

# The need for Empowering Women Entrepreneurs in an Economy - A Deductive Approach

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## Abstract

“Women empowerment is a powerful step towards removing gender inequalities and creating conditions for gender equality” which is usually described as “the absence of obvious or hidden disparities among individuals based on gender in terms of opportunities, resources, services, benefits, decision-making power and influence” (OECD, 2011, p.26). The World Economic Forum ranked India at 139 out of 145 countries (The Global Gender Report, 2015). “India ranked 120 among 131 countries in female labor force participation rates and rates of gender-based violence remain unacceptably high. Development of women entrepreneurship is very low in India, especially in rural areas” (ET: WB, 2018). According to 2011 Population Census “Female literacy rate was 65.46 percent and the work force participation rate for female was 25.51 percent”. Hence the present paper targets at finding how Entrepreneurship can be a tool to achieve Women Empowerment in India, explicitly Puducherry. Based on this, the following objective has been framed to capture the growth of women entrepreneurs at global level, to examine the growth and prospect of Indian Women entrepreneurs and to identify the reasons, people’s opinion, success factors and major constraints faced by the women entrepreneurs in Puducherry region. Secondary data from Global entrepreneurship and development institute, OECD reports, world bank reports, Sustainable development report, Indian Government reports, and census reports has been collected for the first two objectives and for the final objective primary data 25 women employer and 100 women employee is collected in Puducherry region regarding the reason for starting the business, family constrains, people’s opinion and success factors of employee and employers view in Puducherry. Simple ratio, trend analysis, growth rate, percentage methods, qualitative analysis and data visualization technique is used to check the above objective. Based on the analysis policy suggestions are provided.

## INTRODUCTION

Invention, growth and employment are impossible without enterprise and entrepreneurs. Schumpeter defines an entrepreneur as, “a person who is willing and able to convert an original idea and invention into a successful innovation” (Backhaus, 2003). A person who can inspire, recognize, listen, motivate and channel people’s talents is a powerful leader. A leader is characterized by the energy of the act and not that of thought (Backhaus,

2003, p. 110). Empower employees can be realized by Creating and giving challenging jobs, allow them to work on their own path, questioning intellectual ability, involving them in decision making process, acknowledging the work done; offering opportunity to share their findings, boost their performance, knowledge sharing, credibility among employees, allowing them to take part in the Board, make their presentation and to answer the questions raised by the Board are different ways of empowering them. This motivating tool can result in increasing the organizational commitment and effectiveness, employee's trust, cooperation, communication, competitiveness, self-respect, self-worth, loyalty, productivity etc.

India being the second highest populated economy having a wider market, both male and female entrepreneurs, are relatively rare here compared to other emerging economies (OECD, 2018). Only 23.7 percent of eligible Indian women are part of the workforce compare that to 75 percent of men, also India ranks low in terms of economic participation of women. The Global Gender Report 2015 by the World Economic Forum ranked India at 139 out of 145 countries (WB, 2018). Women empowerment is a powerful step towards removing gender inequalities and creating conditions for 'gender equality' which is usually described as "the absence of obvious or hidden disparities among individuals based on gender in terms of opportunities, resources, services, benefits, decision-making power and influence" (OECD, 2011, p. 26). In OECD countries, the proportion of women-owned business is around 30 percent of the total (OECD, 2012, p. 6).

## Literature Review

Studies on women entrepreneurs and their achievements and struggles can be traced out from previous literature like Stoner et.al., (1990), Rani (1996), Das, M (2000), Kutanis & Bayraktaroglu (2003), Katrina, H. (2007), Jyoti et al, (2011), Al-Dajani and Marlow (2013), Vani and Srilatha (2014). Khan (2015), Mello and Schmink (2016), Shingla and Singh (2017), Susmita et.al. (2018), Rezal and Yasmin (2019). Based on the above theories the present study aims at finding the extent to which entrepreneurship

helps in empowering women in India, specifically Puducherry.

Hence the paper is organized as follows: Introduction and previous literature of the study is provided in section I, section II briefly explains the Methodology, objective and research methodology. Result and discussion is presented in section III finally the findings, conclusion and policy suggestions are provided in section IV.

## METHODOLOGY

### Motivation of the Study

Generally women are witnessed as home makers with minor economic participation. "Women entrepreneurs' advancement is less in India, especially in rural areas" (Bizstor, 22<sup>nd</sup> March 2018). "India ranks 120 among 131 countries in female labor force participation rates" (IBRD, Economic facts, 2018). "*Female literacy rate was 65.46 percent and the work force participation rate for female was 25.51 percent. It has been observed in India, that 8.05 million out of the total 58.5 million establishments were run by women entrepreneurs which is around 13.76 percent of the total number of establishments. Total workers engaged in women owned and run establishments were 13.48 million persons, which is 10.24 percent of the total number of workers engaged in India under different economic activities. Also, the average employment per establishment for women owned establishments was found to be 1.67*" (All India Report on 6<sup>th</sup> Economic Census, 'Women Entrepreneurs', 2016, p.105).

