

ENTREPRENEURSHIP AMONG RURAL WOMEN

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ABSTRACT

Women are an essential part of the nation. Men and female are two wheels of a cycle which requires together to move. The Indian economic system is searching ahead for the equal participation of men and female for the economic development of the nation. This paper discusses with entrepreneurship amongst rural women. Many packages have been promoted by the government and non-government authorities to promote rural entrepreneurship among women. But most of these programs are observed to be inactive by the midst. This can be efficiently implemented if their requirements and troubles are properly studied. In this paper's discussion is also made concerning the want for merchandising entrepreneurship among rural women.

KEYWORDS: *Entrepreneurship, Rural Women, Rural Women Entrepreneurship*

INTRODUCTION

Every mankind will have positive desires in their life. And there is no discrimination like male or female for the dream. But to be the dream to be realized, involving their freedom, profession and independence, there are a lot of obstacles mainly for women. There are sure barriers for them like mindset of the society, customs, etc. In spite of these limitations, these days we can see female enter into jobs and business. We can see that female have proven their participation in nearly all the spheres. According to the Indian census 2011 the rural population constitutes 68.84% of the total population whereas the urban population is 31.16%. And compared to the urban female population, rural women population constitutes 68.96%. The working rural women are only nearly 26%. These figures and facts are shown to reveal the untapped resources of the Indian economy which is nothing other than the rural women (Kumar 2014)

The Indian society has a frequent assumption that women are no longer capable of attractive in any endeavor which is economically beneficial. But these people are extra capable as they have the inherited qualities to control which is integral for an entrepreneur. And the style is changing. Women have proven their pastime in taking part in economic activities and to be economically independent. Women who are having creative and modern ideas, and have potentials are coming forward to begin a new business. The emergence of female entrepreneurship and their contribution is pretty seen in India (Ghani et al. 2014). Seeing the contribution made via the female entrepreneurs, we can count on a better contribution from their part if the adequate and applicable surroundings are created for the same (Rao 2013). Encouraging women to participate in financial activities are observed successfully to cast off poverty and in the next stage it allows to have a better living situation

WOMEN ENTREPRENEURSHIP

In India women entrepreneurs represent only a small group of women who had and explored new areas of economic participation. It is only few before women have taken part in economic activities, who were then engaged in agricultural activities and household activities. The economic reforms, liberalization, privatization, globalization (LPG), change in culture, change in attitude etc led to the development of women entrepreneurs. The United Nations report (UNO) has stated that the economic development of any country can be easily made possible through enhancement and advancement of women in that country. And in India many programs have been promoted by government at national and state level seeing that economic participation is a good and easiest way to eradicate poverty. And it has also been found successful.

Now we are having a range of female who have proved successful as entrepreneurs. But they form only a small component of complete woman populace in India. And these females have to be influenced to take up entrepreneurial activity as it is one of the untapped sources for the economic growth of a country.

RURAL WOMEN

The socio-economic condition even once in a while the cultural prerequisites for women in the city area and rural location are observed to be different. The socio-economic conditions, even the culture have an impact on the views and perceptions of women in taking up entrepreneurial activities (Kumar 2014). The educational qualification of the people in rural region is comparatively much less than urban areas. Once Women got married, then at once she will be tied with the household responsibilities and duties. They also find tough in carrying on their profession along with household duties. The socio-cultural elements will bind the rural female in their native place itself who find it difficult to take up entrepreneurial activities (Puneet 2012). The rural woman has greater social ties which compel her answerable to many than an urban woman.

Rural women belong to the most deprived areas of the society facing unfavorable prerequisites in phrases of social oppression and economic inequality, a visible majority of them being extremely poor. For a woman to become a good entrepreneur, there are certain favorable factors like their educational background, family support, social acceptance etc (Pratima 2013). The educational background helps the women very favorably to identify a new idea and to be creative with their venture (Goyal 2015). Family support is one of the important factors that is required for the development of women entrepreneurship. It has two impacts. It improves the confidence of the women who is taking economic ventures and on the other side, it helps to realize the lack of managerial skills among the women entrepreneurs (Dianne et. al 2016). The social acceptance for women in rural area is very difficult and even very hard to get support. The humans in the urban vicinity will be having a good deal higher preferred of living than human beings at rural area. If women entrepreneurs are engaged in rural location they will be generating extra earnings and also it will enable them to provide employment opportunities to others. It will also end result in an increase in per capital income and thereby financial boom of the nation. A focal change in mindset of society and usual mind-set in humans is required for the empowerment of women through entrepreneurship. Otherwise, measures and opportunities created for enhancement of women will remain unsuccessful.

