



Role of Women Empowerment for Women Entrepreneurship of Madhya Pradesh

Dr. Imran Mehraj Dar^{1*}, Dr. Bilal Ahmad Sheikh²

^{1*}Lecturer, Government Degree College Anantnag, India.

²ICSSR PDF Scholar, India.

Email: ²bilalsheikhphd@gmail.com

Corresponding Email: ^{1*}myselfimrandar@gmail.com

Received: 31 January 2023

Accepted: 20 April 2023

Published: 26 May 2023

Abstract: In the current scenario, to promote women empowerment, various issues such as women entrepreneurship are widely discussed and debated by the press, media, politicians, electronic media and even celebrities. Also, almost all states in India have various schemes for women's empowerment and all ruling parties are in favor of women's empowerment. Women empowerment crusaders are growing day by day, so far many words have been written about women empowerment and entrepreneurship, but giving it the right meaning is yet to find much literature. In particular, the Government of Madhya Pradesh is also contributing to the empowerment of women. However, the outcome and level of its recognition is still unclear. The lack of firm encouragement and limited opportunities act as heavy doors and barriers that hinder the success of female entrepreneurship in corporate business. In this context, the researcher seeks to see and explore empirical solutions and hence this topic is chosen: "Role of Women Entrepreneurship for Women Empowerment (A Case Study in Some Areas of Madhya Pradesh)". This paper is designed to examine the challenges, opportunities and success rates of women's empowerment with a particular focus on women's entrepreneurship.

Keywords: Women Empowerment, Entrepreneurship, Social Stability, Economic Growth.

1. INTRODUCTION

Women empowerment plays a crucial role in promoting women entrepreneurship. Empowering women enables them to overcome societal barriers, gain financial independence, and contribute to economic growth. Here are some key points regarding women empowerment for women entrepreneurship:



Access to Education and Skill Development: Providing women with quality education and skill development opportunities equips them with the knowledge and capabilities needed to start and manage successful businesses.

Equal Opportunities and Support: Creating a level playing field by eliminating gender biases and providing equal opportunities for women entrepreneurs is essential. This includes access to finance, networks, mentorship, and business resources.

Financial Inclusion: Ensuring women have access to financial services, such as microfinance, loans, and grants, helps them overcome financial barriers and establish their businesses.

Networking and Mentorship: Building strong networks and mentorship programs for women entrepreneurs facilitates knowledge sharing, collaboration, and guidance from experienced professionals, increasing their chances of success.

Policy Reforms: Governments and organizations should implement policies that address gender inequality and support women entrepreneurship, including legal protections, incentives, and business-friendly regulations.

Changing Social Perceptions: Challenging stereotypes and promoting a positive image of women in business can help break down barriers and encourage more women to pursue entrepreneurship.

Training and Capacity Building: Offering training programs, workshops, and capacity-building initiatives specific to women entrepreneurs can enhance their skills, confidence, and business acumen.

Creating Safe Spaces: Establishing safe and inclusive environments, such as women-only workspaces or incubators, can foster a supportive ecosystem for women entrepreneurs, enabling them to network, learn, and thrive. By empowering women and creating an enabling environment, we can unlock the potential of women entrepreneurship, driving economic growth, innovation, and social progress.

Review of Literature:

B. S. Rathore and R. Chhabra (1991) stated that Indian women found it increasingly difficult to Empowering Women through Entrepreneurship: A study in Tamil Nadu, India Geetha Sular Nachimuthu and Barani Gunatharan adjust themselves to the dual role that they have to play as traditional housewives and to compete with men in the field of business and industry. However, Shashtri and Sinha, (2010) Women Entrepreneurs need encouragement and support from their families, social circles and most importantly the government. IFAD, (2000) report shows that the discrimination against women are even worse in Sub-Saharan African countries such as Ghana, where the financial sector is male dominated (90% of staff in most institutions in Ghana are men). Illiteracy or semi-literacy among the majority of women in Ghana creates a further barrier to processing paperwork. Women's lack of control over resources, such as land and labor, also limits their eligibility for loans. Banks' ability to lend is often constrained by inflation-induced de-capitalization, resulting mainly in insufficient funds available to finance loan request.