### Statement of the problem

Women contribute nearly half of Indian population. Yet the achievement of women is less or negligible. Also, "Indian GDP can be increased by raising women's labor force participation" (IBRD, Economic facts, 2018). According to world bank "*In 2012, only 27 percent of adult Indian women had a job when compared to 79 percent of men and about 20 million women had dropped out of the workforce between 2005 and 2012*" (The Economic Times Women's Forum, World bank, IBRD, 2019). According

to NSSO, "India's unemployment rate during 2017-18 has reached the highest at 6.1 percent compared to 2012-13, which was 2.2 percent" (NSSO, 2019, p.83). According to this report "Joblessness was higher in Urban than Rural, within that 18.7 percent belonging to urban male and 27.2 percent of jobless youth are female. Significance for Women empowerment and employment started early from second five year plan (1956-61) and continues till date, currently 32 schemes for women is been implemented by various Departments and Ministries and not much is effective and few have not reached the rural areas to benefit those women".

## Objective

Based on the above theory the following objective has been framed

- To capture the growth of women entrepreneurs at global level
- To examine the progress of Indian Women entrepreneurs
- To identify the reasons, people's opinion, success factors and major constraints faced by the women entrepreneurs in Puducherry.

## Data Set

Secondary data from Global entrepreneurship and development institute, OECD reports, world bank reports, Sustainable development report, Indian Government reports, and census reports was collected for the first two objectives and for the final objective primary data 25 employer and 100 employee (who are engaging themselves in entrepreneurial activities like tailoring, show rooms, Departmental stores, small scale industries, Boutiques, Jewelry shops, Beauty Parlors etc.) is collected in Puducherry region<sup>1</sup> regarding the reason for starting the business, family constrains, people's opinion and success factors of employee and employers view in Puducherry. The required information's were collected from the respondent with the help of a structured questionnaire.

<sup>1</sup> Many foreigners and other state people are doing business over here (Auroville and Aurobindo ashram) the main objective in Puducherry is to analyze the factors contributing to women entrepreneurs in socio- economic development and the personal and financial problems faced in their businesses.

## Research Methodology

Simple ratio, trend analysis, growth rate, qualitative analysis and data visualization technique is used to check the above objective. Adequate number of Urban and Rural respondents was included in the sample. Most of the questions were qualitative in nature (YES or NO type). 21 questions were asked to the respondents<sup>2</sup>, where 100 are Employees and 25 are Employers. Question (same as employee) 1, 3, 4, 5 to 19 were collected for employers. The data collected are tabulated, classified and the factors<sup>3</sup> contributing to empowerment of women is identified in the analysis.

## RESULT AND DISCUSSION

### Global Women Entrepreneurs

The current section attempts to capture the growth of women entrepreneurs at global level, for which data from Asian Development bank, world bank statistics etc. is used .to analyse the objective indicators like Firms with female participation in ownership, wage and salary of women workers, Women in parliaments, Global Entrepreneurs Indicator (GEI) and the Gross domestic Product (GDP), global data on women participation, female top managers, female production workers and Women participation in parliament. Table 1 presents the data on world regions regarding women and development. It is clear from the table that the life expectancy indicator is fine for all the regions, but the female wages in Asia, Africa and Low income countries is terribly low when compared to other regions. Also women's participation in Parliament and female owners in the firm is very low in Asia.

Table 2 provides a data on GEI and GDP of Asia-Pacific Countries from 2014 to 2017 and the Ranking has been given based on the index. The table clearly reveals that Australia stands third based on good ranking of GEI and GDP, India when compared to other countries like Cambodia, Myanmar, Pakistan and Bangladesh performs better in recent years in Global Entrepreneurs index which is reflected in the rank of the table.

<sup>2</sup> Table 15

<sup>3</sup> Economic status, Family status, Financial status, Social status.



**Table 1:** Women and Development

Region	Life expectancy at birth 2017	Ownership at a financial institution or with a mobile-money-service provider, female (percent of population ages 15+)(2017)	Wages and salaries of workers percent of females (2018)	Firms with female participation in ownership Percent of firms (2011-2018)	Women in parliaments Percent of total seats 2018
East Asia & Pacific	77.6	71.5	60.6	47.5	20
Europe & Central Asia	80.6	79.4	85.4	32.5	28
Middle E & N Africa	75.4	38	67.4	23.3	17
North America	81.5	93.4	92.4	..	23
South Asia	70.3	64.1	20.2	18.4	18
Sub-Saharan Africa	62.1	36.9	19.8	30.8	24
Low income	64.8	29.9	17.8	26	23
Lower middle income	69.8	53	30.7	35.8	19
Upper middle income	77.6	69.3	66.2	38.3	25
High income	83.1	92.9	89	38.9	28
World	74.3	64.8	55.6	35.1	24

