

**WOMEN HEALTH – WOMEN ENTREPRENEURSHIP AND ITS DYNAMICS FOR
SUSTAINABLE DEVELOPMENT**

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ABSTRACT

Women in India also have a higher rate of suicide compared to men. The most common reasons cited for women's suicide are directly related to depression, anxiety, gender disadvantage and anguish related to domestic violence this basically due to no source of earning for themselves and their total dependency on men. A solution to this is women entrepreneurship and its sustainability. Women entrepreneurs in India are handicapped in the matter of organizing and running businesses on account of their generally low levels of skills and for want of support system. The transition from homemaker to sophisticated business woman is not that easy. Women are generally perceived as home makers with little to do with economy or commerce. But this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises. Even as women are receiving education, they face the prospect of unemployment. In this background, self employment is regarded as a cure to generate income. This article throws a light on the role of women Entrepreneurs in India, push factors, the basic problems faced by the women entrepreneurs and the ways/suggestions to overcome it and their improvements in their health due to the same. Finally it focuses on the productivity aspects of the women to the business field. Being women makes me not only feel proud but still face challenges to manage both home and business effectively.

KEYWORDS: Push factors, women Entrepreneurs, Roles.

INTRODUCTION

Concept of women health

Women's health in India can be examined in terms of multiple indicators, which vary by geography, socioeconomic standing and culture. To adequately improve the health of women in India multiple dimensions of wellbeing must be analysed in relation to global health averages and also in comparison to men in India. Health is an important factor that contributes to human wellbeing and economic growth.

Currently, women in India face a multitude of health problems, which ultimately affect the aggregate economy's output. Addressing the gender, class or ethnic disparities that exist in healthcare and improving the health outcomes can contribute to economic gain through the creation of quality human capital and increased levels of savings and investment.

Concept of Women Entrepreneurs

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has

defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stand on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon.

REVIEW OF LITERATURE

From the 1960s to the late '70s, another change came about when divorce rates rose and many women were forced back into the role of being a sole provider. This of course pushed them back into the working world, where

they were not well received. When the recession hit, many of these women were the first to be without work. Once again, the entrepreneurial endeavors of women came to the rescue as an effort of asserting themselves and aiding other women in being a part of the workforce. Mary Kay Ash and Ruth Fertel of Ruth's Chris Steak House were part of that movement.

The 1980s and '90s were a time of reaping the benefits from the hard work of women who worked tirelessly for their rightful place in the workforce as employees and entrepreneurs. Martha Stewart and Vera Bradley were among the 25 percent women who owned businesses. The public was also becoming more receptive and encouraging to these women entrepreneurs, acknowledging the valuable contribution they were making to the economy.

As the '90s came in, the availability of computers and the increasing popularity of the internet gave a much needed boost to women in business. This technology allowed them to be more prevalent in the business world and showcase their skills to their competitors. Even still, with the added popularity of women in business, the availability of technology, the support from different organizations, female entrepreneurs today are still

fighting. The economic downturn of 2008 did not serve to help them in their quest. With the continual attention given to female entrepreneurs and the educational programs afforded to women who seek to start out with their own business ventures, there is much information and help available. Since 2000, there has been an increase in small and big ventures by women, including one of their biggest obstacles—financing.

OBJECTIVES OF THE STUDY

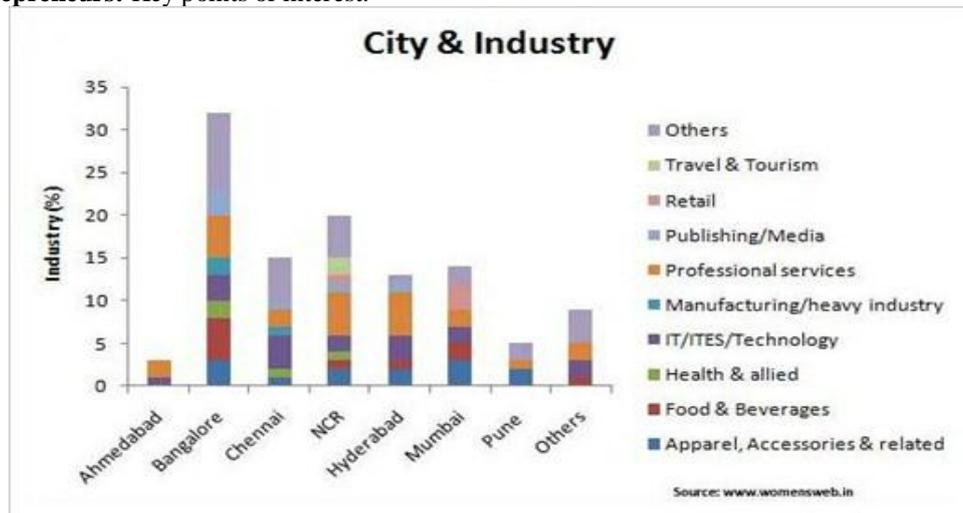
1. To study the present status of women entrepreneurs.
2. To study the factors influencing the women entrepreneurs.
3. To study the constraints faced by the women entrepreneurs
4. To give the suggestions to overcome the hurdles.
5. Women entrepreneurs and its effects on women health.

