

**“A Study on Impact of training program on women entrepreneurs”****Veena Rani.K****Assistant Professor****Dept of MBA****VIAT-CPGS- Muddenahalli, Chickballapur.****Email.id: veenakkoti@gmail.com****Ph.No. 8095500875.****Dr. K Gaythri Reddy****Regional Director****Visvesvaraya Technological University****Regional office-Bangalore Region****Annapurneshwari Nagar, Nagarabhavi, Bangalore.****Email.id gayathrikambham@yahoo.com****Ph no 9480322975.****Abstract :**

The impact of business women on society extends far beyond their contribution to global GDP. The Women are the essential building block of the labour force but they are not visible in the employment statistics and entrepreneurship statistics. The Official GDP level figures does not reflect the hours of unpaid women labours are loyal to family care and women's are generally hold fewer top positions in company management and government. the training programs aimed to develop and increase women strengthen the skills and knowledge of women entrepreneurs to enhance their abilities to succeed in the enterprises .The World Economic Forum's leaders called for investment in “the most important determinant of a country's competitiveness its human talent, skills, education and productivity of its workforce”. The participation of women workers in business transforms the quality and quantity of structure the workforce and society as a whole. Its boosts female career development, self-realization and job creation and innovation. It benefits their households and communities by affecting their future generations who may come to consider self-employment as a natural.

**Key words:**

*Women entrepreneur, Training programs, Career Development, Innovation.*

**1.1 Introduction:**

It is a general belief in many cultures the role of women is to build and maintain the homely affairs like task of fetching water, cooking and rearing children. Since the turn of the century status of women in India has been changing due to the growing industrialization, globalization, and social legislation. The India most spread of education and awareness, now women's have shifted from kitchen to higher level of professional activity. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as a today's most memorable and inspirational entrepreneurs. In the world, entrepreneurship are the most essential and making good Solutions to reduce the unemployment, poverty and low economic growth. The creation of new ideas ventures and growth of existing business are playing a vital role and a major contributing factor for the growth of our Indian economy. Enhancing the entrepreneurial activity and involvement in a country through providing an entrepreneurial training program and education to potential and existing entrepreneurs. To encourage large numbers of women entrepreneurs, and for creating self-employment opportunities for the growth of more women entrepreneurs which leads to increase of more new business and growth, expansion of business will lead to increase the (GDP) Gross Domestic Product level of our Indian economy. The Training program provides the best training facilities to many poor women entrepreneurs for giving the best output which ultimately helps in the growth of our Indian economy. The government has made the different experiences and accesses to different networks to support the growth for Indian women entrepreneurs for providing many benefits for their improvement, growth and development.

**1.2 Insights about Women's Entrepreneurship Development:**

The following are the facts and insights about Indian Women's Entrepreneurship Development:

1. The Entrepreneurship effective means to create employment and empower women and promoting The women's toward the entrepreneurship and Giving gender equality and helps to empower for the women in the society.

2. The Women lack confidence in their entrepreneurial abilities as such along with training programs for women entrepreneurs should be provided with strategic planning program and partnerships, networking and programs that help in overall entrepreneurship development.

3. The Infrastructure that supports encourage the entrepreneurship opportunities should be provided for women's success and achievement.

3. The all countries women's still not represent a minority of the area of entrepreneurship, they are self-employed, or they are small business and business partner and owner-managers and their full potential has yet not been utilized properly.

4. The Women's entrepreneurship are not much successful in business because they facing lots of problems and challenges and lack of education, lack of role models in entrepreneurship, gender issues, weak social and economic status and condition.

#### List of women entrepreneur in India:

Sl.no.	Name	Field	Designation	Achievement
1	Kiran Mazumdar Shaw	integrated bio-pharmaceutical.	founder Chairman and Managing Director (CMD) of Biocon Limited.	biomedicine research with a focus on diabetes and oncology.
2	Indra Nooyi	Service sector.	Indra Nooyi is the CFO and President of PepsiCo.	Padma Bhushan Award.
3	Naina Lal Kidwai	Trade and Industry.	She is currently Country Head and Group General Manager HSBC Group India	Padma Shri Award.
4	Ekta Kapoor	Indian television	head of Balaji Telefilms	production house has many hit serials to its credit Kyunki Saas Bhi Kabhi Bahu Thiti, Kahani Ghar Ghar Ki.
5	Suchi Mukherjee	Limeroad	Founder	High potential leader.
6	Aditi Gupta	Menstrupedia	co-founded Menstrupedia	High potential leader.

