changes causing them to not be able to cope up with services.

OUTDATED TECHNOLOGY

There are business which is small in size as they lack enough capital and capacity forcing them to have no or minute changes in technologies due to which these organizations do not develop with the development and this hinders the quality of products.

MOTIVATIONAL FACTORS

Women require a lot of self-motivation to be an entrepreneur. As women have faced and are pressurized to understand that they lack in establishing such business. Running and developing them need a high amount of motivation so that they adapt to changes and feel motivated to take risks.

PROBLEM OF UNSKILLED

Women entrepreneurship if is located in backward areas or say rural areas it is easy for them to find unskilled labor but it makes it difficult for them to have skilled workers. If any business lacks skilled labor than it faces productivity, deterioration of quality, an increase in wastages, and a rise in other overhead costs that harm the profitability.

AWARENESS ABOUT THE FINANCIAL ASSISTANCE

Various institutions provide financial help to the women business in the form of incentives, loans, schemes, etc. about which women entrepreneurs are not still aware which hinders the development of their business.

SUGGESTIONS

The Government of is greatly promoting rural women entrepreneurship through MSME. Every year startups and takers are generated with high spirit but like mushroom after certain period the units are became sick or weakened and is being closed due to the following reasons. This can be given utmost care for the sustainable growth of Few MSME operated by rural women are facing operational problems such as access to wide markets, high operational cost, Lack of skill among rural labors, Lack of technical and managerial skills among the entrepreneurs. The government should extend timely credit facilities to the units which have become sick or weakened in operational activities and should find the cause for the sickness, strategize measures and provides hands on services to overcome the problems.

CONCLUSION

India which is highly potential with educated people, values, culture and all resources; the state has registered rapid growth among the other states in the country. The targeted growth towards the development of rural women entrepreneurship was greater achievement by the government over the period of time. The sustainability of growth and further development can be achieved when the meticulous efforts are initiated and well- coordinated by the government departments and policy makers. It is concluded that the sustainable development goals can be achieved in the near future, when the rural areas affiliated with all plans and decisions regarding development and prospects of the country.

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