

EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP



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Why empowerment ?

(1/2)

Cultural and societal barriers:

- Indian society has long limited role of women to home and family
- Girls in India traditionally denied rights to primary education, higher education and to work outside home.
- Discriminatory property, matrimonial and inheritance laws also limit women to start their own businesses.

Financial Empowerment of women → Social upliftment & Inclusive growth in fast growing Indian economy.

- Women tend to invest a higher proportion of their earnings in their families and communities.

Rapid industrialisation, globalisation, education and awareness have encouraged women to take up professional education, skills and to explore setting up their business enterprises in line with global trends.

Startup and Stand up india campaign has enabled a flourishing entrepreneurial eco-system in India, but equal opportunities for networking with peer group of entrepreneurs, mentors, investors yet to be offered to women.

- Investors still wary of funding women –led ventures, questioning the long-term sustainability of such enterprises with changing priorities from leading the venture to post-marriage responsibilities.

Something about the Speaker

- Civil and structural Engineer, BE, DCE and Mtech IIT Delhi
- Entrepreneur . Managing Partner, SDEC LLP
- President, WISE India
- Director, INWES(Canada)
- Vice President, IAStructE
- Fellow and Chartered Engineer, Institution of Engineers, India
- WIE Committee, WFEO

Why empowerment ?

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Some of the personal and social capabilities, which develops as result of taking up enterprise among women are as follows:

Economic empowerment

Improved standard of living

Self confidence

Enhanced awareness

Sense of achievement

Increased social interaction

Higher engagement in political activities

Improved leadership qualities

Involvement in solving problems related to women and community

Decision making capacity in family and community.

- *Empowering women worldwide and investing in their futures is essential to community vitality.*
- *Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs).*
- *Women need support from government, leading agencies, investors to assess and overcome risks and successfully grow their enterprises.*

Critical problems faced by women entrepreneurs

Access to finance

- Women often have fewer opportunities than men to gain access to credit for various reasons, including lack of collateral, unwillingness to accept household assets as collateral and negative perceptions of female entrepreneurs by loan officers.

Lack of Relevant Education and Experience

- Women tend to have an educational background which is less relevant in preparing them for business ownership.
- Gaining relevant skills and knowledge can also be more difficult for women since they frequently have double work burden and childcare responsibilities, thus making them less able than men to attend formal and informal trainings.
- Low-level education provides low-level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic decision making profession.

Conflicts between Work and Domestic Commitments

- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations
- It is common to find the female business owners, particularly those who are mothers, displaying the feeling of guilt because they do not fulfill the traditional female role.

Access to Training

- Women have limited access to vocational and technical training in India. UNIDO report suggests that most of the women are often unaware of the training opportunities.

What does women need to be an entrepreneur?

- *WILLING TO ACCEPT A CHALLENGE. AMBITIOUS, CONSCIENTIOUS, ENTHUSIASTIC, KEEN TO LEARN*
- *INDUSTRIOUS, PASSIONATE, LEADER, MOTIVATOR, SKILLFUL, POSITIVE, ADVENTUROUS*
- *EDUCATED, INTELLIGENT, PERSEVERANT, EXPERIENCED, STUDIOUS*
- *SHOULD NOT GIVE UP*
- *MUST LEARN LAWS OF THE LAND, TAXES AND LIABILITIES*
- *MUST DO BUSINESS WITH A FIRM HEAD ON HER SHOULDERS AND NOT HER HEART ALONE*

What women bring to the table

Value self fulfilment over money

Innovation and creativity

Strong social media presence and connectivity

Deep sense of commitment to well being of employees

Responsibility towards business goals, deliverables and commitments.

Responsibility towards social, environmental aspects of businesses.

Drive to achieve excellence and maintain highest quality standards

Persistence- desire to convert dreams to reality

High level of optimism , confidence and multi-tasking ability

Paience, tolerance for ambiguous and changing environments.

Flexibility, excellent communication and organisation skills.

Strategies to promote women entrepreneurship

Creating Awareness:

- Awakening of women to the possibilities of the easily accessible micro-enterprises is the foremost task.
- The government, semi- government and nongovernment organizations should create awareness among the most productive age group of rural women.
- The printed media can be effectively put to use for the purpose.

