Women Entrepreneurship is the best Socio-Economic Development Strategy for Women in Rural Areas

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DOI: https://doi.org/10.15520/jbme.v8i01.2791

Abstract: Entrepreneurship plays a key role in a country's economic development. A country's economic growth is largely dependent on its entrepreneurs. A businessman is often viewed as a person setting up his own company or setting up his own business. The empowerment of women, particularly in the rural community, has recently emerged as a major issue. Women’s economic empowerment is a vital part of a country's strong economic growth. In a world where work is not guaranteed, entrepreneurship is one of the best ways to self-sufficiency and alleviate poverty for women. Women's participation in entrepreneurial activities will ensure that work is used efficiently, income generated and the quality of life improved. Women's economic empowerment by entrepreneurial practices has resulted in empowering women in many areas, such as socio-economic opportunities, property rights, political representation, social equality, personal rights, family growth, community development, and finally nation creation.

Keywords: Rural women, empowerment, entrepreneurship, development, economic, micro-enterprise

INTRODUCTION

Traditionally, women feel vulnerable because men are engaged in productive work, women care for children, housekeeping, etc., Now-a-days there is a shift in this view as more and more women are engaged in productive activities beyond housekeeping. With an increase in women education and employment, there is a considerable change in the attitude of the society towards women. No country can achieve rapid and sustained industrial development without concerted efforts towards entrepreneurship development. In Bangladesh, entrepreneurship among women is an emerging reality. The relationship between entrepreneurship and economic development is similar to the relationship between cause and effect. A women as entrepreneur is economically more powerful than as mere because ownership not only confers control over assets but also gives her the freedom to take decisions. The development of an economy depends much upon persons who are motivated to achieve something terrible by shouldering responsibilities and are willing to take risk. These persons are known as entrepreneurs. Entrepreneur is the organizer of economic venture, especially one who organizes, owns, manages and assumes the risk of the business. A entrepreneur may also be defined as the economic functionary, who undertakes such responsibilities, which cannot be insured or capitalized or salaried. He/She is one who makes the utilization of available resources for the creation of economic goods. According to Joseph A. Schunyoter “The entrepreneur in an advanced economy is an individual who introduces something new in the economy “ Frank young describes him as a change agent. An entrepreneur is a vital element in the development process. Developed nations are flooded with the success stories of entrepreneurs. The term “entrepreneur” and “Entrepreneurship” are used synonymously. Though they are two sides of the same coin but conceptually they are different. The entrepreneur is essentially a business leader and the function by him is entrepreneurship. Entrepreneurship refers to the functions performed by an entrepreneur in establishing an enterprise. Entrepreneurship may be regarded as what entrepreneurs do. In other words entrepreneurship is the act of being an entrepreneur. Entrepreneurship is the creative and innovative response to the environment, which can take place in variety of fields of social Endeavour- business, industry, Agriculture, education, social work and the like and it is the potent limiting factor in economic development. Women entrepreneurship is the process where women take lead and organize a business or industry and provide employment opportunities to others. It may be defined as a women or group of women who initiate, organize and run business enterprises. Though women entrepreneurship is a recent phenomenon in Bangladesh which came into prominence in late 1980’s now we see that more and more women are venturing as entrepreneurs in all kinds of business and economic activities and service sector. Although women's entrepreneurship only grew in urban areas at the initial stages, it has also recently extended its wings to rural and semi-urban areas.

Proposed Entrepreneurship:

Female entrepreneurship is a revolutionary concept in the sense of Bangladesh. It gives women, the family and society as a whole a lot of good. The following are the list of identifies entrepreneurial opportunities for women, which has help to solve the problems of unemployment and proper utilization of both human and non-human resources and improving the living condition of the poor masses in rural area. The following identifies entrepreneurial opportunities are more beneficial for women in rural areas as it enables them to add to the family income while taking care of their own home and increased the standard of living of the rural people of rural area. The creation of micro-enterprises related to agriculture and related agricultural activities such
as growing natural vegetables, flowers, oil seeds and seed production are some of the areas in addition to the cultivation of mushrooms and bee. Some more areas like dehydration of fruits and vegetables, food preparation and preservation, Canning or bottling of pickles, chutneys, jams, dairy and other products those are ready to eat are prepared from such type of agricultural products. we have seen that rural women are more active for producing such type of products , but they have prepared only for their own consumption. So our aim is to create the awareness among them that such product have lots of demand in market and give them proper marketing facility than it has increase the economic condition of such type of people.

