

# CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

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# Capacity Building Training—Best Approach for Women to Become Successful Entrepreneurs

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## INTRODUCTION

Entrepreneurship amongst woman has been a recent concern. Women have become aware of their existence, their rights and their work situation. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. In almost all the developed countries in the world women are putting their steps at par with the men in the field of business. Some have taken entrepreneurship roles where some have opted for employment; millions of other have taken the role of ideal stereotypes social roles. If we could get the poor and the undereducated women to earn their own money, we would have more warriors in the fight against poverty, and more champions of the girl child. We can also bridge the gap between discrimination amongst the male and female in our society.

## WOMEN ENTREPRENEURS IN INDIA

Women entrepreneur is regarded as a person who accepts the challenging role to quench her personal needs and to become economically independent by setting an enterprise and striking a balance between her family and social life.

In the recent years there has been a growth of women entrepreneurship all over the world. It is recognized that women have to play the role in the overall development of the nations. There are 33% of the business controlled by women in the countries like USA and Canada. Women's entrepreneurship rates tend to be higher in poor countries, where women do not have other income options. In many developing countries women entrepreneurs are taking leading role in helping their respective governments to establish and develop strong Small and Medium Enterprises (SME) that contributes significantly to poverty reduction.

However, the emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time especially in the 1990s. Still business owned and operated by women constitutes less than 8%. It is reflection of the social, cultural as well as economic distortions in the decade of development. However despite some of the constraints more and more women are entering into the field of entrepreneurship.

Various factors are responsible for making many of the budding women entrepreneurs. These are change in lifestyle. Family environment, education, personal values, age, work history, role

models, support systems moral support network. With the spread of education and awareness, Indian women have shifted from kitchens to entrepreneurial ventures. The government has laid a special emphasis for conducting EDPs for women. Even there are special cells in financial institutions and banks for assistance of women entrepreneurs.

## **GROWTH OF WOMEN ENTREPRENEURS**

In Indian conditions the women entrepreneurs can be categorized in following five broad categories:

### **Affluent Entrepreneurs**

These are daughters, daughters-in-law and wives of rich business families who have financial and other resource backing to take any business risks. Many of them start enterprise in interior decoration, beauty parlor, restaurants, book publishing, magazines, film distribution and the like. The family supports in many ways to take care of their responsibilities with lesser efforts and strains. Moreover their sustenance is not entirely dependent upon their new enterprise.

### **Pull Factors**

In this category the town and city based women take up some assignments or enterprises as a challenge. They take it up as an adventure to do something new and be economically independent. Generally they take up small and medium type industries where risk factors are too small. This category consists of educated women with or without work experience. They are likely to take financial assistance from banks and other sources. Women start electronic industries, service centres, restaurants, schools, beauty parlors, food catering centres, event management, films production and grocery shops etc.

### **Push Factors**

This category of women takes up some business activity to overcome financial difficulties. The family situation forces them to develop existing family business or start something new to improve the economic lot of the family. This category is small and normally widows and single women are in this category.

### **Rural Entrepreneurs**

Women in rural sector try to start something suiting to their resources and knowledge. In this category we find dairy products, pickles, fruit juices, *papads* and jaggery making. They would like to work in areas where minimum usage of telephone, transport and monetary transaction is involved. They ensure that their enterprise is of minimum risk and need least organizing skill.

### **Self-Employed Entrepreneurs**

There are women from poor and very poor category of society and rely on their own efforts for sustenance. Majority of them are from villages and towns. The examples are vegetable and fruit vendors, brooms making, wax candle making, providing tea-coffee to offices, ironing of

clothes, knitting work, tailoring firm, etc. These are tiny and small enterprises which women find convenient to manage.

The above categorization shows that majority of the entrepreneurs are aiming for sustenance earning and lesser category is in taking up challenges.

## **CONCEPT OF WOMEN ENTREPRENEURS**

Due to growth of educational level, professional education industrialization, urbanization and democratic values awareness the tradition bound Indian society is now undergoing a change and women are coming out more freely to take challenges and face risk of entrepreneurship.

## **THE INDUSTRIES PROMOTED BY WOMEN ENTREPRENEURS**

The industries promoted by women entrepreneurs usually are:

1. Agarbathi manufacturing
2. Papad making
3. Special bedspreads making
4. Embroidery
5. Handicrafts for exports
6. Batik paintings
7. Apparels manufacturing
8. Catering service
9. Running restaurants, snack bars, sweetmeat stalls, soft drink stalls, etc
10. Retail shops—textiles, readymade garments, grocery, drug stores, etc
11. Running crèches
12. Running tutorial classes, typewriting/shorthand institutes
13. Florist shops and dry cleaning
14. Pickle manufacturing
15. Urban dairies
16. Taking up contract jobs for maintenance of offices etc.
17. Milk distribution
18. Starting service centres, like plumbing, electrical repairs, fridge repairing, radio/T.V./video repairing etc.
19. Stationery manufacturing unit
20. Packaging materials manufacturing units
21. Travel agencies and advertising agencies
22. Xeroxing firms
23. Photographic studios
24. Running working women's hostels.