Source: world Bank development indicators

**Table 2:** Global Entrepreneurs indicator ranking (2014-2018)

S.	Countries	GEI 2014	GDP 2014	Rank	GEI 2015	GDP 2015	Rank	GEI 2016	GDP 2016	Rank	GEI 2017	GDP 2017	Rank	GEI 2018	GDP 2018	Rank
1	Australia	77.3	2.54	3	77.6	2.51	3	78	2.6	3	72.5	2.56	7	75	2.93	5
2	Taiwan	69.5	4	7	69.1	0.8	8	69.7	1.4	6	60.7	2.9	16	59	2.9	18
3	Singapore	67.9	3.9	11	68.1	2.2	10	66	2.4	11	52.2	3.6	24	53	3.1	27
4	Japan	46.1	0.4	36	49.5	1.4	3	50.6	0.9	30	51.7	1.7	25	52	1.18	28
5	China	41.6	7.31	47	36.4	6.92	61	34.9	6.7	60	36.3	6.9	48	41	6.66	43
6	Malaysia	44.1	6	45	53	5	40	37	4.2	56	33.4	5.9	54	33	5.3	58
7	India	31.3	7.4	76	25.3	8.2	104	24.9	7.1	98	30.1	6.6	62	28	7.3	68
8	Philippines	28.5	6.1	90	27.7	6.1	95	27	6.9	91	27.1	6.7	65	84	6.8	24
9	Vietnam	0	6	0	28.8	6.7	85	28.2	6.2	84	25.8	6.8	69	87	7.1	23
10	Indonesia	34.3	7.6	68	21	7.3	120	22.8	7	103	24.1	6.8	76	21	6.8	94
11	Sri Lanka	0	5	0	31.1	5	71	25.5	4.5	97	22	3.1	87	22	4.2	90
12	Pakistan	18.7	4.1	116	20.1	4.1	123	19.8	4.5	109	20.9	5.3	94	16	5.6	120
13	Bangladesh	13.8	6.1	121	14.4	6.6	130	15.2	7.1	125	16.5	7.3	114	14	7	134
	Asia- pacific (AVG)	33.75	4.53		43.18	4.45		37.35	4.22		35.65	4.81		42.05	4.86	

Source: Global entrepreneurship and development institute, Asian Development bank, OECD

Table 3 very clearly reveals that the women's share among all employers have increased from 1995 to 2015. The table intensely reveals that an increase in the women's share among all employers have increased in 2015. It can be

noted that a higher start, leads to a greater increase and a low start, low increase. Region wise, Western Asia and Northern Africa has a poor performance when compared to other parts of world region.

**Table 3:** Women's share among all employers, by region, 1995 and 2015

Region	1995	2015
Europe (East)	25.9	34.3
Sub-Saharan Africa	22.8	32.3
Europe (South)	20.9	25.8
Latin America and the Caribbean	16.3	25.7
South-Eastern Asia	18.1	24.1
Other developed regions	22.7	23.3
Caucasus and Central Asia	14.4	22.2
Eastern Asia	13.1	20.8
Oceania	10.1	18
Southern Asia	9.8	12.3
Western Asia	2.9	5.8
Northern Africa	5.5	4.7

Source: World Bank

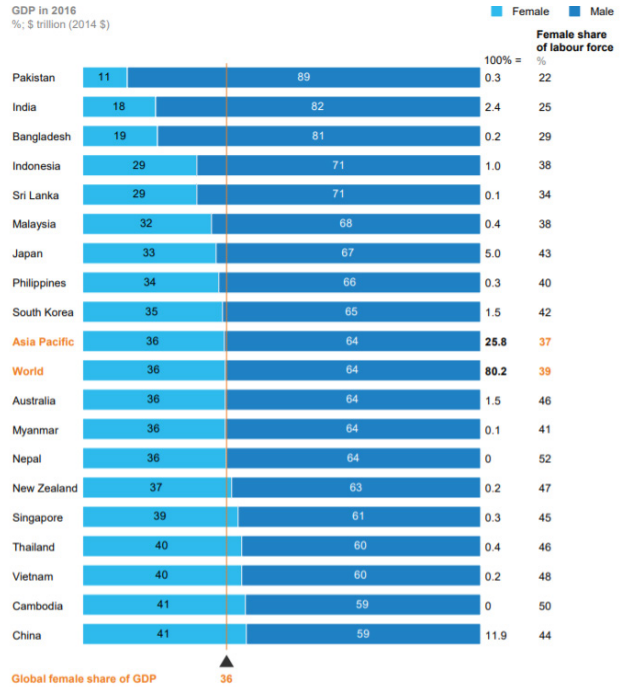
**Table 4:** FEI 2015 Ranks and scores

Country	Rank 2015	Rank 2014	Changed in matched rank
United States	1	1	0
Australia	2	2	0
United Kingdom	3	5	-2
Denmark	4	10	-6
Belgium	13	7	6
Germany	14	11	3
Singapore	16	13	3
South Africa	36	32	4
China	48	39	9
Russia	56	47	9
India	70	68	2
Bangladesh	75	67	8
Pakistan	77	68	9

Source: Female entrepreneur index 2015

The Female Entrepreneur Index ((FEI) Femdex, 2015)<sup>4</sup>, which measures gender equality is provided in Table 4, US stands first and the FEI ranking is very low in Bangladesh, Pakistan and India, which highlights the need of women entrepreneur in Bangladesh, Pakistan and India. Global share of women in GDP<sup>5</sup> is presented in Graph 1. Women

