

# Women Entrepreneurs: Need for Training and Skill Development Programmes

<sup>1</sup>Chitra Sharma Mishra, <sup>2</sup>Dr. Sukhmani Waraich, <sup>3</sup>Dr. B.S.Bhatia

<sup>1</sup>Research Scholar, The Department of Management,  
Punjab Technical University, Kapurthala, Punjab (India)

<sup>2</sup>AP (Finance/HR) KCL-IMT, (Supervisor ID-11090101),  
IKG-PTU, Kapurthala, Jalandhar (India)

<sup>3</sup>Pro Vice Chancellor, RIMT-Mandi Gobindgarh, Punjab (India)

**Abstract:** The lack of proper training, no skill development and illiteracy are the biggest hurdles in the path of women entrepreneurs. These hurdles can be removed through the proper Women Entrepreneurship Programmes (WEP). Since women are contributing for the economic growth of the country and they should be treated as equal participative component to the economy without making any economic, social, political, and gender - based discrimination. Therefore, the central objective is to put together a significant involvement of women towards the area of entrepreneurship training programmes along with skill development programmes. The interested women should be informed about the entrepreneurship programmes started by some institutions. These institutes should impart technical and management skills to the women participants and later check whether these programmes have an effective result for women to set up their own ventures as some of them leave the venture in between. The study conducted on the subject reveals that such entrepreneurial training programmes have positive impact on women entrepreneurs. These programmes not only improve performance in their enterprises but also motivate other young women entrepreneurs in this sector. This paper on National Skill Networks and Different Schemes and National Skill Training Centre for Women in Mohali (Punjab) and study the influence of training and skill development programmes on women entrepreneurs. Suggestions are also given to initiate new such training programmes to encourage young women entrepreneurs for their empowerment.

**Index Terms:** Entrepreneurship, women entrepreneurs, skill and training development programs.

## I. INTRODUCTION

Despite the fact that for the success of women entrepreneurs training and skill & investment play important role and inspiration, creativity and opportunity also contribute a lot with this regard. Human beings and their initiatives are much more essential than mere resources. Training and skill development programmes do improve their human resources (Afgah, Seyed Morteza, 2014).

## DEFINITION OF ENTREPRENEURSHIP

In all sphere of life entrepreneurship has always been connected with individuals. The growth of the entrepreneurship is the institution of society. With the passage of time, it is explained differently. It is the ability and willingness of a person to create and control a business enterprise, along the risk to get returns and profit out of it.

So, Entrepreneurship may be defined as “the procedure of innovation and using opportunities with lots of effort and perseverance together with accepting financial, psychological and social risks. It is indeed motivated by earning profit promotion, self-satisfaction and independence” (Hisrich, 2002: 172)

## DEFINITION OF ENTREPRENEUR

Richard Cantillon (1697-1734), an Irish economist of French descent was the first to use word entrepreneur in his text. Three stages of economic aspects were described as owners, entrepreneurs and employees. According to him, the entrepreneur is an individual who initiates the business enterprise with confidence. Cantillon also mentioned that entrepreneurship begins with insufficiency of correct calculation.

Schumpeter (1965) defined “entrepreneur as individuals who exploit market opportunity through technical and/or organizational innovation”.

Peter Drucker (1970) “entrepreneurship is about taking risk”.

Thomas and Mueller (2000) viewed that to investigate the conditions and characteristics, the study of entrepreneurship should be expanded to international markets that encourage and promote movements of entrepreneur in various countries and sections. This will reveal entrepreneurial capability of public relation in different social and cultural environment of the foreign countries.

According to Onuoha (2007), “Entrepreneurship is the practice of starting new organizations or revitalizing it in response to identified opportunities.”

## WOMEN ENTREPRENEURS

The field of women entrepreneurship has come a long way since its emergence in the late 1970s. Women Entrepreneurs may be identified as the individual or a group who commence, categorize and activate a venture or project. The Government of India has defined women entrepreneurship as “an enterprise owned and controlled by a women having a minimal financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment to the women in the enterprise”.

