

# Role of Education for Promotion of Women Entrepreneurs

Dr. Monika

Assistant Professor, Institute of Teacher Training & Research, B.P.S. M.V., Khanpur Kalan, Sonipat

**Abstract:** *Women's finance provincial women are as of now logically kept up their own one of a kind business yet their venturesome potential, managerial aptitude and money related duty remain commonly rejected in the general public. Female business enhancement is the basic segment of women reinforcing. Reinforcing through big business prompts vanity and makes women careful about their status, nearness, right and their circumstance in the general public.ial and social improvement is vital for generally monetary advancement of society and country as well. Lack of family support, non-participation of male partners, feeble haggling position, mental obstructions, absence of encounters, lack of learning, absence of society bolster, physical and mental badgering amid the work, official formalities in getting advances for setting up a business, poor relational abilities, absence of mindfulness about credit offices for ladies, absence of foundation offices, strict government approaches, absence of showcasing aptitudes and horrible market practices and so on are some the real issues looked by ladies. Alongside Govt activities, plans and projects, the spotlight ought to be put on empowering ladies business people through suitable motivating forces by the instructive organizations time to time for ladies, The should be curriculum through online distance courses as well as in regular courses to actively promote social entrepreneurship in educational institutes. Different motivational plans should be also run by universities and academic institution for awareness of society in general and women in particular. For the involvement of maximum young entrepreneurs, a web or social media connecting the entire entrepreneurial system should be recognized by educational institutes or departments like social works departments, educational training institutes and management departments in universities.*

**Keywords:** Women entrepreneurship, Education

## 1. Introduction

The term “entrepreneurship” has been taken from the French verb “entreprendre” and the German word “unternehmen”, both means to “undertake”. Grave and Hofer well-defined the entrepreneurial process as “involving all the functions, activities, and actions associated with perceiving of opportunities and creation of organizations to pursue them. Country industrialization implies empowering area of vast and little scale units from urban or created zones or arranged moving of units from urban zones to provincial regions”. For the promotion of a culture of entrepreneurship and innovation in India, the Government of India has started “Startup India” initiative from January 16, 2016, under which ,entrepreneurship is expected to be an ever more important source of growth and job creation in the years to come. Rural entrepreneurship can stop the increasing migration towards city side as it can provide widespread employment opportunities the village. Rural women’s economic and social development is necessary for overall economic development of society and nation as well. Lack of family support, non-cooperation of male counterparts, weak bargaining position, psychological barriers, lack of experiences, lack of knowledge, lack of society support, harassment, difficulties in getting loans to set up a business, poor communication lack of awareness about credit facilities for women, lack of infrastructure facilities, strict policies and regulation by government, attracting customers and lack of marketing skills etc. are some the major problems faced by the women entrepreneurs. Women business endeavour enhancement is the basic instrument of women reinforcing. Fortifying through business undertaking prompts vanity and makes women careful about their status, nearness, right and their position is in the overall population. In present day time, women are twisting up socially drawn in, and fiscally empowered through business ownership. Women

undertaking is similarly getting hugeness in India in the time of globalization and financial progression

The basic principles of entrepreneur which should be applied for the rural development are:

- Make additional endeavours for ideal usage of neighbourhood assets in an enterprising endeavour by rustic populace like better disseminations of the homestead deliver results in the provincial success.
- To reduce discrimination and providing alternative occupations as against the rural migration.
- To activate such system to provide basic ‘6 M’- ‘manpower, money, material, machinery, management and market’ to the rural population. (Patel & Chavda, 2013)

## Types of Rural Entrepreneurship

- 1) **Individual Entrepreneurship**- It is basically called proprietary i.e. single ownership of the enterprise.
- 2) **Group Entrepreneurship** - It mainly covers partnership, private limited company and public limited company.
- 3) **Cluster Formation** - I It covers NGOs, VOs, CBOs, SHGs and notwithstanding systems administration of these gatherings. These likewise cover formal and non-formal relationship of a gathering of people based on rank, occupation, pay, and so on.
- 4) **Cooperatives** - It is an autonomous association of persons united voluntarily for a common objective. An entrepreneur has to decide on a particular type of entrepreneurship based on the various options available.

