

Conceptual Paper On Women Entrepreneurship: Study Of An NGO “Jwala Mahila Samiti-Indore”

*** Dr. Parul Sharda**

Associate Professor, Indore Institute of Management & Research Centre

Email:parulsharda2307@gmail.com

ABSTRACT

Business and Management sectors in India have rose to a marvellous extent over few years. Moreover, it wouldn't be inappropriate to say that the rise has arisen due to the involvement and contribution of the Women section of the society. Over the past few years, with the increment in literacy rate, urbanisation, education level, standard of living etc; the society has under undertaken these changes positively and hence, has provided free grounds to women to actively participate and take a stand equally with the men section of the society in almost every domain. This has given growth to Women Entrepreneurship and Empowerment. It says that any Venture or Organisation initiated by a woman or group of women through the realisation of their thinking capabilities, innovative ideas and mindset, and putting these factors altogether so as to initiate, create, co-ordinate, organise, direct, operate and control the setup effectively and efficiently is designated as Women Entrepreneurship. The paper hereby is the study of Women as Entrepreneurs and Empowerment of Women in India and there by uplifting them up with a case study of a NGO, Jwala Mahila Samiti, run by the women, for the women, of the women aimed at providing assistance and aids to women.

Overall, the Objective is to study the threefold: First is it studies the Status of Women as Entrepreneurs. Second is the role of Government in the development of Women Entrepreneurship in India. Third is to study Women Empowerment and its encouragement among the society.

Key words: Women empowerment, Women entrepreneurship, NGO, Jwala Mahila

INTRODUCTION

India ranks second in the records of the most populous country globally. The sex ratio of the country is, as observed in the survey recently, 1.070 i.e. 1070 males per 1000 females. This represents almost equal contribution of both the genders towards population density of the country, but unfortunately there is no compatibility between the both in respect of their contributions in the economic development and prosperity of the country due to the differences, gender gaps, traditional values and ethics etc.

Over the past few years, with the advancement of technologies and broadened mindset, and the rise or increment in the literacy rate, urbanisation, industrialisation, availability of resources, gap filling function, educational level, standard of living, Government interventions, modernised thinking and all other factors; the society has undergone major positive changes and hence this has assisted the Women section of the society by providing free grounds to them to actively participate and take a stand equally with the men section of the Society in every possible sector. This has given rise to the term “Working Women” and “Women Entrepreneur.” Any Start-up or Venture or Organisation formulated or initiated by woman or group of women as a function of their thinking capabilities, innovative ideas, mindset, and putting these factors altogether to initiate, create, co-ordinate, organise, direct, control and operate the formulation or initiative efficiently and effectively

is termed as “Women Entrepreneurship.” Though, the latter functioning can allow the entrance of men into the Venture as per the choices and requirements. The Government of India has defined Women Entrepreneur with a broader view as “A Women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.”

STATUS OF WOMEN ENTREPRENEURS IN INDIA

Out of 58.5 million entrepreneurs, women entrepreneur constitutes of 8.05 million in India. Due to increase in awareness about education level, rapid growth in industrialisation, changed Indian society, women have stepped out from their domestic boundaries with vision of becoming job-making entrepreneurs. Many women turn into entrepreneurs due to atrocious situations, discriminations, layoff etc. And a few women have developed the entrepreneurial individuality by consistently pursuing opportunistic and holistic attitude.

In 21st century women entrepreneurship has been invariably unfolding the variety of sectors by conquering all the challenges and opportunities. Women entered the business sector by promoting industries of Agarbathi manufacturing, Papad, Pickles, Embroidery, and Handicrafts etc. Due to easy access to professional education, urbanisation and required resources, women entrepreneurs are now omnipresent. They are flourishing in engineering, fashion Designing, Banking, Electronics, Cosmetics sectors etc.

ROLE OF GOVERNMENT IN DEVELOPING WOMEN ENTREPRENEURSHIP

By shattering the glass ceilings Women made their way in the field of innovation i.e. entrepreneurship. The elimination of the obstacles of strict social constraint, limited time and skills, lack of capital was the need. Government of India found Women Entrepreneurship as a considerable source of economic development of country.

Government of India recognised the need for contributing towards development of Women Entrepreneurship which is contributing 22 percent of GDP, where worldwide average is 45 percent

Following are the various initiatives taken by government to promote Women Entrepreneurship:

- Bhartiya Mahila Bank(Finance for underprivileged women)
- Annapurna Scheme (Financial leg up for food catering business)
- Stree Shakti (Entrepreneurship development programmes)
- Orient Mahila Vikas Scheme (Providing capital for starting small businesses)
- Udyogini Scheme (Providing low interest rate loan)
- Mahila Udyam Nidhi Scheme (Loans for small sectors new projects)

The role of Government is confined only up to proving assistance, assurance, reliefs, encouragement and ways of operation. The latter utilisation and operation of these factors is ultimately in the hands of women only. Thus women step out and join hands with other women of the society and establish themselves as a sole. This gives rise to “Women empowerment.”

WOMEN EMPOWERMENT

Empowering women in today’s competitive era is not only limited to building up the female section of the society, but also the blooming of political, economical and social strength of the country. Awareness among Indian women about their existence unique identity, capabilities and role they could play towards the growth (GDP) and development (increase in per capita income) of country is important at this point of time.

Women have much more to serve if they are free from being the example of female infanticide, rapes, family responsibility, lack of education, gender discrimination, dowry etc. Inferiority complexes, sense of incapacabilities are reaped into the minds of women from their childhood.

Empowering women by imparting personality development attitude from childhood will allow women to gradually evolve with entrepreneurial skills set like decision making power, freedom of movement, innovation etc. Women with innovative ideas have perceived those ideas by breaking the conventional and Orthodox hindrances.

