

A STUDY ON WOMEN ENTREPRENEURSHIP IN KARNATAKA

NAYANA KUMARI J.

Assistant Professor, SJR College, Bengaluru, E-mail: nudinayana@gmail.com

CO-AUTHOR

Dr. SHOBHA C. S

Assistant Professor, Department of Studies & Research in Commerce, Tumkur University, Tumkur

Introduction

Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to take good new ideas to market and make the right decisions to make the idea profitable. A "women entrepreneur" is any woman who organizes and manages any enterprise, usually with considerable initiative and risk. However, quite often the term "women-owned business" is used relative to government contracting. In this instance, the entrepreneur (a woman) owns (more than 50%), controls and runs the enterprise. Data has been collected from number of articles, books, periodicals and websites. The present study has been an attempt to generate awareness and to understand meaning, rationale for diversification.

Methodology

Descriptive research is adopted for the study. Secondary data is collected for the study from various text books, journals, newspapers and websites. The study is confined to the successful women entrepreneurs in Karnataka state, India. The study also focused on various schemes offered to the development and encouragement of women entrepreneurship in Karnataka. The study is purely conceptual and limited to the state of Karnataka and hence it cannot be generalized.

Women entrepreneurs in Karnataka

Sudha murthy

She is an Indian social worker and author. She is known for her philanthropic work through the Infosys Foundation.

Kiran Mazumdar-Shaw

She is an entrepreneur from India where she started Biocon a large biotechnology. She is the Managing Director and Chairman of the company because of which made her the wealthiest woman of her country.

Dr. Kamini A. Rao

She is a pioneer in the field of Assisted Reproduction in India. She has specialized in reproductive endocrinology, ovarian physiology and assisted reproductive technology and has been awarded the Padma Sri, one of India's highest civilian awards.

Srividhya Srinivasan

She is Co-Founder of Amagi Media Labs Pvt. Ltd and serves as its Chief Technology Officer.

Richa Kar

She is the founder and CEO of Indian lingerie e-retailer Zivame., she found herself working with the Limited, which owns lingerie company Victoria's Secret. Jayanthi Mohan

Jayanthi Mohan

She is perhaps the only manufacturer of paper napkins in City.

Feather Touch napkins are seen in almost all the restaurants of Mysore, giving the company up to 80% of the market share.

Mrs. Geethashri K.S. Rao

She is the proprietor of Sugeet Marketing. She has made her place in marketing field after overcoming the many obstacles.

Various schemes offered for the development of women entrepreneurs in Karnataka.

According to the Third All India Census of Small Scale Industries conducted in 2001-02 and subsequent estimates made only 10.11% of the Micro and Small Enterprises in India are owned by women while 9.46% of the MSE enterprises are managed by women.

In order to promote progressively women enterprises in the MSE sector, various schemes have been formulated by this Ministry and some more are in the process of being finalized, aims only at the development of women enterprises in India. Significant schemes in India those specifically introduced for women for providing special benefits to women-

1. Trade related entrepreneurship assistance and development scheme for women (TREAD): With the objective of encouraging women in starting their own ventures, government launched a Scheme, namely, (TREAD) Trade Related Entrepreneurship Assistance and Development during the 11th Plan. The scheme envisaged economic empowerment of 297 women through the development of their entrepreneurial skills in non-farm activities. There are three major parts of the scheme; Govt. of India has grant up to 30% of the total project cost to the Non-Government Organizations (NGOs) for promoting entrepreneurship among women. The remaining 70% of the total project cost is financed by the lending agency as loan for undertaking activities as envisaged in the project. Up to Rs.1 lakh per program can be granted by govt. of India to training institutions / NGOs for providing training to the women entrepreneurs.
2. Micro & Small Enterprises Cluster Development Programme (MSE-CDP): a) Existing Clusters: Cluster is described as a group of enterprises, normally 20 or more producing same similar products/services. The Cluster Development Programme being implemented envisages diagnostic study of identified clusters of traditional skill-based MSEs to identify suitable technologies and their providers and to facilitate adoption of available technology meeting the specific needs of the end users. The Cluster Development goals at improved competitiveness, technology improvement, adoption of best manufacturing practices, marketing of products, employment generation etc. The scheme provides support for capacity building, common facilities, marketing etc. the delivery-absorption and diffusion of the identified technology from its

