

Women Empowerment Through Entrepreneurship - Role Of Training Institutions And Bodies - A Study

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Abstract: In today's World, women are contributing significantly and meaningfully to socio-economic development. But it is unfortunate that the potentials and capacities of women are underutilized. And women still continue to suffer from various constraints and limitations, which inhibit them from optimally realizing their potential for economic development. Women perform around 75% of the world's unpaid care and domestic work, valued at 13% of global gross domestic product. If included in national accounts, the unpaid care economy would represent between 15 to over 50% of gross domestic product, according to a United Nations report.

The women entrepreneurship is reflected to be an effective mechanism to the empowerment of women. Developing entrepreneurial skills among women will be a good method for empowerment of women and this would uplift the women social status in the society.

Keywords — *Economic empowerment / development, Gender discrimination and inequality, Skill development, Training institutions, Women empowerment, Women Entrepreneurship*

I. INTRODUCTION

“When you empower a man, you empower an individual; when you empower a woman, you empower a nation.”

- HE Tebelelo Seretse,
- Ambassador of Botswana to the United States

“The cure for poverty has a name: it's called THE WOMEN EMPOWERMENT”.

- Christopher Hitchens

These two statements will explain the importance of women empowerment. UN Commission on the Status of Women (2002) states that women empowerment is the “process by which women gain power and control over their own lives and acquire the ability to make strategic choices”.

Women empowerment has five components:

- ❖ Women's sense of self-worth
- ❖ Their right to have and to determine choices
- ❖ Their right to have access to opportunities and resources
- ❖ Their right to have power to control their own lives, both within and outside the home
- ❖ And their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally.

Women perform around 75% of the world's unpaid care and domestic work, valued at 13% of global gross domestic product. If included in national accounts, the unpaid care economy would represent between 15 to over 50% of gross domestic product, according to a United Nations report.

In this context, education, training, awareness raising, building self-confidence, expansion of choices, increased access to and control over resources, and actions to transform the structures and institutions that reinforce and perpetuate gender discrimination and inequality are important tools for empowering women and girls to claim their rights.

Scholars have identified two forms of empowerment, economic empowerment and political empowerment. In this research paper, the researcher discusses the role of training institutions and different bodies in economic empowerment of women through entrepreneurship.

II. FEMALE ENTREPRENEURSHIP INDEX (FEI) ANALYSIS:

Female Entrepreneurship Index (FEI) analysed 77 countries in 2015 - an increase from 30 in 2014; and employed a proven theoretical framework to measure entrepreneurial environment ecosystem and individual aspirations, and score nations from 0 to 100. The FEI includes 23 gender-specific variables focusing on female entrepreneurs,

Key findings from the 2015 Female Entrepreneurship Index including the following:

- The United States ranks first in the world again at 82.9, eight points ahead of 2nd ranked Australia (74.8).
- The UK, Denmark, and the Netherlands climbed into the top five, displacing Sweden, France, and Germany. All six of these European countries have strong ecosystems for female entrepreneurs, so even small changes can result in year-to-year rank shifts.
- 47 of 77 nations still score below 50 points – an indication that these countries must pursue significant changes in order to reduce barriers for female entrepreneurs.
- Chile outperforms the rest of Latin America and ranks #15 - among the top nations in the world for female entrepreneurship.
- Many Latin American countries experienced large declines over last year; Colombia, Peru, Venezuela, and Panama all dropped by at least 5 ranks.

Table 1: Top 10 countries for female entrepreneurs in 2015

Rank	Country	FEI Score
1	United States	82.9
2	Australia	74.8
3	United Kingdom	70.6
4	Denmark	69.7
5	Netherlands	69.3
6	France	68.8
7	Iceland	68
8	Sweden	66.7
9	Finland	66.4
10	Norway	66.3

Figure 1: Female Entrepreneurship Index 2015 across the World



India ranked at 70 with a FEI score of 25.3 among surveyed 77 countries, just ahead of Guatemala (FEI Score of 23.2), Ethiopia (20.9), Iran (20.6), Uganda (18.4), Bangladesh (17.9), Malawi (15.5), Pakistan (15.2).

