

Empowering Rural Women Through Small Rural Business

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Abstract

Entrepreneurship is the process of designing, introducing and starting a new business which is often initially a small business and who starts the business are known as entrepreneur. Women empowerment is a way to make them self-dependent and to provide them that freedoms and rights which were not given in the past. So women are awared about the benefits and techniques of the small scale business. Improve standard of living, self-confidence, finance and knowledge are several reasons for women to become an entrepreneur. To encouraged the women to do small scale business, training should be given to them and government need to provide them interest free loan. This paper is totally based on the secondary data.

Keywords: Entrepreneurship, Women Empowerment, Self-dependent, Finance.

Introduction

Women empowerment is a new phrase in the vocabulary of gender literature. In a general sense, it refers to empowering women to be self-dependent by providing them access to all the freedoms and opportunities, which they were denied in the past only because of their being women. In a specific sense, women empowerment refers to enhancing their position in the power structure of the society. Empowerment of women has five components: women's sense of self-worth; their right to have and to determine choices; their right to have access to opportunities and resource; their right to have the power to control their own lives, both within and outside the home; and their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally. In today's

competitive world, there are various ways by which women get themselves empowered.

The entrepreneurship of women is considered to be an effective instrument to the economic development and empowerment of women.

Entrepreneur

Entrepreneurship is an innovative and dynamic process, whereby, a new enterprise is created. Entrepreneur is a catalytic agent of change, which generates employment opportunities for others. The emergence of entrepreneurs in a society depends to a great extent on the economic, social, religious, cultural and psychological factor prevailing in the society. Entrepreneurship amongst women is a recent phenomenon. When an enterprise is established and controlled by a woman, it not only boosts economic growth, but also has many desirable outcomes. First prime minister of India Jawaharlal Nehru has

remarked "when a woman moves forward, the family moves, the village moves and the nation moves." In these words Sh. Jawaharlal Nehru represents the importance of women in our society.

Women Empowerment and Rural Entrepreneurship

The word empowerment means giving power. According to the International Encyclopedia (1999), it means having the capacity and the means to direct one's life towards desired social, political and economic goals or status. Therefore, women empowerment means giving the capacity and means to direct women's life towards desired goals. Empowerment is a process by which women gain greater control over resources (income, knowledge, information, technology, skill and training), challenge the ideology of patriarchy and participate in leadership, decision making process, enhance the self-image of women, to become active participants in the process of change and to develop the skills to assert themselves. Entrepreneurship may be a force that mobilizes other resources to meet unmet market demand, the ability to create and build something from practically nothing, it is a process of creating value by pulling together a unique package of resources to exploit an opportunity. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. Women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only women have lower participation rates in

entrepreneurship than men but they also generally choose to start and manage firms in different industries. Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision making status in the family and society as a whole. They were engaged in starting individual or collective income generation programme with the help of self-help group. This will not only generate income for them but also improve the decision-making capabilities that led to overall empowerment. Earlier, Women were associated with 3k's- kitchen, kids and knitting. Then came 3P,s-Powder, Papad and Pickles. In urban India, women entrepreneurs are found in 4E's Electricity, Electronics, Energy and Engineering. Now Indian women entrepreneurs are showing their presence in new areas like herbal marketing, food processing, farming, cottage & handicraft, readymade garments, dairying, poultry farming, tailoring business etc. Empowerment in the context of women's development is a way of defining, challenging and overcoming barriers in a woman's life through which she increases her ability to shape her life and environment. It is an active, multidimensional process, which should enable women to realize their full identity and power in all spheres of life. India envisions a future in which Indian women are independent and self-reliant. It is unfortunate that because of centuries of inertia, ignorance and conservatism, the actual and potential role of women in the society has been ignored, preventing them from making their rightful contribution to social progress. It is also because of distorted and partial information

about their contribution to family and society that they are denied their rightful status and access to developmental resources and services contributing to their marginalization.

Reasons to become Women Entrepreneurs

There are several factors which can initiate entrepreneurship characteristics among women, basic Entrepreneurial initiators are: personal motivations, socio-cultural factors, availability of ease finance, government schemes support and business environment. Several surveys conducted in different parts of the world regarding women entrepreneurship management show that women have provided to be good entrepreneurs for the following reasons: -

- Economic, Social & Financial empowerment
- Improves standard of living
- Self confidence
- Increases social interaction
- Engagement in political activities
- To learn Improves the leadership qualities
- Improves decision making capacity in family and community
- To explore their ability problem solving matters related to women and community
- Support of family members
- Self-identity and social status
- Innovative thinking
- Role model to others

Statement of Problem:

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and

knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast-developing country like India. Nowadays, it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of Jobseekers to Job givers. The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. The state of Haryana is industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though, the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, the study aims at undertaking the entrepreneurial development.

Suggestions:

1. Most of the women entrepreneurs are of the opinion that because of lack of proper training, they are not able to survive in the market. Hence, the government should conduct frequent training programmes with regard to new production techniques, sales techniques, etc; This training should be made compulsory for women entrepreneurs.

2. Finance is the major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.

3. Since the number of entrepreneurs from scheduled caste and most backward communities is very low, awareness is to be created those women, by providing special attention.

4. Women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large scale operation.

5. Parents of unmarried potential women entrepreneurs should be encouraged in spending money on setting up business rather than giving preference to their marriage.

6. Marketing product is one of the main problems for women entrepreneurs. Here, women co-operative societies can be started to procure the products from women entrepreneurs. They will help them in selling their products at a reasonable price.

7. Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs to reduce the initial investment and to create a special environment

8. There are various schemes and plans of government for the encouragement of women entrepreneurs but on ground level their execution is poor, there should be a strong monitoring of these policies at different levels of execution.

9. Making provisions of marketing and sales assistance from Government part.

10. Information should flow in right direction with the help of NGO's and government organizations to about policies, plans and strategies on the development of women in the field of industry, trade and commerce.

Conclusions

It is quite clear that Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. Rural women are ready to face the challenges associated with setting up of business. Society is very much receptive to the concept of women entrepreneur, so is the family. Women are not into business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Women education is contributing to a great extent to the social transformation. But, the problem is that most of the rural youth do not think of entrepreneurship as the career option. Therefore, the rural youth need to be motivated to take up entrepreneurship as a career, with training and sustaining support systems providing all necessary assistance. Otherwise, we shall be only creating islands of apparent prosperity in the ocean of rural entrepreneurship. The future will see more women venturing into areas traditionally dominated by men. The socio background including factors, type and mode of business, training programmes are the important problems of women entrepreneurs in Kaithal District. And last, if our universities and institutions join this resolve with increasing focus on women's business education, the

future will see more and more rural women entrepreneurs.

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