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## PROVISIONAL STUDY ON WOMEN ENTREPRENEURSHIP UNDER BELOW POVERTY LINE IN INDIAN SCENARIO

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**Abstract:** *Women are the backbone of the nation. As lack of education and knowledge, people in rural areas think that there is no scope to develop their career in the field named entrepreneurship. People in rural areas should be thought that entrepreneurship is the best career option to develop their standard of living and can bring change into them to develop their economic growth and improve globalization and can eradicate poverty which they are suffering from for many years. And can bring change by developing more career opportunities for women for future generations. And they will not go to urban areas for their livelihood and can send their children to schools and provide education. Women entrepreneurs act as a support system to their families. Shelf help groups and micro crediting helps the women entrepreneur in rural areas with the necessary resources and requirements to start their business. This research aims to transform below poverty level women as an entrepreneur.*

**Keywords:** *Women entrepreneurship, globalization, micro crediting, shelf help group, entrepreneur, poverty, economic growth*

### I. INTRODUCTION

"Entrepreneur" is defined as an individual willing to take the risk and leading the way of business in his/her terms and regulations. The person who set up his/her shop on his terms is regarded as an entrepreneur and entrepreneurship plays an important role in developing an economic life for people in rural areas and laid a path to the abolishment of poverty and laid a future path for the generations [1]. Even women had started choosing their career as an entrepreneur and developed their way of style in the business field and become successful woman entrepreneurs. Stepping woman out of home is a tough job for women in rural and urban areas. Though the woman had started their own business and had an identity they still lack when compared with male entrepreneurs as woman entrepreneur started their business on challenges, barriers and sometimes find it difficult to handle the work and pressure which leads to the downfall of business [2]. There are many schemes which were developed

by our Indian government to empower women regarding entrepreneurship like STEP [support to training and employment program for women] this scheme tends to provide training in skills development and make women can be self-employed or can be an entrepreneur [3]. Compared to previous year's Hard work and lateral thinking helps women to be successful entrepreneurs and the way show their interest in business made many Ngo's and our Indian government exhibit many ways to improve their business and been a supporting system to businesswomen [4-5].

Most of the Indian population lives in rural areas and women in rural areas are not allowed to step out of the houses in previous years and used to stay at home and are only allowed to do the house chores. And after multiple challenges among family and society, they started moving forward but in the business field, women entrepreneurs faced many challenges mainly related to finance, operations, technical services and stiff competition [6], family ties, lack of experience, and

living in a male dominated society. These are some of the main problems which businesswomen face [7].

Rural women entrepreneurs had a responsibility regarding agriculture than compared to household chores. The Indian government had introduced NABARD [National Bank For Agriculture And Rural Development]. where it is a development bank which regulates credit and finance to the development of agriculture, small scale industries and cottages and handicrafts in rural areas and leads a path in a reduction of poverty and it helps women to develop their identity and make women as an independent human being rather than a dependent human being in this human race [8].

## II STUDY OF POVERTY IN INDIA

India is one of the largest countries with a 1.380 billion population and is also recognized as a lower middle-income country where 70% of the population lives in rural areas and are below poverty line people and are entitled as unknowledgeable humans [9-10]. People living in urban areas are given many opportunities to develop their standard of living compared with rural areas.

The term poverty clearly explains the status of an individual who is inadequate to persuade the mandatory needs. According to Tendulkar poverty line, the individual who is unable to earn Rs. 27.2 as their daily wages are regarded as below poverty line people in rural areas [11].

Women in rural areas are noted as uneducated and unemployed. In the ancient period, women are allowed only to do household chores and are not used to step out of their homes. But after many struggles, women raised their voices and made everyone in their family and neighborhood understand the importance of women's employment. Still, even in the 20th-century women in rural areas are noted as an illiterate[12]. There are many reasons why people in rural areas are regarded as illiterates.

## III MAJOR SOURCE OF POVERTY IN INDIA

- *The high growth rate of the population*
- *Landless labor*
- *Low productivity*
- *Low food production*
- *Illiteracy*
- *Political system and corruption*
- *Lack of job opportunity*
- *Inequalities of income*
- *Migration*
- *Regional disparity*
- *Lack of capital*
- *Excessive population pressure on agriculture.*
- *These are the major causes of poverty in India.*

## IV WOMEN AS AN ENTREPRENEUR

Women entrepreneur itself explains that Entrepreneurs taking an innovative, courageous step ahead to pursue their dreams and develop their identity.

There are many reasons women wanted to be self-independent noblewomen. And very passionate to have control for their future and they are foremost important in the development of the economic growth of our country. Women can create several opportunities by themselves and can allow other fellow women to give chance to develop their recognition.

Even though women step out of the home they are still in a position where they can't compete with the male entrepreneur. There are challenges faced by women entrepreneur in the field of business

## V FINANCING COMPLICATION

Finance is one of the main principal required to function in the business field. Where one can expand business with the help of finance. But women entrepreneurs face a lot of issues about finance due to lack of funds, and being a new venture and lack of experience investors find it risky to invest their money into the business, lack of support from family leads to lessening confidence. It leads to a disturbance in the business. The main solution for financing complications is to explain to family members the clear idea and motive of business and should understand the pro and cons of the business and should tackle the situations in the best way, and the Indian government had started many schemes and policy to help women entrepreneurs in financing situations [13].