Women like Vandana Luthra, initially a homemaker and now “Padam Shri” for her contribution to women entrepreneurship by successfully running VLCC, a beauty and wellness giant. Ekta Kapoor, who changed the monotonous Indian television into alluring entertainment source. Out of many a few Intrapreneurs are “Padam Shri” Naina Lal Kidwai, (CEO HSBC), Indra Nooyi (CEO and President Pepsico) etc are the example of women Entrepreneurs and Intrapreneurs of India.

In India women sometimes considered as goddess and other times as a slave. This paradoxical situations are still prevailing in the society which can be eradicate by changing societal mindsets, encouraging women to see dreams and motivating to accomplish those dreams, promoting self help groups etc.

CASE STUDY

“When women support each other, incredible things happen.” The case study reflects the practical region of this phrase. The case communicates the study of a NGO named as “J for Jwala” or simply “Jwala Mahila Samiti” whose foundation has been laid by a renowned Gynaecologist, Dr. Divya Gupta, from Indore in the year 2012. The sole motive of Dr. Divya Gupta behind the foundation of this organisation was to provide women the knowledge of self-dependence, self-reliance, personal awareness, security, standing against the violence, direct towards their areas of interest and works and most importantly the Empowerment.

ORIGIN: “Jwala was born out of anger. Jwala Mahila Samiti is a non-political, non-profit, self-funding, social organisation who came together to join hands for the course of women” says Dr. Divya Gupta. Jwala Mahila Samiti was founded as a reaction to the Nirbhaya Case of Delhi and the Assam Rape Case as a movement in the year 2012, which aimed at providing empowerment, education, defence training and many such services.

Thus Jwala is a perfect example for “Women entrepreneurship and Women empowerment” both combined.

PROGRAMMES AT JWALA: Jwala is a multi skilled organisation which focuses on women empowerment and has its four programmes running with the most effectiveness towards making the women fearless and competent.

Rakshaam” program provides women and girls the training regarding the methods, techniques of self defence. “Mai Rakshak” denotes the program held for the men and boys section of the society to upsurge above the evil and malignancy from them and to develop and understand their responsibility towards women, thus by ensuring the gender equality. “Recycle Project” is another program at Jwala that is aimed at preparation of useful yet creative items from the old clothes and newspapers and sell them at considerable prices. The remuneration thus procured is kept only by the working women there and not by any other person. This remuneration thus assists these working women in running their homes. “100% Biodegradable Sanitary Napkins” is the most special function of Jwala which provides completely biodegradable sanitary napkins at a considerable price. These napkins are again an output of working women only and through this program, Jwala works toward maintenance of health, servicing women by providing napkins at reasonable price, and makes women self dependent by providing remuneration and what not.

Also, it provides workshops of these programmes to many. More than 85,000 girls have been trained by the organisation under these programmes. There have been many press releases, awards and certifications to the organisation for their outstanding performance and dedication.

OBSERVATION FROM THE STUDY: It takes humongous dedication and strength to take up such organisation, work for social welfare, and empower the women section without the motive of making money only. It is very courageous to provide the same to specially-able girls also. It reflects the truth that over the past few years, the women section of the society is on a highly raising level. And thus kudos to all those women who help, motivate and emancipate other women to grow, think out of the box and step ahead.

RESEARCH METHODOLOGY

The research data is sourced from Indore, India, as an interview outlook and hence the research is a qualitative research. The research is completely focused on understanding the various factors and aspects of women as an Entrepreneur. The information and data are collected by interviewing the founder of the NGO, the sole interviewee of the study, Dr. Divya Gupta. The objective of the research is to understand the objective of the study first. Hence the study revolves around, with the aim of enquiring about the motivation, support, and assistance factor received by them from their family and society as well. Furthermore, it also enquires about the assistances and assurance from Government, other NGOs and women for the flourishing of this initiative.

LIMITATIONS OF THE RESEARCH

Although the research contributes to the area of its subject to a good extent, there is still a need for a long-run and vast study. This research is based on a sole study; hence the further research should legitimize this study with a broader perspective.

CONCLUSION

Entrepreneurship is the process of setting up a innovative business with motive of problem solving and filling the potential gaps of the society. Thought-provoking thinker can be a man or woman. So entrepreneurship is free from gender biasedness.

Women as a entrepreneur faces the problem of different dimension and magnitudes. These problems don't allow many women to realize and represent their potential as entrepreneur. Some major limitations for woman becoming potential entrepreneur are:-

Access to capital, Access to information, Access to network, Efforts to balance work and family, Exporting their product overseas, Increase volume of production because of poor finance, The hassle of getting permits, Male dominant society i.e. not being taken as serious as man, Lack of financial confidence, Lack of exposure to the world of business, Socio cultural constraints, Weak business association, Unequal access to opportunities, The willingness to take risk, Women's inexperience of negotiating with the banks, Lack of technical skills and what not.

Over the past 3-4 decades i.e. from 1989 to 2019 various changes, up gradation, improvement are visible in India which gave capable Entrepreneurs like Shahnaz Hussain, Richa Kar, Ashwini Asokan etc and Intrapreneurs like Neelam Dhawan, Indu Jain etc. But above limitations restricts all those women in India who have an idea for betterments in India but are not in the list of women Entrepreneurs of India.

REFERENCE

Prof. Ravindranath V. Badi and Prof. Narayana V. Badi, (2005), "Entrepreneurship", *Special Cases of Entrepreneurship*, No.54.

<https://link.springer.com/article/10.1186/s40497-016-0055-x>

https://www.researchgate.net/publication/316430274_Women_Entrepreneurs

https://www.business-standard.com/article/news-cm/women-constitute-around-14-of-total-entrepreneurship-in-country-118071600642_1.html