4 Includes wage gap, financial inclusion, digital inclusion, legal protection and political representation  
 5 Gross Domestic Product (GDP) is a broad measurement of



SOURCE: I.L.O. World Input-Output Database; IHS; national statistical agencies; Oxford Economics; McKinsey Global Growth Model; McKinsey Global Institute analysis

**Graph 1:** Global Female share in GDP

contribution in GDP is more than average for countries like Vietnam, Cambodia and China, and the least contribution of Women in GDP is found in India and Pakistan. According to Mc.Kinsey report, “women account for half of Asia Pacific population but contribute only 36 percent of the \$26 trillion to GDP (Graph 1) (this is in line with the global figure of 36 percent) Traditional economic theory clearly reveals that GDP cannot capture the unpaid care<sup>6</sup> of women; if this could be captured roughly it could result in 15 percent of the region’s GDP”. The economic prosperity depends on the huge and unrecognized contribution of women through unpaid care work.

Table 5 presents the sector wise data on Women Employment; it is clear from the table that in recent years Agriculture has lost its importance. In Industrial sector employment opportunity for female has increased in Asia, Africa, Low income and Lower Middle income Countries. In service sector, for all the regions of the world when compared to 2000 when there was no/less opportunity for women, in recent

a nation's overall economic activity.  
 6 as looking after her spouse, children and the elderly, shopping, serving their husbands, elders at home and raise their children cooking, and cleaning





**Table 5:** Women Employment by sector

Region	Agriculture		Industry		Services	
	% of female employment		% of female employment		% of female employment	
	2000	2017	2000	2017	2000	2017
East Asia & Pacific	44.4	22.1	25.7	19.5	29.9	58.4
Europe & Central Asia	14.7	8	17.4	13.5	67.9	78.6
Latin America & Caribbean	12.9	7.5	13.5	12.1	73.6	80.4
Middle East & North Africa	32	24.5	16.4	15.4	51.6	60.1
North America	1	0.9	12.1	8.4	86.9	90.7
South Asia	74.3	59.3	11.4	16.7	14.2	24
Sub-Saharan Africa	67.3	57.1	7.4	8.7	25.2	34.3
Low income	78.5	70.3	6.7	8.2	14.9	21.6
Lower middle income	61.3	44.2	12.1	15.5	26.7	40.3
Upper middle income	39.1	17.2	26.3	19.2	34.5	63.6
High income	3.7	2	15.4	10.8	81	87.2

Source: world Bank development indicators

**Table 6:** Access. to training and Money to start a business (for Women, in percent) (2015)

Sl.no	Country	Access to training on how to start a business	Access to money to start a business
1	Finland	85.1	27.6
2	New Zealand	72	46.3
3	Australia	67.9	41.3
4	Iceland	65.2	25.7
5	Sweden	64.7	41.3
6	Canada	64.7	49.5
7	Hungary	36.3	13.2
8	Israel	33.2	28.6
9	Poland	30.1	20.9
10	France	28	16.9

Source: OECD Countries

year the employment opportunity has increased. Table 6 presents the statistics of an imperative indicator i.e. Access.to training and Money to start a business (2015), which is an important indicator for an entrepreneur. This indicator exclusively reveals the country wise data on different approaches to training programmes and the availability of funding source for businesses. Training provided for both Men and Women is good in most of the countries but the Access to money to start a business is good

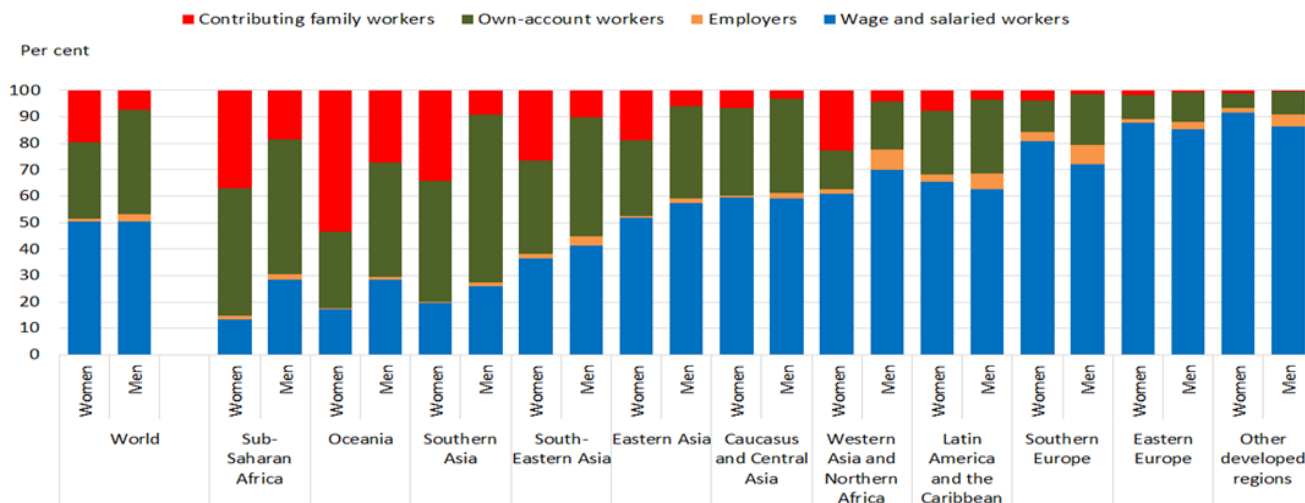
only for few selected countries like Australia, Austria, Belgium, Canada Iceland, Ireland, New Zealand Sweden, US, Slovenia etc.