As rural females are tied in their native location and has having less training qualification they will be lacking some competencies and adequate information regarding the support system for their empowerment (Chandra 2011).

It can be increased by way of arranging awareness classes among them about possibilities, opportunities and supporting system and by providing training facilities which will surely help in seeding the things lacking among rural women.

NEED FOR WOMEN ENTREPRENURSHIP IN RURAL AREA

For everybody, it is his or her desire that requires set their objectives in their life. For each woman, they require to see their children taught, back monetarily the bread champ of the family and to set up their claim trade. On the off chance if those women are financially enabled they would utilize it for the advantage of the family, which in turn to the society and the country at expansive. In country range as it was the male are found to be as bread champ of the family whether it is father, spouse or young boy. Ladies are in the family to oversee the children and see after as it were the unattractive things. So whatever earned and brought by the family head (male), other than in a few remarkable cases, may not be adequate to shore up all other individuals in the family and for their necessities. Here come the variables that thrust the ladies in the family to get locked in small economic activities to bolster the bread champ of the family. More over the rural females will be having perfect time and adequate gifts and possibilities which can be utilized properly to generate income for their family.

Women entrepreneurship has received a great deals significance in Indian economy nowadays. It is because of the following reasons. First of all its contributions towards the GDP of the nation. Many of the rural people who are taking up economic activities would initially starts in the nature of micro enterprises. According to MSME report micro enterprises have created employment upto 93.94 lakhs. Rural women entrepreneurs who are engaging in micro and small business establishments truly add value towards the entire production value of the nation by utilizing the available sources. Secondly, women entrepreneurship is aid towards the empowerment of women. It makes the women economically independent. The earnings generated by those women may be used for the development in their circle of relative's economic repute and to improve the standard of their living. Thirdly, it could be a solution for the unemployment and enables in poverty eradication. With the aid of taking up entrepreneurial activity, it lead them to be self employed and to offer employment opportunities to others. Fourthly it facilitates within the proper utilization nation's assets specially the human assets.

Earlier studies have listed a range of female entrepreneurs in rural place who are running their business successfully. So if opportunities and appropriate instruction are given female in rural place can come ahead and diversify their earnings sources by taking up profits producing ventures. The women have the sizeable potential whether or not they are skilled or illiterate, married or single who want motivation and help from family as well as society to take up earnings generating ventures. Low rate of education qualification and economic fame emphasizes the need for enticing the rural female with entrepreneurial activities. At household stage and at countrywide level women are of a vital part. As mentioned beforehand quicker economic enhancement is, possible via empowering and training them to utilize their untapped resources to maximum extent possible.

As Anyoha (2011) says in his study, "a woman will be socially excluded if she is unable to participate in the basic economic and social things to do of the society in which she lives". The development of a nation depends on the development of its rural area. The same can be foster via the energetic involvement of rural women in economic activities.

In India the improvement of rural women has been at the critical degree. There are some of programs followed and put forward via authorities and different agencies for the empowerment and development of the socio-economic fame of females which can be ought to reveal a hundred percentage end result by this time. However the result isn't the same. With the aid of taking into account the socio-mental makeup, work profile, desire of the stake holders, their interest, adopting a bendy method in every application that suite their desires will supply greater end result than what the result now.

The ladies have proved that they can properly controlled the obligations with kids, family things, older structured member of the family together with that they are able to putting their energy and willpower towards enterprise. Women have proved to be innovators which wherein once dominated by the men. By right schooling they may be molded nicely to meet the demanding situations in the world of competition to have sustainability and to try for excellence in their entrepreneurial venture.

Some of the reason why women entrepreneurship needs to be recommended in rural vicinity is listed beneath. Women provide help to their own family by bringing extra profits to satisfy the necessities and engaging in their ambition. It permits the ladies to be economically impartial. It brings delight and feeling of self actualization.

