



WOMEN ENTREPRENEURS IN INDIA: THE NEXT EMERGING ANTAGONISE AND MARKET POWER

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Abstract

With increased number of women joining the workforce and earning substantial income, the power of spending has shifted to them. Research has shown that women constitute a major chunk of the consumer market and it will be advantageous to the marketers if they incorporate better winning strategies in order to tap this demographic change in markets. But still their **entrepreneurial ability** has not been properly tapped due to the lower status of women in the society. 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. They are performing well.

This paper focuses on the market power, **antagonisation** faced by women entrepreneurs, how to overcome them and to analyse policies by the Indian government for and problems faced by them while pursuing their business. Another main purpose of this paper is to analyze policies of Indian government for women and also to analyze that are those policies adequate for the growth of women entrepreneurship. Main reasons for women to become an entrepreneur, the institutions that are serving the women to put their views into action are also included in this study. **On the basis of this study some suggestions are given to encourage spirit of women entrepreneurship to become a successful entrepreneur.**

Keywords: Entrepreneurial Ability, Economic Empowerment of women, Economic Enterprises & Antagonisation.

1. Introduction

“The best thermometer to the progress of a nation is its treatment of its women.”

--Swami Vivekananda

” There is no chance for the welfare of the world unless the condition of women is improved.”

--Swami Vivekananda

A quiet revolution is taking shape right now among women. Unlike the Quiet Revolution that began in the 1970s which saw women leave the home and enter the workforce in channels, women today are leaving the workforce in channels in favor of being at home. But unlike generations of women before, these women are opting to work in the home not as homemakers—but as job-making entrepreneurs. With the spread of education and awareness, women have shifted from kitchen to higher level of professional activities. Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. The role of Women entrepreneur in economic development is inevitable. Now-a-days women enter not only in selected professions but also in professions like trade, industry and engineering. Women are also willing to take up business and contribute to the Nation's growth. There role is also being Recognized and steps are being taken to promote women entrepreneurship. A strong desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of contributing values in both family and social life. With the introduction of media, women are conscious of their own qualities, rights and also the work situations. The glass ceilings are shattered and women are found indulged in every line of business from aachaar to telecommunication.

Right efforts in all areas are vital in the development of women entrepreneurs and their greater involvement in the entrepreneurial activities.

2. Women Entrepreneur

.Government of India has described women entrepreneurs as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women. The Indian women are no longer treated as show pieces to be kept at home. They are also enjoying the impact of globalization and making an influence not only on domestic but also on international sphere. Women are doing a wonderful job striking a balance between their house and career. Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. In recent years, even among the developed countries like USA and Canada, Women's role in terms of their share in small business has been increasing.

2.1 Why India Needs more Women Entrepreneurs?

Women entrepreneurship is an ongoing concept and very decisive for determining the outcome for the **Economic Growth** of the country, **especially India**. The gender gap between men and women has now narrowed. Earlier the mindset of people was that business is meant only for men, but this thinking has changed.



2.2 The issues can be understood by the following behavior:

- **Socio Cultural Barriers:** Considering the fact that attitude towards women in India is evolving does not subtle the realities that India is still customize a stubborn society. And many women are uncomfortable promoting their skills as they fall prey to the old age tampering that women must put the needs of other on their own. However Women's family and personal obligations are sometimes a great barrier for succeeding in business career. Only few women are able to manage both home and business efficiently, devoting enough time to perform all their responsibilities in priority.
- **Lack of Assistance:** lack of self assistance in their strength and competence. The family members and the society are reluctant to stand beside their entrepreneurial growth. To a certain extent. This situation is changing among Indian women and yet to face awe-inspiring change it increases the rate of growth in entrepreneurship. Just like the male entrepreneurs the women to need assistance in business planning and arrangement of finance, the areas where they are not directly exposed to. When a woman's small business begins to expand, a time comes when she needs to chart out a clear path of what her vision business is going to look like. Besides this family support is also a necessary need. Part of our social values state that women must devote time and attention to work and family life.
- **Monitory Aspects:** Not to sound like oxymoronic, Indian women are safe risk takers as compared to men. They prefer to make investments only to the extent they can pay off easily rather than going for an investment that could be described as over-confident. This amounts to most of them opting to self-finance their business out of their savings. But the modern scenario states that they should also look forward to investors and loans or grants.