(Source:

<http://www.scribd.com/doc/26661470/RuralEntrepreneurship-in-India>)

## 2. Challenges for Rural Women Entrepreneurs

The primary difficulties that ladies look in business are instructive and work foundation, Balancing their time share among work and family, Problems of raising start-up capital, Difficulty in acquiring store, Thought-cut competitions & presence of little organizations, Problems of profiting crude materials access to send out market without middle people, just as a by and large mental hindrance with respect to banks, providers, and customers alike, are a couple of these difficulties. In addition to this some of the challenges faced by rural entrepreneurs especially by rural women are as follows-

### 1) Psychological Barrier

Most extreme Indian ladies are sincerely appended to their families. They are in effect less reasonable. They do all the family work alongside taking care of their kids and additional consideration of relatives, regard for spouse, and in laws ,which remove heaps of their time and vitality. In such circumstances conditions, it will be exceptionally troublesome for ladies to think and give complete consideration run the undertaking effectively.

### 2) Lack of Education

Indeed, even in 21st century, a large portion of the provincial ladies are unskilled. Ladies in rustic regions who are instructed are given either less or inadequate training than their male partner, might be expected to being enthusiastic, destitution, early marriage, low financial status, mostly because of advanced education for other male relatives. Absence of instruction is one of the greatest impediments for rustic ladies who need to begin a venture. Because of absence of legitimate instruction, ladies business people stay in back in the improvement of new innovation, new techniques for creation, showcasing alongside other administrative help and plan.

### 3) Availability of raw materials

Because of poor street network and poor transportation, it is very hard to make accessibility of crude materials all the time in provincial territories. Accessibility of crude materials is a basic part of business enterprise. Ladies business people in provincial territories confront trouble in getting the required crude material and other essential adornments and so on even without learning they don't know how to deal with the crude material on shoddy rates.

### 4) Non-cooperation of Male Counterparts

In our constitution there are equivalent rights for people yet in genuine sense uniformity does not exist in provincial territories. Ladies are being disregarded in numerous circles of life. Ladies are not offered equivalent men. To the extent country zones are concerned, individuals have a set disposition that ladies are just for family work. They require the authorization of the family. Enterprise has ordinarily been acknowledged as male ruled that demonstrates a major obstacle in the development of ladies business visionaries.

### 5) Problems of Economy and Finance

Ladies business visionaries need to endure a ton in the executives of gatherings with the agents, bank worker and so forth henceforth, money related establishments not approach

to give budgetary help to ladies borrowers. For the most part their work isn't considered up to the stamp. They additionally confront numerous money related issues because of lack of financing for crude materials, and work advance at time.

### 6) Tough Competitions

In the period of innovation, rural women business people confront a great deal of issues and difficulties. Generally ladies business people don't utilize high innovation during the time spent generation. In a market where the challenge is excessively high, they need to contend energetically to make due in the market against the sorted out division and their male partner who have tremendous experience and ability to receive cutting edge innovation in overseeing ventures

### 7) High cost of Production

High cost of production is also a big problem. A few elements including wasteful administration add to the staggering expense of creation which remains as a square before ladies business visionaries. Ladies business visionaries confront innovation impediment due to non-selection or ease back reception to changing innovation which is a central point of surprising expense of creation.

### 8) Low risk-bearing Ability

In our nation, by and large ladies are delicate and passionate commonly. A business person must have chance bearing limit with respect to being effective business visionary. Yet, ladies, some of the time neglect to manage the sum chance which is fundamental for running an enterprise. Absence of proper guidance, planning and cash related assistance from outside in like manner decline their ability to bear the danger related with an endeavours.

### 9) Limited Mobility & Transportation Facility

In our state, principally in rural areas, ladies versatility is exceptionally constrained and has turned into an issue because of customary qualities and preservationist considering. Moving alone or remain out in the night for business purposes without their relatives are still viewed with doubt and thought about dicey. In this way security of country ladies business people is likewise a noteworthy test.

### 10) Social Thinking

The conventions and traditions predominant in Haryana state towards ladies some of the time remain as a hindrance before them to develop and flourish. Ranks and religions command with each other and obstruct ladies business people as well. In provincial zones, they confront progressively social boundaries as they are dependably observed with suspicious eyes.

