



Journal Homepage: - www.journalijar.com

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI: 10.21474/IJAR01/10952

DOI URL: <http://dx.doi.org/10.21474/IJAR01/10952>



RESEARCH ARTICLE

INFLUENCE OF WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP

Akshita Bahuguna

ResearchScholar, University School of Education GGSIP University Delhi.

Manuscript Info

Manuscript History

Received: 12 March 2020

Final Accepted: 14 April 2020

Published: May 2020

Key words:-

Entrepreneurship, Underprivileged
Women, Women Entrepreneurship,
Women Empowerment, Education

Abstract

Prosperity and welfare are being redefined in the developing countries with women leaping into the entrepreneurship or self-employment. This study is intended to explore the perception of women's self-employment on the education of their children. The study was conducted on the women belonging to the underprivileged section of society residing in the Shahdara region of East Delhi. In the descriptive survey study, a sample of women entrepreneurs or prospective entrepreneurs was taken, using non-probability sampling technique. A semi-structured group discussion method was used to collect the data. The research found that a woman empowered by entrepreneurship is more conscious towards the education of her children

Copy Right, IJAR, 2020.. All rights reserved.

Introduction:-

Empowering and educating women has a multiplier effect. It has been established by Mahatma Gandhi too when he said, -If you educate a manyou educatean individual, but ifyoueducateawoman,youeducateanentirefamily. Entrepreneurshipcannomorebe the possession of affluent rich and MBA holders and male members only. The women in the Underprivileged section of society seldom find the role of significance in the family, which results in less number of them opting for entrepreneurship. As marked in my previous paper too if there exist women enterprises, these are just dummy names where the working is mostly controlled by male members of the family. When it comes to underprivileged people of the society where women are uneducated and lack resources, it becomes more difficult for them to move outbreak the social norms of male dominance in the area of work and then start working.

Women's Education comes up as a process of the holistic development of women and their families. Economic and social returns on investment in women education are higher, for the nation that invests in women's education can combat poverty fast. The studies reveal that women's education and empowerment ensure quality and productivity at work front and demographic balance on the population of the nation. Women's education does not only cover the literary knowledge of academics but awareness of the importance of education for their children as well.

Women Empowerment refers to a system that ensures equal participation of women in socio-economic, political, legal decision making, and implementation in family, society, nation, and international affairs. The evolution of an individual from the position of suppression to authority is secured by creating easy access to resources. The resources vary from human to intellectual to financial or other. The participation of women in economic activities and financial decision making is the measure of the extent to which women are empowered.

United Nations Development Fund for Women (UNIFEM), defined women's empowerment as comprehension of gender relations and ways these relations have evolved over the years. The sense of self-worth, confidence in her

Corresponding Author:-Akshita Bahuguna

Address:-University School of Education GGSIP University Delhi.

abilities, right to take one's decisions for life, and building negotiating power, organizing and influencing social change and to be able to generate justified social and economic order, nationally and internationally.

Bhasin identifies three approaches to women's empowerment:

1. Women's life and living related needs: **Integrated Development Approach**
2. Need to strengthen financial status : **Economic Development Approach**
3. **Need to attend the source of subjugation: Consciousness-Raising Approach**

The term —Entrepreneur is originally derived from the French term "entreprendre" which means —to undertake. As understood by the precise meaning of the word: Entrepreneurship is an act to undertake any task. Dictionary.com defines an entrepreneur as a person who initiates and manages an enterprise especially the one related to business with inventiveness and risk. The usage of the word — any in the above definition is central. For an entrepreneur recognizes the need as an opportunity and fill it, in his or her unique way.

A country as diverse as India requires all kinds of entrepreneurs—from service providers to manufacturers, from traders to agriculture-based, from men to women and from potters to coders to meet its ever-increasing demands.

Women entrepreneur refers to ladies who take up an initiative to innovate and shape the activity into business. J. Schumpeter defined Women entrepreneurship as one —based on women participation in equity and employment of a business enterprise.

