



**ENTREPRENEURSHIP AND GOVERNMENT SUPPORT FOR WOMEN  
ENTREPRENEURS WITH SPECIAL ATTENTION TO BABY CARE STARTUPS**

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**Abstract**

Entrepreneurship Development is a key of financial growth and improvement. Entrepreneurship Development has played very important function in achieving the dreams of self employment and commercial development as an entire. Entrepreneurship Development assists the humans to enhance the usual of living. Since 1991 Government of India followed liberalization, privatization, and globalization. It provided expanded boom to financial system. The Government of India has brought a few schemes to develop entrepreneurship most of the ladies. This article is an attempt to examine the government support available for the women entrepreneurs especially on baby care products. This study is based on primary data. Findings of the study help to attain the study goals. This study is an attempt to bridge the gap between government support and women entrepreneur's expectations from the government.

**Key words:** Entrepreneurship, government support, women entrepreneurs, startups

**Introduction**

Entrepreneurship is in reality a complicated and multifaceted phenomenon. Changes within the economic system and the restructuring of hard work markets in phrases of employee qualifications, nature of the work contents and paintings contracts have raised the profile and importance of entrepreneurship within the worldwide economic system.

Despite the fast increase of women in expert and managerial jobs, the gender hole in Entrepreneurship stays enormous. Women are nevertheless less possibly to begin new corporations than men, although the discrepancy seems to be declining. Clearly, lady entrepreneurship is a move-cultural phenomenon with tradition-specific aspects. As a end result, knowledge it has exclusive, even though related, components. First, there are variables that affect entrepreneurial behavior across international locations and across gender. Though time-honored determinants of entrepreneurial behavior, they will have gender-unique consequences. In different words, they impact each sexes however now not always within the identical manner or with the equal depth. For instance, the stability of the ratio of female-to-male entrepreneurship, and the stability of incidence quotes for exclusive age groups both suggest that men and women are encouraged via many of the identical variables whilst making entrepreneurial choices.

However, the truth that male entrepreneurship rates are systematically and considerably higher than girl entrepreneurship fees indicates an asymmetry of ordinary elements throughout the sexes that may reason men and women to act otherwise with respect to entrepreneurship. Second, there are components of entrepreneurial conduct that are use unique.

## **The Baby-Care Product Market**

This class might also offer restricted ability for retail-emblem improvement because it no longer handiest gives the perceived danger as theorized with the aid of Cox (1967) but it's also dominated by way of some manufacturers: considerably Johnson & Johnson, Proctor & Gamble and Kimberley Clarke. Although the boom of own manufacturers in the popular fitness and splendor enterprise has been rapid (with Boots being the dominant participant), within the toddler-care product market, producer brands be triumphant. These producer manufacturers are moreover encouraged by means of hospitals who offer samples for brand spanking new moms to try, which aids the danger discount process diagnosed by using Bauer(1960) Hence, it's miles likely that hospices may be appeared as a reliable supply of recommendation inside the promotion of manufacturer labels. Such different emblem positions suggest there can be much less likelihood of purchasers' accepting a substitute product.

## **Factors influencing Females in entrepreneurship**

In spite of the developing number of woman marketers, the percentage of female entrepreneurship remains significantly low when as compared to their participation rate. For instance, girl marketers account for approximately 30 percent of the whole wide variety of marketers within the Western international, while extra than forty percent of employees are girl. Thus, it's far critical to understand what elements might also prefer or prevent lady entrepreneurship, such as the combination of social and financial duties and the outcomes of those particular boundaries.

- Demographic Environment and Family Structure
- Literacy and Education
- Socio-Economic Environment
- Labor Force and Employment
- Gender and Organizational Forms
- Employment by way of Sectors and Economic Growth

## **Review of literature**

In India, the foremost portion of the ladies' network although identical to men within the populace is challenge to masses of deprivation in business hobby. The biggest numbers of girls are involved in homework as a end result their entrepreneurial skills and capabilities aren't nicely applied for the improvement of the kingdom Sahoo, C.K., & Das, S. (2012), Researcher identifies the motives and influencing factors at the back of access of women in entrepreneurship. He explained the traits in their businesses in Indian context and also barriers & challenges. He mentioned the boundaries within the boom of ladies' entrepreneurship are mainly loss of interplay with a success marketer, social un-recognition as women entrepreneurs, own family duty, gender discrimination, missing network, low precedence given by using bankers to offer loan to girls marketers. He suggested the remedial measures like selling micro companies, unlocking institutional body work, projecting & pulling to grow & assist the winners etc. The have a look at advocates for making sure synergy amongst women related ministry, economic ministry & social & welfare improvement ministry of the Government of India Singh G, Belwal R (2008),.Commenting at the challenges going through women marketers, Gould , S., Parzen, J(1990)categorised ladies into 'better-off and occasional-profits women'.