Graph 2 reveals Distribution of employment by status in employment, by sex and region, 2015, the table reveals that own account and wage & salary workers constitutes 80 percent of the employment, globally the employers are very less. Counseling must be provided to the entrepreneurs regarding various available opportunities and their benefits which will increase the employment opportunity. This will help to convert their ideas into profitable business.

Political Participation' is not only 'Right to Vote', but relates to participation in political awareness decision-making process, political involvement and concern regarding the economy. Table 7 presents the region wise the share of women among ministers from 2005 to 2015. Share of women among ministers is derived by dividing the total number of female ministers by the total number of ministers. In Southern Asia, South-Eastern & Western Asia and Oceania the share of women ministers is not appreciable when compared with other regions.

## Growth and Prospect of Indian Women

Women and economy move together, as a wonderful



**Graph 2:** Distribution of employment by status in employment, by sex and region, 2015

**Source:** ILO, Estimates and Projections of the Economically Active Population (EAPEP), 2013 edition (April 2014 update).

**Table 7:** Share of women among ministers (2005-2015)

Region	2005	2008	2010	2012	2014	2015
North Africa	7.5	9.3	6.5	6.3	9.7	14.9
Sub-Saharan Africa	15.7	18.2	19.0	19.9	20.0	19.5
Caribbean	18.8	20.8	16.8	16.0	17.7	19.4
Latin America	16.2	24.2	23.1	23.9	24.9	23.3
Caucasus and Central Asia	9.9	8.6	5.8	9.6	11.4	9.2
Eastern Asia	5.9	6.8	8.8	10.9	11.9	9.8
Southern Asia	7.4	8.2	7.4	11.6	7.4	10.4
South-Eastern Asia	9.8	7.7	9.9	9.5	7.9	9.7
Western Asia	7.1	7.0	7.5	6.4	7.1	7.2
Oceania	4.7	6.4	7.3	6.6	8.4	8.8
Developed regions	19.8	22.1	22.8	21.5	23.9	25.4
Developing regions	12.7	14.4	14.4	15.4	15.4	15.8
World	14.2	16.1	16.2	16.7	17.2	17.7

Source: Compiled and calculated by the United Nations Statistics Division.

home maker, in agriculture, industry, migrant workers, business, as domestic workers, market vendors, and voluntary care worker. “At a global level, about 126 million women have started or are running their businesses and whereas in India, there are about 8 million women have started or are running their businesses. Apart from that, women have 24 percent share in corporate senior management positions and in India it is 30 percent for the same. Not only that, round about 37 percent of formal enterprises owned by women around the globe whereas 10 percent of formal enterprises in India are

being operated by women” (Bizztor, 22<sup>nd</sup> March 2018). Table 8 presents the Representation of Women in Lok Sabha since 1952–2014, the table clearly reveals the total number of seats and percentage of female members in the Lok Sabha. It can be viewed that since 1952 the percentage share of women has a steady increase but not to a reasonable amount.

India’s Household savings<sup>7</sup> (Graph 3) was increased by Women which made the GDP to rise but women contribution to GDP is very low (Table 2).

“Personal Savings in India increased to 26099.21 7 (<https://tradingeconomics.com/india/personal-savings>)



**Table 8:** Elected Women at Lok Sabha 1952–2014

Lok Sabha	Total No. of Seats	Elected Female Members	% of Total
1952	489	22	4.4
1957	494	27	5.4
1962	494	34	6.7
1967	521	22	4.2
1971	521	22	4.2
1977	544	19	3.4
1980	544	28	5.1
1984	544	44	8.1
1989	529	28	5.3
1991	509	36	7
1996	541	40	7.4
1998	545	44	8
1999	543	48	8.8
2004	543	45	8.1
2009	543	59	10.9
2014	543	61	11.2

Source: Election Commission of India, New Delhi.



**Graph 3:** Household savings of India

INR Billion in 2016 from 25429.60 INR Billion in 2015. Personal Savings in India averaged 3811.44 INR Billion from 1951 until 2016, reaching an all-time high of 26099.21 INR Billion in 2016 and a record low of 6.34 INR Billion in 1952” (MOSPI, 2017).

