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Role of Jammu and Kashmir Women Development Corporation towards upliftment of women entrepreneurs

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Abstract

The educated women in India, particularly J&K, have to go a long way to enjoy the liberty of globalization in the domestic and international sphere and to carve out a distinct niche for themselves where the sociological set up has been a male-dominated one. Irrespective of all social hurdles, the corporate glass ceilings are shattered by the Indian women to stand tall from the rest of the crowd. There exist a plethora of efficacious women entrepreneurs who mark an influence in the domestic and international sphere and vouch for contributing to the economic growth of nations. The increased presence of women entrepreneurs in India has changed the demographic characteristics of business as well as the economic growth of the country. Women entrepreneurs have managed to survive and succeed in this fiercely competitive environment with their hard work and diligence. It is high time for the government of India particularly of J&K government to reform the policies with regard to women entrepreneurs so that they will be facilitated and uplifted for building their work enterprises which ultimately will contribute to the economic growth of the nation. The present paper focuses on the factors that encourage women entrepreneurs and to study the policies and programs framed by JKWDC for promoting women entrepreneurship.

Keywords: - women entrepreneurs, training, society, corporation.

Introduction

Winds of change are overpowering the corporate scenario and there is a dire need to cope up with the changing forces of the business environment else the business will be thrown out of the competition. The environmental pressures have led to the conclusion that it is only the innovative entrepreneurship which is the key driver to organizational success.

The emergence of entrepreneurs in a society is of prime importance for accelerating the economic growth of both developed and developing nations. It is entrepreneurial competence that makes all the possible

difference in the rate of economic growth. It is in this context, that an increasingly important role has been assigned to the entrepreneurs for capital formation and wealth creation in the country.

By women entrepreneurship, we mean an act of business that empowers women both economically and socially. Women entrepreneurs are those who think of a business enterprise start it, organize and combine all the resources which are required in the process of production, operate the enterprise and undertake risks, manages the risk and handle economic uncertainty which is involved in the running of the business. In terms of the Schumpeterian concept of innovative enterprise women who innovate, imitate or adopt a business activity are called “women entrepreneurs”.

Women entrepreneurs have been recognized during the last decade as an important source of the economic growth of a nation. Women entrepreneurs lift up the economy of a nation by creating wealth, creating new jobs and innovating new products and services. It is considered as an important tool in enabling emancipation and empowerment of women. It is a way of making changes to the status quo of women as it re-addresses the balance of power within the family.

In the state of J&K, women entrepreneurs made a late entry into business scenario due to the orthodox tradition that is deep-rooted in the society. During the last two decades, an increasing number of women have entered the field of entrepreneurship. There is an increasing trend in the number of women-owned entrepreneurs not only in India but in J&K as well as a result of the drastic changes in the present world due to the forces of globalization. Due to the participation of women in the field of entrepreneurship, India, as well as the state of J&K, is brimming in its socio-economic development. Although they face numerous problems in the process of establishing, developing and running their business, nevertheless, their scope of development is at the pinnacle.

Literature Review

V Krishnamoorthy and R Balasubramani (April 2014), identified the important women entrepreneurial motivational factors and its impact on entrepreneurial success. The study identified ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction are the important entrepreneurial motivational factors. The study also concluded that ambition, knowledge and skill, independence dimensions of entrepreneurial motivational has the significant impact on entrepreneurial success. **G. Palaniappan, C. S. Ramanigopal, A. Mani (19 March 2012)**, in their article analyzed that women have been successful in breaking their barriers within the

limits of their homes by entering into varied kinds of professions and services. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. This study had also been carried out to analyze the motivational factors and other factors that influence women to become entrepreneurs, the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship. This study concluded that due to the lack of training and education they are not able to survive in the market. Finance is also the major problem for women entrepreneurs. **P. Babu (1978)**, The study was an attempt to find out the sociological factors that contribute to the development of small entrepreneurs. The study showed that community and family background contributed to the success of prospective entrepreneurs, formal education has not been a positive factor in entrepreneurship development, providing infrastructure facilities alone will not promote entrepreneurship development and the Association of Small Scale Industries has to play an important role in identification and development of entrepreneurs, a strong policy to support the entrepreneurs is called upon, as the economy demands the growth of women entrepreneurs., the education and other factors like the background for entrepreneurship is not a criteria for entrepreneurial growth, risk bearing attitude and innovation prove to be more encouraging towards growth. **Mayers (1981)**, conducted a research study to analyse the effect of economic pressure on the employment of married women. The study reveals those married women with comparatively low economic background and having more financial burdens are coming for wage employment and undertaking other economic activities. Women who cannot be employed, due to other responsibilities can be encouraged to use their skills by availing the policies of the government. The policies are run through a network of schemes that help them to financially support themselves as well as add up to the economy.

Lehrer Sara (1981), studied the effects of a women's conference on participants attitude towards women's role in society. It was observed that the conference did not make much effect on changing the attitude of participants towards women's role in the development of society.