According to them, 'better-off women' face the subsequent challenges: lack of socialization to entrepreneurship in the domestic, faculty and society; exclusion from traditional enterprise networks; loss of get admission to to capital; discriminatory mindset of leaders; gender stereotypes and expectation: along with the mind-set that women marketers are dabblers or hobbyists; socialized ambivalence about competition and earnings; lack of self esteem;

incapability to globalize the business: men are leading inside the worldwide market. On the opposite hand, ‘low– profits girls’ face challenges along with: terrible savings, longer hours to work, health care and different help, illiteracy, law that don't distinguish between personal commercial enterprise property make it extraordinarily tough to begin a business or to make investments the time it takes to make it worthwhile, lack of managerial talent, cultural bias both inside cultural institution and inside the large society, high level of poverty

**Analysis and interpretation**

**Descriptive statistics to measure Government support for Women Entrepreneurs**

S. No	Statement(s)	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
1.	Induce the women entrepreneurs to know about the business opportunities	3.30%	8.40%	15.30%	59.20%	13.80%
2.	Join hands to fight against unemployment	3.60%	11%	19.60%	54.60%	11.20%
3.	Join hands at the time of business crisis	5.10%	12.80%	25.80%	42.90%	13.50%
4.	Financial loan when the business is in needs	3.30%	3.10%	16.60%	54.10%	23%
5.	Induce knowledge on women empowerment policies	1.30%	4.30%	13.80%	57.40%	23.20%
6.	Induce knowledge on Government support programs	2.00%	5.60%	20.70%	52.30%	19.40%
7.	Helps to start Small Medium Size Enterprise	2.30%	3.60%	12.00%	49.70%	32.40%
8.	Helps to create assistance on creating contact with women those who are already in business	2.30%	8.20%	26.50%	50.30%	12.80%
9.	Helps to attend training programs, seminars, conferences and workshops related to entrepreneurship	3.10%	8.20%	31.90%	45.20%	11.70%
10.	Helps to develop the business to the next level	4.10%	7.90%	25.50%	48.20%	14.30%

59.20% of the respondents were agreeing the statement “Induce the women entrepreneurs to know about the business opportunities”, 15.30% of the respondents replied that “NO opinion” and 3.30% of the respondents were Strongly Disagreeing the statement.

54.60% of the respondents were agreeing the statement “Join hands to fight against unemployment”, 19.60% of the respondents replied that “NO opinion” and 3.60% of the respondents were Strongly Disagreeing the statement.

42.90% of the respondents were agreeing the statement “Join hands at the time of business crisis”, 25.80% of the respondents replied that “NO opinion” and 5.10% of the respondents were Strongly Disagreeing the statement.

54.10% of the respondents were agreeing the statement “Financial loan when the business is in needs”, 16.60% of the respondents replied that “NO opinion” and 3.10% of the respondents were Disagreeing the statement.

57.40% of the respondents were agreeing the statement “Induce knowledge on women empowerment policies”, 13.80% of the respondents replied that “NO opinion” and 1.30% of the respondents were Strongly Disagreeing the statement.

52.30% of the respondents were agreeing the statement “Induce knowledge on Government support programs”, 20.70% of the respondents replied that “NO opinion” and 2% of the respondents were Strongly Disagreeing the statement.

49.70% of the respondents were agreeing the statement “Helps to start Small Medium Size Enterprise”, 12.00% of the respondents replied that “NO opinion” and 2.30% % of the respondents were Strongly Disagreeing the statement.

50.30% of the respondents were agreeing the statement “Helps to create assistance on creating contact with women those who are already in business”, 26.50% of the respondents replied that “NO opinion” and 2.30% of the respondents were Strongly Disagreeing the statement.

45.20% of the respondents were agreeing the statement “Helps to attend training programs, seminars, conferences and workshops related to entrepreneurship” ,31.90% of the respondents replied that “NO opinion” and 3.10% of the respondents were Disagreeing the statement.

48.20% of the respondents were agreeing the statement “Helps to develop the business to the next level”25.50% of the respondents replied that “NO opinion” and 4.10% of the respondents were Strongly Disagreeing the statement.