Table 2: Broad Activity wise distribution of proprietary establishments by female owners 2014

S. No	Broad activity	Total number of proprietary establishments	% of female owners
1	Agricultural Activities	12853508	21%
2	Non - Agricultural Activities	39437015	13%
3	Total	66020522	15%

Agricultural activities includes Activities relating to agriculture other than crop production & plantation, Livestock, Forestry and Logging, Fishing and aqua culture. And non -agricultural activities includes Mining and quarrying, manufacturing, construction, Whole sale trade, retail trade & repair of motor vehicles & motor cycles, Accommodation and Food service activities, Information & communication, Finance and Insurance activities, Professional, scientific & technical activities, Education, Administrative and support service activities and etc.

III. VIEWS ON WOMEN EMPOWERMENT

“Empowering women means giving them means to be financially and intellectually independent in their choices on one side, and on the other side, it also means seeding the belief that they are equal to everyone else and that they have the same rights and can choose what and where to be and to do in their lives. This has to percolate down throughout society, men need to change their perspective as well, it is not to be given but earned so that it truly is empowerment and not an endowment men think they can take away”.

- Vesna Pericevic Jacob, Holistic Fitness Expert & Author

“Women's empowerment to me means that women are free to make and own their choices. They are not bound by conforming to what society, customs, protocol or individuals feel, but driven by what each woman defines for herself at every stage of her life. It could range from a young girl wearing what she wants - to choosing a career, irrespective of 'suitable for women or not'. Or the choices a woman in her late twenties / thirties makes about her marital and motherhood status. Or the choices a woman in her late 50's makes to lead her life. And the common factor that unites all these is that each woman should be free to own her choice and not be questioned or shamed for it”.

- Aparna Maroo Jain, Co-founder, My Second Act

“To me a woman free of internal and external barriers is truly empowered. We all know the external barriers that women face, biggest of those being her safety, pre-defined gender roles and lack of education. Women have internal barriers as well – lack of confidence, inner voices of criticism, guilt and fear, lack of awareness of one’s talent and strengths - that hold them captive. An empowered woman is free, doesn't need anyone's permission to live her highest purpose. She takes charge of her own life and lives it with joy and meaning”.

- Yoshita Swarup Sharma, Leadership Coach, Facilitator and Co-founder ReadyToAscend

Worldwide in the Micro, Small & Medium Enterprises (MSME) sector, women constitute around one-quarter to one-third of the total business population and in manufacturing women constitute about one-third of the global labour force. Some of the nations such as China, Malaysia, and Thailand etc. have witnessed significant growth rates in their economies and this has been made possible due to the joint efforts put in by both men and women entrepreneurs.

However, in spite of their significant contributions to socio-economic development, it has been unfortunate that the potentials of women are underutilized and they still continue to suffer from various constraints, which inhibit them from optimally realizing their potential for economic development.

One of the major constraints women face as entrepreneurs is the lack of their fitting attitude towards entrepreneurship as their career, their perceptions regarding their role in economic development, inadequate knowledge regarding access to productive resources and services, marketing, and finance etc. In spite of being brilliant and having a viable, innovative and creative business ideas, women are unable to put their plans effectively into action because of all the above mentioned constraints.

A need is, therefore, felt for a change in their attitude towards entrepreneurship as a career, their perceptions regarding their contributions towards economic development, their inherent skills in managing resources and overall development of their competencies as business persons.

It has been tested and proved that entrepreneurial qualities, skills, attitudes and perceptions can be instilled and developed through a judicious mix of training interventions, counselling and guidance. Although there have been enough training professionals meant for providing entrepreneurship training in general, there is still deficiency of sufficient trainer and motivators primarily focusing on women entrepreneurship in particular. Recognizing this gap, there is a need for a judicious mix of customized training interventions focusing on women entrepreneurship, which may create a cadre of

professionals who can motivate, counsel and facilitate more and more women towards new enterprise creation and also accelerate the growth of the existing women entrepreneurs.

Why women entrepreneurship entails a different perspective:

Women are sometimes unaware of the potential they harbour within themselves. With the right encouragement and mentoring, women are guaranteed to shine as smart, confident, and successful businesswomen, who have the capacity and strength of making a mark for themselves in the business world.