Need to foster women entrepreneurship: Patriarchal society in India has seen most of the economic activities being dominated by male and so is the entrepreneurship which has majority participation of males. The roles of women in entrepreneurial endeavors has seen a recent transformation where women too started playing a significant role in different aspects of the nation's economy, hence the need to equip women with the tools of entrepreneurship has arisen to empower women. Women Empowerment is significant in developing the values in the family, society, and hence the nation, thus their thoughts are building block of national values too.

The participation of women in economic activities is essential for mobilizing and utilizing human resources. The empowerment of women is the empowerment of the 50 percent population. in society. Women's economic status has become the true measure of national development. Therefore government needs to frame policies for women Entrepreneurship and empowerment.

Prof.C.K.Prahalad in his book, —The Fortune at the bottom of the Pyramid, comments —A well-understood but poorly articulated reality of development is the role of women. Women are central to the entire development process. There are also at the vanguard of social transformation. The economics of wealth and income uses the word Bottom of the Pyramid for poorest two-third of the total economic human pyramid, living on abject poverty. The socio- economic concept of the bottom of the pyramid defines people living in underprivileged conditions and constitutes the biggest unseen, less explored market that choked by barriers of challenges. This bottom of the pyramid remains untouched by education, empowerment, and entrepreneurship too. Being biggest in number it is understood that it constitutes the maximum number of women too. This paper intends to explore the impression of education, empowerment, and entrepreneurship among the women of this huge group that constitutes the bottom of the Pyramid. Viz a well underprivileged section of society or poverty-stricken people.

Societal attitude and norms obstruct women from starting an enterprise and systematic barriers obstruct the growth of the enterprise that most of the time remains microenterprise working in the informal sector.

With an aim to lessen the problem of resources and societal attitude and norms for the women of the underprivileged section the different options present under government and nongovernment sectors were searched and one such organization Centre for Holistic Development and Upliftment of Poor and Landless (CHAUPAL) was identified and their project of helping women get e-rickshaw was selected to achieve the objectives of the study.

Objectives:-

1. To identify the problems related to women entrepreneurship in the underprivileged section.
2. To study the factors; responsible for motivating a woman to entrepreneurship.

3. To analyze the impact of Entrepreneurship on womenempowerment.

Review of Related Literatue:-

The literature related to entrepreneurship largely constituted of information on comparison among male and female entrepreneurship features, attitudes, ethics, theories, motivations to take up the entrepreneurial activity. Different aims, goals, problems, aspirations, opportunities, and management styles are the most talked topics in researches concerning Entrepreneurship. Theliterature on society's attitude and social conditioning and its impact on men and women entrepreneurs and how Entrepreneurship is perceived by males and females is also studied. World Bank (2011) found women entrepreneurship is mostly promoted by necessity (entrepreneurship perceived as last option) rather than an opportunity. Studies in academics draw the distinction in male and female entrepreneurial qualities. Differences between men and women's entrepreneurial characteristics diverging from entrepreneurship education and training to resource availability, the motive to become entrepreneur, leadership style, challenges, and barriers, etc are covered in the researches.

Erika ZoellerVéras (2015) investigates the creation of shared value by the enterprises developed and managed by females. The study found its relevance to the comparison of males and females' entrepreneurial endeavors and found that females face more challenges in sourcing resources for economic and financial opportunities. The study attempts to measure the extent of female enterprise development with social and economic roles. The study established a positive influence like social improvement and the economic progress of women's enterprises. Women's Economic empowerment is linked to female entrepreneurship that can be accelerated by creating more means to access capital and land, education and training, and business market opportunities.

Winn (2004) observed that a better educational background supports women's success in independent businesses or enterprises. Governments' policies and initiatives are crucial in providing resources, training, and access to economic and financial opportunities and access. Enterprise centers, entrepreneurship awards, counseling, training, advisory support, information products, and web portals are a few sources that motivate female entrepreneurship.

Richardson, Howarth, and Finnegan (2004) studied the barriers and challenges faced by the women entrepreneurs who suffer from significant resource restraints through an unsupportive rather deterrent attitude of society towards women in business

Bridge, O'Neill&Cromie, (2003) Entrepreneurship is not a cakewalk and both men and women face problems. But women experience an extra burden of being women when they face a lack of resource sourcing and funds. Their candidature is regarded as nonserious by funding authorities and it lessens their self-confidence. Kate-Kalala 1999 recognized the acceptance of the fact that Indian women face more challenges to resources like lower access to land, credit facilities, education and training facilities, etc as compared to their male counterparts.