**Statements on Government support for Women Entrepreneurs**

<b>Statements</b>	<b>Mean</b>	<b>SD</b>	<b>Priority Ranking</b>
Induce the women entrepreneurs to know about the business opportunities	4.87	1.789	4
Join hands to fight against unemployment	4.98	1.603	3
Join hands at the time of business crisis	4.31	1.564	5
Financial loan when the business is in needs	5.08	1.698	2
Induce knowledge on women empowerment policies	5.10	1.694	1
Induce knowledge on Government support programs	4.27	1.356	6
Helps to start Small Medium Size Enterprise	4.18	1.344	7
Helps to create assistance on creating contact with women those who are already in business	4.07	1.245	8
Helps to attend training programs, seminars, conferences and workshops related to entrepreneurship	4.01	1.115	9
Helps to develop the business to the next level	3.87	1.015	10

The above table shows Mean and SD value for Government support for Women Entrepreneurs. "Induce knowledge on women empowerment policies" got first rank with a mean value of 5.10. "Financial loan when the business is in needs" got second rank with a mean value of 5.08. "Join hands to fight against unemployment" got third rank with a mean value of 4.98. "Induce the women entrepreneurs to know about the business opportunities." got fourth rank with a mean value of 4.87. "Join hands at the time of business crisis" got fifth rank with a mean value of 4.31. "Induce knowledge on Government support programs" got sixth rank with a mean value of 4.27. "Helps to start Small Medium Size Enterprise" got seventh rank with a mean value of 4.18. "Helps to create assistance on creating contact with women those who are already in business" got eighth rank with a mean value of 4.07. "Helps to attend training programs, seminars, conferences and workshops related to entrepreneurship" got ninth rank with a mean value of 4.01. "Helps to develop the business to the next level" got tenth rank with a mean value of 3.87.

### **Suggestions to Develop Women Entrepreneurs**

Following efforts can be taken into account for effective improvement of women marketers.

1. Consider ladies as unique target institution for all developmental programmes.
2. Better instructional facilities and schemes ought to be prolonged to girl's folk from authority's component.
3. Adequate education programme on management skills to be furnished to women network.
4. Encourage women's participation in choice-making.
5. Vocational education to be prolonged to girls' network to understand the manufacturing system
6. Training on expert competence and leadership talent to be prolonged to women entrepreneurs.
7. Training and counseling on a big scale of current girls' marketers to do away with mental reasons like lack of self-belief and worry of achievement.

### **Policy Implications**

Women's entrepreneurship is increasing round the sector. Studies have proven that girls-owned corporations contain among one-region and one-third of companies in the formal economy and are probable to play a fair more position in casual sectors.

Governments must deal with elements which include education, training and family-paintings reconciliation. In different words, rules must create and guarantee the lifestyles of underlying situations favorable to an entrepreneurial environment as opposed to as lively promoters of begin-up sports. Transparency, the rule of regulation, and well-described property rights sell effective entrepreneurship in all instances and places.

Clearly, this is not to disclaim that, especially in certain international locations, gender discrimination exists and performs a big role within the occupational segregation of ladies. Thus, policy have to also sell same opportunity. Female marketers do not act in a vacuum. Being embedded is mainly crucial for woman entrepreneurship since ladies's entrepreneurial behavior is deeply molded through own family shape and social ties in each high- and low-earnings nations. If female entrepreneurship is embedded differently in unique nations, then a application or policy this is successful in a single us of a may additionally fail in a foreign country. Different cultural contexts might also produce special policy results.

Also, the locating that women entrepreneurs are more likely to establish maximum business length thresholds beyond which they choose no longer to increase has crucial implications for policymakers, monetary carriers, researchers and marketers. Government packages designed to growth the size and/or growth fee of lady-owned corporations might not obtain the anticipated degree of call for and can be considered unsatisfactory through participators in the event that they do now not explicitly deal with girls's expansion concerns.

The preference expressed with the aid of girl entrepreneurs about no longer letting increase get “out of manipulate” also has vital implications for monetary capital vendors. For example, some styles of intermediaries and investors may view ladies as higher economic risks, given their extra careful attitudes in the direction of growth.

### **Conclusion**

Overall, coverage coordination is a crucial precept within the design of rules concerning female entrepreneurship as, certainly, in all areas. The principle of coordination is that policy, in any vicinity of presidency pastime, need to be coordinated with the intention of promoting female entrepreneurship, and that rules promoting woman entrepreneurship have to be coordinated with the alternative dreams of government plans. Policy coordination may be even extra vital than the intention of selling woman entrepreneurship.

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