THE RELATIONSHIP BETWEEN WOMEN ENTREPRENEURSHIP AND GENDER EQUALITY

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Abstract

The degree at which business enterprise influences the economy relies upon various components, including the quality, gender arrangement, and kind of pioneering movement. Gender balance and female business are key factors in monetary improvement. So as to think about the connection between gender orientation equity and the pace of female business Enterprise. Women entrepreneurs play extremely significant role of the global expedition for economic development. These are the people who have the stuff and action essential to take extraordinary new plans to market and choose the right decisions to make the idea beneficial. The reward for the risks taken is the potential monetary advantages the agent could obtain. All things considered a "women business person" is any women who arranges and deals with any undertaking, ordinarily with significant activity and hazard. Enterprise among women is a tolerably progressing Phenomenon, which is bit by bit changing with the creating affectability of the employments, obligations and Economic status of women in the overall population all things considered and family explicitly. Expansion in the direction levels of women and expanded social consideration in regard of the action. Women acknowledge an essential action in the general population. This study discuss about the problems and prospects of women entrepreneurship in sivaganga district.

Key words: Women Entrepreneurship, problems & prospects, New schemes for women entrepreneurs.
I. INTRODUCTION

The Government of India has characterized women business visionaries dependent on women cooperation in value and work of a business undertaking. As necessities be, the Government of India (GOI2006) has portrayed women business visionary as "an undertaking had and obliged by a women having a base budgetary eagerness of 51% of the capital and giving at any rate 51% of the business created in the dare to women." However, this definition is obligated to examination basically on the condition of using more than 50% of the women workers in the endeavors guaranteed and kept savvy to play out all of the limits drew in with setting up an undertaking. These incorporate thought age and screening, assurance of destinations, venture readiness, item investigation, and assurance of types of business association, fruition of limited time conventions, raising assets, acquiring men, machine and materials, and activity of business.

II. REVIEW OF LITERATURE

G. Nedumaran (2019) in his research study “Agriculture Women Entrepreneurs: Problems and Delights” Published in International journal of research culture society Refereed Journal has analyzed Agriculture is the spine for any nation's financial improvement and it makes and for the chances of work and business for the women additionally as it is a work serious industry. Women are the hub of the economy and their qualities represent the country advertise. It is a prevalent view that monetary advancement happens in light of fast industrialization. The fundamental point of the paper is to investigate the states of women specialists in the farming division or agricultural sector in order to improve the capability of the Indian rural part. An attempt has been made by the researcher to outline a vital system for the nature of the horticultural part through the women entrepreneurs.

Seethalakshmi & Shanthi (1995) in their Research study “Women and business: Entrepreneurial Performance”. Published in Indian institute of public administration library has analysed an attempt to evaluate the entrepreneurial performance of fifty one individual women entrepreneurs hailing from Tamil Nadu. This study revealed that Education, Experience, knowledge, Entrepreneurial traits, Financial Assistance, Entrepreneurial training Profit Re-investment pattern are the factors which help the women entrepreneurs in performing the entrepreneurial activity effectively and successfully.
Nayyar, Pooja et al. (2007) in their Research study “Causes and Constraints Faced by Women Entrepreneurs in Entrepreneurial Process”. Published in J. Soc. Sci., has analysed Women entrepreneurs faced constraints in aspects of financial, marketing production, work place facility and health problems. Financial problems faced were non-availability of long-term finance, regular and frequent need of working capital. Poor location of shop and lack of transport facility were major marketing problems. Production problems included the problem of non-availability of raw material.

III.OBJECTIVES

1. To study about the concepts of women entrepreneurship.
2. To study the socio-economic conditions of women entrepreneurs of the study area.
3. To find out the problems faced by the women entrepreneurs in their business.
4. To provide Suggestions for the Development of Women Entrepreneurship.

GENDER SEGREGATION AS AN OBSTACLE

Gender orientation equity intercessions are actualized or deliberately viewed as a conspicuous subject was the topic of numbers and gender isolation in the scholarly community. The investigations henceforth not just uncover how the idea of gender orientation correspondence is developed and given importance yet additionally how the ideas of scholastic enterprise, advancement and gender uniformity are caught. The two degrees of administrators believed it to be an orientation equity issue that women are less enterprising than men.

NEW SCHEMES FOR WOMEN ENTREPRENEURS IN INDIA

The MSME ecosystem in India is an overflowing well of innovative ideas and creative solutions to a number of problems.. Yet, the quantity of women business people and entrepreneurs is much lower than male business people. Just 13.76 percent of the all out business people in India are women, as per information by Startup India.