Methodology:-

International Labour Organization (ILO) in 2009, acknowledged the relevance of planning the goals to develop more women entrepreneurs. These objectives tried to overcome most of the barriers faced by women enterprises like reducing factors that act as barriers to start-up and scale-up, routing easy access to the market by creating women's economic zones, women's exclusive trade fair, etc. Creating opportunities to reach resources by confirming social inclusion, and nurturing a supportive economic environment. ILO emphasized enterprise development as a significant agent of women's empowerment and gender equality.

The two words entrepreneur and self-employed are used in the study in the same context and carry the same meaning. As the study is conducted on underprivileged mostly uneducated women who drive e- rikshaw or have got e- rikshaw in recent times it is assumed that these women have or developed this because they have entrepreneurial qualities in them.

The sample for the study was selected by method of purposive sampling. The sample used in the present study consisted of two groups of women from the same socioeconomic conditions.

Group 1 consisted of 35 women of underprivileged sections of society residing in the Shahdara region of East Delhi who drive E- rikshaw or have learning License of E-rikshaw and have applied for a loan to buy e-Rikshaw through a

Non-governmental organization's help. Centre for Holistic Development and Upliftment of Poor and Landless (CHAUPAL) is the organization that empowers underprivileged Indian women and their families through small business loans called micro-financing. Group 2 consisted of 38 underprivileged sections of society residing in the Shahdara region of East Delhi who does not wish to do any work and is house makers. Most of these 73 women (more than three-fifth have never gone to school) one- fifth left the school during primary years, and others claim to have completed primary school, middle school, or 10th.

	Group-1	Group-2
No. of Ladies	35	38
Socio-Economic Condition	Underprivileged	Underprivileged
Residing In	Shahdara	Shahdara
Subject Under Study	Have e- rikshaw/ learning license /applied form to obtain	none

Data was collected through semi structured group discussion and interview. Group discussion was conducted in Hindi with topics

1. Is there any need to buy e-rikshaw?
2. What are the barriers in driving e-rikshaw?
3. What is the motive to drive e-rikshaw?
4. How would I like to spend the money soearned?
5. Where do I see myself and my family in next 5years?

Analysis:

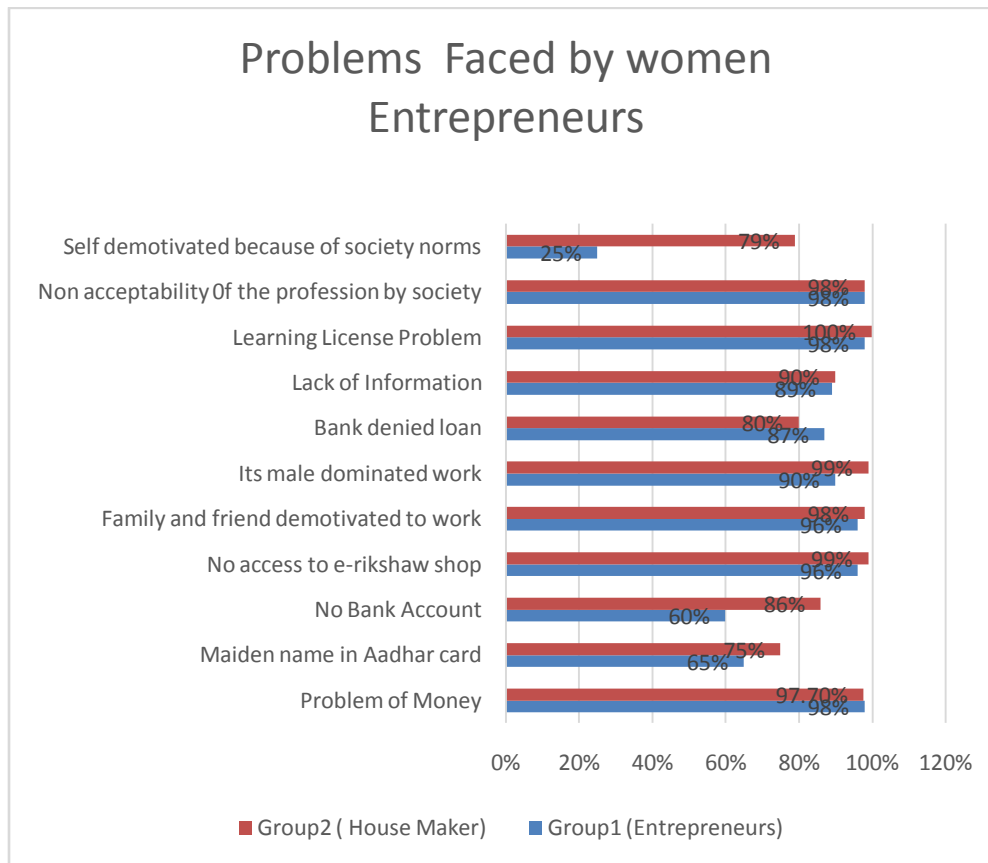
Problems in starting their work:

Problem	Group1 (Entrepreneurs)	Group2 (House Maker)
Problem of Money	98%	97.7%
Maiden name in Aadharcard	65%	75%
No Bank Account	60%	86%
No access to e-rikshaw shop	96%	99%
Family and friend demotivated towork	96%	98%
Its male dominated work	90%	99%
Bank denied loan	87%	80%

Lack of Information	89%	90%
Learning License Problem	98%	100%
Non- acceptability Of the profession bysociety	98%	98%
Self-demotivated because of society norms	25%	79%

Surprising Revelation:

The above table is self-relevant about the problems faced by the women in under privileged section on Shahdara Delhi. Problems seems to be more or less similar still few were able to decide to take a plunge and grab the opportunity. The women were trained (Educated) to drive e- Rikshaw(Entrepreneurship) and supported to buy e-Rikshaw of their own(Empowered). The most surprising fact was "few „women entrepreneurs" who were contacted for research accepted that The E-Rikshaw will be driven by their male partner or will be rented to some male."

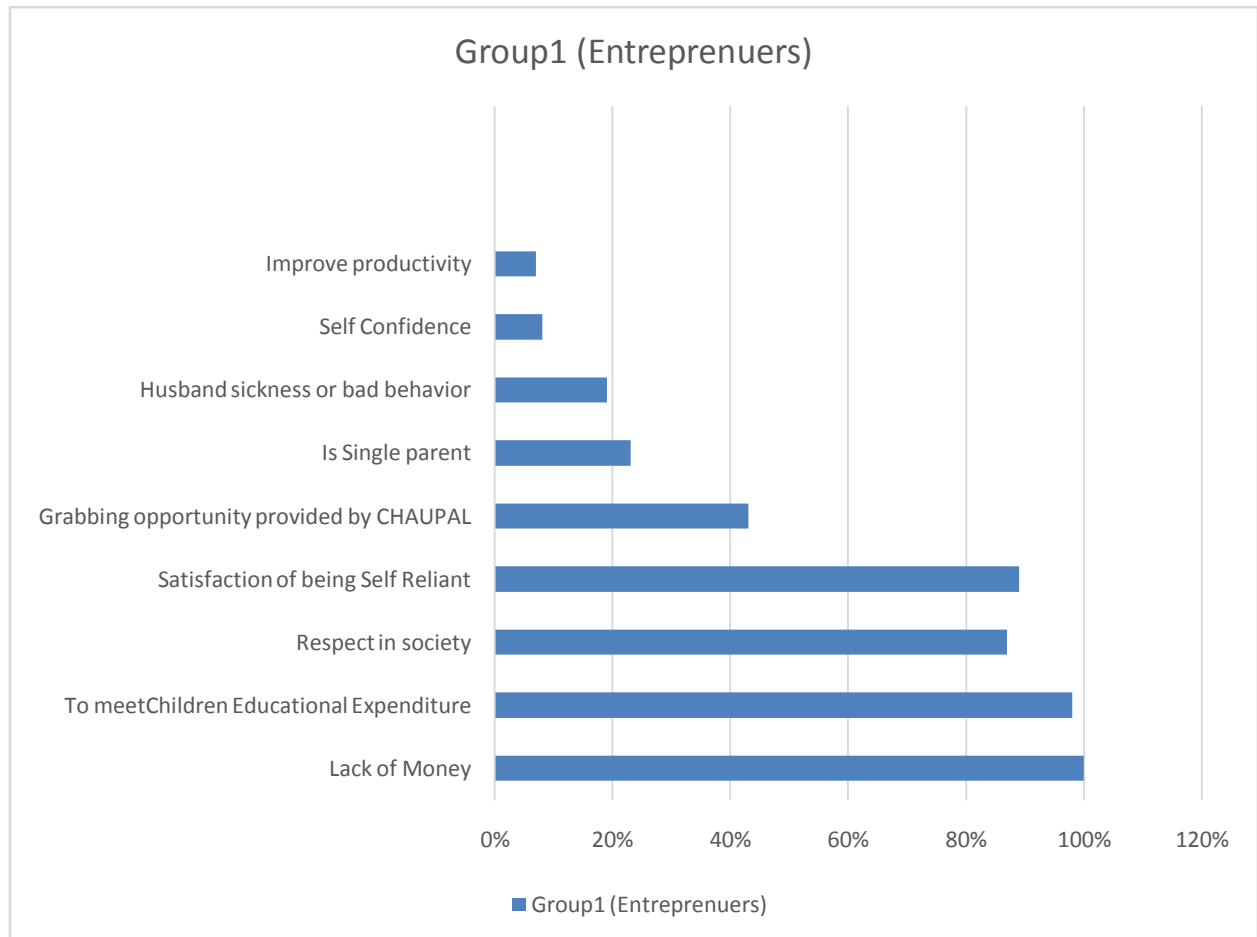


Motivating Factors for initiating to come out:

Motivating Factor	Group1 (Entrepreneuers)
Lack of Money	100%
To meet Children Educational Expenditure	98%
Respect in society	87%
Satisfaction of being Self Reliant	89%
Grabbing opportunity provided by CHAUPAL	43%
Is Single parent	23%
Husband sickness or bad behavior	19%
Self Confidence	8%
Improve productivity	7%

Surprising Revelation:

After understanding the problems faced by women, Researcher tried to analyze the factors that helped few women to initiate their work. The most astonishing one was a few women entrepreneurs who were contacted for research were either divorced, widow, single parent or whose does not have any male member in the family to take care. Coming out for earning was only option left to survive. Hence they accepted that The ultimate motivation is “-this is the... last resort”.



Graph 2:-

Excepted effect on their lives after they start driving e-rikshaw:

The NGO endeavours to arrange for all information and trainings required by the women to own and drive e-rikshaw. Motivational sessions were also conducted for women to combat social norms. They were assisted to open bank accounts under Jan Dhanyojana. (Educate to Empower, Educate to Entrepreneurship) One lady wanted to bear house hold expenses for her younger sisters and get them married. When asked if they would help people around them 99% of group 1 (Entrepreneur) showed their consent on issues of the society. Support from the NGO build their self confidence and few were planning to start candle making, grocery shop once they start earning from here. (Empower to Entrepreneurship, Entrepreneurship to Empowerment) As supported by Literature too women wish to create shared value by most to them wished to bear educational expenses of their children and wanted their children to go to best schools theywishto Educate their Children to get Empowered.(Entrepreneurship to Education, Empower to access Education)