## **WHY DO WOMEN MAKE BETTER ENTREPRENEURS?**

- Women are naturals when it comes to multitasking. They can definitely handle home, business and entrepreneurship

- Women are a very valuable resource, but remain untapped till date
- Women entrepreneurs are more cautious, and will usually take “calculated” risks
- They can balance family life and earning a living
- Women are naturals at building relationships
- They are master communicators
- They are blessed with problem solving skills
- Women have better natural management skills, without ever having gone to any school.

### **SPECIFIC ENTREPRENEURIAL PROBLEMS OF WOMEN**

- Mobility is problem to women due to the traditional values and most of the cases inability to drive vehicles. Younger category women feel uncomfortable to deal with men due to extra interest being shown in them than the work related aspects.
- Family responsibilities like extra attention to husband, children and in-laws take away lots of their time and energy. In such a situation if they face lack of support from family members it will be difficult to concentrate on the enterprise.
- Protected life from childhood has made them ‘*abla*’ *i.e.*, weak and hence many women are unable to face risks and troubles that may come up in an organizational working. Risk bearing is one of the essential requirements of an entrepreneur.
- Women are provided less or inadequate education than men partly due to early marriage, partly due to preference given to son’s higher education. This puts them in a disadvantageous position in entrepreneurial tasks.
- Since women cannot run around for marketing, distribution and money collection, middle men tend to exploit them in the guise of helping.
- In rural sector women have to depend upon men for anything they have to obtain from towns and cities.

### **CAPACITY BUILDING TRAINING TO WOMEN BENEFICIARIES**

Training on entrepreneurial activity to unemployed women is one of the dynamic and pragmatic approaches for the development of human resources and the only solution for the unemployment problem. Effective skill training programmes are key to women development are a result of active community involvement and ownership of the processes, along with access to appropriate resources for training. The income generating programmes should aim to bring the participants together and empower them to help themselves, and it should provide training, equip them with marketable skills and thereby furthering the participant’s financial independences and reducing family poverty.

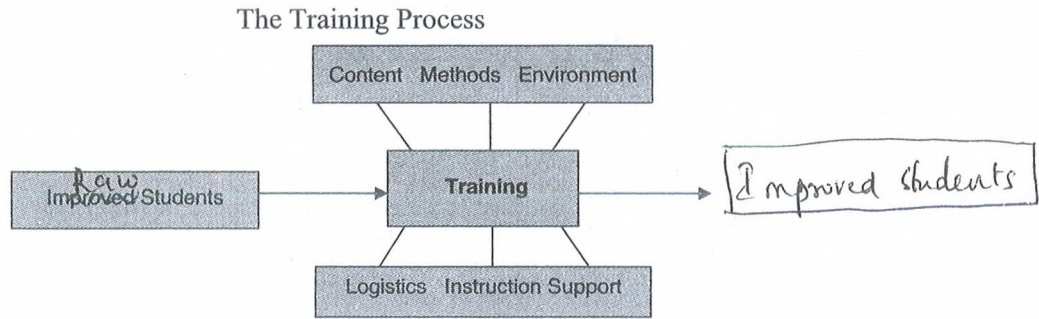
Keeping this in view, from the establishment, the department of Lifelong Learning, Avinashilingam University is functioning as a multifunctional and multidimensional centre in providing a variety of training programmes especially to the women beneficiaries.

### **IMPACT OF THE CAPACITY BUILDING TRAINING RECEIVED BY THE WOMEN BENEFICIARIES**

The Impact of the Capacity Building Training received by the women beneficiaries in the Department of Lifelong Learning and Extension is given below.

### Training Process Followed

The purpose of training is to change the way people behave. Without behavioral change—that is without changing the way things are actually done—there can be no impact on the organization. Attitudes, understanding, and insight also can be affected by training, but unless people actually do things differently as a result, the organization will not have derived any benefit.