### 11) Lack of Entrepreneurial Aptitude

Absence of innovative fitness is a noteworthy worry for provincial ladies business people. They have no pioneering mentality. In some cases even in the wake of going to different preparing programs on business enterprise kept running by govt., ladies business visionaries neglect to hold over the dangers and inconveniences that may come up in an authoritative working.

**12) Limited Managerial ability**

The executives have turned into a particular occupation which just productive chiefs perform. Because of absence of appropriate training ladies business people are not proficient in administrative capacities like arranging, sorting out, controlling, organizing, staffing, coordinating, rousing and so forth of an undertaking as in the public arena their job is bound up to family duties. So their half personality stays occupied in their family or at their home. In this way, they won't give careful consideration in appropriate arranging and the board in their business. Thus, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

**13) Legal Formalities**

To satisfy the lawful customs required for running an undertaking turns into a major issue with respect to a ladies business visionary due to the commonness of degenerate practices in government workplaces and procedural deferrals for different licenses, power, and water and shed distributions. In such circumstances ladies business visionaries think that its difficult to focus on the smooth working of the undertaking which accordingly dispirit them to begin business.

**14) Exploitation by Middle men/agents**

Ladies are organically viewed as extremely weak, since ladies can't circled for promoting, circulation and cash accumulation; they need to rely upon centre men/agent for the above exercises. Agent or specialists will in general endeavour them in the appearance of assistance or support. They include their very own net revenue which results in less deals and lesser benefit.

**15) Lack of Motivation and Confident**

Inspiration assumes an essential job for running a venture. Ladies business people as a result of their innate nature, here and there feel less sure because of antagonistic components in family or society. Inspiration and certainty are critical factors in running a venture effectively. They need to make a harmony between dealing with a family and dealing with a venture. India keeps on being a home of underemployed, jobless and needy individuals.

**3. Role of Education in Promotion of Entrepreneurship****Education curriculum helps to understand rules and regulation to start entrepreneurship**

Education helps to understand the basic rules and regulation with more confidence and commitment to start entrepreneurship with the help of education curriculum. In association with specialists/experts, a world class business enterprise training educational programs should be organized in universities for sensitization and awareness of students and staff of universities also. The educational projects will be prepared by students for maximum interest of each and every confident business visionary without much expenses.

**Education and online learning**

Web learning, attempt courses like Massively Open Online Courses (MOOCs) related to business techniques can be

arranged when required by students and for all who are interested for maximum involvement. Business project Hubs (E-Hubs) should set up over all states, so that existing and potential business visionaries may be engaged for business enterprise preparing modules/programmes that suit their need with maximum interest and benefits.

**Entrepreneurship activities are promoted through education**

Enterprise exercises/activities in creative and front line innovation regions should be lined up with entrepreneurship, for example, 'Atal Innovation Mission (AIM)' and 'Self Employment Talent Utilization (SETU)'.

**Familiarity and support entrepreneurs through entrepreneurship Hubs (E-Hubs etc):**

Support to specialists, including encouraged activities of national and state government endeavour undertakings and access to enabling resources, a national arrangement of Entrepreneurship Hubs (E-Hubs) should be organised. These E-Hubs should considered, cover the entire nation for maximum participation.

**Expansion of entrepreneurship:**

For advancement of business enterprise, state and national summit connections with female partners will be promoted. Worldwide connections should be set up through temporary job openings and trade excursions to worldwide business enterprise centers, with good examples.

**Encourage entrepreneurship among reserved categories/groups:**

Exceptional center will be given to the consideration for promotions of minorities, diversely able, ladies and so on in, Haryana for business enterprise programs by instruction. Unique endeavours will likewise be made to select coaches to direct ladies appropriately.

**Promote Entrepreneurship amongst Women with more motivation and confidence:**

Concentrate will likewise be put on empowering ladies business visionaries through proper motivating forces for ladies possessed organizations under people in general acquisition process. Different programmes like advertisements, arrangements of cultural programme related to women empowerment should be ensured collectively are made to empower Women Entrepreneurs. Importance should be given for mentorship and sincerely strong system for women business visionaries in existing business centers and incubation facilities.