Micro-enterprise creation related to animal management activities such as dairy farming, poultry farming, livestock feed production and animal waste production can be an important area where rural women can use both their technical skills and farm and livestock raw materials to earn substantial income and small-scale agro-processing units. Because these kinds of goods nowadays have a lot of demand on the market.

Micro enterprise development related to household based operations like knitting, stitching, weaving and embroidery, create handicraft and handcrafted gift items, embroidery from thread etc. Such type of handloom product has lots of demand all over the world. We have seen that rural women are producing various types of handloom products. So, our aim is to encourage them to produce such type product and diversifying their products and give them proper marketing facility.

Identification of rural women's natural entrepreneurial skills: Business opportunities for women folk comprise of using metals , wood, stone and metal like iron , steel to create handicrafts and hand-crafted gift items such as metal items , cane and bamboo making furniture, clay for making statues, pots, vessels, other decoration pieces, making basket from straw , carpet making through jute and other waste material .If we are properly able to develop such type of industry then certainly it will change the economic condition of the rural community.

Small-scale employment opportunities for rural women: Small scale sector in Bangladesh over the past 50 years has made significant contribution towards building a strong national economy. The government also taking initiatives by providing various types of incentives and subsidies to the small scale industries for improving their economic condition and also providing employment, thereby increasing the standard of living of the rural masses. The rural women have immense potential and expertise in art and craft, handloom, food products like papad, pickles, clay utensils, bamboo baskets etc. Small scale unit create more self-employment opportunities with less capital investment requirements, the raw materials are locally based and there is less environmental pollution. Small firms require simple technology and low managerial skills.

Allied Activities: The following are list of business opportunities for rural women in rural Bangladesh like floriculture, seed production, Mushroom production, Bee-keeping, processing of milk, Dairy products, Agro processing, Coir work, Toy making with different types of raw material, Leather handicraft, Agarbatti ,Chalk, Candle ,Jute bag etc.

Women in rural commerce: Another area which is full of opportunities for rural women is selling low cost economical branded products in rural areas so that branded products can reach the remote places. These women know the local language, identify the needs and requirements, tastes and preferences of rural population. The objective of the project was to create source of incomes for underprivileged rural women, thereby improvement in their standard of living, better education for their children, better health.

METHODOLOGY

The research examined the work efficiency based on the information collected through documents.

The role of government in developing rural women's entrepreneurship:

