

Role of Women Entrepreneurship in Empowering Women

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Abstract

Women empowerment in the context of female's development as a way of defining, challenging and overcoming problems in a life through which women can increase her ability and skills to shape her life and environment. Empowerment is a multidimensional process, which should enable women to realize their full identity and power in all spheres of life. Entrepreneurship is considered as a feasible solution for empowering women. Through entrepreneurship women generate income and also have flexible working hours to maintain personal and family life. Participation of women in economic activities helps in the overall empowerment of women. This paper is therefore anchored on vast review both empirical as well as theoretical literature to unearth the experience and knowledge.

Key words: women entrepreneurship, women entrepreneur, women empowerment.

Introduction

Traditionally, women were considered to be care takers of the home. They had to look after the running of the family smoothly, they had to manage the expenses in the most economical way possible, they had to look after aged in-laws, nurture the children etc. They were expected to obey orders of the husband, the elders of the family but kept in isolation when it came to major decisions related to the family. Women play many roles in their lives, that of a day daughter, sister, wife, daughter-in-law, mother, friend, colleague, professional and the list is never ending. With addition of roles, comes addition of responsibilities and women have to handle everything in very dignified manner. The modern day woman is more aware of the society around her and believes in her strengths, handles her weaknesses with grace, identifies the goodness in things and is socially responsible towards her duties. They should work on increasing their moral strengths and face the world without fear.

Entrepreneurship

Entrepreneurship has gained currency across the sphere and female-entrepreneurship has become an important module. India is one of the fastest emerging economies and the important of entrepreneurship is realized across the gamut (Raghuvanshi, 2012).

Geetha Sular Nachimuthu and Barani Gunatharan (2012) were revealed that the entrepreneurship is considered to be an effective instrument to the economic development and empowerment of women. It is considered to be institutional innovation that fosters empowerment of economically and socially deprived women. Women entrepreneurship is encouraged by various Government policies, the policies and programmes of the government motivate assist and guide entrepreneurial development of women. The success of those women entrepreneur will significantly speed up the progress of economic development and removal of poverty in the state. As empowerment of women basically depends on gaining financial, social, cultural strength, their performance as entrepreneurs in their business becomes crucial to reach this goal (Barani, 2012).

From the very early age, entrepreneurship has been a male-dominated phenomenon, but now the time has changed the situation and brought women as now are most memorable and inspirational entrepreneurs (GNSG, 2016). Entrepreneurship help women entrepreneur to improve the wealth of the country in general and of the family in particular (MISHRA YOGENDRA, 2015) Entrepreneurship need proper and suitable training for success and sustainability (P., 2015).

Normaizatal Akma saidi, Nursafeda Abd Rashid, Noraini Mohd Zin, Hamidah Ramlan, Norhanizah Johari and Mohamad Ramzan Mohamad (2017) were stated that Entrepreneurship is defined as an innovation and creation process which covers four different dimensional elements: individual, organisation, environmental factors and process, with the support from the government, education and constitution. The introduction of new goods and services, ways of organizing, markets, processes and raw material which previously not existed through the activity of discovery, evaluation and exploitation of opportunities are all refers to the entrepreneurship (S., 2000; Saidi Akma Normaizatal, 2017).

Rajni and S Mehta (2018) indicated that entrepreneurial competencies such as initiative see and acts on opportunities, knowing and commitment to work, systematic planning problem solving, persuasion, monitoring and concern for employees' welfare were significantly correlated with entrepreneurial performance. Entrepreneurial competencies of women played complementary and supplementary role with growth in investment, sales growth, entrepreneurs' profit, yearly turnover and increase in the number of employees in the enterprise (Rajni, 2018).

Women entrepreneurship

Chinonye Okafor and Roy Amalu (2010) were elucidated that women entrepreneurs have confidence, leadership and managerial skills for their accessibility to new markets. Entering into business as women offers the omni-challenges of learning how to effectively operate the activities of such business. While simultaneously attempting to meet all other expectations that are part of entrepreneurship (Schaefer, 2003) (Roy, 2010).

Ranbir singh and Dr Nisha Raghuvanshi (2012) were concluded that entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio-economic conditions. Government of India has given due importance to women empowerment in the country and several schemes has been introduced for the upliftment of women entrepreneurs. Women workforce ratio in the country is increasing due to the increase in the women literacy rate in India (Raghuvanshi, 2012).

Chinonye Love Moses Ph.D, Maxwell Ayodele Olokundun and Akinbode Mosunmola (2014) were found that women entrepreneurship motivation is a combination of these factors (economic, social and psychological) and a willingness on the part women to start an entrepreneurial venture (Moses Love Chinonye, 2014).

Women entrepreneur

Bertaux Nancy and Crable Elaine (2007) stated that Entrepreneurship is the foundation of a new model of development. Entrepreneurship encouraged women to engage in home-based work so that they still can attend to their domestic duties, while also helping to financially support the family. Meerut Seva Samaj provides a perfect example of how Indian women, especially in rural areas, can become successful entrepreneurs with the help of technology, training and other resources (Elaine, 2007).

