



Women Leadership and Entrepreneurial Development

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Abstract

Educational development of women changed their mindset. Now they are pushed into the economic forces of the country and equally participated in work force. According to census 2011, the “non-working” population was around 728.9million. Of these, 159.9 million individuals (or 96.5 per cent) who stated that “house-hold work” was their main activity were women. The range of women’s varied skilled non-paid work directly contributes to the economy because it saves 16 lakh crore per annum. So India’s GDP could increase by 16 per cent to 60 percent by the year 2025 if more women participated in the labour force. The present study is focused specially on women leadership through various business activities. It consists of women entrepreneurs’ development and how the leadership of women can achieve the professional goals of the firms. Women empowerment measures the economic straight of the women and decision making power also developed by them. They can achieve their political, social as well as economic goals of business. Their active and effective participation in various sectors indicates potential and actual leadership role in economic development of an economy.

Women can easily do the business activities in tiny, micro, small and medium scale enterprises. These industries leading major contribution in the export of indianproducts . However the women are concentrating on skill based variedbusinesses; definitely they would develop their leadership qualities. *There is successful examples of Mahila Gram-panchayat. In Kavathepiran Village of Sangli district of Maharashtra has been practiced the women leadership under the gram swachataAbhiyaan* and they get a positive impact to reward the Village with various awards related Swachata Abhiyaan and Nirmal Gram Yojana etc. In this global era every women try to struggle for her self- identity through various work functions. It is right time to promote socio- economic participation of women at large extent.

The present study represents how women are interestingly leading with certain sector like education, nursing, beauty parlor, fashion designing, spa centers, yoga centers, die tics Centre etc. but present study also focus on scope of women entrepreneurs in other sectors such as engineering, entrepreneurship, small scale industries, social entrepreneurship etc. Entrepreneurial leadership will shape their economic freedom of income and investment. And easily they achieve their goals of life through innovative ideas. Changing scenario of education, career and professionalism makes them more strong, positive and dominant to manage the business deals and other economic activities.

Key Words: *women leadership, women entrepreneurs and economic development*



Introduction:-

Leadership is about capacity – the capacity to listen and observe to use their expertise as a starting point to encourage dialogue between all levels of decision making, to establish process and transparency in decision making, to articulate their own values and visions clearly but not just reaching to agendas, identifying problems, and initiating change that makes for substantial improvement rather than managing change.” Dr. Ann Marie E. Mcswain, Associate professor, Lincoln University.

As we have a long heritage of Shakti upasana and Mother oriented society. Even we all knew that RashtramataJijau had been a good quality of leadership in 15th century. She had very good attitude and decision making lady who promote Marathas to struggle and started the movement of ‘HindaviSwarajay’. If we see the Women freedom fighters in India such as Sarojini Naidu, Mathor Teresa having the leadership qualities. And once we notice the educational revolution in 17th century; we have to remember the devoted leadership of SavitribaiPhule who is also a good poet and writer and thinker in social movement in India. In 19th century, under the leadership of Indira Gandhi India get sufficiency in food grain production and stability of congress governance. In 20th century, India’s first female president Smt. PratibhataiPatil and Meera Kumar former speaker of Loksabha, Ela Bhatt Founder of SEWA made their own footprints in the leadership function. Now India move towards the entrepreneurial development phase. The contribution given by these women is remarkable so we all have to accept the leadership of women. They proved their abilities and capabilities of leadership.

The current generation is living in globalized culture that’s why the sphere of women careers would spread out through their interest. Willingness to do, self-identity and many more things are pushing them in them competitive world. A wide spread effect of education, women are became more independent economically and socially. They are getting more and more varied opportunities in different sector. After adoption of new economic policy, government is more focused on contribution of working women and female business activities. They are continuously promoting women entrepreneurship programme to encourage forimprovement in their socio-economic status.