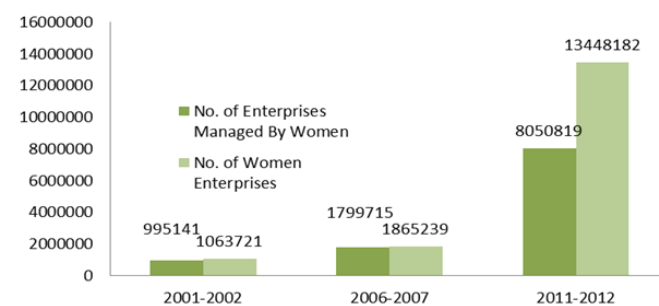
Region wise ease of doing business, and its rank pertaining to India for 2019 is presented in Table 9, which clearly reveals the India ranks 137 in ease of doing business when compared to world countries with a score of 67.23 (World’s Bank Doing Business database).

Graph 4 reveals the management participation of Women entrepreneurs. It is clear from the graph

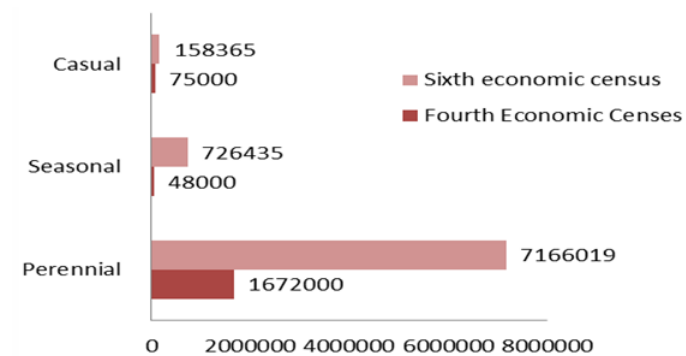
**Table 9:** Ease of Doing business Rankings in India (2019 indicators)

Ease of Doing business	Rank
Starting a Business	137
Dealing with Construction Permits	52
Getting Electricity	24
Registering Property	166
Getting Credit	22
Protecting Minority Investors	7
Paying Taxes	121
Trading across Borders	80
Enforcing Contracts	163
Resolving Insolvency	108

Source: Compiled from World’s Bank Doing Business database



**Graph 4:** Management participation of Women entrepreneurs  
Source: computed from third, fourth and sixth census report.



**Graph 5:** Nature of operation  
Source: computed from All India Report on 4<sup>th</sup> and 6<sup>th</sup> Economic Census.

that, the number of enterprises managed by women and number of women enterprises have increased drastically in recent years.

The total number of establishments under women entrepreneurship is presented in Graph 5. It



is clear from the graph (as per 4<sup>th</sup> and 6<sup>th</sup> Economic Census) that workers work in perennial (continuing) establishments and seasonal establishments has increased tremendously in the recent year than previous years.

Graph 6.a and 6.b, represents the women owned share establishments by social group of the owner. It is clear from the pie chart that that the share of OBC has reduced in recent years and SC remains the same (12 percent) in both the periods and ST has been increased by 2 percent. The general category has increase from 36 to 40 percent in the recent years.

The Percentage of Establishments under women entrepreneur by major Source of Finance like, self-finance, financial assistance from Government source, loan from SHG's, borrowing from Financial Institutions or money lenders and donation/transfer from agencies are presented in Graph 7. The graph clearly reveals that self-finance (79 percent) is the major source of establishment for women entrepreneur. The borrowing from Government sources is shockingly less than 4 percent; hence the government should take necessary steps to help

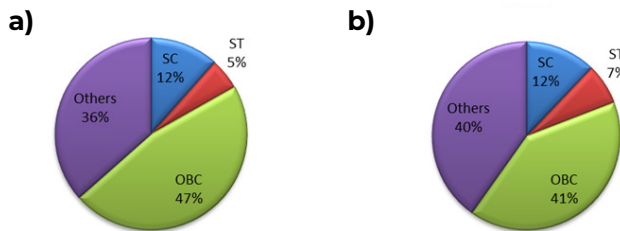
the entrepreneurs. The second important source of Finance is from donation or transfer from other agencies which is 3.4 percent (Kadalarasane and Sundari. T, 2018).

## Status of Women Entrepreneurs in Puducherry

According to 2011 census, Puducherry had population of 9,50,289 where women constitute exactly half (50.72 percent) of Puducherry's population.

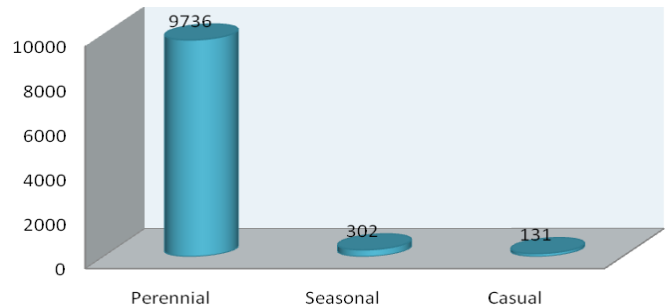
Table 10 reveals the Industrial Scenario of UT of Puducherry, it is clear that there are 6964 small scale industries 178 and 61 medium and large scale industries with a total investment of 22,1387 million.

The work participation rate as per 2011 Census in union territory of Puducherry clearly reveals that Urban or Rural the male participation rate is higher than female in Puducherry. Graph 8 presents the total number of establishments under women entrepreneurship in Puducherry region. It is clear from the graph that women entrepreneurs working in perennial (continuing) establishments are high when compared to and seasonal and casual establishments.