Mudra Yojana Scheme

This general government plot for little units is likewise material to women who need to begin a little venture such as a beauty parlour, tuition center, tailoring unit, etc. . It is likewise valuable for a gathering of women who need to startup together. Advances from Rs 50,000
onwards and upto Rs 50 lakh are authorized under this plan. Security and underwriters are required just if the credit sum surpasses Rs 10 lakhs. There are three plans under this: Shishu plan (advances upto Rs 50,000 for new organizations), Kishor plan, and Tarun plan (advances between Rs 5 lakh and Rs 10 lakh for business extension).

**TREAD (Trade Related Entrepreneurship Assistance and Development) scheme**

This plan means to enable women by giving credit to ventures, leading explicit preparing and directing, and evoking data on related needs. The plan accommodates an administration award of upto 30% of the all out venture cost as evaluated by loaning organizations. These foundations would back the other 70%.

**Mahila Udyam Nidhi Scheme**

Offered by Small Industries Development Bank of India (SIDBI), this plan gives money related help of up to Rs 10 lakh to set up another little scale adventure. It likewise helps with redesigning and modernization of existing undertakings. The credits are to be reimbursed inside 10 years, and this incorporates a multiyear ban period. Further, financing costs on these advances can differ as indicated by market rates.

**Annapurna Scheme**

This plan applies to women business visionaries who have begun a nourishment providing food unit. They can profit an advance of up to Rs 50,000 to buy kitchen hardware, for example, utensils and water channels. An underwriter is required to verify the credit. In the wake of verifying the advance, it very well may be reimbursed in 36% portions.

**Stree Shakti Package For Women Entrepreneurs**

It is offered to women who have dominant part possession (more than 50%) in a private company. The women likewise should be tried out the Entrepreneurship Development Programs (EDP) sorted out by their individual state office. Under the plan, an intrigue concession of 0.05 percent can be profited on advances above Rs 2 lakh.
Bhartiya Mahila Business Bank Loan

This plan includes a credit of upto Rs 20 crore for women entrepreneurs of assembling undertakings. Under the Credit Guarantee Fund Trust for Micro and Small Enterprises, there is no requirement for security for advances up to Rs 1 crore. The advances under this bank advance plan are to be reimbursed in seven years. The plan was actualized by Bhartiya Mahila Bank which was converged with State Bank of India in 2017.

Dena Shakti Schem

This plan gives advances up to Rs 20 lakh for women business visionaries in horticulture, producing, smaller scale credit, retail locations, or comparable little undertakings. There is a concession of 0.25% on pace of intrigue. Under the plan, advances up to Rs 50,000 are offered under the microcredit classification.

Udyogini Scheme

Women business people between the ages of 18 and 45, who are engaged with agribusiness, retail and comparative private companies, can benefit credits up to Rs 1 lakh under this plan.

Cent Kalyani Scheme

Offered by the Central Bank of India, this plan is for women entrepreneurs in various regions, for example, rural work or retail exchanging. Under this plan, advances up to Rs 1 crore are authorized and no security or underwriters are required. Financing costs on advances rely upon fluctuating business sector rates.

IV.RESEARCH METHODOLOGY

Data are collected primary and secondary method Ex. Interview schedule, Journals, Newspaper, webpage, internet, etc. 90 women who were running their own business at the time of data collection were taken in to consideration for the present study.
V. DATA ANALYSIS AND INTERPRETATION

Today’s world is changing at a startling pace. Political and economic transformations seem to be occurring everywhere-as countries convert from command to demand economies, dictatorships move toward democracy, and monarchies build new civil institutions.

| AGE         | Frequency | Percentage |
|-------------|-----------|------------|
| Upto 25     | 1         | 1.1        |
| 26-30       | 13        | 14.4       |
| 31-35       | 51        | 56.7       |
| 36 and above| 25        | 27.8       |
| TOTAL       | 90        | 100        |

| EDUCATIONAL STATUS | Frequency | Percentage |
|--------------------|-----------|------------|
| Secondary Education| 49        | 54.4       |
| Higher Secondary   | 32        | 35.6       |
| UG                 | 9         | 10.0       |
| TOTAL              | 90        | 100.0      |

| TYPE OF FAMILY | Frequency | Percentage |
|---------------|-----------|------------|
| Nuclear family| 15        | 83.3       |
| Joint family  | 75        | 16.7       |
| TOTAL         | 90        | 100        |

| MONTHLY INCOME | Frequency | Percentage |
|---------------|-----------|------------|
| >20000        | 25        | 27.8       |
| 21000-30000   | 36        | 40.0       |
| 31000-40000   | 29        | 32.2       |
| TOTAL         | 90        | 100        |

| MARITAL STATUS | Frequency | Percentage |
|---------------|-----------|------------|
| Single        | 75        | 16.7       |
| Married       | 15        | 83.3       |
| TOTAL         | 90        | 100        |