In India we are having a good potential of leadership and entrepreneurship development of women in current era. The researcher is interested to study the need of women leadership in entrepreneurship, what are the motivational factors are responsible for the entrepreneurial development and to study the leadership qualities of women develop the status of women. Thenumbers of women entrepreneurs were10.11% in India. Nowadays women are entering in emerging fields such engineering, banking, fashion designing, electronics, energy, animation, cosmetics, scientist and consultancy, and many other professional careers like law, medicine clinical research, interior décor, marking film production etc. are open to choose as per their interest and scope. Some women are also interested in art and skillful work as sports, literature writing, journalism and other media based industries for self-identity and do something different from common.

Review of Literature:-

- IPL Report/chapter 4 (2012)1 mentioned that despite the gender bias still prevalent in Indian society, the marginalizationof women from the organizes workforce and the social evils,they must grapple with, it is



clear that in recent years, increased educational opportunities for women have provided them with skills which has resulted in more opportunities for them to pursue economic independence.

- Deepa Vinay & Divya Singh (2015) 2 A plan strategy must be designed and implemented in close collaboration with various developmental partners in different specialized areas, notably education, health, human rights as well as environmental and energy. This would definitely enhance their socio-economic status, a pre requisite of women environment.
- According to Raghuram Rajan (2016) 3 competition leads to efficient outcomes when anyone can enter, set-up a firm and complete. The best entity wins leading to economy wide efficiency.
- The Women's Leadership Council (WLC) 4 focus on especially champion education campaigns and youth empowerment initiatives through increase reading proficiency, increase school attendance, increase family stability, engage parents as educators.
- De Meyer A. (2009) 5 leading change in a world where sources of ideas for innovation. Leadership that who can combine these ideas in new products, services and organizations in very effective way do his career in successive entrepreneurship.
- Mrs. Sheela Margaret, Dr. N. Kala (2013) 6 studied that the demographic variables age, education, monthly income and years of affiliation influences the level of empowerment of the respondents.
- The World Entrepreneurship Forum (2011) 7 remarked that creating a creative city is a priority as innovation takes many forms, it may be artistic, cultural, architectural, economic.... Each dimension contributes to build an entrepreneurship-friendly eco-system.
- The World Development Report (2006) 8 observed that equity and prosperity are complementary;- market failures in key markets mean that resources are not allocated where returns are highest and many of these failures are gender related. Making key markets work in more gender-equitable ways can significantly raise women's productivity and incomes and contribute to economic growth.
- Neha Chahal (2013) 9 studied and mentioned that women need to be more practical. They need to develop the style that feels and right that delivers effective leadership.
- The Economist (2014) remarked as forget India, China and the internet, The economic power of the world is now in the hands of women.

Need for the Study:-

Women entrepreneurship depends upon the family background, educational status, attitude, professional training and interest of that field make easy to enter in a particular sector. Today, women are actively contributed to the economic and social development. Despite of that a few efforts made by the government and /NGOs, there was a phenomenal growth in the number of women businesses and enterprises. To run the business and becoming a leader of that sector are two different things. First, running of a business is need of that situation but leading a business is something differs than the others. Secondly the leading a business is domain by that person. For ex. Veena World is a leading tourist agency in Maharashtra by Veena Patil. The present study is undertaken the need of the entrepreneurial women leadership. It is also studying that which qualities of women improve their position in the society.



Motivation of the Work:

The abilities and capabilities of women are more than men. They are doing multitasking work in the home front as well as office. Women in the nation could always shaping and creating cultural and moral values of the nation. We have to appreciate them because they do many unpaid works at the home. According to the Indian Council of Social Science Research Advisory Committee Report, (1977) 'Unless the economic and social utility of women is enhanced in the eyes of their family and nation by opportunities to take part in socially and economically productive roles, neglect of women will continue'¹⁰ Women Leadership is needed as many fields are open for the women organizations. In rural area we need farm Leadership, marketing leadership etc. the women enter into the leadership because they want some ambitious goals, mottoes and economical need for their life. Some of these motivational factors are observed by the study-

