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## **ROLE OF WOMEN ENTREPRENEURS IN ECONOMIC DEVELOPMENT OF RURAL AREAS OF MITHILA REGION**

**\*DR. SHIVSHANKAR PRASAD**

*\*Shubhankarpur, Darbhanga*

### **ABSTRACT**

*Women constitute around half of the total population in India. Women today are making a mark for themselves in all fields like academics, Politics, administration, profession, Social work etc. In modern age we see that more and more women are venturing as entrepreneurs in all kinds of business and economic activities and services sector. In the region of Mithila of Bihar women entrepreneurs have broken away from the beaten track and have explored new avenues of economic Participation through the rural and cottage industries and making of mithila Painting. Women entrepreneur of mithila Promotes the Prosperity of a country by his initiative and skill for dynamic leadership. She creates wealth, opens up employment opportunities and fosters the other segments of economic system for economic development of Mithila region of Bihar.*

***Keywords:*** *Women Entrepreneur, Economic, Region, Mithila, Industry.*

### **INTRODUCTION:**

Modern age is the age of industrialization and digitalization. No country can progress without complete industrialization and proper digitalization population is increasing at alarming speed all over the world and condition in India is even worse. A serious problem of unemployment is creating due to increasing population. Unemployment is the serious problem of economic development of any country particularly for India. For solving the unemployment problem of our country, it is necessary to industrial as well as entrepreneurial development in all parts of the country. In order to benefit the common man and to provide strong foundation to economic structure of the country, it is necessary that innovation and development of industries in rural and

backward areas, where the industrial development has not take place. Women constitute around half of the total population in India. In traditional societies, women were combined to the four walls of houses performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. Women today are making a mark for themselves in all fields like academics, politics, administration, profession, social work etc. As an entrepreneur she is the builder of economic growth. She promotes the prosperity of a country by his initiative and skill for dynamic leadership. She creates wealth, opens up employment opportunities and fosters the other segments of economic system. As an entrepreneur, a woman has also to perform all the functions involved in establishing an enterprise. These include idea generation and screening, determination of objectives, project preparation, raising funds, completion of promotional formalities, determination of forms of business organization etc. In India, women participate in the social and economic activities within the family as well as society. So, they are regarded as the better half of the society". They have dual burden - family burden and work burden. Women are able to solve both types of burden and contribution in the economic development of country.

Women entrepreneurship is a recent phenomenon in India which came into prominence in late 1970's now we see that more and more women are venturing as entrepreneurs in all kinds of business and economic activities and service sector. These are many opportunities of women entrepreneurs in rural areas. Women can enter into to any kind of business and support to family as well as economic development of country. So, this paper highlights of the role of women entrepreneurs in economic development of rural areas of Mithila region of Bihar.

## **OBJECTIVES OF THE STUDY**

- (1) To highlight the role of women entrepreneurs in economic empowerment of Bihar.
- (2) To evaluate the opportunity and problems of women entrepreneurs.
- (3) To provide suggestions for betterment of women entrepreneurs.

## **ROLE OF WOMEN ENTREPRENEURS:**

Women entrepreneurs may be defined as a woman or group of women who initiate, organize and run a business enterprise .The government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. In other words, women entrepreneurs according to government of India is an entrepreneur who runs an enterprise owned and controlled by her and having minimum financial interest up

to 51% of the capital and giving at least 51% employment to women. Thus, women entrepreneur is one who initiates organize and operate a business enterprise.

The role of women is critical not only across agriculture and industrial sector but also in governance, education and health services financial inclusion of women is considered as an essential tool for empowerment of women as it enhances their self-confidence and enables financial decision making to a certain extent .The women entrepreneurship can be considered a possible approach to economic empowerment of women. The status of women is intimately connected with their economic position which in turn, depends upon right rules and opportunities for their participation in economic activities. The scope of women's career has expanded and it is no longer limited only to household chores but crossed all banners and have entered into almost every field. The hidden entrepreneurial potential of women has gradually been changing.

As on 1st march 2011 there were 58-65 crore women in India out of them about 75 percent were living in rural areas which constitutes almost 33% human resource stock of our country capable to contribute significantly tp the economic growth and development of the country, provided that they would be economically empowered. of course rural women is a lot whose socio economic condition is relatively very poor , however they are hard working more correlating ,having creative ideas and skills transmitted through generating to generation of our rich culture of regions and traditional arts and crafts suitable to generate economic value through cottage and village industrial based an locally available row materials. Younger generation of rural women also looking ahead of acquiring skill of modern technology of the day but they still feel discouraged and helpless in absence of environment support. In order to make enable the women to raise themselves up to a prestigious status feel empowered ,central government and various ideas and opinions but the results of all such efforts are not impressive particularly in the case of rural women .There is much requirement of their economic empowerment they should be provided avenues to raise their economic values in society through engaging themselves as entrepreneurs or economic wage earners in productive work at village level suitable to their skill.

In the region of mithila of Bihar women entrepreneurs have broken away from the beaten track and have explored new avenues of economic participation through the rural and cottage industries and making of Mithila painting.