Source: Primary data
Interpretation

The above table (No-2) reveals that more than half of the respondents (56.7%) come under the age group of 31-35 years and 27.8% of the respondents belong to the age group of 36 and above. Only 15.5% of the respondents were in the age group of 30 and below. It is understood from the table given above that vast majority of (84.55%) of the women entrepreneurs were in the middle age. As the middle age earmarks risk-taking behavior as well in coping it, majority of our respondent were found in the said age. The table indicates that 54.4% of the respondents did complete their education up to secondary level and 35.6% of the respondents have had education up to higher secondary. Remaining 10% of the respondents completed their graduation through collegiate education. Family-wise information furnished in the above table (No-1) reiterates that 83.3% of the respondents were living in the joint family and the remaining 16.7% of the respondents were in the nuclear family system. The above table reiterates 27.8% the respondents were earned income >20000 and 40.0% of the respondents were earned income 21000-30000. The above table reiterates that 83.3% of the respondents did consummate their wedlock and 16.7% of the respondents were found as unmarried.

Table - 2.

Entrepreneurial Traits of the Respondents of the Study Area

| First Women Entrepreneur | Frequency | Percentage |
|--------------------------|-----------|------------|
| First generation entrepreneur | 71        | 78.8       |
| Parents as entrepreneur  | 3         | 3.3        |
| Husband as Entrepreneurs | 16        | 17.8       |
| TOTAL                    | 90        | 100        |

| Size Of Enterprise | Frequency | Percentage |
|--------------------|-----------|------------|
| Micro Enterprise   | 83        | 92.2       |
| Small Enterprise   | 4         | 4.4        |
| Medium Enterprise  | 3         | 3.3        |
| TOTAL              | 90        | 100        |

Source: Primary data
Interpretation

The table No.2 reiterates the entrepreneurial statuses of our respondents as whether belongs to first generation entrepreneur. The data presented in the table indicates that very vast majority of the respondents (78.8%) were of first generation. The data presented in the above table also indicates that vast majority of the respondents (92.2%) having micro enterprises followed by 4.4 of the subjects running small enterprises .Of the remaining, 3.3% were maintaining medium size enterprise. This shows that women are yet to get facilitated by the financial institutions and related government agencies to start the more number of medium and small scale enterprise, out traditional outlook over women folk of our society.

Table No - 3

| Problems faced by the women Entrepreneurs | Frequency | Percentage |
|-------------------------------------------|-----------|------------|
| Delay in getting Finance from Banks and other Institutions | 64        | 71         |
| Ignorance of opportunities                | 32        | 35.5       |
| Unable to provide margin money            | 57        | 63.3       |
| Labour Problems                           | 46        | 51.1       |
| Difficult in Marketing                    | 73        | 81         |

Source: Primary data

Interpretation

Table No: 3 pointed out that 80% respondents faced discrimination as women by banks and other institutions while start-up the business unit followed by 71% respondents who had a problem of delay in getting finance from banks and other institutions.35.5%, 63.3%, 51.1%, and 81% of the respondents fall on opportunities, Unable to provide margin money, Labour Problems and Difficult in Marketing.
VI. SUGGESTION

Consider women as specific target group for all developmental programme. Better instructive facilities and schemes should be extended to women folk from government part. Encourage women's participation investment in basic leadership. NGOs and locale organization ought to arrange increasingly number of workshops and preparing programs for women business visionaries to improve their managerial and the executives abilities.

VII. CONCLUSION

Already women were kept to four dividers as they have been unrecognized and thought little of. In this manner they have been placed in the below average situation of the overall population and considered as second sex. A noteworthy objective behind gender orientation study and female business is to distinguish the components that keep women from adding to financial improvement. Gender orientation equality and female business enterprise may likewise be considered as connections to monetary advancement. Be that as it may, the pace of female business enterprise itself doesn't appear to give any noteworthy data on the degree of advancement. Whether it is for seed money or for working capital our investigation subjects having issue in setting it up. Especially they were been at risk to undue isolation in the money related zone.

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