## VI FAMILY LIMITATION

The family play's a crucial role in women's life. Women require their family support and trust to achieve their dreams and ambitions but due to lack of awareness and their beliefs about women going out and women are restricted in families from developing their entrepreneurship [14]

## VII WOMEN GOING OUT

The solution for these problems is to bring awareness and educate and motivate women entrepreneurs and telling them to know that women are an asset to the family, not a liability.

## VIII LACK OF EDUCATION

Educating a girl child is not much concerned for parents as we live in a society that girls should not allow to study and are only eligible to doing household chores and should not be independent and they think girls are not smart enough to take decisions. But taking girls into consideration government had initiated "Betibachobetipadavo" which made people in rural and urban areas think about the importance of educating a girl.

Education plays a vital role because it helps an individual to learn and explore new things and can develop their skills and it helps girls to take major decisions and allow them to choose their career in different fields [13-15].

*“Educating a girl child brings a lot of change to their lives and it helps in developing their standard of living “.*

#### **IX UNDERSUPPLY OF RAW MATERIALS**

Women entrepreneurs had to face a lot of issues regarding the scarcity of raw materials which leads to lack of funds, insufficient supply in production, high cost in purchasing the materials, transportation problems. Availability of raw materials helps the company to increase their growth Working capital and having funds within the company helps to achieve the company's term expenses within the company and having funds within the company helps to expand their venture. To support women entrepreneurs government had initiated a micro-financing credit system that helps women by giving loans and showing them a path to expand their venture.

#### **X STIFF COMPETITION AND MALE DOMINATED SOCIETY**

Women entrepreneurs do not have an apt administration framework and due to lack of campaign of their venture and had to face a lot of competition within other companies and cause a liquidation of business organization. Women had started building up their identity by not taking any other help but there is not enough respect for women than compared with men and should make decisions by asking their partners or family members, and are not equally treated with men.

Having a well-qualified crew and taking every member's decisions to develop team work and helps the company to withstand the competition with other firms.

Treating men and women equally should start by changing one's views and by treating the women and should be more realistic with the facts that women are no less than compared with men, and it brings a lot of change with the society and boosts women to move ahead within their career.

#### **XI SOCIO-CULTURAL BARRIERS**

Sometimes women find it extremely difficult to manage both the work and family and disturbances arise and it starts destruction in the firm. A woman with good encouragement from family members and good assistance from co-workers brings a lot of success to the business and brings pride to the family. And by lateral thinking of women entrepreneurs can solve the problems.

#### **XII WOMEN IN RURAL AREAS AND ROLE IN REDUCTION OF POVERTY**

The rural area is one of the most important pillars to the government and it is one of the most abandoned societies by the people within the country.

The Indian government had implemented many schemes for rural development like the Mahatma Gandhi national rural employment guarantee scheme, Pradhan mantra Awas yojana, Pradhan mantra Sadak yojana, national social assistance scheme, and many more scheme to reduce the poverty level and develop the standard of living of rural

people. The government had invested a lot of money but still, there is no change in the lives of people and still fighting to eat properly for one day. Though it is one of the important society women are not equally treated and not given much importance than compared with men and are not allowed to study and participate within the development of a family. And are less literate than compared with men, Empowering women leads to alleviation of poverty and can be economically independent and can withstand any sort of issues with the financial problems within the families. Rural women play a key role in agricultural aspects and development of economic growth of the country and the Indian government had implemented many schemes like NABARD, STEP, MICRO FINANCING, MAHILA E-HAAT, SWADHAR GHER, NARI SHAKTI PURUSKARS, and many NGO'S had taken apart to eradicate poverty and make provide women with requirements to start their kind of business and take a part in the job and can earn income by themselves. And made people believe that they can do any sort of works and can compete with men and are not less than compared with men. Women leaders arising daily and are changing the face of Indian economic growth. And can rewrite the rules & create many opportunities by themselves and help other women to join with them and by bringing the change it plays a vital role in all aspects of the development of our country standard. By these changes, helped many women to change the mindset of the people and brought a drastic change with the entrepreneurial society.

#### **XIII CONCLUSION**

- Women had breakdown the wall of inequality, restrictions, superstitions and made every individual that they are equally important in the development of society. And made everyone believe that they can start their startup and provide a source of living to other fellow beings.
- The support of family members and corporations with employees within the firm can lead the venture to heights and make them achieve their dreams.
- The Indian government had played a crucial role in empowering women by providing them with proper loans and made them stand upon themselves and turned dependent women into independent women and show them a path to develop their life and they can eradicate poverty.
- Women in this developing world are ready to take up any kind of challenges and can solve the issues by themselves which arose in their team, and made everyone believe that they can manage any kind of work with proper teamwork and by making good decisions.
- People in our country are developing themselves and encouraging more and more women entrepreneurs into the entrepreneurial society.

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