- Self -identity
- Role model for others
- Willingness to do different innovative work
- Inspired by others
- Bright future of that sector
- Work experience in the same field
- Freedom to take own decision independent
- Innovative thinking
- Education qualification
- Attraction of that sector
- Family responsibilities
- Motivated by close friends and others
- Create employment opportunities for others.
- Create social status

Challenges:

- Women are always leading the family so they are the part of men's industry.
- Female are freighting to take risk .
- There is more need to willingness to take risk for entrepreneurial goals.
- Search the new markets.
- To innovate their firm.
- To expand the business and employment in the industry.
- To develop the competency in the industry.
- To balance the home and work place.
- To capture the small scale industry.
- To increase the no. of branches of their field.



- To adopt new technical change in concern business.

Objectives:-

1. To study the need of women leadership in entrepreneurial sector.
2. To identify motivational factors to lead the business.
3. To study the leadership qualities of women entrepreneurs.

Data Collection:-

The present study based on secondary data collection. The interpretation in the paper is reflecting the secondary sources of various magazines, Reports and research articles and some women forum information with reference to the women leadership in general.

Research Methodology:-

The present study is a macro level study confined to current position of women. The study focused on need of women leadership in entrepreneurial sector, to identifying the motivational factors leads to run the business and the study also relates to the leadership qualities of women entrepreneurs particularly. The study is theoretical as well as need of present condition of women. In case of work various reports, magazines research articles and some videos referred to understand the position of women leaders in business activities.

As the study is purely based on secondary data, the major statistical tool and techniques are not used for proposed work.

Findings:

Successful women entrepreneurs in India

1. IndraNooyi , CEO Pepsico
2. NainaLalKidwani, Chairman HSBC
3. NeelamDhawan, Managin Director , Microsoft of India
4. Priya Paul, Chairman od Park Hotels
5. Simone Tata, Tata oil Mills into the largest cosmestics brand in India-LAKME
6. Dr. KiranMuzumdar Shaw, Chairman and managing Director of Biocon Ltd.
7. Preetha Reddy, Managing Director of Apollo Hospitals, Chennai
8. MallaikaShrinivasan, Director of TAFE- Tractor and Ferm Equipment –India
9. FalguniNayar, CEO, Nykaa
10. Ranjana Kumar, commissioner in Central Vigilance Commission, Chairman of NABARD
11. EktaKapoor, Creative head of Balaji Telefilms

Qualities of Leadership of Women Entrepreneurs:-

The women entrepreneurs have to behave in following manner to develop their business in a successive path. Entrepreneurial leadership qualities of women can be developed, as given below. Entrepreneurship and leadership will come together for the empowerment of women and develop their attitude as well as persona of the business women. The World bank noted that, 43% of Indian women in STEM (Science , Technology,

