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The Role of Women Education in the Development of Women Entrepreneurship

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"If you educate a man you educate an individual, however, if you educate a woman you educate a whole family. Women empowered means mother India empowered".

- P. H. JAWAHARLAL NEHRU

Introduction

Women constitute almost half of the population in the world. However, the hegemonic masculine ideology made them suffer a lot as they were denied equal opportunities in different parts of the world. The rise of feminist ideas has, however, led to the tremendous improvement of women's condition throughout the world in recent times. Access to education has been one of the most pressing demands of these women's rights movements. Women's education in India has also been a major preoccupation of Entrepreneurship as educated women can play a very important role in the development of the country.

India is poised to emerge as one of the most developed nations by 2020, more literate, knowledgeable and economically at the forefront. No doubt, women will play a vital role in contributing to the country's development. Women's power is crucial to the economic growth of any country. In India, this is yet to meet the requirements despite reforms. Little has been achieved in the area of women empowerment, but for this to happen, this sector must experience a chain of reforms. Though India could well become one of the largest economies in the world, it is being hindered due to a lack of women's participation.

History of women's education in India

Although in the Vedic period, women had access to education in India, they gradually lost this right. However, in the British period, there was a revival of interest in women's education in India. During that period, various socio-religious movements led by eminent persons like Raja Ram Mohan Roy, and Iswar Chandra Vidyasagar emphasized women's education in India. Mahatma Jyotiba Phule, Periyar and Baba Saheb Ambedkar were leaders of the lower castes in India who took various initiatives to make education available to the women of India. However, women's education got a fillip after the country gained independence in 1947 and the government has taken various measures to provide education to all Indian women. As a result, women's literacy rate has grown over the six decades and the growth of female literacy has in fact been higher than that of male literacy rate. While in 2001 only 54.16% of Indian women were literate, by the end of 2013 85.46% of females were literate. The growth of the female literacy rate is 31.30% as compared to 26.29% of the male literacy rate.

Importance of women's education in India

Women's education in India plays a very important role in the overall development of the country. It not only helps in the development of half of the human resources but in improving the quality of life at home and outside. Educated women not only tend to promote the education of their girl children but also can provide better guidance to all their children. Moreover, educated women can also help in the reduction of the infant mortality rate and the growth of the population. Most of the educated women are showing an interest in developing entrepreneurship. Women entrepreneurs create new jobs for themselves and others and also by being different.

Women empowerment through education

Women's Empowerment is a global issue and discussions on women's political rights are at the forefront of many formal and informal campaigns worldwide. Education is the milestone of women empowerment because it enables them to respond to the challenges, to confront their traditional role and change their life. So that we can't neglect the importance of education in reference to women empowerment India is poised to become a superpower,

a developed country by 2020. The year 2020 is fast approaching; it is just 6 years away. This can become reality only when the women of this nation become empowered. India presently accounts for the largest number of illiterates in the world.

Importance of the Study

Educated Women promotes Women entrepreneurship as an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence, their rights and their work situation. However, middle class women are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities.

This paper focuses on the role of women education in the development of entrepreneurship. Any understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have lived and internalized various role models. The paper talks about the status of women education playing a vital role to develop entrepreneurship.

Objectives of the Study

The Indian economy has been witnessing a drastic change since mid -1991, with new policies of economic liberalization, globalization and privatization initiated by the Indian government. India has great entrepreneurial potential. At present, women involvement in economic activities is marked by a low work participation rate, excessive concentration in the unorganized sector and employment in less skilled jobs.

Any strategy aimed at economic development will be lop-sided without involving women who constitute half of the world population. Evidence has unequivocally established that entrepreneurial spirit is not a male prerogative. Women entrepreneurship has gained momentum in the last three decades with the increase in the number of women enterprises and their substantive contribution to economic growth. The industrial performance of the Asia-Pacific region propelled by Foreign Direct Investment, technological innovations and manufactured exports has brought a wide range of economic and social opportunities to women entrepreneurs. These kinds of opportunities are only created by educated women. So, they are playing a very important role in developing the country.

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though educated women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women's education has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India.

There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution. The progress towards gender equality is slow and is partly due to the failure to attach money to policy commitments. In the words of president APJ Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation."

When a woman is empowered it does not mean that another individual becomes powerless or is having less power. On the contrary, if a woman is empowered her competencies towards decision making will surely influence her family's behavior.

In advanced countries, there is a phenomenon of increase in the number of self- employed women after world war 11. In the USA, women own 25% of all businesses, even though their sales on an average are less than two-fifths of those of other small businesses. In Canada, women own one-third of small business and in France it is one-fifth. These are the best examples for the development of women entrepreneurship all over the world.