(The words were said in an interview with The Times of India by **Kartik Hosanagar, teacher at Wharton Business School**. "India needs more women to become entrepreneurs. Fashion e-commerce companies like Myntra and Jabong are all-male. I think female sensibility is lacking, and India needs more of that. A lot of fashion commerce companies in the US have female co-founders.")

India, women comprise about 30 percent of corporate senior management positions, which is notably higher than the global average (24 percent). But in the overall workforce, India is one of the worst countries in the world — 113th out of 135 — when it comes to the gender gap. And women entrepreneurs constitute only 10 percent of the total number of entrepreneurs in the country.

We believe that women entrepreneurs have an edge over male entrepreneurs. Edges matter to investors. And the numbers back this up outside India. I believe that this is also true in India.

One of the most obvious reasons to invest in women leaders in India is that women control the vast majority of household spending. So unless you are a business that is focused mostly on men, women are more likely to better understand customer perspective. Another is that women are often better at building long-term relationships than men. Lasting relationships benefit a business tremendously, as only so much can be achieved without trust... with employees, customers, suppliers, shareholders, government, etc.

There is also the factor of having diversity in a leadership team. Multiple studies, including Kellogg's Better Decisions Through Diversity, argue that "socially different group members do more than simply introduce new viewpoints or approaches... diverse groups outperformed more homogeneous groups not because of an influx of new ideas, but because diversity triggered more careful information processing that is absent in homogeneous groups". In a world of information overload, having better information analysis capacity and doing smarter things with the information you have will provide a competitive edge.

A Dow Jones study called Women at the Wheel: Do Female Executives Drive Startup Success? Offers some interesting conclusions

- The overall median proportion of female executives in successful companies is 7.1 percent, compared to 3.1 percent at unsuccessful companies.
- A company's odds of success increase with female executives at the VP and director levels.
- Statistically significant evidence shows that there is dependence between a company having female executives and its success.

For startups with more female executives, there is a higher success-to-failure rate. As you can see in the chart below, companies with 1-2 female executives have close to a 50/50 failure/success rate, with failures exceeding successes by 5-10 percent. But in the smaller samples of companies with 4-5 female executives, the succeeding companies outnumber failing companies by between 20 and 50 percent

(Source: www.forbesindia.com/blog/.../why-india-needs-more-women-entrepreneurs.)

3. Literature Review

This paper looks at the literature around women entrepreneurs, concentrating on women entrepreneurs' and challenges facing in India. It broadly identifies few obstacles like financing, lack of knowledge & skills in business life, markets & entrepreneurial activity, work life balance including lack of growth & wishes to grow and most importantly women as other groups are heterogeneous. The study compares early stage entrepreneurial men and women activity among the Asian countries with the same of India. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business.

Vosle in 1994 quoted that "The entrepreneur is one who drives the process of economic growth and mediates the inputs and outputs of the economic system". "Schumpeter (1934) described the entrepreneur as the innovator who introduces something new into an economy" and "...Kirzner (1997-authors' own addition) stressed the fact that the entrepreneur is the decision maker in a particular cultural context, who commands a range of behavior's that exploit these opportunities".

4. Methodology of Study

The main objective of the study is to know **antagonize (challenges) and action of market power** issues faced by women entrepreneur. The primary study was conducted randomly in a town called Bagepalli in kolar district and the study is also based on the secondary source in various research papers, websites, Magazines and Books. The research have been placed their own observations regarding the survey.

The Main Objectives of the Studies

- To find out the factors which encourage women to become entrepreneurs?
- To study the support given by the government to women entrepreneur.
- To examine the problems faced by the women as entrepreneurs
- To draw the conclusion and other suggestion.

4.1 Women to Become Women Entrepreneurs

The developing economies especially India, women entrepreneurs play an essential role particularly in terms of their contribution and a source to the economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent minority as women entrepreneurs, especially in India according to global senses India stands in 29th position and with 17 % of women entrepreneurs.

The obstacles often they face for start and growing their business, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms limited mobility and access to information and networks, etc. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment. Thus, governments across the world as well as various developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures have been taken to overcome the obstacles.