It is a challenge to empower women, especially rural women. Rural entrepreneurial practices will help meet these challenges. Entrepreneurial activities not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among rural women. Economic empowerment of women by entrepreneurship led to the empowerment of women in many things such as socio –economic opportunity, property rights, political representation, social equality, personnel right, family development, market development, community development and at last the nation development. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self employed women. Particularly the entry of rural women in entrepreneurial activities will be encouraged and motivated. Rural women can do wonders by their admired and competent involvement in entrepreneurial activities. The rural woman has basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Now, what is the need is knowledge regarding accessibility to loans, various funding agencies procedure regarding certification, awareness on Government welfare program, motivation, technical skill and support from family, government and other organization. Moreover formation and strengthening of rural women entrepreneurs’ network must be encouraged. This network helps to give lectures, printed material imparting first hand technical knowledge in production, processing, procurement, management and marketing among other women. This will inspire many rural women to engage with the right assistance in micro-entrepreneurship and, in addition to adding to family income and national productivity, they will increase their potential. Therefore, the New Industrial Policy of Government of Bangladesh has stressed the importance of entrepreneurship among women .This policy concedes that merely making larger resource allocation for women within the prevailing pattern and structure of development would not yield the desired results. The policy has a strategy for the holistic development of women. This would help develop their personality and at the same time improve their social and economic conditions. The Bangladesh rural women entrepreneur thus has the ideal climate for exhibiting
her talents. The Government does have the responsibility to improve the lot of women in economic life and prepare them to participate in industrial estates as entrepreneurs. It is essential that Bangladesh rural women must be ready to overcome their own limitations. It is essential that Bangladesh rural women must be ready to reach out for new jobs, new responsibilities and new experiences. Good Entrepreneur can create a strong economy. Entrepreneurship is an important feature of industrial growth and development of a nation. It is the backbone of a nation that sets its eyes on maximizing its performance in every field. The spirit of entrepreneurship brings about enthusiasm, persistence and the ability to seek entrepreneurial opportunities that lead to success. A nation's ability to generate a steady stream of business opportunities can only come about when its people take to entrepreneurial activities. Entrepreneurs are essentially the engines of growth for a nation. There are several factors that go into making a successful entrepreneur, and he or she need not necessarily possess a strong business and financial background. On the contrary, well-conceived and well directed training can always produce an outstanding entrepreneur. Therefore, in the recent times the state government as well as central government has taken various policy to improve the economic condition of the rural community. But due to the lack of information and proper guidance they are not able to get the benefit. Therefore, rural women must be educated and for this awareness should be raised among them through the literacy program.

This will increase the percentage of educated people and will help in up-lifting the socio-economic standard of the society and empowering the women. Women empowerment may mean equal distribution of socio-economic power between men and women. Empowering women is the empowering nation. This paper aims at highlighting the participation of rural women in changing the social and economic scenario in rural community and some measures to improve the status of rural women. Therefore, the government policy makers are reevaluating strategies on development of women entrepreneurship where the role of education and training in the development of rural women entrepreneur is of crucial importance. It helps to create a capable women labor force and maintain a skilled worked force in the area by providing skills that would help to upgrade the existing business and to start a modern business venture. The government should provide link with other educational institution outside the rural area in order to bring technical expertise available outside the area and provide adequate knowledge about banking procedures and various schemes of the government which are meant to develop women entrepreneurship. The government should also conduct various training program especially for women entrepreneur to remove their ignorance about latest technology and knowhow and to understand present market situation. Instead of this institution as a business incubator, various NGOs can play a major role in developing women's entrepreneurship in rural areas.

CONCLUSION

A multi-pronged approach is needed to promote rural women entrepreneurs. Rural women should be motivated to take up more challenging and rewarding economic activities from their traditional occupation. In order to allow their involvement, an atmosphere should be designed at the same time. This would specifically involve encouraging funding agencies to show sympathy for entrepreneurship. Therefore, the other promotional and regulatory bodies should be inspired to be considerate, compassionate and helpful to women entrepreneurs. Many institutional arrangements have been made in Bangladesh to protect and grow entrepreneurship among women. The nationalized banks provide loans to women entrepreneurs on preferential basis. It has also suggested that instead of giving priorities, a certain percentage be reserved for rural women in the various self employment schemes, and that special institutions are set up at the State –level to help them to upgrade their skills and acquire techno-managerial knowledge so that they could go in for innovative technologies of production. Among other things, the team has stressed the need for educational institutions, particularly women’s colleges and universities, to conduct training programs in entrepreneurship development and for establishing industrial estates and marketing complexes exclusively for women entrepreneurs. With the advent of new economic policies – with liberalization, privatization and globalization as their main thrust – the world will create new opportunities for the growth of entrepreneurship. Promoting and encouraging competitive growth oriented and quality conscious entrepreneur is the need of the hour now. To make them think globally and operate efficiently is of utmost importance. Hence, there is a need to formulate policies, which aim for the empowerment of women through various types of entrepreneurial activity because when women move forward, the family moves, the villages’ moves and the nation moves. That's why; the importance of entrepreneurial development activity among rural women in Assam's rural area must have been provided. Entrepreneurship will support the economic interdependence and social status of rural women.

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