Concept of Entrepreneur- The word 'entrepreneur' derived from the French word "Entreprendre" (to undertake) .in the early 16th Century it was applied to persons engaged in military expeditions, and extend to cover construction and civil engineering activities in the 17th century, but during the 18th century, the word 'entrepreneur' was used to refer to economic activities. Many authors have defined 'entrepreneur' differently. Generally, an entrepreneur is a person who combines capital and labor for production. According to Cantillion "entrepreneur is the agent who buys means of production at certain prices, in order to sell at prices that are certain at the moment at which he commits himself to his cost". According to P.F Drucker "he is one who always (1) searches for change (2) responds to it (3) exploits it as an opportunity."

Concept of women Entrepreneur Enterprise-" A small scale industrial unit or industry-related service or business enterprise, managed by one or more educated women in a concern, in which they will individually or jointly have a share capital of not less than 51% as shareholders of the private limited company, members of co-operative society".

Categories of Women Entrepreneurs

- Women in organized & unorganized sector
- Women in traditional & modern industries

- Women in urban & rural areas
- Women in large-scale and small-scale industries.
- Single women and joint ventures.

Categories of Women Entrepreneurs in Practice in India

First Category

- Established in big cities
- Having higher level technical & professional qualifications
- Non traditional Items
- Sound financial positions

Second Category

- Established in cities and towns
- Having sufficient education
- Both traditional and nontraditional items
- Undertaking women services-kindergarten, crèches, beauty parlors, health clinic etc

Third Category

- Illiterate women
- Financially weak
- Involved in family business such as Agriculture, Horticulture, Animal Husbandry, Dairy, Fisheries, AgroForestry, Handloom, Power loom etc.

Supportive Measures for Women's Economic Activities and Entrepreneurship

- Direct & indirect financial support
- Yojna schemes and programmes
- Technological training and awards
- Federations and associations

Direct & Indirect Financial Support

- Nationalized banks
- State finance corporation
- State industrial development corporation
- District industries centers
- Differential rate schemes
- Mahila Udyog Nidhi scheme
- Small Industries Development Bank of India (SIDBI)
- State Small Industrial Development Corporations (SSIDCs)

Yojana Schemes and Programme

- Nehru Rojgar Yojna
- Jacamar Rojgar Yojna
- TRYSEM
- DWCRA

Technological Training and Awards

- Stree Shakti Package by SBI
- Entrepreneurship Development Institute of India
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- National Institute of Small Business Extension Training (NSIBET)
- Women's University of Mumbai

Federations and Associations

- National Alliance of Young Entrepreneurs (NAYE)
- India Council of Women Entrepreneurs, New Delhi
- Self Employed Women's Association (SEWA)
- Association of Women Entrepreneurs of Karnataka (AWEK)
- World Association of Women Entrepreneurs (WAWE)
- Associated Country Women of the World (ACWW)

These are all promoting the educated women become an Entrepreneur.,

India - Women Entrepreneurship and Innovation

India is definitely the hub of entrepreneurs worldwide. More than 100 companies start every year irrespective of the fact; most of them do not survive the competition, and die out sooner. But one cannot deny the fact that people in India are more risk-taking. According to research, India ranks second in terms of innovation and the entrepreneurial viewpoint or approach.

India should prepare to remain competitive in the changing economic ecosystem. Innovation is the key to sustainability today, in any regional or global scenario. Educated women are creating innovative abilities. Without innovativeness and sustainable women entrepreneurship cannot happen. Without thinking this way, there would never be any significant change in the world. The educated women entrepreneurs have more options in life by strengthening their confidence and capabilities and encouraging a healthy balance between career and home.

Conclusion

According to the Country Report of the Government of India, "Empowerment means moving from a weak position to execute a power:" Education of women in the education of women is the most powerful tool of promoting women entrepreneurs. Education also brings a reduction in inequalities and functions as a means of improving their status within the family. To encourage the education of women at all levels and for dilution of gender bias in providing knowledge and education, established schools, colleges and universities even exclusively for women in the state. To bring more girls, especially from marginalized families of BPL, into mainstream education, the government is providing a package of concessions in the form of providing free books, uniform, boarding and lodging, clothing for the hostilities, midday meals, scholarships, free circles and so on.

In Tamil Nadu the women-managed units outnumber the women enterprises. But their relative share in exports is very low. In Tamil Nadu, where the women enjoy a lower status, but have a favorable entrepreneurial atmosphere the situation is different. Though the Central and State Governments have implemented different measures for the development of women, an integrated approach from the Governments, their agencies and non-governmental organizations is still lacking, which is a must for enhancing the active participation of women in entrepreneurship.

Entrepreneurship definitely provides the great opportunities to make India a developed country in forthcoming decades which strongly increase the Indian economy to challenge the developed countries. The unemployment of the country started reducing after global employment has increased because of entrepreneurship. The strength of India depends on its entrepreneurship development. Predominant of the global countries have the cyc on Indian entrepreneurship and their efficiency, entrepreneurs are proving their strength globally.

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