The economic of Bihar is predominantly rural, constituting about 87.5% of total population against 76.3% percent of the country .Agriculture is the main source of employment in the rural region of Bihar, after bifurcation of old Bihar in 2000. Bihar is a state of different social patterns and cultures with different

language customers and traditions in different regions. The Magadh region comprising Patna and Bhojpur commissionaires located in south west Bihar looks much richer in agriculture and store concing sectors, while Tirhut region comprising Muzaffarpur, saran and champaran commissionaires is looking much better in agriculture and food processed industrial sectors. Handloom and handicrafts are the backbone of the economy of Mithilla region comprising Darbhanga and kosi commissionaires. This region faces the problems of draught and flood. The eastern part of new Bihar covers two commissionaires, namely purnea and Bhagalpur where village and cottage industries are best suited.

For a developing economy like Mithilanchal, a region of north Bihar, which is striving society, entrepreneurship has an important role to play. Like other part of the country entrepreneurship is not new to women entrepreneurs in Mithila. A number of women have been engaged in home based small and cottage entrepreneurial activities like selling home grown vegetables and making readymade garments, preparing the world fame painting. The women of Mithila have proved themselves able entrepreneurs by engaging in one or two income generating ventures within the confines of their homes.

In mithila owing to a rich handicraft tradition, various handicrafts industries are contributing a lot in the social and economic like of Mithila and all of them have occupied the key position in the sound economy of mithila. Mithila painting, a traditional art of handicrafts of mithila is the bigger contributor of women empowerment in mithila region through handicraft sector. These paintings have know become the main sources of income for the women population of mithila. Thousands of women entrepreneurs are famous an national level for their unique painting. Mithila paintings and women entrepreneurs are the complementary for each other and can be mounted up for the economy of mithila by making some improvements. An recent years, tremendous opportunities for women have been emerging in the state of Bihar as well as in the Mithila region in the field of entrepreneurship. The emerging forces of globalization, deregulation and technology transfer as well as increasing and shifting demands of customers are changing the contours of rural and cottage industries. In the day to come there will be considerable shift in such a way where entrepreneurs of handicrafts producers can perceive business opportunities. This sector will have to operate on a commercial basis and broad level marketing rather than a subsistence activity. Some of the areas which provide immense opportunities for women entrepreneurship are:-

- (i) Mithila Painting.
- (ii) Silk weaving and Brocales.
- (iii) Hand Printed dyed and painted fabrics.
- (iv) Jewellery Making.

- (v) Dairy Industry.
- (vi) Floor- Covering and Pile Carpets.
- (vii) Poltry farming
- (viii) Makhana Industry.
- (ix) Jewellery Making.
- (x) Papad / Pickle Making.
- (xi) Agarbati Making.
- (xii) Free entry in to world trade etc.

Accordingly, women entrepreneurs have a lot of opportunities but they have various problems. Some of the problems of women entrepreneurs are as follows:

- (1) **Family Responsibilities:-** In India, it is mainly a women's duty to look after the children and other members of the family Her total involvement in family leaves little or no energy and time to devote for business.
- (2) **Male Dominated Society:-** In male dominated Indian Society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.
- (3) **Problem of Finance:-** Finance is like blood for any enterprise but women entrepreneur always suffer from inadequate finance. Banks and financial Institutions may hesitate to finance women based projects.
- (4) **Marketing Problems:-** The Present age in the age of cut- throat Competition. Marketing knowledge and skills are necessary for selling the products but Marketing knowledge and skill of women entrepreneur will be less as compared to men. So, they have to strive hard to sell their products in the modern competitive world.
- (5) **Low Risk Bearing Ability:-** Women in rural areas lead a protected life. They are less educated and economically not self dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk- bearing is an essential requisite of a successful entrepreneur.
- (6) **Low Mobility:-** Unlike men, women mobility in rural areas of India is highly limited due to various reasons. This is the biggest handicaps for women entrepreneurs.
- (7) **Lack of Education:-** In India, around 60% of women are still illiterate. Illiteracy is the main cause of socio- economic problems. Due to the lack of education and that too Qualitative education, woman are not aware of business, technology and market knowledge. Lack of education creates problems for women in the setting up and running of business enterprises.

**(8) Stiff Competition:-** Women entrepreneurs do not have organizational set-up to Pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counter parts.

As an entrepreneur, a women of Mithila faces the constraint of Paucity of Capital. There are many aspiring women, who in spite of their skillness are unable to establish their own units for marketing of painting and handicrafts.

## **SUGGESTIONS:**

For increased involvement of women in entrepreneurial careers in trading of Mithila Painting and handicrafts, we offer following suggestions.

- (i) Motivation of women entrepreneur to become economically independent.
- (ii) Well equipped training and resource centre should be established to meet the needs of women entrepreneurs.
- (iii) There should be complete family support so that they could leave for abroad or outside their home towns for business.
- (iv) Government / NGOs should be organized seminar, and workshop in village and small town to guide the women to improve their entrepreneurial abilities.
- (v) There should be better advertising of schemes of Mithila Painting and other handicrafts. So that women entrepreneurs could feel more confident in Marketing.
- (vi) Government / NGOs should provide Awards to deserting women entrepreneurs.
- (vii) Women entrepreneurs should be ensured of proper supply of scarce raw materials on priority basis.
- (viii) The women entrepreneurs should be provided finance at concessional rates of interest and at easy repayment basis.
- (ix) Training is essential for the development of entrepreneurship. Women entrepreneurs should provide proper training for becoming a successful entrepreneur.
- (x) Proper encouragement and assistance should be provided to women entrepreneurs for setting up marketing co-operatives.

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