The few reasons that women become women entrepreneurs

The reasons are based on the real time of which I was personally interviewed to few small business women entrepreneurs in the town called **Bagepalli in Kolar District of Karnataka.**

- **Freedom to Work and Live on your Own Terms**

As a business owner, you run the show by setting your own hours and creating an ideal work / life balance. You have the liberty to make it happen on your own terms. Although it may take a while to figure out your perfect schedule, you're still the one in charge and can make the changes necessary to live your life the way you want.

- **The opportunity to Build something for Yourself**

A great deal of energy goes into creating and building something that is all yours, knowing that this is work for yourself, instead of someone else. There's a sense of pride that you get as a business owner because entrepreneurship has no boundaries. No matter what your background, education or experience level, you can succeed as a business owner with the right formula.

- **Unlimited Earning Potential**

There is truly no limit on your income potential when you're running your own company. With hard work, determination and creativity, you can go from six figures to seven and beyond with the chance of carving out your own financial destiny.

- **Multiple Streams of Income**

While many believe that having multiple streams of income is the only way to real wealth, you don't have to quit your job tomorrow to start your own business venture today. Instead, you can gradually work yourself into full-time entrepreneurship or even remain an "intrapreneur," earning extra money on the side through your business.



- **People are Looking for Something New**

New is innovative. You have the advantage of pitching fresh, unique services or products. Companies and individuals are always looking for new partnerships that offer greater value. You don't have to advertise the lowest prices, although you should be able to provide the most value and efficiency to increase your advantage over your competition.

4.2 Initiatives taken by Government to Promote and Support Women Entrepreneurship in India Steps taken in XII Five-Year Plan

(Source: Report of the Working Group on Women's Agency and Empowerment-GOI)

In the twelve five-year plan, a special chapter on the "Women Agency and Empowerment" was introduced by Government with following

- Vision for the XII Five Year Plan The vision for the XII Five Year Plan is to ensure improving the position and condition of women by addressing structural and institutional barriers as well as strengthening gender mainstreaming.
- Goals for the XII Five Year Plan
 1. Creating greater 'freedom' and 'choice' for women by generating awareness and creating institutional mechanisms to help women question prevalent "patriarchal" beliefs that are detrimental to their empowerment.
 2. Improving health and education indicators for women like maternal mortality, infant mortality, nutrition levels, enrolment and retention in primary, secondary and higher education.
 3. Reducing the incidence of violence against women and providing quality care services to the victims.
 4. Improving employability of women, work participation rates especially in the organized sector and increased ownership of assets and control over resources.
 5. Increasing women's access to public services and programmes through establishing and strengthening convergence mechanisms at multiple levels, creation of physical infrastructure for women and improving the capacity of women's organizations and collectives.
 6. Ensuring that the specific concerns of single and disadvantaged women are addressed.

Empowering women, giving women enough opportunities to show their worth, is the major concern of the government right now. And aren't women working wonders?! For Instance

The first woman entrepreneur I knew was my neighbor who started a papads manufacturing business in the early 90s. I remember my mother being in awe of her and did her best to help out the budding entrepreneur. But that was the 90s and these entrepreneurs were never glorified or talked about in the media. Even the choices for women in India were limited - most enterprising women built home-based businesses.

As far as the development of women there have been various shifts in the policies of the Government for the last fifty years - from the concept of 'welfare' till the 80's to 'development' in the '90's and now to 'empowerment' in this millennium of current scenario . A number of Non Governmental Organizations (NGOs) are also working to improve the Lot of women in the country. Employment, credit facilities, training, awareness generation, income-generating activities etc. have been the major interventions for improving the position of women. The need of the hour is economic independence for women. To translate this hope into reality, the Department of Women and Child Welfare has taken up various projects directed towards advancement of women.