Clarity of thought and a firm drive:

For every businesswomen, it is important to be a person of determination as well as metal. Women must be of tough intent and be decisive of the purpose of instituting her business - from the early objective, to the implementation layout, to the end goal. It is vital to carve out a definitive roadmap - whether it is a purely passion-driven pet project or with a commercial perspective to it; whether to maintain it as a small-scale boutique business or future plans of growth and expansion. All these factors need to be addressed with crystal clarity, which would then form the foundation for the framework for their business.

Constant investment in learning:

Gaining knowledge is an endless process and it is important that women are aware of the current trends and surveys to implement newer practices into their business. Ideas and solutions are stimulated from attending events, workshops, conferences, seminars, as awareness is created. Peer-to-peer platforms are made for the benefit of entrepreneurs to come together and share their knowledge, challenges, struggles, problems and solutions. A little investment in terms of time and learning can go a long way for your business.

Learn the fine art of knowledge/learning-based networking:

Women are usual networkers as they are naturally expressive, great communicators and a pleasure to interact with. The definition of professional networking for women should not be restricted to simple "business-oriented" benefits, but also to develop the horizons of personal growth and knowledge. Networking must be with the learning factor and angle of knowledge as well, and a peer-to-peer platform is an ideal setting for such a situation.

IV. WOMEN ENTREPRENEURSHIP AND EMPOWERMENT: LITERATURE REVIEW

The topic of women empowerment is one of the intense discussed current issues in social and political arena. Even behavioural scientists have touched upon this issue in

recent decades. Corsun and Enz [1999] defined empowerment as the intrinsic motivational process of a person's experience of feeling empowered. Empowerment is always connected with delegating power to exercise personal discretion on one's own conduct at work place. There is an undisputed opinion that empowerment is a process [Kabeer, 2005] rather than a purpose [Akhter & Ward, 2009]. Existing literature on the empowerment is mostly concerned with women [Elson, 1999; Wieringa, 1994], which relates to the process and entity where women are substantial and important contributor and change agent [Mehra, 1997]. Indeed, "unless the intervening processes involve women as agents of that change rather than merely as its recipients, the overall process would not be considered or defined as empowerment" (Malhotra, 2002). Entrepreneurship is defined as motivational approach of self-efficacy [Conger & Kanungo, 1988]. This motivational approach drives women entrepreneurs to secure empowerment. Thomas and Velthouse [1990] explained empowerment as increased intrinsic drive expressed through a set of four expressions in one's perception of his/her work, i.e., meaning, competence, self-determination and impact. They stressed that empowerment can be expressed in various form and it is difficult to explain its essence by single concept. Empowerment is concerned with boosting individual's power to take decisions in spite of implied limitations and constraints [Kabeer, 1999]. Kavitha. R & D. Rajan [2014] pronounced that the women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. They also stressed on role of Government of India and respective state governments in development of policies to bring women into the mainstream of society. Manashi Mazumdar & Marjina Ahmed [2015] concluded that there was an increase in self-confidence, self-reliance and independence of rural women due to the involvement in the entrepreneurial and other activities of SHGs. Pattanaik [2003] has stated that SHGs are continuously striving for a better future for rural women as participants, decision-makers and beneficiaries in the domestic, economic, social and cultural spheres of life. But due to certain constraints like gender inequality, exploitation, women torture, various SHGs is not organized properly and effectively. Padmavati [2002], Sathyasundaram [2004] concluded that training to develop good entrepreneurial skills is useful and essential to women. Schumpeter [1934] explained that entrepreneurial innovation is considered a key factor in business survival and success. Entrepreneurship extends ample scope to women entrepreneurs for optimum utilisation of their hidden psychological and personal abilities to secure personal ambitions. This freedom in exercising abilities enables them to feel psychologically empowered. Entrepreneurial drive among women entrepreneurs prompts them to secure psychological freedom which consequently makes them feel empowered.

Datta and Gailey [2012] reported that women are actively involved in collective entrepreneurial activities to secure financial and personal empowerment in developing economies. As a result of entering entrepreneurship women entrepreneurs have witnessed good business, social and personal life [Ufuk & Ozgen, 2001]. Furthermore, the researchers like Abbasian and Bildt [2009] emphasised that entrepreneurship is a result oriented profession to secure empowerment among modern educated women. Starting business enterprise helps women to feel psychologically and economically independent which subsequently help them feel empowered. Shashtri and Sinha [2010] stated that women Entrepreneurs need encouragement and support from their families, social circles and most importantly the government. Government should make initiations to provide financial supports to women entrepreneurs.

