

Research Article

The Role of Women Entrepreneurship in Modern World

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Abstract

The recent advances in technology and the modern Automation world demands the effective leadership and initiations from the educated women class and dynamic women entrepreneurs, who really vouch for contributing to the economic growth of nations. It is the order of the day where concept of innovative women entrepreneurship program have to be devised to check the market failures and at the same time to address the burning societal problems by adding a new dimension of Women entrepreneurship for all SMEs' and growth policies. It is high time that the Government should make policy reforms for increasing the ability of Women to participate in the labour force, creation of Women's business ownerships, to facilitate effective women's entrepreneurship to develop noteworthy and other valuable web based and collaborative tools for societal development and promotion of leadership qualities. The typical area chosen by women entrepreneurship are retail trade, Restaurants, Hotels, Education, Cultural, Cosmetics, Health, Insurance and Manufacturing. This paper throws light on the role played by the successful Women entrepreneurs in contributing to the utmost development of economic growth and social living. The success stories of the Women entrepreneurs will surely leave a long lasting impression and transform the inactive families / network of people to put forth sincere efforts in uplifting the standards of living and to build healthy working enterprises. It is a well established fact that enterprising Women have amazing ability to work hard and develop innovative ideas towards building an economically sound and healthy society. In US 6.4 million self employed women provide employment for 9.2 million people and create significant sales. A sincere effort has been made in this paper to motivate those women who think of any business enterprise and who wish to contribute to the Society in general for leading a Sound, dynamic and meaningful living in this modern World.

Keywords: Innovative, Dynamic, challenge, empowerment, motivational factors.

Introduction

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, initiate or adopt a business activity are called business entrepreneur. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life.

Entrepreneurship is not just confined to any one gender now rather due to multi-faceted economic pressures women have turned up & realized that the survival of their families & their own potential lies only in working side by side with men (S.Marlow, 2002). Entrepreneurship has been globally felt as a developmental & progressive idea for business world (C.E. Scott, 1986). Therefore entrepreneurship is considered as vital ingredient for not

only globalization but at the same time for creating diverse opportunities for future potential performers (R. Mitra, 2002). In the words of Former President APJ Abdul Kalam empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to a woman (Meenu Goyal, 2011)

Women constitute around half of the total world population. So is in India also. They are therefore, regarded as the better half of the society. In traditional societies they were confined to the four walls of houses performing house hold activities. In modern society they have come out of the four walls to participate in all sort of

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activities. The Indian women are also enjoying the fruit of globalization marking an influence on the domestic and international sphere. They have carved a niche for themselves in the male dominated world. Indian women well manage both burden of work in household front and meeting the deadlines at the work place. In a recent survey it is revealed that the female entrepreneurs from India are generating more wealth than the women in any part of the world. Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India

Enterprises started by women are no longer on over viewing the states of women entrepreneurs, it is found that near about 40% of these women have ventured in non-traditional areas such as electronic, engineering, consultancy etc. The phenomenon of women entrepreneurs is not only confined to metropolitan cities and towns but enlarges their score to villages also. In the globalised world, women entrepreneurs are starting business in service related areas such as retail, public relation or education services. The net earnings in Women's owned business is lowest. Participation rate of women entrepreneurs in businesses by African- Americans are the second highest but fastest growing up and entrepreneurship of women by Hispanics are the highest rate of Asians.

Characteristic roles in an women Entrepreneurship

- **Imaginative:** It refers to the imaginative approach or original ideas with competitive market. Well-planned approach is needed to examine the existing situation and to identify the entrepreneurial opportunities. It further implies that women entrepreneur's have association with knowledgeable people and contracting the right organization offering support and services
- **Attribute to work hard:** Enterprising women have further ability to work hard. The imaginative ideas have to come to a fair play. Hard work is needed to build up an enterprise.
- **Persistence:** Women entrepreneurs must have an intention to fulfill their dreams. They have to make a dream transferred into an idea enterprise; Studies show that successful women work hard.
- **Ability and desire to take risk:** The desire refers to the willingness to take risk and ability to the proficiency in planning making forecast estimates and calculations.
- **Profit earning capacity:** She should have a capacity to get maximum return out of invested capital.