Findings

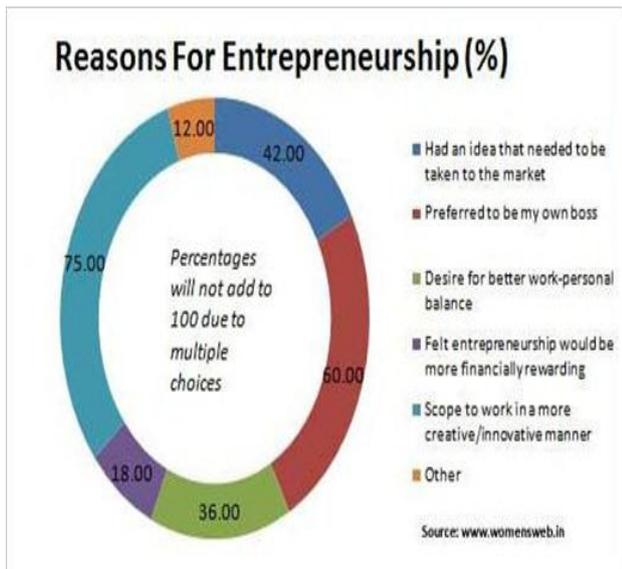
❖ The present status of women entrepreneurs

The Women's Web Women & Entrepreneurship in India 2012 did survey which was conducted and received responses from **114 women entrepreneurs** across the country.

Women Entrepreneurs: Key points of interest.



- Nearly 6 out of 10 respondents said that their businesses were in the areas of Professional Services, IT, Apparels or F&B. The retail ended into other sectors including Travel, Media, Health and Manufacturing. Statistics also showed that most women entrepreneurs from this survey had small to medium sized businesses and more than 70% had less than 5 employees working for them.
- A significant chunk (58%) of entrepreneurs had started their businesses between the ages of 20 and 30; interestingly, 25% had started up even before turning 25, that is, probably before holding a job or a very short time after holding one.
- Bangalore led all other in the presence of women entrepreneurs, while as expected other metros such as Chennai, Mumbai, NCR, Hyderabad and Pune accounted for the bulk of the rest.
- The survey pointed out that Bangalore seemed to be the nation's top incubator for women entrepreneurs as most of the respondents were based in the city.
- The survey points out two major reasons which had lured the respondents to join the entrepreneurship bandwagon. 75% of them believed that they had a creative idea that needed to be taken to the market place and 60% felt the need to be their own boss.



❖ Factors influencing Entrepreneurship

1. Creativity

Do not be dissuaded by the challenge to be creative. You need not be the original wheel creator to improve upon a stone cylinder. Recognize when you have a fresh idea and do not let them get away from you. Write them down! Not every idea has to be a home run. By accumulating your ideas, you will be able to distill the great ones from the rest and be ready to run with the best.

2. Risk Tolerance

Rewards rarely come without risk. Your ability to take advantage of an opportunity will depend, in part, on your tolerance for risk. As the founder of a start-up, investors will expect you to have a vested interest in your business. If you cannot afford the risk, financially or emotionally, then you might make decisions that are too tepid to be successful. To do well, an entrepreneur needs the strong sense of self-efficacy to believe the risk will be surmountable.

3. Responsiveness

Opportunity can leave quickly. With the Internet, the spread of information and ideas has led to deeper, faster competition to be the first mover. The ability to respond to the market and new business opportunities can be the difference between a successful entrepreneur and a failed business model. To be responsive, an entrepreneur must have the flexibility of mind and resources necessary to see and take advantage of new and upcoming possibilities. Learning from your mistakes and those of others to implement change can keep businesses afloat.

4. Leadership

Leaders are challenged with taking possibilities and turning them into inspiring visions for others. You will inevitably have to sell either your idea or your product to begin your entrepreneurship. It will be up to the entrepreneur to take the idea and turn it into actions and products to capitalize on the opportunity. Leadership can come in many forms, but it is nevertheless essential to

entrepreneurship. You must take the lead for your ideas to come to fruition.

5. Opportunity

There will be periods when opportunities seem to magically appear for you. For example, a central location opens up for rent where you can put your small antiques shop. Other times, however, you must make an effort to create opportunity. You might have to cold-call 30 different businesspeople to find one willing to help you provide inventory for your store. According to Inc. magazine, opportunity is the one thing you have as an entrepreneur. You need to get others vested in your opportunity, which is your plan and vision for a start-up enterprise.

6. Funding

Obtaining financial help for the equipment and other start-up costs determines when you can begin your business. If you don't have sufficient capital saved yourself, you must depend on loans, grants or investors. Funding is a key factor determining whether you are able to dedicate yourself full time to your personal venture or if you will need to work for someone else for the present.

7. Knowledge

Knowing what you are doing and how to get it done greatly influences whether or not you can succeed as an entrepreneur. You cannot jump into full entrepreneurship without doing your homework. Research your state's laws regulating small businesses and self-employment in your location. Next, study the feasibility of starting a business in your particular field. Look at information regarding competition, start-up costs, availability of locations and, most importantly, whether your business is needed or desired in your area. Once you have determined the feasibility of your project, learn as much as possible about the field itself.