Marami Das (2012) concluded that a nation can only be developed if it provides opportunities to the women. Developing Entrepreneurship among women will be right approach for women empowerment. This would increase their socio-economic status. Their involvement in entrepreneurial activities would ensure effective utilization of labour, generation of income and hence improvement in overall quality of life (Marami, 2012).

Dr. Sahab, Dr. Gaurav Thakur and Dr. PC Gupta (2013) were stated that enterprise is an effective instrument of social and economic development and is only perfect solution to the growing employment among youth. It really helps to generate employment for a number of people with in their own social system and is best tool for women as it enables them to add to the family income while taking care of their own home and domestic animal centred task (Sahab Singh, 2013).

Preeti Goyal and Vanita Yadav (2014) stated that women entrepreneur are making increasing contribution to economic growth and policy makers cannot afford to ignore this force. They face challenges of higher magnitude as compare to their male counterparts. These challenges are unique to them and are more hard-hitting, pronounced and complex in developing nation. The challenges which include difficulty in accessing finance, socio-cultural biases against women and low self-esteem, existence of institutional voids and lack of skills and entrepreneurial education (Vanita, 2014).

Richa chaudhary (2015) stated that MSEs are becoming area of emphasis for many metropolitan cities in general. It has immense potentials as source of employment given that there are a number of factors that affect their performance and growth. This study revealed that various economic, social and personal factors which affect the performance of women entrepreneur in MSEs. This will provide the right direction to government and other institutional networks and support agencies to design effective programmes and policies to help these women entrepreneurs flourish in future (Richa, September 2014- March 2015).

Empowerment

Kabeer, (2000) defines empowerment as the expansion in people's ability to make strategic life choices in a context where this ability was previously denied to them." Thus woman empowerment signifies a process of change and women themselves must become agents of that change if empowerment has to take place." (Samant, 2015). Empowerment is considered as a Relational construct (JAY A. CONGER, 1988). It refers to the process whereas an individual's belief in his or her self-efficacy is increased (JAY A. CONGER, 1988). In India, the Ministry of Human Resource Development (MHRD-1985) and the National Commission for Women(NCW) have been worked for empowering women in India: A Brief Discussion 201safeguard the rights and legal entitlement of women. The 73rd &74th Amendments (1993) to the constitution of India have involved some special powers to women that for reservation of seats (33%), whereas the report HRD as March 2002 shows that the legislatures with the highest percentage of women are, Sweden 42.7%, Denmark38%, Finland 36% and Iceland 34.9% (Rani, 2015). Formal Education has substantial contributions to make to an improved gender identity through the removal of sexual stereotypes in textbooks, the fostering of positive gender identities through the curricula, the retraining of teachers to be gender sensitive, and the provision of non-sexist, guidance and counselling (D.B.Rao, 2006).

Women empowerment

Haya Al Dajani and Susan Marlow (2013) were conducted a longitudinal qualitative study was undertaken during which semi-structured in-depth interviews were regularly conducted with 43 women producing high quality traditional embroidered goods within home-based enterprises. The empirical material was utilised to inform and illustrate the creation of an empowerment framework. This research demonstrates it is also a socio-politically situated activity, within this it marginalised subordinated women were empowered through their home-based enterprises (Susan, 2013).

Kappa Kondal (2014) was stated that enterprise owners learning from the past experiences are walking through the present is marching ahead for a bright future. The greater role played by enterprises in increasing empowerment of women, by making them financially strong as well as it helped them to save amount of money and invest it further development. It is also found that the enterprise created confidence for social, economic self-reliance among the owners. It develops the awareness programmes and schemes, loan policies etc. However there is a positive impact of the women empowerment through enterprises in the Gajwel Mandal of Medak District in Andhra Pradesh (Kondal, 2014).

Arul Paramanandam and P. Packirisamy (2015) concluded that Empowerment is intellectual capital. Capital is a life blood of any industry. Without women development in the nation, economic development will not take place. Women should be imparted technical knowledge, skill training and marketing techniques in the process of establishing an enterprise by them for more sustainability. Enterprises add values to a country's economy by creating jobs, enhancing income, strengthens purchasing power, lowering costs and adding business convenience. Empowerment of women leads to a good family, good society and a good country (P., 2015).

Conclusion

It can be concluded that the synthesis of literature above indicated that effectiveness of women entrepreneurship in promoting women empowerment in emerging economies. Reviewed depict that women entrepreneurship lead to women empowerment. Independency, autonomy and flexible working help the women to perform their work with ease which consequently creates sense of inner feeling of empowerment. Among women entrepreneur, as they feel empowered mentally to give partical shape to their business idea into a profitable business. Better performance of the business in terms of profit earning and innovation motivates them to compete in today's market environment and make them feel empowered to undertake any activities.

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