

Emerging trends of women empowerment in Indian entrepreneurship

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ABSTRACT

Now a days, in India women entrepreneurs have created a special association by developing the high economic status. Women entrepreneurs mostly expands their business to large-scale industry. Women entrepreneurs are working hard to protect and to make high profitability, which will develop their goodwill as well as economy of the country. As to compare with urban and rural, the urban women entrepreneurs in India are more empowered. This paper is based on empirical in nature and briefly analysis of theoretical findings, the data are collected through secondary source i.e., newspapers, journals, articles and like. This paper is to study the trends of women empowerment in Indian entrepreneurship; what are the challenges and issues faced by the women entrepreneurs for their success and some recommendation for improvement in entrepreneurial skills.

Keywords: women, entrepreneurs, empowerment, challenges, emerging trends.

1. Introduction

In India, women entrepreneurs have create a special association with the society by developing the economical status. The women entrepreneurs have switch on their company with small scale and expands to large-scale industry. Every woman entrepreneurs struggle very hard to protect and provide by making their business as a huge profitable and which will give a economical development to the country. But, the urban area women entrepreneurs are very huge empowered and when comparing with rural women entrepreneurs in India. This paper is aimed to study the trends of women empowerment in Indian Entrepreneurship and certain issues and challenges faced by the women entrepreneurs to bring their success and also offer some recommendations for improvement of entrepreneurial skill to the women in India.

2. Review of Literature

Vijaya Kumar and Jaya Chitra (2013) in their study observed that the various policies and programmes framed by the Government of India to uplift and enhance the women entrepreneurship. Mahajan S., (2013) in his study revised that the case of Hina Shah and her successful story as a women entrepreneur and recommended that helping women entrepreneurship are given based on her case.

3. Objectives:-

- 1) To know the trends of women entrepreneurs.
- 2) To study the most successful women entrepreneurs in India

4. Methodology

This research is descriptive in nature supported by brief analysis of the theoretical findings. The secondary sources used for this study are in nature collected and compiled from reports of MSMEs in India, various academic research journals, newspapers, online web articles and the like.

5. Trends of Women Entrepreneurship in India

Table 1: Trends of Women Entrepreneurship in India

Sl. No.	States	No of Units Registered	No. of Women Entrepreneurs	Percentage
1.	Tamil Nadu	9618	2930	30.36
2.	Uttar Pradesh	7980	3180	39.84
3.	Kerala	5487	2135	38.91
4.	Punjab	4791	1618	33.77
5.	Maharastra	4339	1394	32.12
6.	Gujrat	3872	1538	39.72
7.	Karnatka	3822	1026	26.84
8.	Madhya Pradesh	2967	842	28.38
9.	Other States & UTS	14576	4185	28.71
	Total	57,452	18,848	32.82

Source: Priyanka Pareek (2016), "Women Entrepreneurship", Published on April 13, 2016

Table 1 shows that Uttar pradesh have more number of women entrepreneurs (3180) with 7980 registered units in India and followed by Tamil Nadu with 2930 women entrepreneurs.

6. Successful Women Entrepreneurs in India

In India, there are number of women entrepreneurs successfully managing their enterprises and provide economic growth to the country. The following are the details of top successful Women Entrepreneurs in India.

6.1. Indu Jain – Chairperson of Bennet, Coleman (TOI)

Indu Jain was born in Faizabad Uttra Pradesh India, she is one of the most influential and cultural women, a multifaceted personality. At present, she is a chairperson of Bennett, Coleman & Co. Ltd. that she owns India's leading news daily 'The Times of India' and many other news daily. She is an admirer of arts and culture. In 2016, she was received Padma Bhushan award by the Indian Government for her contributions to the society. As per Forbes 2015 report, Indu Jain had a net worth of USD 3.1 billion dollar and ranked 57th richest person in India.

6.2. Indra Nooyi – Chairwoman of PepsiCo

At present she is serving as an on board of directors at Amazon and also she was well known by her role as a chairwoman and CEO of PepsiCo, India Holdings Pvt. Ltd. Before joining Pepsi Co, she was associated with Asea Brown and Motorola companies. She is truly inspires of many women and will inspire this generations.

6.3. Kiran Mazumdar Shaw – Founder of Biocon Limited

At present, she is the Managing Director and Chairperson of Biocon Limited which is situated in Bangalore and it is based bio-pharmaceutical company. The main focus of her company is to come up with solutions for diabetes and cancer that plagues India.

6.4. Vandana Luthra – Founder of VLCC

She was initially a homemaker who refused to stay in the shackles of a domestic life. In the year 2013, she was received the Padma Shri for determination and diligence lead. Latterly, she was recognized by Fortune India as the 33rd most powerful Indian women entrepreneur.

6.5. Priya Paul – Chairperson Park Hotels

At present, she is the chairperson of Park Hotels and she was received Padma Shri award given by the Indian Government in the year 2012 and also considered as an inspiration for many women in India who wants to become a successful women entrepreneurs.

6.6. Ritu Kumar – World Famous Fashion Designer

She is one of the popular fashion designers in the world and she was booming by creating a top market place for her brand which consists of designer such as ethnic wear, evening formals, swim wear and traditional wear. In the Miss India pageants, her design has created a major impact on history in three times and also she was received the Padma Shri awarded by the India Government in the year 2013.

6.7. Shahnaz Hussian – CEO of Shahnaz Herbals

Her company has over 400 clinics across the World and also she is one of the most influential women in India. She received the Padma Shri award for her contribution to lead their enterprises from the Indian Government in the Year 2006.

6.8. Suchi Mukherjee – Founder & CEO of Limeroad

Her enterprise was associated with the Gumtree, eBay and Skype. In the year 2012, she started Limeroad along with Prashant Malik, Manish Saxena and Ankush Mehra.

6.9. Richa Kar – Co-founder of Zivame

She is the Co-founder of the online lingerie giant Zivame and she went ahead and completed her master's degree in management studies in the year 2007 from Narsee Monji Institute of Management Studies.

6.10. Aditi Gupta – Founder of Menstrupedia

Aditi Gupta is Co Founder and Managing Partner at Menstrupedia. Indian society suffers from many taboos and one of them is menstruation. Her initiative provides necessary information to women on how they can stay healthy and practice sanitary habits during their menstruation cycles.

7. Suggestions

The following are the suggestions for growth of women entrepreneur skills

- a. The Government should provide micro credit system and enterprise credit system to the growing women entrepreneurs.
- b. Women Entrepreneurs should be participating in the special training courses and programmes relating to their business offered by various institutions and Government to improve the skills.
- c. Women enterprises should join hands to form co-operative society to perceive that their enterprises run effectively.

8. Conclusion

A women entrepreneur is an individual who applies feminist values and approaches through entrepreneurship, with the goal of improving the quality of life and wellbeing of girls and women. Many of the women are creating 'for women, by women' enterprises.' Women entrepreneurs are motivated to enter commercial markets by create wealth and social change, based on the ethics of cooperation, equality, and mutual respect in the society.

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