V. ROLE OF TRAINING INSTITUTIONS AND BODIES:

With this back ground, in this research paper discussing three entrepreneurship training / development / skill enhancement institutions and bodies in India.

1. VLCC institute of beauty & nutrition
2. Centre for Executive Education at Indian School of Business – 10000 Women
3. Association of Lady Entrepreneurs of India (ALEAP)

1. VLCC Institute Of Beauty & Nutrition

Skill India campaign was launched by Prime Minister Sri. Narendra Modi in 2015 which aim to train over 40 crore people in India in different skills by 2022. Much before Skill India VLCC, the beauty, health and wellness major had started its first skills training institute in the year 2001. VLCC institute, the leaders in beauty & wellness training, has trained and placed 100,000 plus students so far. With a range of more than 70 courses to choose from, candidates get an opportunity to learn and practise from a diverse spectrum. VLCC institute offers a wide variety of courses ranging from courses for entry level candidates to working professionals seeking skills upgradation on refresher courses.

VLCC institute certificate is valued by the leading recruiters like Kaya skin clinic, Lakme salon, O2 spa, L'Oréal, Taj Hotels Palaces Resorts Safaris, Lotus herbal etc. IAO and CIDESCO certifications add credibility to the quality of training. VLCC Institute offers diploma and certificate programmes in Aesthetics, Makeup, Hair Design, Nail Art, Nutrition, Skin, and Spa Therapy.

Success Pillars Of VLCC Institute:

Figure 2: 8 pillars of VLCC Institute



❖ Blended Learning

Learning at VLCC institute is a blend of introducing best practices through videos and practising and honing their skills under the guidance of the competent faculty. The blended learning approach makes candidates to learn and practise the global best practices of their trade inside the classroom.

❖ Trained & Qualified Manpower

In its mission to shape careers in beauty and nutrition industry, VLCC institute brings together experience and expertise. Regular faculty training programs ensure that faculty is up to date with the latest industry trends.

❖ Internship Programmes / Industry Interface

VLCC institute believes in providing students with opportunities to learn from the real world experience, even during their student life. Through Internship programmes and Industry interactions, students learn and practise in the real world environment.

❖ Placements

The institute has a dedicated in-house placement cell which provides job opportunities to the students in major wellness and beauty companies across India.

❖ State-Of-The-Art Infrastructure

VLCC institute has invested in creating World class environment for students. Well-equipped labs, world class training equipment, use of International standard consumables ensure that students are up-to-date with the latest industry trends

❖ Entrepreneurship Opportunities

With emphasis on practical learning and latest industry trends, many of our students have chosen to opt as entrepreneurs by starting their own Salons.

❖ Soft Skills

VLCC institute takes Workshops / dedicated programmes for corporate staff members on Personal grooming

❖ International Certifications

VLCC believe in developing world class talent pool.

Students of VLCC institute are primarily women. According to a KPMG and NSDC report, about 78 lakh people were working in beauty and wellness industry in 2017. And of these 78 lakh employees, a majority are women. A sizeable number of these women turn

entrepreneurs—because this industry itself gives huge entrepreneurship opportunities. Entrepreneurship is one of the key areas that we focus on. Around 30% of the students who pass out from VLCC institutes get into entrepreneurship. Some of them become part of the VLCC network itself—either through the franchising model or becoming a VLCC partner in a somewhat similar capacity.

To facilitate entrepreneurship at VLCC institute, Institute had a tie up with Government schemes like the Pradhan Mantri MUDRA Yojana in association with the Beauty & Wellness Sector Skill Council.

2. Centre For Executive Education At Indian School Of Business – 10000 Women:

10000 Women is a global initiative supported by The Goldman Sachs Foundation that provides women entrepreneurs around the world with practical business education, business advising, and networking. To date, the initiative has reached over 10,000 Women from 43 countries. Through the program, participants will gain practical skills in topics such as planning, negotiation, marketing, and employee management that can immediately be put into action, as well as assistance in accessing capital. Goldman Sachs has partnered with ISB to deliver the 10,000 Women programme in 13 cities – Agra, Bangalore, Bhubaneswar, Chennai, Hyderabad, Indore, Kolkata, Mohali, Mumbai, Nagpur, New Delhi, Noida and Pune. The 10000 women programme in India included 150 hours of classroom instruction on topics such as business planning, marketing, finance, accounting and human resource management, local case studies and the programme instruction consisted of lectures by faculty, entrepreneurs and panel discussions.