It is the practice where females initiate, systematize and grouped a venture and provide opening to other aspiring women. Though in the beginning phenomena of women entrepreneurship appeared only in the urban regions, but later it was expanded to the semi urban regions and rural as well. However, in the past women entrepreneurs confined to smaller project but due to better educational opportunities and supporting government institutions they are trying their luck in the bigger ventures. They demonstrate constructive reaction to varying circumstances and challenges and make their place in this highly competitive world.

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Since its appearance in the in late 1970's, the scope of women entrepreneurship has come a long way. So, Women Entrepreneurs may be identified as the individual or collectively they commence, categorize and activate a venture or project. The Government of India has defined a women's entrepreneurship as “an enterprise owned and controlled by a women having a minimal financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women”.

The field of women entrepreneurship has come a long way since its emergence in the late 1970s. It is the practice where females initiate, systematize and classify a venture or factory and individual tasks and service opening to further aspiring women. Though at the starting point the phenomena of women entrepreneur appeared simply at non-rural regions, recently it has broadened its division to semi urban regions and rural as well. However, in the past women determined much on conventional doings, because of the stretch of educational development and positive Government approach aimed for the expansion of women entrepreneurship. Now women have transformed their approach in respect to non-traditional activities also. They demonstrated constructive reaction to varying circumstances and get familiar themselves and have enhanced their place in this highly competitive world.

The Government and Non-Government institutions are facilitating and persuading self-employment amongst women and encouraging women entrepreneurship. Financial help, training and skill development programmes are started by the government for women entrepreneurs to enable them to start business.

## II. REVIEW OF LITERATURE

Gundry et al. (2002) observes that it is necessary to study relationship in sectors and classify them with the influence of factors like industry, family, culture and objective attitude in women oriented businesses and study and analyze women entrepreneurs.

Unni, Jeemol & Uma (2004) views that the mind set of society towards women have to change with the transformation in the status and image of women. Unemployed rural women should get timely information and awareness to get self respect and independence.

Dhruba Hazarika (2011) says that future of nation's growth depends upon women and empowering women in the world of competition.

Vijaya & Lokhandha (2013) advocates that the women empowerment with great efficiency & income will be enhanced by training and skill development programmes. Ability and skill will develop self-confidence among women to pioneer in her business.

Kittur Praveen (2014) analyzes that in general to promote women entrepreneurship, a particular guidance route for aspiring women entrepreneurs must be established to get better results from them in their proposed enterprise.

Mamta Mokta (2014) finds that in this male dominated society women are required to discover their own ability and strength to start their project. Self-help groups, NGOs, Government institutions & Micro Finance Organizations should help and encourage women entrepreneurs.

Prasanna Kumar (2014) suggests that it is the requirement of the time to recognize the regions in which women are still having difficulties and are unable to fetch resources, organizational awareness & essential education to their venture.

Goyal and Yadav (2014), in the emergent nation like India express that woman entrepreneurs have to confront a lot of difficulties. They outline that there is a high pitch of challenges for women entrepreneurs in comparison of their male counterparts. These problems and confronts are incomparable and complicated for women in existing emergent nations. Authors discover that females in emergent nations have to struggle a lot for getting the guidance to acquire finances. Inadequate and irrelevant entrepreneurial education is given to them in the developing nations. They further advocate that in developing nations there is a requirement to deal with these multifaceted problems and challenges in an effective manner. Proper investigation should be made relating to these problems and strategies should be suggested to solve them.

Therefore, in case of women entrepreneurs, the purpose of training and skill development programmes is not merely for employment and jobs; it is for the real empowerment of women to do the job better to make their strong place in the society and business world.

## III. IMPORTANCE OF THE STUDY

As we know that different nations of the world are categorized into developed economy, developing economy and underdeveloped economy. According to the figures it is identified that in developed economies women are enjoying liberty to grow as a business person or an entrepreneur. Their access to the resources and facilities is same as to their male counterparts. But in developing or emerging economies and underdeveloped economies women are still having various kinds of difficulties to the aforesaid facilities.

However, the government has initiated different kinds of plans and proposals and skill development programmes to the benefit of women entrepreneurs to start their projects. Due to the availability of higher & technical education these days women candidates are becoming software engineers, scientists, technocrats, professors, economists, lawyers, doctors and above all business entrepreneurs also. Therefore the contribution of women towards national development can be significant if they are provided with proper education, training and opportunities.