Functions of Women Entrepreneurship

- Exploration of the prospects of starting a new business enterprise.
- Undertaking a risk and handling of economic uncertainties involved in business.
- Introduction of innovations, imitations of innovations.
- Co ordination, administration and control.
- Supervision and leadership.

The motivational factors to be an entrepreneur

- To improve the quality of life of their children
- To share the family economic burden
- To adjust and manage household and business life successfully on their own terms
- Due to the death or sickness of their husband

Why women entrepreneurs are rare in India & what challenges they face

Globally women are considered as weaker gender physically and emotionally, therefore prospects open for them to develop into business professionals is an area still quite unexplored and needs attention (S.Wennekers, 1999). Most women are taught from childhood that the rough and tumble of doing business is the domain of men. Many cooperatives and start ups run by women do not have resources to market their products. They end up being exploited by the middle men. Rural women and the urban poor have no means of training themselves to do business. Yet within their limited resources, they turn out to be most enterprising. Union leaders use together pressure tactics, police don't take business related harassment complaints seriously, bankers likely to take budding women entrepreneur less seriously. Thanks to exposure, men are inherently at ease giving a bribe and getting an electricity connection, for instances. Women have a problem dealing with bribe seekers. There are simply not enough schemes to train women as entrepreneurs schools where they could update their knowledge.

The growth issue is particularly important in high income countries where women are increasingly entering into technology based business ventures. As compared to males females-owned firms show that businesses headed by women tend to be smaller and grow more slowly than those headed by men. Generally, smaller in size & slower growth rates are perceived as problems (Shane and Venkataraman, 2000). Indeed women face multi dimensional challenges like external financing & credibility as business owners & managers. Additional barriers include socialization networks & practices, family roles and possible lack of business contacts. Disadvantages experienced by women in all these areas are widely believed to result in higher failure rates and lower growth rates for women owned businesses (Bowen, and Hisrich, 1986).

Women who perceive themselves as having necessary skills and knowledge their preferences to be business owners is higher as compared to women who are lacking

in these skills. As a result greater emphasis lies on individual awareness and perception processes which consequently points out the importance of local social norms (H. Littunen, 2000). It depends on the market demand and supply side which determines the entrepreneurial environment within which women receive incentives to take appropriate decisions about entrepreneurship. (Orhan and Scott, 2001). These findings implies that well defined policies need to be framed which could generate favourable conditions to promote entrepreneurial activity on a consistent basis.

Generally speaking women entrepreneurs globally require pre-entrepreneurial training to plan an organized business venture successfully. On the other hand to avoid future impediments in women entrepreneurship girl students at under graduate and post graduate level must be provided with meaningful and positive entrepreneurship education.

Extensive role modelling opportunities need to be introduced to encourage and guide women entrepreneurs. Women entrepreneur's success stories can be used as a useful and motivational resource for this purpose (Bowen, 1986). Modern technological age has many such useful tools to promote such role modelling programs like video conferencing, videos of successful entrepreneur by having one to one sessions with successful women entrepreneurs and entrepreneurship as a vibrant method to overcome economic disparity. Dilipkumar (2006) has elaborated on some of the issues faced by entrepreneurial women, such as a shortage of finances, male dominance, limited mobility, a lack of education, required motherly duties and a lack of achievement motivation. According to Rizvi and Gupta (2009), government-sponsored development activities have benefited only a small section of women, namely the urban middle class. This may be primarily due to their level of education, access to information and family support.