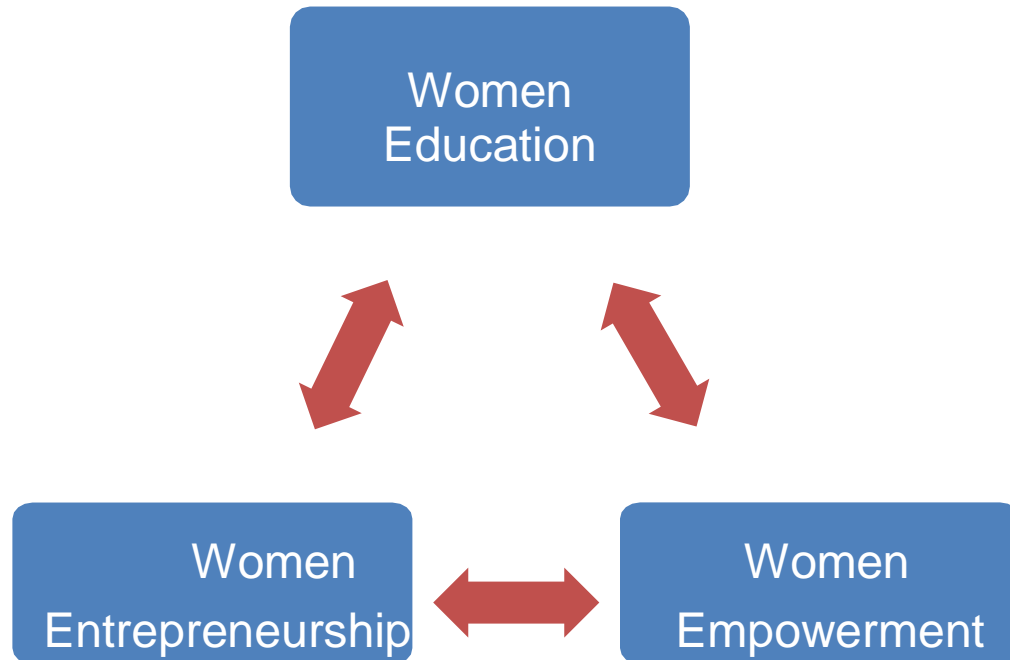
Entrepreneurship is the last resort for few women who are single parent and have lost private jobs due to market fluctuations, Lack of education diminishes their chances of getting jobs and a very few complaint of getting too low wages that they were unable make the two ends meet.

Hence they saw opportunity in this project to increase their income and to save quality time for their children.

Conclusion:-

Women empowerment through entrepreneurship and their participation in major economic decision of the family makes family and the community more vibrant, for they intend to invest more on the education of their children

There exists a symbiotic relation between education, empowerment and entrepreneurship, each being cause and effect for the other two.



Symbiotic Relation Between Education, Empowerment And Entrepreneurship (Author Made)

Suggestions:-

1. Government need to formulate more of women specific Policies to prepare more women Entrepreneur.
2. Conduction of more Awareness Program for women about existing benefits and policies.
3. Women specific Entrepreneurship Education model where she can be trained on women specific problem too.
4. Educate men to be sensitive and appreciative
5. Recognition and appreciation to woman who enters into entrepreneurial endeavor

Reference:-

1. Balasundaram, Nimalathasan & Absar, Mir & Akhter, Sadia. (2010). Empowering Women through Entrepreneurship Development in Emerging Economies: An Overview.
2. Bhasin, K., -Education for Women's Empowerment - Some Reflections, Adult Education and Development, March, 1985, p.38.
3. Bockstette, V., & Stamp, M. (2011). Creating shared value: A how-to guide for the new corporate (r) evolution. Foundation Strategy Group
4. Erika, Z.V. (2015). Female Entrepreneurship: from Women's Empowerment to Shared Value Creation. International Journal of Management Science and Business Administration, 1(3), 50-63.
5. Lawrence Mutembei Douglas (2014) Entrepreneurship Education on Women Entrepreneurs at Pre-Primary and Primary Level in Kenya Research on Humanities and Social Sciences www.iiste.org ISSN (Paper) 2224-5766 ISSN (Online) 2225-0484 (Online) Vol.4, No.22, 2014
6. Srivastava Akanksha (2017) Women Entrepreneurship And Education Voice of Research Volume 5, Issue 4 March 2017 ISSN 2277-7733
7. ILO - International Labour Organization (2008). -ILO strategy on promoting women's entrepreneurship development, ILO/GB.301/ESP/4. Geneva: International Labour Organization, March.
8. ILO; Development Cooperation Ireland (2009). Women's Entrepreneurship Development: Capacity Building Guide. ILO - International Labour Organisation; Development Cooperation Ireland.
9. <http://indiatoday.intoday.in/story/woman-breaks-stereotypes-drives-e-rickshaw-delhi-seelampur-metro-lifest/1/844384.html>
10. <https://smallb.sidbi.in/%20/fund-your-business%20/additional-benefits-msmes%20/women-entrepreneurship>.