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Women entrepreneurship development through MSMEs: A literature review

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Abstract---Empowerment of women although a phenomenon of recent time, has now become a global movement along with social and political empowerment economic empowerment holds the greatest significance of women empowerment in India focus challenges on all these fronts, partially acts as an invisible force and tries to control the trajectory of women's empowerment in India in all possible milieus be it domestic, work, financial or political to counter this invincible force called patriarchal mindset another invisible force must step in. It is an active and effective participation of government through practical policies and in its implications contribution of civil society to make it more accountable. The nature of the data was used for the study is completely based on secondary sources of data. For the proposed study, we used descriptive research. The study covered condition of Indian women entrepreneurs.

Keywords---women entrepreneur, challenges, government policies, financing.

Introduction

Economic empowerment of women is most practical and effective solution to gender equality for women in that in the clutches of Indian social economic construct is the most empowered women across all cast and class in lines are not exception to this the genetic makeup of women has province time and again that they are Industries by their built anthropological studies in indicating discovery of agriculture cottage industries advantage in their economic environment micro small medium enterprises will play a great role in this MS function from the smallest scale possible help women United person possible and increase economic participation of women across different age groups. For today's women to fight all

the myths, taboos, stigmas, economic employment is a Sine quanon creating a League of women entrepreneurs across all age groups should be the dream of women Government and our civil society the efforts of Government of India in this regard have gone up the overall development of women through nutrition education skilling them for the new age enhancing availability of credit training CSR towards women entrepreneurship latest technology women industry interface, interaction making women aware about the present needs of domestic and global economy has been on priority list of present government in India. A decided ministry focused women entrepreneur cells program such as:

- Identifying and grouping female students into their interest area of entrepreneurship and professional career across all disciplines of svkm arranging short term training for skill development programmes for women.
- Arranging workshops and seminars for women entrepreneurship on continuous basis.
- To invite successful women entrepreneurs on continuous basis from different industries to motivate female students.
- Organizing awareness camps for entrepreneurship.

It is the era where industrialisation is considering for growth of economy of nation. Thus, Ministry of Micro, Small and Medium enterprises (MSME) is giving more attention to making large employment opportunity for women through different industries and enterprises to solve their socio-economic and employment problems and thus empowering them.

Objectives of literature review

1. To understand the importance of women entrepreneurship in the development of MSME's in India.
2. To find out the research done so far on women entrepreneurship.

Methodology

In the view of women entrepreneurship, it is very important aspect of women development and empowerment. The nature of the data that was used for the study is completely based on secondary sources of data. For the proposed study, we used the descriptive research. The study covered condition of Indian women entrepreneurs.

Scope of literature review

During this literature review the researcher narrowed down, reviewing the literature only in the context of women entrepreneurship and their development. It examines the various factors that give priority to women empowerment, various programmes government initiatives, information about MSMES and latest technology, education related to business for women. The primary goal of this review is to identify research gaps in the research work under consideration.

Details of Review

1. Dr. G. China Babu year [2012] has published a research paper on “A Study on Women Entrepreneurship in India.” In their research paper he explained the position of women entrepreneurs in India. He also tried to analyse the problems faced by women entrepreneur in India. He has given the state wise data of women development and given what kind of problems facing the women entrepreneurs, also he suggested some actions to remove the obstacles facing by women entrepreneurs. The study concluded that many women led enterprises have imperfect organisational setups as compared to men and face severe. So, he said that if women get proper support from all areas, then definitely they do the wonders.
2. Shikha Mahajan (2013) presented this article on ‘Women Entrepreneurship in India.’ In this paper she explained about the women entrepreneurs as the potentially emerging human source in 21st century. She also find out the status of women entrepreneur and she has given the story of hina shah the most successful women entrepreneur of India. And then she has given the recommendations to promote spirit of women entrepreneurship. She has given some solutions for problems which are facing the women entrepreneurs.
3. Dr. AmanDeep Singh, Manisha Raina, (August 2013) published the paper on ‘Women Entrepreneurs in Micro, Small and Medium Enterprises.’ In this he presented a detailed explanation of women lower participation rate in entrepreneurship as compared to men. He also said that modern India more and more women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises. He has given the details of various enterprises where women nowadays working. He categorises the types of women entrepreneurs and given the current scenario. Also given the information about government support for women entrepreneurs and MSMEs. And finally concluded with key policy and recommendations and said that women have full freedom to work and prosper. Businesswoman has same weight as a businessman.
4. Jadhawrao M.S., Dr. Salve P.S. presented a paper on ‘A Study of Women Entrepreneurship and Their Problems in the Development in Western Maharashtra.’ He studied problems of women entrepreneur of western Maharashtra. In this research paper the researcher given the period analysis of important database for policy formulations. He has given the profile of women entrepreneur of western Maharashtra and given the data analysis and discussed profile of women entrepreneur. Finally, he concluded there has been steady increase in the participation of women in small business indicating immense potential for entrepreneurial development among them. He also observed that women enterprises are concentrated in the micro segment of the MSME sector. To enlarge their participation in small and medium segments a stronger coordinated role of Indian government, financial institutions, voluntary agencies and educational institutions with an integrated approach is necessary.
5. Dr. (Mrs) Sarita Karangutkar, (July 2014) published the paper on “Changing Face of Women Entrepreneur from Home Maker To Corporate Caretaker - An Indian Tale.” This paper focused on women entrepreneur, and understanding of their identity and speciality of their role from homemaker