7	Vandana Luthra	beauty and wellness		Padma Shri Award.
8	Richa Kar	retailer and global technology company.	founder of online lingerie store Zivame	Role of educating, inspiring more new women entrepreneurs.
9	Shradha sharma	YourStory Media Pvt.Ltd	Founder & CEO	Media platform for entrepreneurs for promoting and reporting about startups and everything in around the entrepreneurial ecosystem.
10	Sabina Chopra	Travelling-Yatra.com	co-founder of Yatra.com	Felicitated as women leader, enhanced the customer based.

### 1.3 Literature review:

- Bowen & Hisrich, (1986), evaluated many research studies done on women entrepreneurship. It concluded that female entrepreneurs are relatively well educated in general but are not having proper Opportunities And Challenges faced by Women Entrepreneurs In India
- locus of control than other women in their values & are likely to have had entrepreneurial fathers. Cohoon, Wadhwa & Mitchell, (2010), present a detail about men & women entrepreneur's background and experiences. The study is based on the data collected from primary data where surveys were conducted to collect data from established & successful women entrepreneurs. The study identified top factors motivating women to enter into the field of entrepreneurship. The factors found were desire to build the wealth, the wish to capitalize own business ideas and to move ahead in life. The challenges are more related with entrepreneurship rather than gender. Studies have found that most of the women establish enterprises before the age of 35 after gaining some job experience somewhere. The Women network report on Women in Business & in Decision Making focus on women entrepreneurs, about their problems in starting & running the business, family back ground, education, size of business unit.

- Darrene, Harpel and Mayer, (2008) performed a study & established a relationship between human capital and self-employment. The study showed that self-employed women differ on most human capital variable as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self employed women than that for other working women.
- Singh, 2008, conducted a study to identify the reasons & factors that influence entry of women in entrepreneurship and also explained the obstacles in the growth of women entrepreneurship. The factors identified were lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, lack of social networking, low family and financial support.
- Tambunan, (2009), made a study on recent changes that have occurred in women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. The study found that women entrepreneurship is gaining overwhelming importance in all sectors. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. Problems faced by Women Entrepreneurs in India There are some umpteen problems faced by women at various stages.

#### **1.4 Objective of the study:**

1. To Highlight the factors influencing the women entrepreneurs.
2. To project the management training needs of women entrepreneur.
3. To find out risk bearing capacity faced by the women entrepreneur.
4. To understand the support given to women entrepreneur by government.

#### **1.5 Major Challenges Faced by Women Entrepreneurs:**

- **Balancing the personal and professional life:**

Maintains the balance between family and career Women in India are very emotionally attached to their home and families. They are supposed to attend to all the domestic work, to look after the children and other family members. They are overburdened with family responsibilities like Male dominated society- Even though our constitution speaks of equality

between genders, male superiority is still the order of the day. Women are not treated equal to men. Their entry into business requires the approval of the head of the family who is mostly a male member. Entrepreneurship has traditionally been seen as a male task. All these hamper the growth of women entrepreneurs.

- **Illiteracy:**

Illiteracy or low level of Education- Women in India are lagging far behind in the field of education. Even after more than 60 years of independence many women are still illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to household responsibilities and partly due to poverty. Due to lack of proper education, most women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing, networking and other governmental support which will encourage them to rise in the field of management.

- **Dearth of financial assistance:**

Women entrepreneurs suffer a lot in raising and meeting the financial needs of the business. Bankers, creditors and financial institutes do not come forward to provide financial assistance to women borrowers on the ground of their less credit worthiness. They also face financial problem due to blockage of funds in raw materials, inventory, work-in-progress, finished goods and non receipt of payment from customers in time.

- **Lack of Technical knowhow:**

Management has become a specialized job which only efficient managers perform. Women entrepreneurs sometimes are not efficient in managerial functions like planning, organizing, controlling, directing, motivating, recruiting, coordinating, and leading an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.

- **Marketing Skills:**

Since most women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle taking care of husband, children and in laws which takes away a lot of their time and energy. In such situation, it is very difficult to concentrate and run an organization successfully and efficiently.

- **Socio-cultural barriers:**

The traditions and customs prevailing in Indian societies sometimes stand as an obstacle before women which stop them from growing and prospering. Castes and religions dominate our society and hinder women entrepreneurs too. In rural areas, they face even greater social barriers. They are always seen with an eye of suspicion.

- **Entrepreneurial Skill:**

Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have limited entrepreneurial abilities. Even after attending various training program on entrepreneurship women entrepreneurs fail to overcome the risks and troubles that may come up in an organizational working.