The majority of women who joined the course are in the manufacturing sector (24%), followed by food & beverages (20%), textiles and clothing (19%), retail services (17%), and technology (16%).

The curriculum is based on research and supports the participants to understand and use management tools for profit making and business expansion. The participants also get the benefit of continuous mentoring support in their own cities even after the completion of the programme. The Indian School of Business plans to expand the reach of the programme to Tier-2 cities by partnering with other B-schools.

Globally, graduates of the 10,000 Women program report immediate and sustained business growth. Eighteen months after completing the program, 10,000 Women graduates are increasing their revenues and creating new jobs in their communities:

- 58% of surveyed graduates have created new jobs
- 69% of graduates have increased revenues

- 87% of graduates reported that networking with classmates helped grow their businesses
- 73% of graduates who apply for a loan are approved

❖ Practical Business Education

Designed in partnership with Babson College, one of the top-ranked entrepreneurship schools in the world, the 10,000 Women curriculum focuses on practical skills in topics such as planning, negotiation, marketing, and employee management that can immediately be put into practice.

❖ A Supportive Network Of Advisors And Peers

Participants will receive one-on-one business advising and the opportunity to learn from other like-minded business owners. Upon successful completion of the program, graduates become part of a growing 10,000 Women alumni network and will receive ongoing access to learning and networking opportunities.

❖ Access To Capital

The 10,000 Women program shows small business owners how to become more bankable and position themselves to access appropriate sources and levels of small business funding and capital.

Feedback From Participants:

"It was an excellent course. I joined at the right time when I was planning a business expansion and I got the business plan verified, so my long term strategy is in place. I plan to start a manufacturing unit soon, says Priya who has made her own formulation of a natural health shake mixes & wellness foods business called Strombss".

- Priya Parab, a Mumbai-based entrepreneur

"The course has helped me give a professional and modern outlook to my traditionally run business. I have benefited from networking and the mentoring sessions and learn from other women entrepreneurs,"

- Divya Keshav, who has achieved a 100 per cent growth in sales adhesive tape business based in New Delhi.

Comments By Deepak Chandra, Deputy Dean, Indian School Of Business:

"As more women turn into entrepreneurs, the society's perceptions about women will change. We would like to give women an opportunity to rise and contribute significantly to growth of our economy. We have seen that women entrepreneurs are very enthusiastic about their work".

3. Association Of Lady Entrepreneurs Of India (ALEAP)

ALEAP was women entrepreneurs' dream, who wanted to train, guide, support, and enhance their lives and as well as

other women. The Association of Lady Entrepreneurs of India (ALEAP) was established with a motto to bring women entrepreneurs trying to help each other. From the past 2 decades ALEAP is determined to make the states of Telangana and Andhra Pradesh empowered through promoting and encouraging women entrepreneurship. ALEAP's objective is to make the women economically independent, through training, counselling, motivation, and hand holding. Accordingly, during the last 20 years, increasing number of women have move-in the field of entrepreneurship and also they are steadily changing the face of economy of Andhra Pradesh and Telangana.

Initiative By The Association Of Lady Entrepreneurs Of India (ALEAP):

- ❖ Aleap-India Industrial Estates
- ❖ Centre for Entrepreneurship Development (CED)
- ❖ Facilitator Business Development Cell (FAB)
- ❖ ALEAP Credit Guarantee Association (ACGA)
- ❖ Vipani
- ❖ Incubator

➤ Aleap-India Industrial Estates:

The Association of Lady Entrepreneurs of India (ALEAP) developed and maintain three industrial estates in states of Andhra Pradesh and Telangana namely, ALEAP -India Industrial Estate at Kukatpally, Gajularamaram, Telangana, ALEAP Industrial Estate at Vijayawada, Andhra Pradesh and ALEAP Industrial Estate at Nandigama, Sangareddy District, Telangana.