ISSUES AND CONSTRAINTS IN GETTING INTO ENTREPRENEURSHIP

Not like a male entrepreneur a women entrepreneur has to have engaged in a number of activities. She has to look after the circle of relatives and also to be devoted to the commercial enterprise. Honestly, they'll be gambling a double function in their lifestyles. There are social constraints in addition to financial and legal constraints for a women to get into commercial activity mainly a rural women (Goyal 2015). Some of those constraints are referred to as follows. First of all a rural woman faces many social constraints due to lack of circle of relatives guide, own family responsibilities that makes her less mobile, attitude of the society concerning girls taking up entrepreneurial activity, issues in growing social and public relations, twin position to be performed and shortage of confidence to take in a task. This mind set among the society and lack of support from the family is also acting as a hindrance for the women in rural area to take up entrepreneurial activities (Kian et al 2016). Secondly the financial constrain. For a rural female it isn't always possible to raise capital from her financial savings or from the own family. The very next choice to her is to approach a financial group who is reluctant to give assistance to a woman controlled enterprise. Even if they are for it, they will likely be provided on some good and safe assets possessed which may be absent in their hands. This financial constrain could also act as a barrier for the women to get into economical activities (Kian et al 2016), (J. Goyal 2015).

Thirdly the lack of awareness of possibilities (V. Bharathi et al (2014)) - rural ladies may be less educated and they may not capable of find out the numerous opportunities available to them by way of various authorities and non authorities packages. They'll additionally be unaware about the change in environment, technological changes, and advertising strategies and so on. They may be having a limited source for the awareness of information regarding numerous assistance furnished by the government and non authority's agencies. Lack of understanding of business management is some other constrain as rural women lack excessive training qualification and they'll be lacking the ability of business administration and find tough in advertising their merchandise.

The above mentioned barriers for fostering rural entrepreneurship among the woman can be wiped off to an extent

by the following steps. The primary and major issue to be accomplished is to change the mind-set of the society towards women entrepreneurship (J. Goyal 2015). All of the socio-cultural constraints can be removed by way of this transformation inside the attitude of the human beings. This could be made by way of engaging in seminars adequate public recognition to the women entrepreneurs who've succeeded.

Financial constraints are found to be a prime trouble (Goyal 2015). There are quite a few programs promoted by way of the government that offer monetary assistance to the rural women. But they're now not getting any information concerning it timely. Even though the authorities has supplied help through SHG it is not achieving in the hand of those are not the members. This monetary constrain can be reduced by motivating the rural women to get membership in any packages promoted through the authorities or non government and supplying training and information to them through some trained personnel and officers by conducting campaigns or seminars. Government and other authorities should frame the policies which are found to be beneficiary friendly (Claret et al 2016).

Rural women entrepreneurs will be lacking training which acts as a barrier for their entrepreneurial development. By identifying the training requirements and providing it can be a catalyst for their entrepreneurial development (Idrus *et al* 2014). Adequate training must be provided to the rural women through SHG and various different groups promoted via government or non government agencies, providing information about numerous assistance agencies, opportunities and unexplored region wherein they are able to take entrepreneurial activities. Feedbacks and evaluation regarding the initiatives taken by the government and non government agencies need to be done frequently so that their problems may be recognized and measures may be adopted to avoid the same. The policies and regulations put forward by the government has a great role in creating an entrepreneurial environment in the economic system (Claret 2016). So the initiatives taken by the government and other supporting agencies must be taken with due consideration for the women that would enable them to take entrepreneurial ventures.

Exhibitions and melas can be carried out or organized by specific corporations or authorities and may provide stalls to the women at the differential rate or at a free cost especially to rural women.

It is also mentioned that political reservation for women has increased in the number of women entrepreneurs in India. It says that women reservation in politics has a great impact on the women's participation in different spheres like taking up employment and entrepreneurial ventures and thereby contributing towards the economic development of the nation. (Ghani et al. 2014)

CONCLUSIONS

This study has made an attempt to review the challenges and possibilities for women entrepreneurship especially in the rural areas. It is focused on rural area because it is a precious untapped source and resource that would improve the economic condition of a nation. The study also mentioned the potential avenues in women entrepreneurship in the rural area.

Entrepreneurship among ladies will enhance much more than the prevailing state of affairs with no question. And definitely, it's going to create wealth to the nation at large and for the family especially. Deliberating the problems and challenges and the imposing various programs might foster the growth of the women entrepreneurship particularly for rural women entrepreneurship.

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