The women entrepreneurs have numerous problems to overcome in instituting their businesses. Their efforts have helped to keep society bound together to the extent that it has been. Indeed, education was often considered to be an impediment to a girl obtaining a good husband and family, which was considered to be her main goal in life. In the modern world, education is the main means by which more women might be able to become entrepreneurs and hence help in job creation and poverty eradication

Women Entrepreneurship

Entrepreneurship is an idea or vision which a woman holds to explore and optimize which could help her create new jobs & economic empowerment among her fellow beings. Across the globe, generations of women from very different backgrounds show very encouraging sign of entrepreneur spirit. It is to be hoped that governments at all levels will work to provide an environment in which this spirit may flourish (Delmar, 2000). Over 200 million women are employed across all industry sectors, with half of this number is in developing countries (Gem report, 2007). Women entrepreneurship is expanding around the

world. Studies have shown that women owned businesses comprise between one-quarter and one-third of businesses in the formal economy & are likely to play and even greater role in informal sectors (Gem report, 2007).

Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO's, Social Scientists, Researchers and International Agencies have started showing interest in the issues related to entrepreneurship among women in India. Women entrepreneur's explore the prospects of starting a new enterprise; undertake risks, introduction of new innovations, coordinate administration and control of business and providing effective leadership in all aspects of business and have proved their footage in the male dominated business arena.

Majority of the women entrepreneurs are dynamic in the leadership, style management, are capable of contributing much more and they are interested to keep their knowledge up-to-date of industry and management. A recent United Nations report concluded that economic development is closely related to the advancement of women. In countries where women have advanced, the economy has usually been steady. By contrast, in countries where women have been restricted, the economy has been stagnant. Women's entrepreneurship is not an easy task. Becoming an entrepreneur is an evolution of encountering, assessing, and reacting to a series of experiences, situations, and events produced by political, economic, social and cultural changes. Internationally, the 1990's was designated the decade of women leadership (Naishitt and Aburdewe, 2000). This new leadership position has been most notable in the entrepreneurial pursuits of women. Rather than just climbing the corporate ladder of success, women are creating their own corporations.

Women in India have been neglected lot. They have not been actively involved in the mainstream of development even though they represent equal proportion of the population and labour force. As technology speeds up lives women are as emerging economic force which cannot be neglected by policy maker. The world's modern democratic economy depends on the participation of both sexes. Today women is advance market economies own more than 25% of all businesses and women owned business in Africa, Asia, Eastern Europe and Latin America are growing rapidly. Women as an independent target group account for 495.74 million and represent 48.5% of the country's population as per the 2001 census. No country can achieve its potential without adequately investing in and developing the capabilities of women. In the interest of long-term development it is necessary to facilitate their empowerment.

Some leading Women Entrepreneurs in world

Ten leading women entrepreneur in India

- Chitra Rajan | Founder, Radix Lifespaces
- Sneha Roy, SanandaMisra | Founders, Toptomato.in
- Pallavi Gupta | Co-Founder, Mast Kalandar
- Jeyalakshmi Venkatanarayanan | Founder, Universe Power Systems
- Anjana Vivek | Founder, Venturebean Consulting
- Vinita Ananth | Founder, Gitgrow
- Richa Kar | Founder, Zivame
- Rashmi Vallabhajoyyula | Founder, Altius Consulting
- Indhu Radhakrishnan | Co-Founder, India Syndicate
- Shrilakshmi Desiraju | Founder, Triphase Pharmaceuticals

Oprah Winfrey, has been at the top of the television talk show industry since she aired 25 years ago. With the production company, the magazine, the television network, the dreams that she launches for other professionals, and her philanthropy, entrepreneurship and inspiration is a lifestyle.

Arianna Huffington, Founder of the Huffington Post, is one of Forbes 100 Most Powerful Women. This author and syndicated columnist recently sold her online empire to AOL for \$315 million, making her the Editor-in-Chief of The Huffington Post Media Group.

Suze Orman, personal finance expert, author and television host, has built an empire around plain talk about money issues. Orman is also one of the Time 100 World's Most Influential People.