### **1.6 Suggestions to Overcome the Challenges:**

- Government should provide separate financial aid to women entrepreneurs so that they do not face any difficulty in setting up their organization.
- Special infrastructural facilities should be provided to help women in establishing their enterprise easily and quickly.
- Training Program specially directed at women entrepreneurs should be conducted to enhance their entrepreneurial skills and abilities which help them in day to day functioning of business.
- Top ranking women entrepreneurs must be felicitated so that more women are encouraged and motivated to pursue such careers.
- Provision for better educational facilities should be provided starting from school and further for higher education and also several vocational studies.
- Women Entrepreneurs' Guidance cell should be opened in all cities to handle problems related to day to day functioning like production, marketing, and distribution problems.
- Several legal policies and regulations for the setup of an enterprise by women must be simplified to help women entrepreneurs in establishing their business and getting speedy approval regarding several legal formalities.
- Mostly importantly the support of family members is required so that women can move out of their homes with confidence. They can give better output when it is known to them that their decisions are supported by their family.

## **1.7 Government conducted training program for women entrepreneurs:**

### **1.Trade Related Entrepreneurship Assistance and Development (TREAD) scheme for women:**

This scheme provides women with proper trade related training, information and counseling along with extension activities related to trades, products, services. Along with that, Government Grant also provides up to 30% of the total project cost as appraised by lending institutions which would finance the remaining 70% as loan Assistance to applicant women. It mostly helps poor & usually illiterate/semi-literate women to get started on their business

### **2. Mahila Vikas Nidhi:**

This fund has been set up by SIDBI to help women in rural area start their entrepreneurship easily. It grants loan to women are given to start their venture in the field like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts, bamboo products.

### **3. Co-operative Schemes:**

Women co-operatives schemes were formed to help women in agro-based industries like dairy farming, poultry, animal husbandry, horticulture. with full financial support from the Government.

### **4.Government Yojanas:**

Swarna Jayanti Gram Swarozgar Yojana and Swaran Jayanti Sekhari Rozgar Yojana were two important schemes launched by the government to provide reservations for women and encouraging them to start their ventures.

### **5.Private Organizations:**

Several NGOs, voluntary organizations, Self-help groups, institutions and individual enterprises from rural and urban areas are working to help new women entrepreneurs to set up their business and run it smoothly



## **1.8 Problems faced by Women Entrepreneurs in India:**

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### **1. Lack of focus on Career Obligations:**

Indian women do not focus on their career obligations in the same manner as they do on their family and personal life. Despite having excellent entrepreneurial abilities, they do not focus on their career obligations. Their lack of focus towards their career creates a problem in promoting women entrepreneurship.

### **2. Economic Instability of women:**

The economic stability of Indian women is in a very poor state as they lack proper education that is crucial for becoming self-dependent. Women in rural areas can't take any entrepreneurial.

### **3. Inability to manage risk:**

Lack of Risk taking ability Our educational system is very primitive and creating awareness about woman's capacities and their hidden powers to handle economic activities. Most of the women are not performing entrepreneurial activities because they are not having the proper capacities and risk making ability.

### **4. Raising of fund:**

Arrangement of Finance & Raw Material Arrangement of finance is a major problem that is faced by women entrepreneurs. Their access to external sources of finance is very limited because of their poor economic condition in the society. They find it difficult to be an entrepreneur as they lack the risk taking ability because of poor financial assistance. Another problem faced by them is shortage of raw-material and difficulty faced by the women entrepreneur in arranging good quality raw material at competitive prices.

### **5. Competition:**

Cut-throat Competition Women entrepreneurs have to face tough competition not only from industry but also from their male counterparts . Surviving this cut-throat competition and achieving the aim of producing quality product at competitive price is not an easy task for the women entrepreneurs.

**6. Problem of illiteracy:**

Low levels of literacy amongst women is the major issues. Illiteracy is the root cause of socioeconomic bias that prevails in the society and that doesn't let women to achieve economic independency. Due to lack of Knowledge of latest technology and proper education, it becomes difficult for women to set up their own enterprises.

**7. Incontinece to raise fund Problems:**

in getting financial assistance by banks & Financial Institutions Banks and financial institutions help finance small and medium size firm operators to get financial assistance. But these banks and financial institutions don't readily provide credit to women entrepreneurs because they doubt the credit worthiness of women entrepreneurs. The irony is that according to a report by the United Nations Industrial Development Organization (UNIDO), woman's loan repayment rates are higher than men's but still financial institutes doubt their loan repayment abilities.