Motivating Entrepreneurs

- Psychological stimulation is the prerequisite for putting any idea virtually into action.
- For proper motivation of women, the economic, social and health benefits of various possible enterprises should be highlighted. The use of farm visits, video film shows, dramas, puppet shows, group meeting etc. will help in motivating the potential group esp in rural areas.

Expertise Development:

- Acquisition of knowledge and skill up-gradation and polishing of existing knowledge and skills in production, processing, packaging and marketing techniques.
- Lectures, printed material, discussions, institutional and non institutional skill trainings for imparting first hand technical knowledge in production, processing, procurement and management should be provided to women who are interested or already engaged in various enterprises.

Continuous follow up :

- Various constraints such as personal, social, economic, marketing etc. faced by entrepreneurs should be addressed.
- Possible help in the form of knowledge, technical skills and inputs should be provided to enable them to solve their problems.

Initiatives by government to promote women entrepreneurs

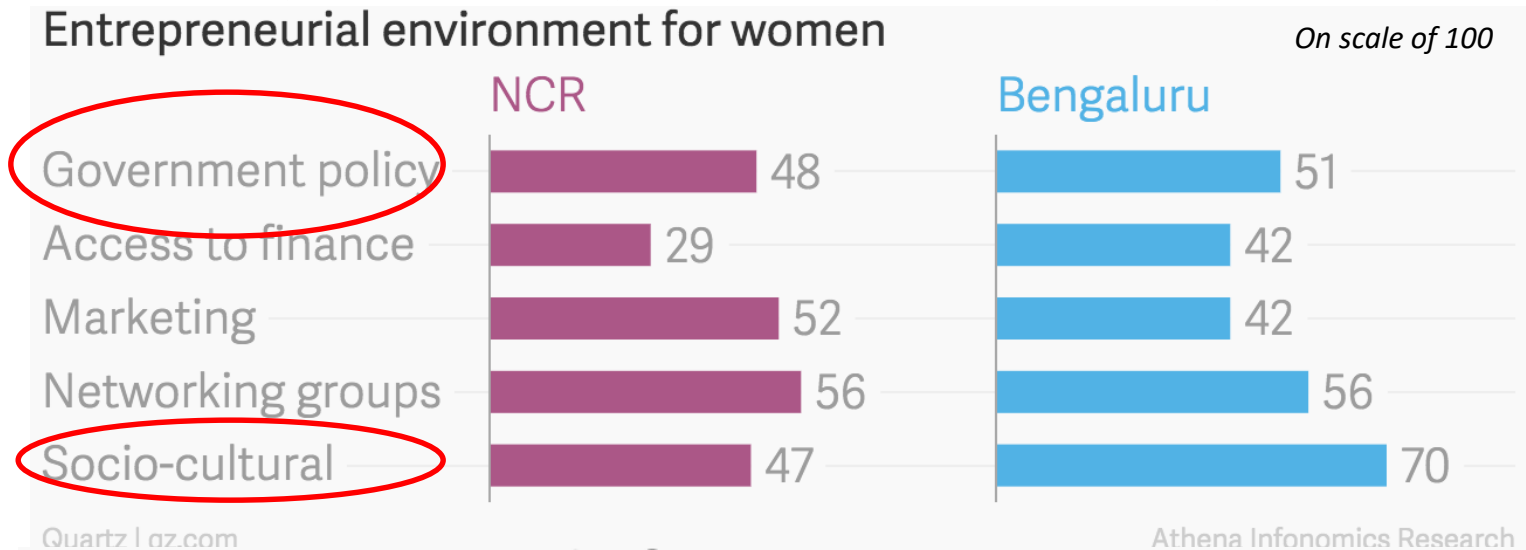
- Schemes of Ministry of MSME
 - Trade related entrepreneurship assistance and development (TREAD) scheme for women
 - Mahila Coir Yojana
- Schemes of Ministry of Women and Child Development
 - Support to Training and Employment Programme for Women (STEP)
 - Swayam Siddha scheme
- Schemes of Kerala State Women's Development Corporation
 - Self employment loan programmes
 - Educational loan schemes
 - Single women benefit schemes
 - Job oriented training programmes
 - Marketing support for women entrepreneurs
 - Autorickshaw / school van's driver scheme
 - Kerala Government's Women Industries Programme
- Delhi Government's Stree Shakti Project
- Schemes of Delhi Commission for Women (Related to Skill development and training)
- Incentives to Women Entrepreneurs Scheme, 2008, Government of Goa
- Magalir Udavi Scheme, Pudhucherry Government

