

Role of Organizations for Promoting Women Entrepreneurs in India and Bihar

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Abstract

The organizations can play a very significant role in promoting women entrepreneurs in India and especially in a poor state like Bihar. The women contribute to the earning of the household as well as state by their entrepreneurship work. But work in this field demands some requirements. For example, there is need of capital, there is need of information. Similarly there is need for capital to start the business. In lack of these many time women willing to be entrepreneurs feel discouraged and they even think of dropping the idea of entrepreneurship.

Keywords: Women, Entrepreneur, Population, Security, Opportunity

The organizations can play a very significant role in promoting women entrepreneurs in India and especially in a poor state like Bihar. India is a developing country, which has all the necessary resources be amongst the economic superpowers of the world. But this will only happen when the female population is made part of the story of economic growth of India. There are limited opportunities for jobs in the organized sector and the unorganized sector has its own problems in the form of unregulated working hours, exploitation, low salary, poor labour laws, lack of social security and maternity benefits. Under such circumstances, many women fail to do work, as they have to look after their family and children as well. Under such circumstances, entrepreneurship is a very exciting offer for the women, as it gives them the opportunity to work at home, at their desired pace and in their chosen vocation. It also gives them feeling of satisfaction and self-respect. The women contribute to the earning of the household as well as state by their entrepreneurship work.

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There are organizations at the national level in India which make efforts to promote different types of entrepreneurial skills and facilities to the women entrepreneurs in the country. Primarily there were no organizations to help women entrepreneurs, because of this women entrepreneurs were unaware and deprived of entrepreneurial facilities. After passing of time, different organizations have come into being not only to provide financial assistance but have also to provide proper training in the technological know-how, Science and Art of entrepreneurship and consultancy services. The strong organizations are doing their duties and have come to motivate the women

entrepreneurs and forward to join hands with their male entrepreneurs in different types of enterprises. Organizations and agencies are two-way traffic on the part of women entrepreneurs. These organizations are just like an entrepreneur is the captain of the ship of the enterprise, the organizations which have come to help of entrepreneurs are like steering wheels of the ship. Awareness for women development has led to many organizations towards women entrepreneurship activity where growth and employment generation are adequate. There are some state like Gujarat, Tamil Nadu, Kerala and Delhi are some of the states in India where women are developed as entrepreneurs and their units are established in a considerable number. Organizations have worked and formulated profiles of products which women can take up considering women itself as a constraint. They have also given training to women entrepreneurs. As a result, women have made efforts into all fields which were previously reserved for men only. Women have selected products in electronic like printed circuit board, floppy disc, engineering like armature, machine manufacturing, plastic like injection moulding, film making, chemical like golden paste and laboratory chemicals, chemicals, food and allied products like protein biscuits, cake mix etc So, it would be not be wise to have control over the women's choice of products in the country.

Objectives of the Organizations:-

Entrepreneurs do hard work to frame objectives for the organizations. That is why the objectives of organizations of making entrepreneurs is by no means an easy job. Any effort striving to this end should be in accordance with the existing government

policies to encourage entrepreneurship. That is why it is necessary to build a favourable climate and to make a friendly support system available. Entrepreneurial organizations in the country consist of the following objectives:

The First and one of the most important objectives of organization is to develop and strengthen women entrepreneurial quality and motivation.

Second, the organization tries to acquire the basic management skills.

Third, organization prepares projects for enterprise.

Fourth. The objective of an organization is to select project and product.

Fifth. Organization makes effort to understand the process and procedure of setting up of small enterprises.

Sixth, one of the objectives of organization is to know and to influence the source of help and support need for starting enterprise.

Seventh, one of the objectives of an organization is to analyses environment relating to small industry and small business.

Eight, organization makes efforts to acquaint and appreciate the needed social responsibility and entrepreneurial discipline.

Nine, one of the objectives of an organization is to know the pros and cons of being an entrepreneur.

Women entrepreneurship is being given organizational support by two types of organizations- one at the national level and other at the state level.

National Level Organizations:

The Sixth Five year Plan (1980-85)

framed an employment policy to reduce under employment for a large number of labour force and casting down long term employment. So this plan laid emphasis and provided a measure for self-employment in the form of training, credit and marketing and guidance for self employment ventures. Main emphasis was given to ensure necessary information application forms necessary for facilities of self-employment were made available at one place. Besides this, priority was given to planning strategy for fulfilling the minimum needs of the community. It gave thrust to the social inputs needed to build the basic infrastructure which could assure a better quality of life in urban and rural areas. Special attention was paid to the large sections of women who were previously ignored as part of labour force by making available financial and technical assistance by these organizations which are engaged in several development activities of the country. Those organizations have their schemes of assistance to their enterprises with some special programmes for the promotion and development of women entrepreneurship. These organizations have been established by the Central Government at the national level. They may directly and indirectly engaged in providing entrepreneurial development programmes: 1. Stimulatory, 2. Support, and 3. sustaining activities.

The promotional organizations do all these processes so that women entrepreneurship development programme can achieve fruitful results. These organizations go from planned publicity for creating an awareness among women entrepreneurs. Women entrepreneurs need guidance and promoting organizations to help them in their respects. Women entrepreneurs need support in respect of registration of unit, finance, provision for

land and building power, raw materials, marketing support etc. For finance they have to depend upon the help of promotional and welfare oriented organizations. Promotional organizations also make efforts to help them in respect of construction of factory shed, modernization diverification of product, further finance etc.

Following are the main promotional organizations in India at national level in India.

National Institute for Entrepreneurship and Small Business Development:

This is one of the organizations to promote women entrepreneurial. The national level in the country is an apex body for coordinating and overseeing the activities of various organizations in entrepreneurship development, particularly in the area of small industry and small business. The organization is also the secretariat for the National Entrepreneurship Development Board the apex body which determines policy for entrepreneurship development in the country. So, the organization performs the task of processing the recommendation made by the board. This was established in 1993 by the Ministry of Industry, Govt. of India. The organization perform these activities : Firstly, this organizes training programmes for different categories like, Trainers Training Programmes, Small Business Promoters Programme, Top Executive Orientation Programmes or General, EDP's for women, Defence of SE's beneficiaries etc.; Secondly, The organization evolves model syllabi for the training of various target groups. It formulates Standardized procedures of identification and selection of potential entrepreneurs. Thirdly, it prepares training aid materials like manuals, video films, learning texts, handbooks, lesson plans, cases, etc.; fourthly, it evolves

standardized materials, processes and vital research publication. This conducts researches on topics related to entrepreneurship and Entrepreneurship in India in India, potential women entrepreneurship in India, successful women entrepreneurship their identity expectations and problems, etc. are some of the notable research publications of the institute.

Periodical directory of experts, reports based on different studies, newsletters covering topics like new products, processes and technology, agency profile entrepreneurship profile, etc. are also published. So, this organization helps in coordinating with various institutes for entrepreneurship development at the national level in the country.

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