4.3 Supportive Measures of the Government - of India

1. Governments at the Centre as well at the State designed a number of schemes and programmes for the support of entrepreneurs in general and for women entrepreneurs in particular. The schemes of the Govt. of India include the Support for Training and Employment Programme (STEP) aims to raise the incomes of d women by updating their skills & in the traditional sectors, such as dairy development, animal husbandry eri-culture, handloom and social forestry.
2. Assistance extended by Norwegian Agency for Development (NORAD) for training and skill development, and also for promotion of self-reliance through the generation of income for women in nontraditional trades.
3. Swarna Jayanthi Gram Swarozgar Yojana Scheme (SGSY), the amended and merged version of the erstwhile Development of Women and Children in Rural Areas (DWCRA).
4. The Jawahar Rozgar Yojana (JRY) provides facilities for women through training and employment.
5. The Government in 1998 launched a new scheme, called the Trade-Related Entrepreneurship assistance and Development (TREAD).

6. The National Bank for Agriculture and Rural Development (NABARD), with the objective of meeting the credit needs of the poor links banks with self-help groups.
7. Indira Mahila Yojana (IMY) was launched in 1995 in over 200 blocks of India, for the holistic empowerment of women. Current status 6000 groups were formed during 2015-16.
8. Swa-Shakti Project (earlier known as Rural Women's Development and Empowerment Project).
9. Rashtriya Mahila Kosh (RMK), a national credit fund extends credit facilities to poor and needy women.

4.4 Reserve Bank of India

Women units are very often too tiny in size. Institutions are reluctant to attend loans for very small amounts and demand collateral securities three or four times of the loan amount. Women having no sufficient securities to offer or not to take large amounts of loans do not get the attention of these institutions. To tackle this situation and to ensure adequate financial support to women enterprises the RBI took several initiatives.

RBI issued directions and an action plan to all the public sector banks. (RPCD. PLNFS. BC. No 40/06.02.79/2000-01. Dated December 12, 2000)

1. Redefining of Banks' policies / Long term plans
2. Setting up women cells
3. Simplification of procedural formalities
4. Orientation of Bank officers/staff on gender concerns/credit requirements of women
5. Publicity campaign for creating awareness about credit facilities
6. Entrepreneurship Development Programmes/Training facilities for Women
7. Specialized branches for women
8. Motivational strategies to enthuse bank officials/staff
9. Strengthening of existing schemes

4.5 Supportive Measures of the State Government

To overcome the obstacles in the process of women empowerment, the governments at the centre and states provide preferential treatment to women in finding them employment in the Organized sector and also in encouraging, equipping and facilitating them to start own units. Various schemes, incentives and facilities made available to registered women entrepreneurs by State and Central governments are listed in the following paragraphs.

The government provides following. Subsidies and incentives,

1. Subsidy for Technical knowhow & Feasibility Reports
2. Development Plots / Development Areas/ Mini

Industrial Estates

3. Incentives for quality Certification
4. Margin Money Loan
5. Margin Money loan for Nonresident Kannadigas.
6. National Equity Fund Scheme (NEF)
7. State Investment subsidy for Information Technology
8. Loan to SC/ST Entrepreneurs
9. Credit Linked Capital subsidy scheme for up gradation of Technology
10. Rural Artisans Programme (RAP)
11. Prime Minister's Rozgar Yojana (PMRY)
12. Sworn Jayanti Shahari Rozgar Yojana (SJSRY)
13. Swarna Jayanthi Gram Swarozgar Yojana Scheme (SGSY)
14. State Investment Subsidy offered to
15. Income Tax Exemption
16. Sales Tax exemption
17. Incentive for Growth scheme
18. General Excise Exemption
19. Credit Guarantee Fund Scheme (CGFSI)
20. Priority in getting power Connection
21. Marketing Support and Price preference
22. Sick Units Revival Programme (SURP).

4.6 Institutional Support

A network of organizations is there in the state, which provides loan facilities as well as training, consultancy, and marketing services to the women entrepreneurs. Following are the most prominent institutions and the important services rendered by them.

1. Karnataka State Women's Development Corporation (KSWDC)
2. Small Industries Development bank of India (SIDBI)
3. The National Small Industries Corporation Ltd. (NSIC)
4. Khadi & Village Industries Commission (KVIC)
5. Karnataka Khadi and Village Industries board (KKVIB)
6. National Bank For Agricultural And Rural Development (NABARD)
7. Karnataka Financial Corporation (KFC)
8. Karnataka State Development Corporation for SC/ST Ltd.
9. Karnataka Small Industries Development Corporation Ltd.(SIDCO)
10. Coconut Development Board
11. Bank Of India
12. State Bank Of India