producers to the recipient user/cluster of small enterprises. b) Physical infrastructure. This Ministry implemented the IID Scheme to provide developed sites with infrastructural facilities like exhibition/display centers, telecommunications, drainage and pollution control facilities power distribution network, roads, water, raw materials, common service facilities storage and marketing outlets, and technological back-up services, etc. This scheme has been subsumed in the MS-ME-Cluster Development Programme. All the features of IID Scheme have been retained. To create physical infrastructure for women enterprises central grant of 40% of the project cost subject to a maximum of Rs.2 crore is available. The Ministry of MSME is trying to enhance the quantum of grant to 80% in a project of Rs.10 crore. 3. Credit guarantee fund scheme: In May, 2000 The Government had introduced the Credit Guarantee Fund Scheme for Small Industries with the objective of providing credit to SSI units, particularly small units, for loans up to Rs. 25 lakh with no collateral/ third party guarantees. The Scheme is being operated by the Credit Guarantee Fund Trust for Small Industries (CGTSI) set up jointly by the Government of India and SIDBI. In the case of women enterprises, the guarantee cover is up to 80% of the credit subject to maximum guarantee limit of Rs. 20 lakh. The member lending institutions (MLI) availing of guarantee from the Trust have to pay a one-time guarantee fee of 1.5% of the credit facility (comprising term loan and / or working capital) allowed by the lending institution to the borrower and annual service fee of 0.75% per annum on the amount of credit facility extended by the MLI, which is covered under the scheme. 4. Help for Entrepreneurial and Managerial Development: MSME DIs regularly conducts EDPs/MDPs for existing and potential entrepreneurs and charge fee for such courses. To encourage more entrepreneurs from among the SC/ST, women and physically challenged groups, it is proposed that such beneficiaries will not be charged any fees but, instead paid a stipend of Rs.500/- per capita per month. 50,000 entrepreneurs will be trained in IT, Fashion Technology, Agro & Food Processing, Catering, biotechnology Pharmaceutical, etc. through specialized courses run by MSME DIs. 20% of courses conducted by these Institutions shall be exclusively for women. 5. Scheme for Women Entrepreneurs to Encourage Small & Micro Manufacturing Units DC (MSME) has formulated a scheme for women entrepreneurs to support Small & Micro manufacturing units owned by women in their efforts at developing overseas markets, to enhance participation of representatives of small/micro manufacturing enterprises under SIDO stall at International Trade Fairs/Exhibitions, to enhance export from such units. Under this scheme participation of women entrepreneurs in 25 international exhibitions is envisaged during the 11th Plan. For the year 2007-08 a good number of outstanding women entrepreneur associations have been requested to sponsor their members for participation in 5 international exhibitions scheduled during the months of Jan.- March, 2008, With a view to give confidence to women entrepreneurs for participating in the International Exhibitions. 6. Dena Bank to support India's women entrepreneur. Dena Bank will help Government of India's initiative to promote women entrepreneurs for self-employment ventures in any

kind of non-farm activity. At present, the Government of India has over 27 schemes for women

Some of these are:

- Entrepreneurial Development programme (EDPs)
- Indira Mahila Yojana? Indira Mahila Kendra
- Integrated Rural Development Programme (IRDP)
- Khadi And Village Industries Commission (KVIC)
- Management Development programmes
- Women's Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women
- Mahila Vikas Nidhi
- Mahila Samiti Yojana
- Micro Credit Scheme
- Micro & Small Enterprises Cluster Development Programmes
- NGO's Credit Schemes
- NABARD- KfW-SEWA Bank project
- National Banks for Agriculture and Rural Development's Schemes
- Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid
- Prime Minister's Rojgar Yojana (PMRY)
- Gangetic Plains' Rashtriya Mahila Kosh
- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- SIDBI's Mahila Udyam Nidhi
- SBI's Stree Shakti Scheme
- Trade Related Entrepreneurship Assistance and Development (TREAD)
- Working Women's Forum
- Training of Rural Youth for Self-Employment (TRYSEM)

Findings, suggestions & Conclusion:

It is evident from the study that entrepreneurship in India is always a point of concern to the government and specifically women entrepreneurship is being motivated and encouraged by the government at every point. The vision of digital India, Mudra bank and make in India and various recent schemes also emphasizes on encouragement and development of women entrepreneurship.

Women entrepreneurship will not just open the doors to the women community for economic independence and soundness but also contributes towards bringing down the social imbalance and gender discrimination at large on a long run.

Thus, women entrepreneurs success stories are leading to breaking of glass ceiling and stereo types in India which is a optimistic development.

Bibliography

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2. www.iosrjournals.org 9 | Page Women Entrepreneur In India Ms. Yogita Sharma Assistant Professor, MBA Department, ICL Group of Colleges, Kurukshetra University, India.