to corporate caretaker. Also stated that the status of women entrepreneur and the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment. She examined the issues related to women entrepreneurship development in India. Also identified the factors which are responsible to become women entrepreneur. And investigated the problems and provided the solutions for them. Then she examined the government role and policies for the promotion of women entrepreneur. Finally, she given the measures in helping accelerating women entrepreneurship.

6. Sabiha Fazalbhoy (2014) 'Women Entrepreneurship as the Way for Economic Development.' This article analysed the role of women entrepreneurs with respect to the banking institutions. And studied these aspects in four parts. The researcher focused on growth of women entrepreneur in India. Also tapping this growth in financing women entrepreneurs which is major problem of failure in their business and also third is role of self-help groups in promoting finances and empowering them through capacity building programme and the last one is future policies of the government. She also given the case study of Tamil Nadu on empowering women entrepreneurship. She has given the data from micro, small medium industries report from the Govt of India. Finally, she explained that the banking institutions must offer formalised credit facilities, and this sector must be included in the registered sector category by the government to promote entrepreneurship among rural women. They should include this in registered sector.
7. Dr. MeenuMaheshwari, Ms. PriyaSodani (Feb.2015), 'Women Entrepreneurship- A Literature Review.' In this research paper the researcher given the literature review of articles which are related to women entrepreneurship. She has given the Indian perspective of women entrepreneurship and given the international perspective of women entrepreneur. The purpose of the paper was to look at the literature around women entrepreneurship in general and she studied that there is lack of access to finance, technological constraints, insufficient supply of labour force participation. The long-term development strategy of country is incomplete without giving adequate thought to this sector.
8. iss Payal Pattnayak (2016) presented the paper on 'Facilitataion of Women Entrepreneurs For Economic Development Of India.' In this research paper she studied the efforts of the government for the development of women entrepreneurship in India. She studied the existing policies for women entrepreneurship development in India. And the institutional support for the development of women entrepreneurship development in India. She has given the reasons for women becoming the women entrepreneur. She has given the detailed analysis of government schemes for women development. The researcher given the statistics of women entrepreneurs in India. She examined that how government is working on this policies and taking the steps for women development. She suggested that remedial measures like making provision of micro credit system to the women entrepreneurs at local level etc.
9. Dr.N. Thyagaraju (September 2017) published paper on "Women Entrepreneurship Development Practices" In India- A Review. In this paper the researcher said how women entrepreneur can be the part of

development of India. Also, he evaluated the factors responsible for encouraging women to become entrepreneurs. He studied the impact of assistance by the government on women's entrepreneurship. He critically examined the problems faced by the women. He given the reasons for low growth of women entrepreneurs in India. Also stated that role of government for promoting women entrepreneurship programmes in India. He said that women participation in many kinds of economic activities to complement to their family income, their participation in no way to reduces their family duties. And concluded that women entrepreneurship must be moulded properly with skills to sustain and strive for excellence in the entrepreneurial arena.