4.7 Nature and Efficacy of Institutional Assistance

The network of institutions established under the auspicious of government to support women entrepreneurs in the state shows that a number of institutions are functioning with the same objective and to be served the same target group. This multiplicity of institutions does not help women to better their performance. Even though institutions have been developed for assistance in technological up gradation, consultancy, training, marketing etc. survey revealed that assistance provided by the institutions has been limited to financial assistance and training at the time of promotion of the unit. Table 1.1 shows the institutional support availed by entrepreneurs in the sample. Table 4.7.1 shows the nature of governmental and institutional support availed by women entrepreneurs in the district of Kolar. Out of 240 units in the sample, 61 units (25 per cent) did not received any assistance but waiting for monetary incentives offered by the government. All the remaining 179 units (75 per cent) had received financial assistance from the government. Subsidy, tax relieves and incentives are the main financial benefits availed by the entrepreneurs.

Table 4.7.1 Shows

Shows the nature of governmental and institutional support availed by women entrepreneurs in the (Town of Bagepalli) of Kolar district, Karnataka state. Out of 240 units in the sample, 61 units (25 per cent) did not received any assistance but waiting for monetary incentives offered by the government. All the remaining 179 units (75 per cent) had received financial assistance from the government. Subsidy, tax relieves and incentives are the main financial benefits availed by the entrepreneurs.

Type of assistance Received	No of Units	Percentage
Financial	179	74.58
Training	145	60.41
Marketing	18	7.57
Infrastructure	15	6.06
Consultancy	9	3.94
Technology	8	3.33
Number of assistance availed	58	24.16

Source: Survey Report

4.8 Entrepreneurial Training and Development Programmes

There is a net work consist of about eighty different institutions functioning in the state for providing entrepreneurial training to entrepreneurs. Special training programmes are conducted by these agencies and trainees are given special stipend to attract them to the programme. Table 1.2 shows the distribution of entrepreneurs attended Entrepreneurial Development and Training programmes and their opinion on such training.

As revealed by the table 4.8.1 out of 240 sampled units, 145 (60.41 per cent) entrepreneurs have attended Training programmes conducted by State sponsored institutions. Out of the 145 entrepreneurs attended training, 17.24 per cent found that the programme was highly beneficial. When 40 out of 145 (27.58 percent) entrepreneurs experienced the training as not beneficial, 80 Entrepreneurs (55.17 per cent) experienced the programmes were useful and beneficial.

Table 4.8.1: Opinion of the Entrepreneurs about the training programmes

Status of the EDP	Feed back on Training	No of Entrepreneurs	Percentage to Sub Total
Trained	Highly Beneficial	25	17.24
	Beneficial	80	55.17
	Not Beneficial	40	27.58
	Total Trained	145 (60.41 %)	99.99 Approx (100)
Untrained		95 (39.58 %)	
Total		240 (100 %)	

Source: Survey Data and showing in terms of percentage.

Among the sampled entrepreneurs, 145 entrepreneurs 60 percent have attended training programmes. Even though Marketing is one of the major problems, of women enterprises only 18 units (7.57per cent) received some kind of assistance for marketing their product, 08 units obtained technical advice and assistance, 15 units (6.06 per cent) took advantage of infrastructure facilities and 09 units (3.94 per cent) received consultancy services provided by institutions in the government sector. Majority of the units (74.58 per cent) have enjoyed assistance provided by the state but the assistances were mainly confined to financial assistance.

Table: 4.8.2: Disbursement of Entrepreneurs who did Not Participate in EDPS and Reasons for Not Participating

Reasons for not Attending	No of Units	Percentage
Not aware about the programme	20	21.05
It was not compulsory	38	40
Believed that they are not beneficial	20	21.05
Did not get a chance	17	17.89
Total	95	100

Majority of the sampled entrepreneurs attended EDPs before they start the unit. The entrepreneurs who did not participate in the training programme had different reasons for their non-participation. Table 1.3 shows the reasons for non-participation of entrepreneurs in EDPs. As shown in the table above out of the 95 entrepreneurs who did not participate in any training, 21.05 percent did not aware about the program. Majority of them i.e. 38 entrepreneurs (40 per cent) did not participate in the training programme because it was not compulsory.