The perception of women in the past has cajoled them to think in the direction of other people. Women have realized their own potentials as entrepreneurs but they need the encouragement from the state. The environment for women entrepreneurs to bloom can be created by the government through policies designed for women entrepreneurs. **Sivaloganathan (2002)**, in his paper, "Women Entrepreneurs: Problems and Prospects" highlights the major problems faced by women entrepreneurs which are gender rooted and some of the prospects they enjoy. The paper emphasized that a large number of women are

now seeking gainful employment in various fields, which were once dominated by male. Yet they have to go a long way to be on par with male partners. Indian women enjoy a disadvantaged status in the society and face certain problems such as inequality, low wages, exploitation by the middleman, lack of finance, education and also socio-economic constraints which are mainly gender-rooted. Though the government has introduced several measures, still it has to play a great role in encouraging women entrepreneurship in different activities by imparting education with skills and traits required for successful management. **Porus P Munshi (1999)**, Glass ceilings and maternal walls are blocks faced by women in organizations. Currently, women management is handicapped by not having advisers to guide them and canvas for them in the senior management. The attitude of the society is that it looks at women as not a helping agent but as a burden. Hence the glass ceiling is the progeny of this thought. Counseling for the women as well as their counterpart will help to change this attitude. Economic independence can bring about development in thought as well as actions.

Women entrepreneurship is an emerging concept. The development of women entrepreneurship has become an important aspect of the overall economic growth of the nation. Women entrepreneurs are the untapped resources of a country which is effectively utilised can accelerate the growth of the nation. Women entrepreneurs are breaking the shackles of the communities and are engaging themselves in various entrepreneurial activities that help to elevate their status in the society and also enhances their economic status.

Jammu and Kashmir Women Development Corporation (JKWDC)

JKWDC was incorporated in the year 1991 as a state channelizing agency and started functioning w.e.f 1994. Jammu and Kashmir Women Development Corporation (JKWDC) is implementing a number of development schemes of the state as well as of Central government for socio-economic upliftment of women with a special focus on the families living below poverty line (BPL) and women belonging to minorities, backward and other classes.

Objectives of Study

The objective of the study of women entrepreneurship is as follows: -

1. To critically examine the problem faced by the women entrepreneurs of J&K.

2. To analyze the various operations of the J&K women development cooperation for assisting the women entrepreneurs in setting up valuable units, conducting training programs for promoting talent among women folk etc.
3. To investigate the role played by the J&K women development cooperation so far in the development of the female folk.
4. To identify the deficiencies in the existing system and make appropriate suggestions to make it an effective mechanism of women development in the state.

Methodology of the study

The Sample Size

The sample size consists of 200 respondents who were selected through a purposively random basis. The study was conducted in the state of J&K.

The tool of data collection

The basic design of the survey instrument consists of questionnaires and subsequent discussions with the respondents were also held to fill all the information gaps.

Data source

The data for the present study is collected mainly from the primary data as well as secondary data. Primary data was obtained from questionnaires which were filled at various centers of Jammu and Kashmir women development corporation (JKWDC). The secondary source of data was taken from JKWDC website, research journals and various other websites.

Research Approach

This research mainly used survey approach.

Conclusion

It has been concluded that the performance of the corporation is up to the expectation. JKWDC is charged with the responsibility of taking initiatives for socio-economic empowerment of women. Apart from generating awareness in the women about their rights and duties, JKWDC is arranging financial assistance in the shape of loans to women living below poverty line and qualified skilled women entrepreneurs irrespective of caste, color, creed, religion, age etc. for starting their own units. Emphasis is

primarily on the development of individual women who could compete in the society and gradually become self-reliant which is important for overall progress development of the state.

Under its scheme, the corporation has arranged certain vocational training programs for the females and has been providing loans ranging from RS. 50,000 to Rs. 2,50,000 lakhs for starting small-scale income-generating activities. Besides this, JKWDC gives opportunities to the trainees and loan holders to take part in the exhibitions held by JKWDC. It also provides loans to the students living below the poverty line to complete their degrees.

In the light of the conclusions drawn out of this micro-study, a modest attempt has been made to offer a few suggestions for the treatment of the existing ailments as well as for the expectations of the desired yield.

1. The corporation in order to expand its activities and facilities to the far-flung and remote areas should arrange for the opening of their offices. Unless these offices are opened, the women belonging to backward parts of the state shall remain unaware and unbenefited.
2. The corporation should provide a different type of training. The training should provide the different type of training. The training should aim at specifically training the women in the local crafts and in the production of articles of local consumption like candle making, embroidery, Tila work, Kangri making etc. as they will find the better scope in the future and also should enhance the period of training programs.
3. The corporation should increase the amount of stipend which they provide monthly to the trainees.
4. The corporation should create more and more awareness generation camps and should provide opportunities to beneficiaries to take part in the exhibitions held by JKWDC.
5. While fixing repayment schedule, it should be ensured that at least two-year moratorium is available to the beneficiaries for the commencement of commercial production.

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