Women Entrepreneur Associations in India

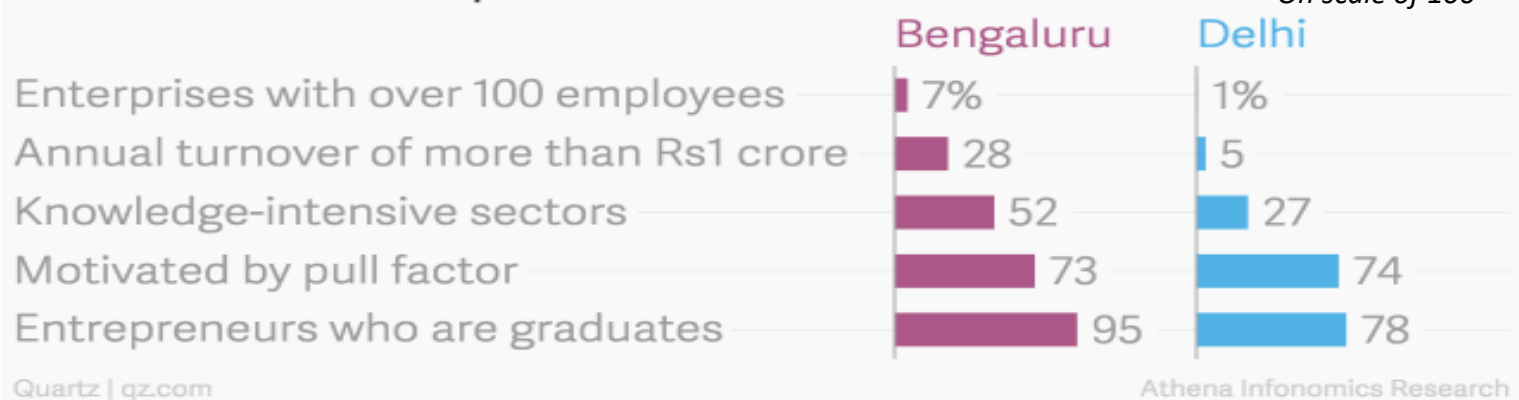
1. Federation of Indian Women Entrepreneurs (FIWE)
2. Consortium of Women Entrepreneurs(CWEI)
3. Association of Lady Entrepreneurs of Andhra Pradesh
4. Association of Women Entrepreneurs of Karnataka (AWAKE)
5. Self-Employed Women's Association (SEWA)
6. Women Entrepreneurs Promotion Association (WEPA)
7. The Marketing Organisation of Women Enterprises (MOOWES)
8. Bihar Mahila Udyog SanghBihar Mahila Udyog Sangh
9. Mahakaushal Association of Woman Entrepreneurs (MAWE)
10. SAARC Chamber Women Entrepreneurship Council
11. Women Entrepreneurs Association of Tamil Nadu (WEAT)
12. TiE Stree Shakti (TSS)
13. Women Empowerment Corporation

Comparison of different factors affecting women –run businesses in India

How women scored on different facets of doing business in north and south Indian city



How women-run companies fare



Successful women entrepreneurs in India

Kiran Mazumdar Shaw



Chairman and Managing Director (CMD) of Biocon Limited.

Shradha Sharma



Founder and Chief Editor of YourStory, website dedicated to entrepreneurs / startups

Sabina Chopra



Co-founder of Yatra.com

Rashmi Sinha



Co-founder of SlideShare which was acquired by LinkedIn for \$100 million in 2012

Suchi Mukherjee



Founder of Limeroad, a portal to share & shop lifestyle products

conclusion

- Entrepreneurship offers freedom to choose your work hours, Clients, team and mission statement.
- It offers you a chance to shape up your own success story
- Go for the highest of goals...sky is also not the limit
- Technology helps you reach out to your target audience and in achieving excellence and innovation!

We cannot change what we are not aware of, and once we are aware, we cannot help but change.

- Sheryl Sandberg

Thank you