#### IV. STATEMENT OF THE PROBLEM

Women entrepreneurs are the indispensable part of economy and they are performing an outstanding task. To start the venture or having some idea to initiate the venture, it is very important to have a rough idea. Training and skill development programmes can help them a lot and provide them right direction for their business. However they do face financial and emotional problems. There is a great need to create some institutions exclusively for women, who can provide finances easily and impart training for skill development to start their business. This will help them in their progress and development.

#### V. OBJECTIVES

The study has under given objectives:

- i. To go through the available literature on the proposed topic to take the advantage of their opinions for the final analysis.
- ii. To determine the influence of training and skill development programmes on women entrepreneurs.
- iii. To recommend appropriate steps for strengthening young and existing women entrepreneurs.

#### VI. RESEARCH METHODOLOGY

The proposed study primarily is explanatory in nature. So, data from the secondary resources is collected for the research paper. The figures and related information is obtained from the different research journals, concerned articles, in the newspapers and websites are taken to the study and analyze the proposed research topic and find out that how training and skill development programmes help the inexperienced young women entrepreneurs.

#### VI. NATIONAL SKILL NETWORKS AND DIFFERENT SCHEMES

Vocational training and skill development programmes are created, implemented and observed by many associations that are functioning directly or in cooperation with the Government of India for the women entrepreneurs. Such training and skill development programmes are also run for the persons from the unorganized sectors or unemployed youths desiring to start or improve their business. These associations work in partnership with some industrial groups or their organizations such as CII and FICCI who provide many Sector Skill Councils and in built training session. However to help the entrepreneurship and generate employment India has provided the under given schemes ([www.nationalskillsnetwork.in](http://www.nationalskillsnetwork.in)).

- ❖ Deen Dayal Upadhyay Gram Kaushal Yojana – DDU-GKY
- ❖ Deendayal Antyodaya Yojana – National Urban Livelihoods Mission – DAY-NULM
- ❖ Director General of Training – Modular Employable Skills – DGT-MES
- ❖ Ministry of Labour and Employment – MoLE
- ❖ Mahatma Gandhi National Rural Employment Guarantee Act – NREGA
- ❖ Ministry Of Skill Development and Entrepreneurship – MSDE
- ❖ National Skill Development Corporation – NSDC
- ❖ National Skill Development Agency – NSDA
- ❖ National Rural Livelihood Mission – Ajeevika skills
- ❖ Pradhan Mantri Kaushal Vikas Yojana – PMKVY

These are some of the organizations to help the unemployed or aspiring youth men or women to start their business and provide training as per their requirements. These programmes and institutions can be helpful particularly in small businesses such as handling agro products dairying and food processing etc. All over the country The PMKVY scheme is being executed effectively with various regions.

#### NATIONAL SKILL TRAINING CENTRE FOR WOMEN IN MOHALI (PUNJAB)

The community of Punjab is talented naturally variety of skills. Union Minister Dharmendra Pradhan laid the foundation stone of the National Skill Training Institute (NSTI) for Women on 28<sup>th</sup> July 2018. At present, the NSTI functions at a provisional site in Rajpura (Punjab) ([www.thehindubusinessline.com](http://www.thehindubusinessline.com), July 28, 2018).

According to the Minister “The challenge is to match the skills with the needs of the time and latest economic necessities,” and the Mohali centre would be developed into ‘Trainers Training Institute’ in this direction.

The Minister also suggested that a certain areas should be properly identified and the skill training should be imparted according to the needs of the industries which are wide and varied in one country with the specific needs of the different regions. Therefore the institutions should not merely be give training in traditional sections for women as cosmetology, beauty care and fashion design but in other areas of technologies also which region needs. The Minister also initiated for the Pradhan Mantri Kaushal Vikas Kendras (PMKK) that would provide training to differently-abled people.

The minister told that The NSTI and PMKK are commenced as a part of the ‘Skill India’ movement of Prime Minister Narendra Modi.

