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ROLE OF WOMEN ENTREPRENEURSHIP IN NATIONAL DEVELOPMENT SCENARIO

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Abstract:- Women are participating in large number in almost all the spheres of economic activity. From village to city, a large number of women workers and entrepreneurs contributing towards the national income of the country can be observed. Now it has been accepted that the women's movement is for the welfare development and empowerment of women. The development of Indian women will be the biggest source of enrichment for our country's development. Economic empowerment of women can improve the social, educational and political status of women. Empirical evidences show that women contribute significantly to the running of family businesses mostly in the form of unpaid efforts and skills. Women entrepreneurship is the process where women or group of women initiate organize and run business enterprises and provide employment opportunities of others. In India, women entrepreneurs run only 8% of the small scale manufacturing units which is very less compared to the developed countries of the world.

Keywords: Women Entrepreneurship , Development Scenario , educational and political .

INTRODUCTION:

Women's active participation in economic activities leads to their economic development. A women as entrepreneurs is economically more powerful than a mere worker. Participation of women in entrepreneurship will provide a change to utilize their free time, rather than being employed outside their homes in some other job. Increasing socio-economic awareness, need for additional income, utilization of spare time, constant motivation by the government institutions, educational social status and the impact of role models are some of factors responsible for the development of women entrepreneurship in India. But, even after 64 years of independence, women are still powerless and marginalized sections of the Indian society. Economic progress cannot be achieved by marginalizing women, they account for about half of the total population.

OBJECTIVES OF THE STUDY:

1. To understand the development of women entrepreneurship.
2. To know the improvement of social, educational and political status of women in the post independence period
3. To identify the Govt. and institutional supports for women entrepreneurship.

4. Research Methodology :

The present study is based on the data obtained from the secondary source. The secondary data has been collected from published and unpublished annual reports, Govt. manuals and websites etc.

Development of Women Entrepreneurship Since Independence:

The Government of India has taken a number of measures after independence to improve the conditions of women in general which includes constitutional provisions, labour legislations to protect women, honoring the ILO, conventions and charter help in the field of employment, working conditions, vocational training, ensuring equal pay and helping them in formation of women organizations and voluntary agencies that help tiny women entrepreneurs. A significant step was taken with the declaration of the decade of women (1975-85) by the U.N. This resulted in a series of steps to improve the status and

conditions of women at all levels, including executive and entrepreneurial levels.

The year 1983 may be treated as a turning point in the entrepreneurship development since after this year it became a national movement. In 1989-90, IDBI started two new programmes called "Mahila Udhayam Nidhi" (MUN) under which seed capital assistance were given to women entrepreneurs and the other called "Mahila Vikas Nidhi" under which NGOs dealing with women entrepreneurs were given assistance.

The year 1991 marks an important landmark in Indian history. As a part of the New Economic Policy (NEP), the government also announced a 'Special Industrial Policy' for small scale and tiny industries on 6th Aug 1990. Industrial Policy Resolution of 1991 has highlighted the necessity to provide special training programmes to develop entrepreneurship in women. The entrepreneurship training was made more institutionalized by making a part of curriculum in universities and other higher educational institutions. Thus, since independence, a number of institutions were setup to render assistance to women entrepreneurs in form of training, financial assistance and marketing assistance.

Support for Women Entrepreneurship in SSI Sector:

The government has considered women as essential human resources in the economic development. A number of plans, policies, and programmes have been formed to motivate women section. Various training and promotional activities are being organized to develop entrepreneurial skill among women. The government programme for women development began as early as 1954 in India but the actual participation began only in 1974, at present the government of India has over 27 schemes for women operated by different departments and ministries. Some of these are-

At present there is well developed institutional structure in the field of entrepreneurship. The Nationalized Banks and State Finance Corporations, State Industrial Development Corporation and District Industrial Centre also provide loans, subsidies and grants to small scale women entrepreneurs given under the District Rural Development Agency (CDRDAJ), Self Employment for Educational Unemployed Youth (SEEUY), Mahila Gramodyog Schemes are monitored by the District Industrial Centre, Mahila Udyam Nidhi Scheme is introduced by IDBI to provide equity assistance to women entrepreneurs for setting up of new industrial projects in small sector. Besides above many state level and national level organizations and institutions given below are developing and administering training programmes aimed at specific requirements.

- i) Entrepreneurship Development Institute of India, Ahmedabad.
- ii) National Institute of Small Industry Extrusion Training, Hyderabad.
- iii) National Institute for Entrepreneurship and Small Business Development, New Delhi.
- iv) National Science and Technology Entrepreneurship Development Board, New Delhi.
- v) Center for Entrepreneurship Development, Madurai.

Apart from institutions and associations cited above, there are certain schemes run by Govt. of India and several industries and public sector banks. These include women through extension activities related to trades, products, services etc. Prime Minister's Rozgar Yojana (PMRY), Integrated Rural Development Programme; Training of Rural youth for self Employment, Women's Development Corporation Scheme, Working Women Forum, India Mahila Yojana, Indira Mahila Kendra, Mahila Samiti Yojana, Rashtriya Mahila Kosh, Khadi and Village Industries Commission, Indira Priyadarshini Yojana, National Bone for Agricultural and Rural Development's Scheme.

CONCLUSION:

Presently Entrepreneurial Development Programmes largely adequate and appropriate to help women entrepreneurs for their betterment. A new entrepreneurial cultural is developing among women entrepreneurs based on the values and strengths such as creativity, flexibility, openness to co-operation, a human approach to business relations and attention to social and cultural as well as financial goals in business. If Indian women talent is utilized properly, one day India will become as ideal country to others. Therefore, development of entrepreneurship among women has become an important aspect of the overall economic development of women. Thus, women entrepreneurs can play a crucial role in industrial as well as Human Resource Development and strengthen nation's economic development in the midst of highly competitive global business environment.

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