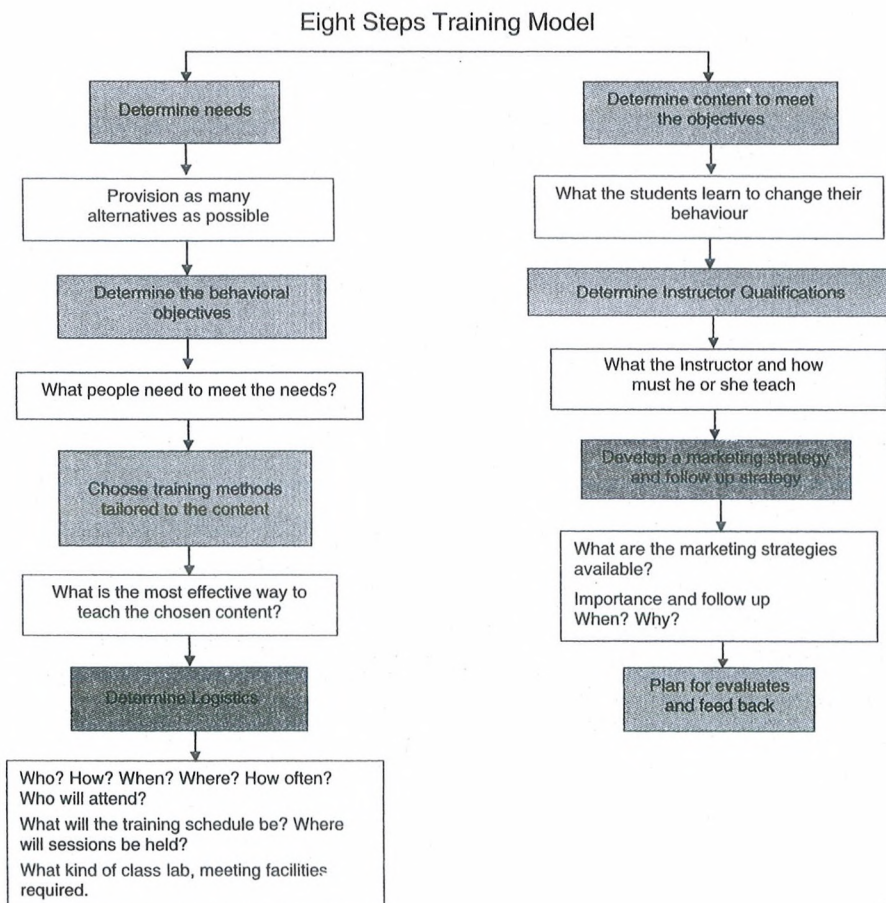


### 8 Step Training Model

The Eight step training process followed:

Step 1: Determine needs

Step 2: Determine the behavioural objectives of the course



Step 3: Determine the content to meet to the objectives

Step 4: Choose training methods tailored to the content

Step 5: Determine instructor qualifications

Step 6: Determine logistics

Step 7: Develop a marketing and follow up strategy

Step 8: Plan for evaluation and feed back.

### Commonly Used Training Methods

- The lecture method
- Participative method such as conferences
- Seminar
- Panel Discussion
- Workshop
- Buzz Group
- Syndicate method
- Brain Storming
- Case study
- Role play
- Simulation method
- Laboratory method.

### Skill Training Offered for Women Beneficiaries

S. No.	Name of the Course
I	<i>Courses on Computers</i>
1.	DTP
2.	Computer application (Basic)
3.	Photoshop
4.	C programming
5.	C++ programming
6.	Tally
II	<i>Courses on Textiles</i>
1.	Fashion designing (Basic)
2.	Fashion designing (Advance)
3.	Pattern making
III	<i>Courses on Beauty Care</i>
1.	Beauty culture and personality grooming (Supportive course)
2.	Herbal beauty therapy (Basic)
3.	Herbal beauty therapy (Advance)
4.	Bridal make up
5.	Flower tying
6.	Application of <i>mehandi</i> (Traditional and Arabic)

S. No.	Name of the Course
7.	Preparation of Herbal cosmetics
8.	Hair cutting
9.	Hair style
IV	<i>Course on Arts and Crafts</i>
1.	Painting (Fabric, glass, Nip, Pot etc.)
2.	Soft toy making
3.	Cushion making
4.	Creative gift article
5.	Flower arrangement and bouquet making
6.	Greeting card making
7.	Artificial jewellery making
V	<i>Courses on Needle Art</i>
1.	Hand embroidery (Basic)
2.	Hand embroidery (Advance)
3.	Aari embroidery
4.	Machine embroidery
VI	<i>Course on Culinary Art</i>
1.	Catering and canteen management
2.	Nutritious fast food
3.	Bakery techniques
4.	Preparation of <i>masala</i> powders
5.	Preparation of jam, jelly, squash and pickle
6.	Appalam, vathal and vadam making
7.	Preparation of salads and soups
8.	Preparation of nutritious weaning foods
VIII	<i>Courses on eco-friendly products</i>
1.	Paper bag making
2.	Arecanut cup making
3.	Jute and cloth bag making
X	<i>Other courses</i>
1.	Spoken Hindi
2.	Spoken English
3.	Preparation of homecare products
4.	Book binding

### EXAMPLES OF SOME SUCCESSFUL WOMEN ENTREPRENEURS IN INDIA

Some of the successful women entrepreneurs in India are Ekta Kapoor, Creative Director, Balaji Telefilms, Kiran Mazumdar Shaw, CEO, Biocon, Shahnaz Husain and Vimalben M Pawale, Ex President, Sri Mahila Griha Udyog Lijjat Papd (SMGULP).