**8. Marketing Problems :**

Women entrepreneurs face problems in marketing of their products as this area is mainly dominated by males and women fail to make a mark in this area. Women entrepreneur also find it difficult to capture the market and make their products popular and they often take the help of middlemen in marketing their products who often charge high commission from them.

**1.9 Measures taken to Improve Women Entrepreneurship in India:****1. Redefining of Banks' policies / Long term plans:**

- Banks should redefine its policies by taking into account women's requirements in a focused and integrated manner.
- Banks should have a Charter for women, which must be published.
- Banks must ensure that the benefits under various poverty alleviation and employment promotion schemes go to the women in the prescribed ratio.

**2. Setting up women cells:**

i. Women's cells should be set up at the banks' head office as well as in their regional offices where information, counselling/ guidance and other credit related services for women entrepreneurs are readily available.

ii. At the branch level, or clusters of branches in rural areas, the bank should have a desk visibly placed in order to provide women with relevant information and guideassist them in making loan applications etc. As far as possible a well-trained lady staff member particularly in rural areas should handle the desk. (iii) Special attention should be given to women in every branch. One officer in each branch should be designated exclusively for dealing with cases of flow of credit to women. Banks should have a target for covering at least 20 women per branch for lending and 20 for training.

### **3. Simplification of procedural formalities :**

The application forms, appraisal standards and other procedural requirements for extending finance to women entrepreneurs should be simplified & as far as possible. Banks should ensure that the managerial staffs assist women entrepreneurs in understanding the banks' procedural formalities in a simple manner. They should also give assistance in the preparation of project reports and completion of other paper work.

### **4. Banking facilities:**

i. Banks should take appropriate measures to ensure that the branch level functionaries do not have traditional bias of preferring men to women in financing. For this purpose the bank staff should be oriented through short term training programmers in which a special component on gender concerns can be incorporated. duration for its branch managers/staff on different aspects of handling credit requirements of women. Banks should also invite members of Non- Government Organizations (NGOs) or women social workers to these workshops for active interaction so that the problems being faced by the women entrepreneurs could be better understood by bank staff in an informal manner.

### **5. Publicity campaign for creating awareness about credit facilities:**

i. Banks should launch Awareness Programmes/Publicity Campaigns about schemes available for women. Attractive publicity material such as posters, charts, can be specially designed in a simple manner so that women are able to understand it easily.

ii. For the large numbers of illiterate and semi-literate women, particularly in the rural and semi-urban areas, the banks should make efforts to inform them through audio-visual methods/slides and charts about the different schemes under which finance is available. Banks should establish

contact with the. Village Panchayats to seek their assistance in dissemination/distribution of information material to women in the village and for delivery of credit to identified women.

iii. Banks can also explore the possibility of using the local radio and the television network for disseminating information to women in the farthest corners of the country.

#### **6. Entrepreneurship Development Programmes/Training facilities for Women:**

i. Banks should organise entrepreneurship development programmes exclusively for women entrepreneurs. For this purpose the banks can contact various Entrepreneurship Development Institutes in the country and develop appropriate programmes for women in the urban and rural areas.

ii. Banks should finance training courses for women, particularly in the area of information technology.

#### **7. Monitoring system:**

A monitoring system should be in place for submitting regular reports on the credit flow to women. It should be an item on the calendar for Review being submitted to the Board of Directors of the bank. RBI should also monitor and give suitable directions to banks from time to time.

#### **1.10 Conclusion:**

The Women entrepreneurship in India faces many challenges and requires a radical change in attitudes and mindsets of society. Therefore, Training programs should be designed to address changes in attitude and mindset of the people. It is important to promote entrepreneurship among women to improve the economic situation of the women. This can be made possible with the help of education as education is a powerful tool in bringing out the entrepreneurship qualities in a human being. Moreover, attempts to motivate inspire and assist women entrepreneurs should be made at all possible levels. Proper training should be given to the women by establishing training institutes that can enhance their level of work-knowledge, risk-taking abilities, enhancing their capabilities. After setting up training institutes, there should be continuous monitoring, improvement of training programs so that they can improve upon the quality of the entrepreneurs being produced in the country. Undoubtedly the women participation rate in the field of entrepreneurship is increasing rapidly. However, efforts need to be taken at larger scale to give

the position in the field of entrepreneurship that they deserve. The actions & steps that has been taken by the government sponsored development activities have benefited only a small strata of society and more needs to be done in this area. Effective steps need to be taken to have entrepreneurial awareness and skill development to women.

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