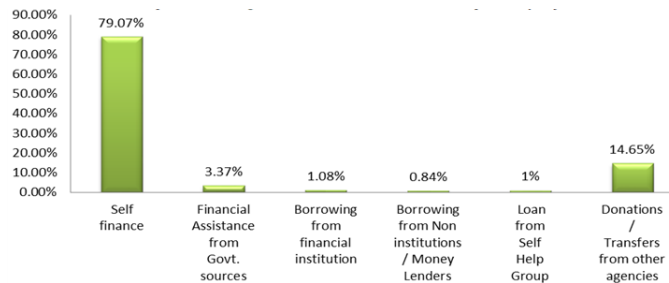
**Graph 6:** Number of Establishments under women entrepreneurship by social group of owner (in lakhs) a) 2006-07; b) 2011-12

Source: computed from All India Report on 4<sup>th</sup> and 6<sup>th</sup> Economic Census.



**Graph 8:** Total number of establishments under women entrepreneurship

Source: computed from computed from sixth census, 2016



**Graph 7:** Percentage of Establishments under women entrepreneur by major Source of Finance

Source: computed from All India Report on 6<sup>th</sup> Economic Census, 2016.

**Table 10:** Industrial Scenario of UT of Puducherry

Sl. No	Head	Puducherry
1	No. of Small Scale Industries (Nos.)	6964
2	No. of Medium Scale Industries (Nos.)	178
3	No. of Large Scale Industries (Nos.)	61
5	Investment (Rs.lakh)	221387
6	Sugar factories (Nos.)	2
7	Textile Mills	5

Source: Statistics.py.gov.in



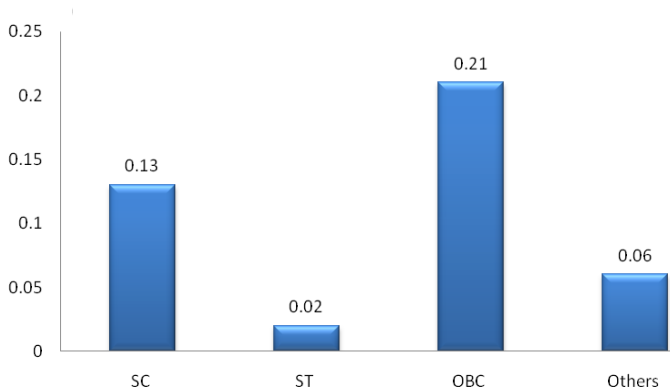
The percentage share of women owned establishments by social group of the owner is presented in Graph 9. It can be observed that the share of OBC (21percent) is dominating SC (13 percent) or ST.

Graph 10 reveals the total number of persons employed in Registered and unregistered SSI sector and establishments under women entrepreneur. It is clear that 1089 enterprises are managed by women and a total of 1065 women enterprises are present in Puducherry (sixth census, 2016).

### Primary Analysis

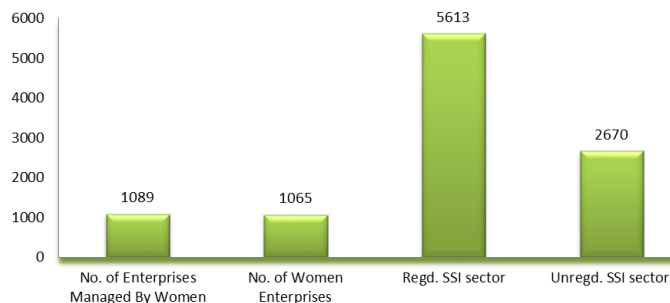
To check the final objective, primary data in form of questioner has been collected from 25 women employers and 100 women employees (who are engaging themselves in entrepreneurial activities like tailoring, show rooms, Departmental stores, small scale industries, Boutiques, Jewelry shops, Beauty Parlors etc.) is collected in Puducherry region<sup>8</sup> regarding the reason for starting their business, family constrains, personal and financial

8 Many foreigners and other state people are doing business



**Graph 9:** Percentage of Women establishments by Social group

Source: computed from computed from sixth census, 2016



**Graph 10:** Participation of women and employment in registered and unregistered SSI sector

Source: computed from sixth census, 2016

problems faced in their businesses, people's opinion and success factors of employee and employers view in Puducherry.

Enough care is taken to check that Rural and Urban respondents are included in the sample. Most of the questions are closed questions (YES or NO) which measures the response to each statement (Items). 21 questions were asked to the 125 respondents<sup>9</sup>. Question (same as employee) 1, 3, 4, 5 to 19 were collected for employers. The data collected is tabulated, classified and the factors<sup>10</sup> contributing to empowerment of women is identified in the analysis.