#### Ekta Kapoor

Ekta Kapoor was said to be the face and brain of Balaji Telefilms Limited (BTL), and was almost solely responsible for the phenomenal success of most of BTL's serials. According to Ekta, her

childhood was “materially easy but emotionally difficult”. As a child she was extremely obese and suffered from low self esteem.

### **Kiran Mazumdar Shaw**

She is India’s first woman Brew Master and the founder director of the Biocon Group. India’s first lady biotech entrepreneur, Kiran Mazumdar (Mazumdar) was born and brought up in Bangalore. She sets an example for women entrepreneurs.

### **Shahnaz Husain (Shahnaz)**

Shahnaz Husain (Shahnaz) was another successful woman entrepreneurs of India. She popularized herbal treatments for beauty and health problems. Her company, Shahnaz Hussain Herbals, was the largest of its kind in the world and had a strong presences in over 100 countries, from the US to Asia. By 2002, the Shahnaz Husain Group had over 650 saloons around the world, employing about 4200 people.

### **Shri Mahila Griha Udhayog Lijjat Papad (SMGULP)**

The entrepreneurial success of SMGULP is noteworthy. SMGULP was a cooperative system in which women over an initial capital of ₹ 80, borrowed from a local moneylender and social worker, SMGULP grew phenomenally. In 2002, it had a turnover of ₹ 3 billion and exports worth ₹ 100 million. It employed 42,000 people in 62 divisions all over the country.

## **EXAMPLES OF OUR SUCCESSFUL ENTREPRENEURS**

**Mrs. P. Rekha**, trained in herbal beauty care offered by our department is running a beauty parlour named Hridha Beauty Parlour, Coimbatore. She is glowing in the field of beauty therapy with additional knowledge in the different facial types, bleaching and other advanced beauty therapy techniques. She is gaining a income of ₹ 15,000/per month supporting a additional income to her family.



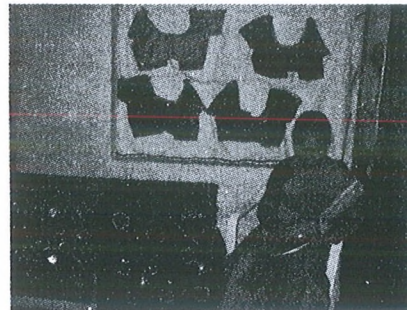
**Mrs. G. Sathya**, trained in Apparel Designing and Machine Embroidery germinated from our department is an expert in the field of Apparel and embroidery varieties. She is employed in an apparel designing unit, Maruthamalai main road, Bharathiar university, Coimbatore and earning a monthly income of ₹ 10,000 per month. She has successively expanded her talents in the designing skills and has planned to start her own unit.

**Mrs. S. Rani**, trained in Soft Toys Making from our department is an expert in the field of soft toy making varieties. She gained more knowledge and developed her skills in toy and doll making. She is self employed at Sivananda colony, Coimbatore and earning a monthly income of ₹ 8,000.



**Mrs. G. Thangamani**, trained in Artificial Jewellery Making developed from our department is an expert in the field of artificial jewellery, bead and crystal, kundan stone jewel making varieties. She is an expert and has successively expanded her jewellery making business and generating an income of ₹ 8,000 per month.

**Mrs. D. Krishnaveni**, trained in Embroidery developed from our department is an expert in the field of embroidery varieties and fashion designing. She is an expert and has successively expanded her business and generating an income of ₹ 10000 per month.



## CONCLUSION

“Success often comes to those who have aptitude to see way down the road”. Success is a matter of attitude. It is a matter of futuristic thinking and planning and is about doing things carefully. Relying on the same, Indian women are becoming increasingly visible and successful in the professional and public sphere these days.

The hidden entrepreneurial potential of women has gradually been changing with the growing sensitivity to the role and economic status in the society. Today women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. It is high-time that countries should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women. At the same time, it is up to women to break away from stores typed mindsets.

The time has come for the nations to celebrate and salute the success of women.

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