As revealed in the table, when 17 entrepreneurs did not get a chance, another 20 (21.05 per cent) were unwilling to participate on the understanding that such programmes are not beneficial at all.

It is seen that the majority of the women entrepreneurs attended because attending such programme was compulsory for getting the benefits under any scheme offered by the Government. It is found that lack of awareness about the programme or about the benefit of the programme is a prominent reason for not attending any training programme by the entrepreneurs. This shed light on the limitations of existing policies and shows the need for proper propagation of the EDPs.

4.9 Difficulties Experienced in Getting Government Assistance

During the study it was observed that the entrepreneurs had to meet with various difficulties in obtaining assistance offered by the government. Most of them had the complaint on delay and apathy of the officials. Lack of transparency in formalities and unawareness of the details of schemes and programmes were the major causes for such difficulties. Even formalities are to be strictly followed to avoid **corruption and misuse**, respondents remarked, lack of transparency and unawareness of formalities lead to delay and corruption. Success of any programme will depend upon the level it has reached the target group. Awareness is a precondition for availing. Many of the schemes do not reach the target groups because of the unawareness of details and the level of awareness of respondents. Lack of transparency in procedures causes unnecessary confusions and Knowledge (Information) of environment and opportunities improve competitiveness. In Kolar unfortunately most of the women entrepreneurs are found not aware on these aspects.

Table: 4.9.1: Awareness of entrepreneurs about governmental support / programmes

Level of Awareness	No of Units	Percentage
Aware	52	21.16
Not aware	58	24.16
Not fully aware	130	54.16
Total	240	100

Source: Primary Data

It is found that though government has sponsored several programmes for the development of entrepreneurship among women, for majority of the entrepreneurs the state assistance is limited to a marginal amount of financial assistance. A Major reason for poor response to State sponsored programmes seem to be the lack of awareness,

5. Sustainability of Women Enterprises and Governmental Support

It is true that the Government has several programmes for the support of small entrepreneurs in general and women entrepreneurs in particular. As seen above most of the government measures are aimed at providing financial assistance to promote new enterprises. Majority of the Women entrepreneurs has availed the financial assistance offered to them. If these units could not sustain that will lead to block of resources as well as futile deployment of the exchequer.

On analysis of the efficacy of supportive measures and policies it is found that,

- State support measures are mainly of financial assistance designed to promote new units and Majority of the women units have availed these facilities. It is found that the existing system of state assistance is not sufficient to support sustainability of women enterprises.
- The state assistance was found beneficial to entrepreneurs. But it was found not sufficient as it is statistically proved that there is no significant difference in the sustainability of entrepreneurs who have availed assistance.
- It is found that the existing system of state assistance is not sufficient to support sustainability of women enterprises.

6. Conclusion

According to a new National Federation of Independent Business (NFIB) study published in a recent Forbes article, over half of all new small business jobs created in the next five years will come from businesses started by women.

Empowering women requires a great paradigm in current scenario. If women skills are not upgraded to enable their full participation in the technology based opportunities and agro - industrial production of the future. Women are likely to face further obligations in finding and keeping jobs.

In order to produce a change in gender relations, entrepreneurs development programme need to be address the inequalities faced by the women in assessing assets and opportunities.

The above paragraphs sufficiently persuade the vigorous attempts of Governments (both at Centre and State) to protect and promote women entrepreneurship. However the multiplicity of institutions and lack of transparency / complicate procedures in departmental dealings are barriers in the implementation of various schemes of the government.

Governmental efforts are mainly directed towards the promotion of new units. It found that there is the need for proper consideration for improving sustainability as well. The bureaucrats always hold the cards close to their chest. Lack of information, procedural complications and inherent nature of laziness set the schemes back in implementation. There is no proper agency for the co-ordination of governmental activities and to integrate with NGO activities. Planned and systematic efforts and policies are yet to be started in the State not only to face the negative implications of liberalization and globalization but also to tap all the possible opportunities.

The Government of India responses and encourage as milestones for the economic empowerment of the women in the present society and develop themselves as strong entrepreneurs. The upcoming opportunities to build on the commitment already has made on women's economic empowerment should be fully utilized by all stake holders, including government, multilateral and bilateral donors, academicians, non-government organization and the private sectors.

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