The late **Anita Roddick** was a British businesswoman and Founder of the cosmetics company, The Body Shop. Mixing her convictions with business, her cosmetic company was one of the first to block the use of ingredients tested on animals. Serving more than 77 million customers in 51 different markets, she referred to entrepreneurship as survival and that it nurtures creative thinking.

Diane von Furstenberg, businesswoman and designer, introduced the wrap dress more than 30 years ago and has built and expanded a fashion house around it. She is also the recipient of the Lifetime Achievement Award from the Council of Fashion Designers of America.

Sahar Hashemi, Co-Founder of the British coffee bar and deli franchise, Coffee Republic is a lawyer turned entrepreneur and author of *Anyone Can Do It — Building Coffee Republic*.

Maxine Clark, referred to as the Chief Executive Bear at Build-A-Bear Workshop, left a corporate career to start her own business. Three hundred stores and \$437 million later she has taken a child's shopping experience to the next level.

Caterina Fake is Co-Founder of Flickr – the photo-sharing site that Yahoo! purchased for 8 figures in 2005. Fake (that is her real name) is one of Time Magazine's Top 100 Most Influential People.

Gina Trapani is the founding Editor of Lifehacker.com (mega-blog and home of smart and savvy solutions for life and technology) and one of the Fast Company Most Influential Women in Technology.

Indra Nooyi did not grow up poor but she did come from a self-described humble middle class environment in India. Nooyi has risen from her humble beginnings to be voted the most powerful woman of the year in 2010 by

Fortune Magazine. She demonstrated her strong work ethic by working as a receptionist at night to find money to pay her college tuition. All of her work paid off as she landed positions at top firms Johnson & Johnson and Motorola. Nooyi is now the CEO at PepsiCo, where she received more than \$10 million dollars in compensation last year (2012).

Kiran Mazumdar-Shaw is one of grit, self confidence and courage. If today she is one of the most successful entrepreneurs in the world, it is because of her determination. She started Biocon in 1978 to manufacture enzymes because she didn't get a job as a brewer after getting herself trained in Australia. That was the time nobody was even talking about biotechnology. Later, she also established two subsidiaries: Syngene (1994) to provide development support services for discovery research; and Clinigene (2000) to cater to clinical development services. Today, her achievements are unparalleled. She has been awarded the Padma Shri in 1989 and the Padma Bhushan in 2005 by the Government of India. She was recently named among *Time* magazine's 100 most influential people in the world. She is also on the *Forbes* list of the world's 100 most powerful women. The *Financial Times* listed her in the top 50 women in the world.

Ms Priya Paul is Director and Group Management Committee member of Apeejay Surrendra Group, an industrial and services conglomerate with operations spanning Tea, Shipping, Hospitality, Real Estate and Retail. Established in 1910 by her family, the group completed 100 years in 2010. Ms Paul spearheads the Hospitality business as the Chairperson of Apeejay Surrendra Park Hotels Limited and leads with her family the corporate social responsibility initiatives under the umbrella of Apeejay Trust. Ms Paul is widely recognized as the pioneer of the boutique hotels concept in India and her leadership has seen Apeejay Surrendra Park Hotels Limited established as India's first and only collection of contemporary luxury boutique hotels.

Naina Lal Kidwai, a chartered accountant by profession, is an Indian banker and business executive. Well known woman banker Naina Lal Kidwai has been appointed as the country head of HSBC group companies in India. She has been with HSBC as CEO and deputy CEO for the last five years.

Conclusion

Women entrepreneur are those women who think of a business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise. Finally it is found that women entrepreneurship has a definite impact on economy both in its ability to create jobs for themselves and to create jobs for others. There exists an immense scope for growth. Various Networks and Women Entrepreneurship Unions have now come up to provide assistance, advice and informations and make WES to raise their profile and expand their business. The art of becoming a successful

Entrepreneur lies in getting acquainted to the existing state of the art technological tools and getting access to available business networks. Women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men

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