World Development Report (2012) highlighted the importance of women's empowerment and gender equality work as both ends in themselves as well as 'smart economics' - a key lever for development impact and poverty reduction. Also, Mayoux, L. and Mackie, G.



(2008) has identified the household relationships as an influential sphere of life that can have important spillover effects on women's entrepreneurship development and all spheres of life. While as , Pitt, M., Khandker, S. and Cartwright, J. (2006) in their study in Bangladesh found that credit provided to women has been correlated with better health and nutrition outcomes for boys and girls, as compared to credit provided to men. This suggests that benefits of overcoming these barriers can have positive outcomes for economic growth and indirect social and development outcomes. Duflo, E. (2011) studied the relationship between economic development and women's empowerment in China and India and found that increasing labor opportunities for women is linked with better outcomes in terms of girl survival and education, women's employment rates and birth-rate imbalances. Also, Kabeer, N. and Natali, L. (2013) points out that even in places where women enter the labor market, jobs, they take can have little effect on their bargaining power in that economy and may also increase women's burden of labor. However, Mayoux, L. (2001) in their study of observed cases, it is studied that where men may prevent women from working, take control over women's income or increase violence against women. Kirve and Kanitkar, (1993) suggests the training approach as an important method for helping women in non-traditional, high skill, male dominated activities and also to build-up the confidence among women to meet their requirements.

2. RESEARCH METHODOLOGY

The research is based on both primary as well as secondary data. Primary data is collected through well structured questionnaire and also by interviews as some of the respondents were illiterate. The research will be an exploratory & descriptive in nature. For the purpose of study, the data from the women entrepreneurs in some districts of Madhya Pradesh has been collected.

Objectives of the Study.

- Explore the economic status of Women entrepreneurs.
- Identify the support of Society, family & other agencies towards women entrepreneurship.
- Explore the problems faced by Women in setting and expanding their enterprises.

Research Design

Universe of the study: female entrepreneurs of some districts of Madhya Pradesh (Bhopal, Sehore, Vidisha, & Raisen)

Sample Size: Sample size of 150 female entrepreneurs

Sampling Technique: Random Sampling Technique is used due to its time and cost feasibility

Data Collection: Structured questionnaire and interview techniques were used to collect primary data and secondary data were collected from well-known magazines, websites and journals.



Data Analysis & Interpretation:

Profile of Respondents:

Variables		Freq.(150)	Percentage
Family Type	Joint	38	25.33
	Nuclear	112	74.66
Marital Status	Single	102	68
	Married	48	32
Education	Below 10	15	10
	10 + 2	38	25.33
	Graduation	55	36.66
	Above Graduation	42	28
Age	Below 25	35	23.33333
	26 - 34	65	43.33333
	35 – 44	28	18.66667
	Above 45	22	14.66667
Income	Below Rs. 50,000.	57	38
	Rs. 50,000 – Rs. 1 Lac.	43	28.66667
	Rs. 1 Lac. – Rs. 1.50 Lac.	25	16.66667
	Rs. 1.50 Lac. – Rs. 2 Lac.	15	10
	More Than 2 Lac	10	6.66667

Table 1: Profile of Respondents

It is explored from table-1 that maximum females lives in a Nuclear Family 112 (74.66 %) get maximum support from their families to operate their business as compared to Joint Family Women entrepreneurs 38 (25.33%).

It is depicted from the table 1 that the most women started their careers between the ages of 26 and 34. They had the skills and were willing to take a risk by pursuing an entrepreneurial career. As for the educational level, 15 (10%) female entrepreneurs had primary education and 38 (25.3%) had secondary education. It is noted that 55 (36.66 %) are graduates and 42 (28 %) from their higher education. It was noted that out of 150 entrepreneurs, 102 (68%) were single, and 48 (32%) women were married.