**Social entrepreneurship and basic innovations by education:**

Colleges and scholastic organizations should be organized for conducting seminar on topics related to Social Entrepreneurship', including online training, for effective advance social enterprise in the nation.

**Education should be used for making societal development through entrepreneurship**

For connecting the business the scholarly world models should be based on National Occupational Standards set by

industry through sector skill councils at national level. The key highlights are as given below:

- These may be based on state skill programme reports – identification of different business sectors with different job
- Development of implementation of best model into time table as per university norms in different related courses.
- Training of Trainers of universities staff/experts by National Skill Council
- Arrangement of Curriculum and Capacity Building workshops in universities
- Student orientation sessions in universities
- Arrangement of workshop for society with university staff and students for motivation.

#### 4. Conclusion

The fundamental challenges for development of inclusive entrepreneurship and innovation need to be systematically addressed to bring about systemic changes in the society and the nation at large especially with the help of education. Education helps to understand the basic rules and regulation to start entrepreneurship education curriculum. The Department of Technical Education (DTE), Government of Haryana serves as the state nodal agency for providing technically trained workforce in various fields of engineering and technology encompassing Diploma, Post-Diploma, Degree and Post-Graduate level courses conducted through technical Institutions. As the DTE has full administrative control over all Technical Institutions of the State, it takes upon itself the task of preparing five year plans and annual plans for entrepreneurs motivation by education. The MOU may facilitate mobilisation of women with their skill development and entrepreneurship and identification of implementing agencies which could bring together the demand and supply sides in an efficient and cost effective manner. Govt activities will likewise be set on empowering ladies business visionaries through suitable motivators by the instructive establishments time to time for ladies possessed organizations Education helps to understand the basic rules and regulation to start entrepreneurship education curriculum. Govt local bodies like *Anganwadi Workers, Sarpanches, Asha Workers* etc. may be time to time invited in educational institutes for awareness. They can help in gathering real data and functioning of different developmental plans run by university time to time for awareness of society. Universities and academic institutions should be encouraged for adaptation of villages. Different motivational plans should be also run by universities and academic institution by field work, project etc. for awareness of society in general and women in particular. There should be focus on skill development and 'Social Entrepreneurship', in curriculum through online distance courses as well as in regular courses to actively promote social entrepreneurship. To help youthful business visionaries, a web and portable based stage interfacing the whole enterprising biological system ought to be set up by instructive organizations or divisions like social works offices or instructive preparing foundations in colleges.

#### References

- [1] [http://enrd.ec.europa.eu/enrd-static/networks-andnetworking/national-rural-networks/joint-nrnactivities/nrn-rural-entrepreneurship-thematicinitiative/en/nrn-rural-entrepreneurship-thematicinitiative\\_en.html](http://enrd.ec.europa.eu/enrd-static/networks-andnetworking/national-rural-networks/joint-nrnactivities/nrn-rural-entrepreneurship-thematicinitiative/en/nrn-rural-entrepreneurship-thematicinitiative_en.html). August, 2014.
- [2] <http://markservices.co.in/courses.html>. August, 2014.
- [3] <http://www.scribd.com/doc/26661470/RuralEntrepreneurship-in-India>
- [4] Jalbert, Susanne E., (2008), Women Entrepreneurs in the Global Economy, education research.
- [5] Parveen K, 2014. Development of Rural Women Entrepreneurs through Workshop Training. Research Journal of Management Sciences. Vol. 3(2), pages1518.
- [6] Patel B. and Chavda K., 2013. Rural Entrepreneurship in India: Challenge and Problems, International Journal of Advance Research in Computer Science and Management Studies, Volume 1, Issue 2, July 2013.
- [7] Pato L. and Teixeira A.C, 2013. Twenty Years of Rural Entrepreneurship :A Bibliometric Survey.FEP working papers.
- [8] Pharm A, and Sritharan R., 2013. Problems Being Faced By Women Entrepreneurs in Rural Areas. The International Journal of Engineering And Science (Ijes), Volume2.Issue3 Pages52-55.