8. Persistence

Persistence is the only way to maintain entrepreneurship. Determine not to quit despite the obstacles you encounter and your stumbles during your self-employed journey. Persistence separates visionaries who fail from those who stay in business. Keep your motivation high by eliciting the support from those around you, attending conferences that will teach you more about succeeding as an entrepreneur and build your confidence by acquiring new skills and abilities in your field.

❖ Problems faced by the women entrepreneurs

1. Problem of Finance

Finance is regarded as "life-blood" for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women

borrowers on the belief that they can at any time leave their business.

2. Scarcity of Raw Material

Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the one hand, and getting raw material at the minimum of discount, on the other. The failure of many women co-operatives in 1971 engaged in basket-making is an example how the scarcity of raw material sounds the death-knell of enterprises run by women.

3. Stiff Competition

Women entrepreneurs do not have organizational set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

4. Limited Mobility

Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up idea of starting an enterprise.

5. Family Ties

In India, it is mainly a women's duty to look after the children and other members of the family. Man plays a secondary role only. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business.

Support and approval of husbands seem necessary condition for women's entry into business. Accordingly, the educational level and family background of husbands positively influence women's entry into business activities.

6. Lack of Education

In India, around three-fifths (60%) of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates one type or other problems for women in the setting up and running of business enterprises.

7. Male-Dominated Society

Male chauvinism is still the order of the day in India. The Constitution of India speaks of equality between sexes. But, in practice, women are looked upon as abla, i.e. weak in all respects. Women suffer from male

reservations about a women's role, ability and capacity and are treated accordingly. In nutshell, in the male-dominated Indian society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.

8. Low Risk-Bearing Ability

Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur.

In addition to above problems, inadequate infrastructural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio-economic constraints also hold the women back from entering into business.

❖ Suggestions or Tips to be a successful woman entrepreneur

1. Its all starts with an idea

The most successful entrepreneurs started out with having an idea in mind. Whether it is a kind of product they want to create or a service that is not yet being offered in the market, *everything starts with an idea*.

2. Do not be afraid of failure

Once failure sets in, you will never be able to have the *courage* to pursue what you have always wanted and imagined to do. By letting failure get the best of you, no matter how great your business idea is, you have already set your path to *failure*. The biggest mistake that you will ever make if you are an aspiring entrepreneur is to allow fear of failure to achieve your goals.

3. You need to believe and have faith

In running a business, you will encounter a series of ups and downs. From initial success to losses and other challenges, these things are all part of the business process. No matter how rough the road is, you just have to keep that *faith* and believe that despite the odds, you will make it through.

4. Be independent

What these successful women entrepreneurs tell us is that you should never be *afraid* to have your own independence and have the ability to pursue your passion and your business goals.

5. Work for a greater cause

Entrepreneurship is not just money, fame and glory. Many of the most successful women entrepreneurs today have impacted the world in *positive* ways as many of them work for a greater cause. You can provide employment for a lot of people and in your own ways; you can help your community and society through corporate social responsibility and other means.

6. Success is all about hard work

There is one thing that all the successful women have in common. All of them have achieved their success by *working hard*. If you really want to make it big and succeed in your business venture, you should be ready to give it your all and never complain.

7. Learn to adapt to the necessities of time

In this highly competitive world where trends continue to change, you must always have time. Successful businesses continue to *prosper* and *thrive* since they know what the people need and what the market needs. When you adapt to the necessities of time, your business can provide what the people are looking for.

8. Excellence is always the norm

In everything that you do, successful women entrepreneurs always emphasize the importance of doing your best. Whether you are in business or in any other field, to be successful you should never settle for mediocrity.

9. Be confident.

Confidence is an important factor in business success. When you project fear, others see this as a weakness. Instead, go into each interaction with the confidence that you know exactly what you're doing. That confidence will be contagious.

10 Do your research.

Most people you meet each day are primarily interested in their own lives. A person's business and family occupies the vast majority of his or her mind space. Make it a point to research in advance every person you will encounter, so you can position yourself to reach out on a personal level. If you go into a meeting knowing exactly why someone would be interested in what you have to say, you're more likely to successfully connect.

CONCLUSION

It can be said today that we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are afoot to usher in equal opportunities to the Indian women. Attempts to make laws ensuring their major parts being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted.

But unfortunately, the government sponsored development activities have benefited only a small section of women i.e. the urban middle class women. Women sector occupies nearly 45% of the Indian population. Despite all these odds, successful women's entrepreneurs do exist. They are not mentally geared to slip into an entrepreneurial role becomes of their family orientation restricted mobility and limited access to

resources. But given the opportunity, direction and guidance, they are capable of overcoming these limitations. With proper support and ideas women can be also a successful entrepreneur of tomorrow.

It can also be concluded that if women is into such activities she reduces the risk of getting ill health because she is into physical and mental exercises which causes the metabolism to be stable and thus prevent disease and also relieved from the various domestic violence because of their individual existence.

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