Table 1 also shows that the number of women entrepreneurs whose total annual income is less than Rs. 50,000, Rs.50,000 to Rs.1 lakh, Rs.1 lakh to Rs.1.5 lakh, Rs.1.5 lakh to Rs.2 lakh and above. 2 Lac were 57 (38%), 43 (28.6%), 25 (16.6%), 15 (10%) and 10 (6.6%) respectively. Therefore, it is clear that the largest number of women entrepreneurs have low business turnover. that is, they run a small business.



Financial Support			
Age Group	Own	Loan	Own / Loan
Below 25	21	4	10
26 - 34	35	15	15
35 – 44	16	8	4
Above 45	12	8	2

Table: Financial Support received by women entrepreneurs

Explored from table-2 that 21, 35, 16 & 12 respondents from age group below 25, between 26- 34, 35- 44 & above 45 respectively take financial support from their own, 4, 15, 8 & 8 respondents from age group below 25, between 26- 34, 35- 44 & above 45 respectively take financial support from banks and 10, 15, 4 & 2 respondents from age group below 25, between 26- 34, 35- 44 & above 45 respectively take financial support from both loan as well as own. So, it is clear that maximum number of women entrepreneur have their own finance for their entrepreneurship.

Percentage of Moral Support		
Support Received From	Freq.(150)	Percentage
Parents	54	36
Husband	28	18.66666667
Friends / Relatives	21	14
Financial Institutes	17	11.33333333
Training Institutes	7	4.666666667
Govt. Programme & Policies	15	10
Others (NGO)	8	5.333333333

Table 3. Moral support received by female entrepreneurs

Observed from Table 3 that female entrepreneurs receives maximum support from Parents (36 %) and then from their family (Husband 18 %). The table also shows that only 4% of women entrepreneurs received guidance from educational institutions, while the number of women entrepreneurs received support from Friends / Relatives, Financial Institutes, Govt. Agencies (through Programmes & Policies) & other agencies (NGO) as 14 %, 11.33 %, 10 %, 5.33 % respectively.

Problems Faced by Female Entrepreneurs for Starting Business		
Problems	Freq.(150)	Percentage
Family problems	30	20
Dependency	15	10
Awareness About Financial Assistance	15	10
Lack of confidence	17	11.33333333
Shyness	29	19.33333333



Fear of failure	20	13.33333333
Marketing Problem	3	2
Lack of Education	9	6
Lack of Business Information	11	7.333333333

Table 4. Problems Faced by female Entrepreneurs

It is explored from Table: 4 that Family problems (20%) are the biggest problem faced by women entrepreneurs in setting up their business. Most women entrepreneurs considered entrepreneurship secondary to home and family. They provide first importance to their husband and children and their relationship with them. The Second biggest threat faced by the Women entrepreneurs is Shyness (19.33%) & then Fear of failure (13.33 %) of their business followed by Lack of Confidence (11.33 %) and then other factors.

Types of Enterprise in a selected Sample		
Type of Enterprise	Freq.(150)	Sample Selected (%)
Beauty Parlour	52	34.66666667
Tailoring Shops	23	15.33333333
Hotel	12	8
Fashion Designing	8	5.333333333
Purses and Bags Making	6	4
Vegetable Shops	18	12
Handicraft	12	8
Dairy	14	9.333333333
Others	5	3.333333333

Table.5 Types of enterprises.

Explored from table 5 that among the sample selected the Beauty Parlour enterprise is having the maximum frequency of 34.7 % (Approx.) & then Tailoring (15.5 %) followed by Dairy (9.3 %) & other enterprises.