### Outcome of the primary analysis (Table 11)

- Major proportion of the respondents belong to 20-40 age group
- about 63.3 percent of the respondents agree that women prefer jobs than business (which involves high risk and commitment)
- 78.4 percent feel that family problem plays a key role in the success of a business.
- About 41.6 percent of the respondent are marrieds and 32.8 are unmarried and the rest are single/divorced/widow
- 81.6 percent of the respondent belong to Hindu religion
- About 77.6 women feel that they are not have financial independence and 84 percent of the respondent have a bank account
- About 38 respondent fell there is safety and security in the work place (25 are employer); whereas 24 percentage feel that there is no safety. Few say that is not a problem, but they do not have a choice other than going to a job.
- 31.2 percent of the respondent feels that training/encouragement is provided by higher official (empowerment), out of 39, 25 are employers so they say that they provide training.
- Around 43.2 percent of the respondents feel that friendly environment is provided in the work place and 62.4 percent feel that the organization do not take care of their health issues. About 49 people spend more than 12 hours (work even on Sunday) in the workplace and they do

over here (Auroville and Aurobindo ashram)

9 Table 11

10 Economic status, Family status, Financial status, Social status.

**Table 11:** Analysis and interpretation of the questioner (100 Employee and 25 Employer<sup>1</sup>)

Sl. No.	Statement	Indicators and scores			
1.	Age	20-30:35	30-40:45	40-50:25	>50:20
2.	Salary*	a : 29	b:45	c: 26	
3.	Marital Status**	M:52	UM:41	S:32	
4.	Religion	H:102	C:21	M:2	
5.	Financial independence of women	Yes: 28		No: 97	
6.	Owing a Bank account	Yes: 105		No: 20	
7.	Safety and security in work place	Y:38	OK:57	N:30	
8.	Training provided by higher officials	Yes: 39		No: 86	
9.	Friendly environment provided in work place	Yes: 54		No: 71	
10.	Given preference to health issues	Yes (at times): 36		No: (not at all) 89	
11.	Satisfied with current job	Yes:47		No other go: 78	
12.	Time spent in work place	10hrs:33	12hrs:43	>12hrs:49	
13.	Nuclear /joint family(someone is there to take care of the kids)	N:58	J:67		
14.	Enjoyment with kids	Yes: 53		No: 72	
15.	Time spent with family (Weekly once:W)	Yes >2 hrs:33		No :81	W:11
16.	Do you think that you can achieve better if you are single	Strongly agree: 77	Partially agree:28	No: 20	
17.	Encouragement by higher officials/family members	Y: 32		N:93	
18.	Duration of current job	>8yrs:16	5-8yrs:19	1-5yrs:37	<1:53
19.	Family problem is reflected in work place	Yes: 98		No: 27	
20.	Good Sanitation facility	Yes/ok: 59		No: 66	
21.	Behavior of the higher authority				
	1. Male (69)	Good: 13	OK:47	Bad:9	
	2. Female (31)	Good:10	OK:12	Bad:5	

Source: computed from Primary data

\*a: <5000; b: 5000-10000; c: 10000-25000; NA; No Idea

\*\* M-married (and living with spouse); UM-Unmarried; Separate (including divorcee and widow)

Note: question no 20 "Good Sanitation facility"- because most of them work for more than 8 hours (to know the basic facility available for women the cleanliness)

<sup>1</sup> data was collected for questions 1,3,4, 5 to 19

- not find time to enjoy with their kids or family members.
- About 61.6 percent of women feel that they will achieve better when they are alone or without their spouse, it is clear that most of them do not stay for longer years in the current job.
- About 52 percent feel that they are not provided with adequate sanitation and around 12-13 percent feel that the behavior of the higher official (male or Female) is bad.

- Male domination is high,(42.2% respondents agree), and about 6.6% of the respondent denied that domination of male is also one of the main hindrance for women empowerment.

### Findings

The above primary analysis reveals that Entrepreneurship and empowerment will pave way for gender equality which in turn will improve the status of women in the family, society and nation.



## CONCLUSION AND POLICY SUGGESTION

### Conclusion

Entrepreneurship is the key tool to empower women. This empowerment increases their status in Family, Economic, Finance and Society. At present women competes male in equality of education, employment, work, and politics. Women take better decision in further education, marriage, and career and this freedom may lead to greater openness, generosity and tolerance. Governments at all levels need to enforce policies against gender discrimination. In this modern world more and more women are taking up entrepreneurial activities. When compared to the western countries, India has specious cultural differences. Cast, religion and gender suppress women from thinking broader and moving forward. It is a well-known fact that after globalization the participation of women has increased to a certain extent. But social security is still a question which holds back women, Razavi and Turquet (2016). "The workers and entrepreneurs belonging to weaker sections are facing problems, regarding collateral security and they are not getting due encouragement from banks. Hence, budgetary support should be considered" (pg. 151, LEM Report). Women can also play dual roles; male domination is one of the main hindrance for women empowerment, women will be a successful partner in business, good household and can handle the finance utilization.

### Scopes and Policy Suggestions

Few policies that are suggested for (India and Puducherry) based on the above analysis

- Professional advisory must frequently meet the entrepreneurs regarding latest opportunities and trends
- State and Central government subsidies for women entrepreneur will be effective only with the support and encouragement of their spouse and family members.
- Male running the business in place of female entrepreneur, for the sake of tax relation must

be removed completely and women must be allowed to reveal their power.

Scope: The above study can be extended to All India Level to understand the status of Women Empowerment in India

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