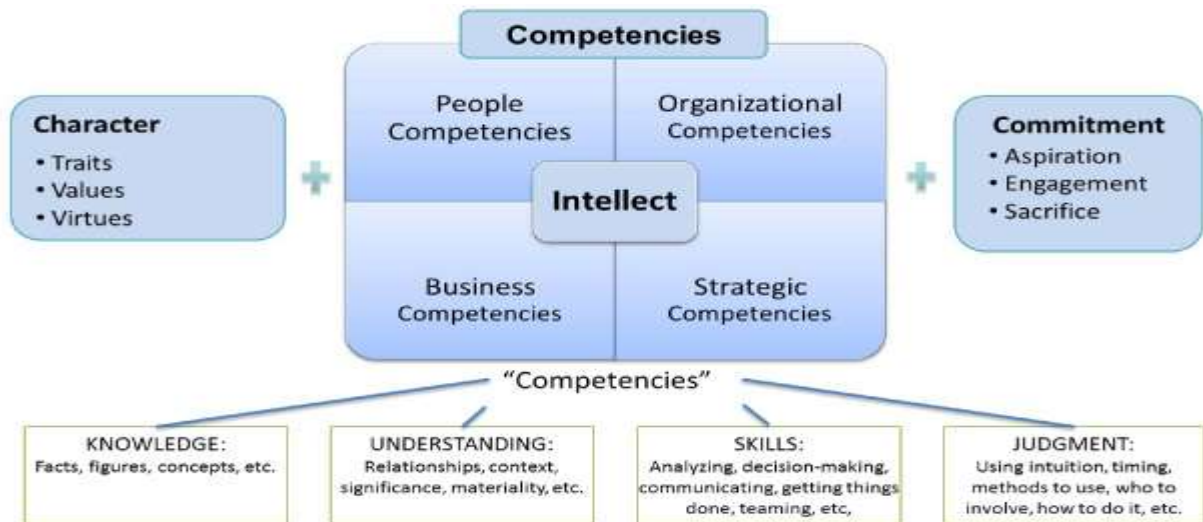
Engineering and Mathematics) degree holders. It is one of major crucial factor in creating wealth and social justice for overall development of women empowerment.

1. Self –control
2. Self-confidence and sense of urgency
3. Ability and Awareness
4. Realism
5. Requirement of status
6. Risk taker
7. Interpersonal relationship
8. Emotional Stability and compassion
9. Management of uncertainty
10. Proper Decision Making

Analysis of the observations:-

The sum of virtues, values and traits equals good character, which, in addition to competence and commitment, is one of the 3 ingredients that make a leader effective and respected. Flow chart represents the personal journey of better leadership.11

The Flow chart given below indicates the good qualities of women leadership in entrepreneurial sector.



Gandz, J., Crossan, M., Seijts, G., Stephenson, C. (2010). Leadership on Trial: a manifesto for leadership development. London, ON., Canada. Ivey Publishing. September 2010.

With the help of knowledge, skills, commitment and organizational competency leader can do effective and smart work at the workplace. Innovation and Research and development are major factors which leads the productive action of any firm. Innovation is an art or skills which can be do individually and group efforts. And research and development is a technical term which enhancing the production of the company. The multipronged approach across the digital innovations and advanced learning skills accelerate the progress on women’s economic empowerment.



Types of Leadership:-

- Inspirational Leadership
- Flexible Leadership
- Collaborative Leadership
- Transformational Leadership

Leading change in a world where sources of ideas for innovation, leadership that who can combine these ideas in new products, services and organizations in very effective way do her career in successive entrepreneurship.Ex. Social networking leadership is needed to use abundance of weak ties to her advantages in the management of change.

Having articulated the desired future state- galvanizes the organization and to transformational change. Assuming the organization is ready to embark on the journey towards transformational leadership, what then are the key elements that carry the individuals concerned along this road? Space must be given to emotional intelligence... reflection on the humility of leadership and the ability to mobilize other to act as counterpoint to self-determination. 12

A good collaborative leader will know how to reduce the costs, mainly by building trust and investing in the informality of relationships and if the successive, which may reduce the transaction costs in many ways.

Conclusion:-

The 21st century has identified as knowledge based globalized economy. It demands a changing scenario of work, education and careers in many societies. These changes are calls for new mindset whereby entrepreneurship, professionalism and leadership/ management are three important domains for grow and develop her career space. This approach attempts to measure, monitor and nurture the entrepreneurial capacity ability of individuals, firms, cities and nations alongside more dominant leadership and professional capacities. The new education policy will help the women to become self-independent and enough confident to make their own decision regarding career opportunities. The women entrepreneurs increased by 11225 beneficiaries by investing IDR 1660.43. Currently, the women participation of women owned enterprises had 73% according to MSME Pavilion 2022-23 year. The ministry of MSME organized SAMRTH for a special entrepreneurship development drive for women.

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