3. CONCLUSION

It is concluded that marital status or age have very little influence on women entrepreneurs. To manage an enterprise, it is not necessary to have a professional education. Women entrepreneurs can invest small amounts at the initial stage and then they can invest more from their profits. As their experience increases with age, their investment increases, which in turn increases their ROI. A nation or region can only develop when its women are empowered. It is quite clear that women entrepreneurship has a bright future in developing countries like India. Entrepreneurship development among women will be the right approach for women empowerment. To encourage women's entrepreneurship, all banks and financial institutions



must allocate one-fifth of their investments to women-owned businesses. Women entrepreneurs should be offered special training courses to improve their skills.

Both the government and non-government sectors were encouraged to empower women entrepreneurs. The National Empowerment Policy 2001 also emphasizes that women's economic empowerment can only happen through the development of women's entrepreneurship. Encouraging women entrepreneurs; have had a significant impact on all segments of the Indian economy. In addition, there are positive changes in the traditional mentality of the so-called Indian society. Most of the women entrepreneurs have run businesses such as designer boutiques, beauty salons, fabric stores, paper products, handicrafts, etc. Changing the paradigm of economic activity from the above-mentioned areas to industry, trade and other large enterprises owned by women must be continuously supported by governmental and non-governmental organizations. Up skilling through encouraging entrepreneurship leads to the empowerment of women, which is a priority need for our country.

4. REFERENCES

1. L. Dolinski, R. K. Pasumarty, and H. Quazi, "The effects of education on business ownership: a longitudinal study on "Women Entrepreneurship": Theory and Practice, vol. 18, no. 1, pp.43-53, 1993.
2. Agrawal, S. Technology Model for women's empowerment. Kurukshetra. May: 18-28, 2003.
3. K. Singla and P. Syal, "Group entrepreneurship for women, entrepreneurship and small business," in Proc. of the 4th Ed., Jaipur Rawat Publications, vol. 3, pp 47- 48, 1998.
4. S. Rathore and R. Chhabra, "Promotion of women entrepreneurship: training strategies," SEDME, vol. 4, no. 3, pp. 237- 41, 1991.
5. Dr.Thresiamma Varghese, 'Women Empowerment in Oman: A study based on Women Empowerment Index ' Faculty A tie of business, Sohar University, Sultanate of Oman, 2011.
6. Duflo, E. Women's Empowerment and Economic Development. Abdul Latif Jameel Professor of Poverty Alleviation and Development Economics. Massachusetts Institute of Technology, 2011.
7. Ganesan, S: Status of Women Entrepreneurs in India, Kanishka Publishers and Distributors, New Delhi (2003)
8. H. Kirve and A. Knitkar, "Entrepreneurship at the grass roots: developing the income generating capabilities of rural women," The Journal of Entrepreneurship, vol. 2, no. 2, 1993.
9. India: Women's Empowerment; Theme: Social and economic factors can contribute to women's empowerment; International Fund for Agricultural Development (IFAD)-Enabling poor rural people to overcome poverty, 2000; http://www.ifad.org/gender/learning/role/labour/in_tamil.html.
10. Kabeer, N. and Natali, L. (2013) Gender Equality and Economic Growth: Is there a Win-Win? IDS Working Paper, v. 2013:417.



11. Malhotra, Anju, Sidney Ruth Schuler, and Carol Boender.. "Measuring Women's Empowerment as a Variable in International Development." International Center for Research on Women and the Gender and Development Group of the World Bank, 2002.
12. Mayoux, L. "Jobs, Gender and Small Enterprises: getting the policy environment right". Women's Entrepreneurship Development and Gender in Enterprises. Geneva: International Labor Organization, 2001.
13. Mayoux, L. and Mackie, G. Guide to Gender Integration in Value Chain Development, "Making the Strongest Links". ILO, 2008.
14. Pitt, M., Khandker, S. and Cartwright, J. Empowering Women with Micro Finance: evidence from Bangladesh, 2006.
15. World Development Report : Gender Equality and Development, 2012.