10. Neha Tiwari (2017) 'Women Entrepreneurship in India: A Literature Review.' In this paper she given the review and explored the engendered concept of women entrepreneurs in Indian context. Also, she traced the emergence and prevalence of Indian women entrepreneurs through secondary government database. She has given the challenges encountered by the women entrepreneurs. And given the detailed explanation of economic census also analysed various data of women entrepreneurs. The researcher explained the MSME report where how much women entrepreneurs has taken the participation in this sector. She analysed the proper data. And finally concluded that even though government has farmed and implemented various supportive measures, women entrepreneurship in India remains alarmingly low.
11. Dr.B.Ramesh, (Jan 2018), article published on 'Problems And Prospective Of Women Entrepreneurship In India.' In this article researcher studied the problems of women entrepreneurs in India. He assessed the organizations promoting women entrepreneurship in India. He has given the link between women entrepreneurs and development of India. And explained the problems of women entrepreneurs. Finally he concluded that if the problems of women entrepreneurs are addressed properly, they can emerge as very successful entrepreneurs far better than men entrepreneurs.
12. Dr. Saud Ilahi (November 2018), presented the research paper on 'an overview of female entrepreneurs in Indian MSME sector.' In this paper researcher explained that MSME plays a significant role in development. He examined the obstacles of women entrepreneurs and initiatives taken for the growth and development of women entrepreneurship. He has given the explanation of obstacles which are facing by the women entrepreneur and given the initiatives taken for development of women entrepreneurship. He also explained the participation of women entrepreneurs as per NSS and state wise distribution of women owners in MSMEs. Finally, he concluded that micro, small, and medium enterprises sector is an important constituent of the economy. The government should encourage various private organisations and industry associations to play role in development of women entrepreneur and economy.
13. Sabrina Korreck (September 2019) 'Women Entrepreneurs In India: What Is Holding Them Back?' in this paper researcher explained that the causes of low female entrepreneurship rates, primary of which are unconscious biases, low confidence in business skills, difficult access to finance and networks. In this paper she given the recommendations that can help push women's entrepreneurial empowerment. Also, she given the glance at the

figure of women entrepreneurs in India and explained in detail. And explained why women participation rate is low. So, she finally concluded that harnessing the full potential of women entrepreneurs can promote innovation, economic growth, and job creation. This brief has described the current situation in India and identified causes that explain the low female entrepreneurship rate in the country.

14. itwik Saraswat and Remya Lathabahvan (June-2020) 'A study on Women Entrepreneurship in India' in this paper he has given some review of papers and he studied the challenges faced by by women entrepreneurs by conducting online survey. Also, he explained the role of women entrepreneurs in economy. He has given the information about the mindset of people through personal interviews and list of successful stories. He has given some case studies of women entrepreneurs said that case studies will stir their minds and lead them to greatest unimaginable heights and discussed their solutions also said what limitations they are facing. So, he finally concluded that India needs women to stand up and contribute towards the economy.
15. Dr.Sunil Subhash Patil (2020) 'Women Entrepreneurship: An Economic Driver-A Case Study of Chandrika Chouhan's Udyog Vardhini, Solapur.' In this paper the researcher has given the case study of women entrepreneur also he studied the problems and prospects of women entrepreneurship in day today life. He discussed obstacles at starting business finally he concluded that Government banks and other financial institutions should come forward to offer loans for rural women, so that Women entrepreneurs" movement in Maharashtra and in India will work on right direction to empower more and more women in social, economic, cultural political matters.

Research gap

From above all papers we can see that there is only work done on the information about women entrepreneurship and their development also some researcher studied the government policies and given the suggestions and solutions for women who are facing the problems. The purpose of this paper was to look at the literature around women entrepreneurship in general. On the basis of above given review, we can see that there is need to study on socioeconomic condition of women entrepreneur, economic analysis of women entrepreneurs also we can see from all reviews, work should done on study like lack of social and institutional support, poor funding prospects, lack of access to professional networks, limited mobility, low risk bearing ability.

Research in the present time needs a multi prolonged approach. The gender angle has to be seen with newer realities. More women should participate in the decision making for women. Smart policies need smarter implementation and this is where civil society comes in. Social accountability of the government schemes and policies should be ascertained and monitored. The support system a woman entrepreneur gets should be the focus of today's research, the double burden that she carries is what's pulling her back. Her responsibilities should turn out into her freedom. More freedom will come from companionship rather than

competition. After all a woman looks most beautiful when she's economically independent and empowered.

Conclusion

Making a league of woman entrepreneur is the dream that we all share. This league will be a step towards economic empowerment of women. An empowered woman will take our society towards a gender equal and gender neutral world later on. For this to happen, equal efforts of all the stakeholders become important. Government along with the active involvement of civil society should work from the grassroots to the higher echellions of our society to achieve this desired aim of our society. An empowered woman will be a step towards more sustainable development and a just world order.

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