### Significant schemes in India those specifically introduced for women for providing special benefits to them-

1. Trade related entrepreneurship assistance and development scheme for women (TREAD)
2. Micro & Small Enterprises Cluster Development Programme (MSE-CDP)
3. Credit guarantee fund scheme
4. Help for Entrepreneurial and Managerial Development
5. Scheme for Women Entrepreneurs to Encourage Small & Micro Manufacturing Units
6. Oriental Mahila Vikas Yojana
7. MUDRA Loan
8. Udyogini Financial Linkages
9. Maan Deshi Foundation – Women's Bank

These schemes are started in India to promote women entrepreneurs especially residing in rural areas with microcredit units which provide instant services.

### VII. THE INFLUENCE OF TRAINING AND SKILL DEVELOPMENT PROGRAMMES ON WOMEN ENTREPRENEURS

Presently, the mainstream women labour force in India is not skilled. Women in urban areas are not getting sufficient employment as per their qualifications and in rural areas women do not even dare to start their micro enterprises because they are not aware of the necessary information and knowledge relating to the micro units and hardly get any profit out of it.

However training and skill development programmes initiated by the center and state Governments with availability of finances with ease can encourage women entrepreneurs to start their micro enterprises. They get opening to utilize their hidden talent and show the world that they are no way inferior to their male counterparts. They can improve the standard of living of their family and make place in the family and society. Training can improve their technical, managerial, socio-political skills. They can learn the financial management also. Some of the major impacts of training and skill development programmes on women entrepreneurs are given below:

- ♣ Increasing self motivation, success and foresightedness of women entrepreneurs.
- ♣ For micro enterprises project training is helpful in getting success in business.
- ♣ It helps to improve their networking.
- ♣ Enhance in communication and leadership skills and management skills to face the hurdles.
- ♣ It builds up work manners and etiquettes.
- ♣ It lifts up personality development.
- ♣ Most importantly these programmes sharpen their entrepreneurship skills.
- ♣ Acquired accounting and computer skills are also valuable.
- ♣ Imparted skill and technical training to youth and interested women entrepreneurs assist them to start their training-cum-manufacturing projects.
- ♣ These training programmes also create suitable work force for industries and other small enterprises and boost the business of financial institutions, banks and insurance companies.
- ♣ Consultancy services also set as a business and assist for expansion, diversification and modernization and technology up-gradation etc. for existing enterprises.
- ♣ To prepare women entrepreneurs for the Feasibility Report Presentation and to carry Market Research.
- ♣ Potential aspirants from BPL families may also be trained in skill development programmes for suitable employment in industrial and other business sectors.

### VIII. SUGGESTIONS FOR THE GROWTH OF WOMEN ENTREPRENEURES

With the help of this paper following suggestions are given to the aspiring women entrepreneurs:

1. Since suitable education is must for establishing an enterprise and facing its challenges. Therefore parents should discard the old outlook and join the “Beti Bachao and Beti Padhao Campaign”
2. Though taking the advantage of such training programmes, women entrepreneurs should try to learn each and every aspects of their enterprise, so they can take their own decision for their business efficiently.
3. Government should ensure that the benefit of their various schemes and incentives should go to the genuine candidates. These training and skill development programmes are associated with the government schemes especially for women where provisions of subsidies are also there, women entrepreneurs should take advantage of such schemes.
4. Since agriculture is the main profession and revenue earning in the rural areas, women entrepreneurs can initiate some micro enterprises relating to agriculture, horticulture or dairy products. With the help of training and skill development programmes, women can do better in their personal and professional life.
5. Banking and financial institutions these days provide loans to women entrepreneurs easily.
6. GST number and income tax numbers are also issued in the name of women entrepreneurs. Women can run business under her name itself. There is no need to register her enterprise in the names of her father and husband.

### IX. CONCLUSION

Entrepreneurship is not easy for women. Some women have to face dual responsibilities i.e. at home and at work place, entrepreneurship is not easy for them. It is full of challenges. There is need of family support in this regard. Elder family members

can take care of children and food. Government training and skill development centers and its different schemes for women entrepreneurs are very beneficial for them. But most of these institutions are located in cities and towns. They should be opened in rural areas also. Rural areas lack facilities of technical education. Women from rural areas should be encouraged through training and skill development programmes to start their enterprise in agriculture, horticulture and dairy sectors to benefit the rural economy. However, some other small scale enterprise can be started as bakery and consumable goods.

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