ALEAP established first women entrepreneurs' industrial estate in India at Gajularamaram, R.R. District, Hyderabad with the support of Integrated Infrastructural Development (IID) Scheme, Ministry of MSME, Govt. of India. This estate has all the vital infrastructure facilities to transform women into successful business women. Presently more than 100 plus organisations were established and successfully running by women entrepreneurs. The industrial estate is having all the required infrastructure facilities like water, electricity, drainage etc. The electricity is provided free of cost to the entrepreneurs by ALEAP.

The following are the different areas in which industries are being operated in the areas of Garments, Food Processing, Electronics, Pharmaceuticals, Diagnostics, Bio-Technology, Packaging & printing, Plastics, Buildings Materials, Paper cups, and other services industries.

With the inspiration from the success in establishment and development of industrial estate at Hyderabad, ALEAP developed one more multi-product industrial cluster for women entrepreneurs in Food Processing at Surampally, Vijayawada. Today more than 70 plus organisations are running and they created employment for more than 4000 local people. ALEAP developed Green Industrial Park (A'GRIP) in relationship with Deutsche Gesellschaft für

Internationale Zusammenarbeit (GIZ), Germany under Indo-German Development Corporation in 83 acres of land at Nandigama Village, Sangareddy District. It populated with more than 150 micro & small organisations wholly for women and created employment for 8000 local people.

➤ **Centre For Entrepreneurship Development:**

In 1997, The Centre for Entrepreneurship Development was set up as an independent body by ALEAP, an institute for entrepreneurship development, and registered under Societies Act. Centre for Entrepreneurship Development offers continuous service for promoting entrepreneurship movement with belief that entrepreneurs need not necessarily be born, but they can be trained and developed through well-conceived and well directed intervention. Centre for Entrepreneurship Development is associated with state level entrepreneurship development organizations, voluntary organizations, educational institutions, financial institutions, business associations & EDII Ahmedabad. Centre for Entrepreneurship Development organises Entrepreneurship Development Programmes, Women Entrepreneurship Development Programmes, Rural Entrepreneurship Development Programmes, Prime Minister Employment Generation Programmes, , Entrepreneurship Awareness Programmes, Training of Trainers programmes, Agri-Clinic and Agri-Business Development programmes in different parts of the country. Centre for Entrepreneurship Development provides follow up services after the training programmes.

➤ **Facilitator Business Development Cell (Fab):**

In the year 2006, Facilitator and Business Development Cell was introduced to provide the budding women entrepreneurs the required information in a single window. This cell provides all required information on policy guidelines, government schemes, industry specific incentives and other details. Facilitator and Business Development cell is launched in alliance with the Ministry of Micro, Small & Medium Enterprises, Government of India under National Entrepreneurship Development Board Scheme. The potential entrepreneurs are given relevant and required material to transform innovative ideas into business ventures.

Facilitator and Business Development cell provides information about:

- A. Financial requirement
- B. Source of technology
- C. Government schemes and Incentives
- D. Market Demand and Supply
- E. Certifications

➤ **ALEAP Credit Guarantee Association (ACGA):**

To support and help the entrepreneurs financially, ALEAP has come up with ALEAP Credit Guarantee Association.

Incorporated under section 25 of Companies Act 1956, for the purpose of implementation of credit guarantee initiative. ALEAP Credit Guarantee Association, Andhra Bank and Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) were involved with an objective of mutual benefit.

ACGA is closely associated with public sector banks like State Bank of India, Andhra Bank, Syndicate Bank etc., government organizations such as Small Industries Development Bank of India (SIDBI), National Small Industries Corporation (NSIC), National Bank for Agriculture And Rural Development (NABARD), and etc. in easing credit facilities to the entrepreneurs.

➤ **Vipani:**

The marketing wing of ALEAP is Vipani It was incorporated in the year 2009. The moto of Vipani is to connect the manufacturer to the consumer. Vipani is founded with the intention to help MSMEs to proliferation their market penetration and scale businesses.

Through this initiative, FMCG products and other services can be marketed using multiple channels. Customer will be offered the convenience to place orders through Vipani's commerce site and over the phone. Vipani also plans to open retail outlets inside Multi-National Companies and other bigger Indian companies. Vipani's business model is based on the tenants of lean, low cost operations, low profit margins, customer service excellence and bigger margins to MSME manufacturers.

➤ **Incubator:**

ALEAP-India has developed incubation centres for various eco-friendly products like Textiles, Jute, Vermi Compost and Paper Products at ALEAP Industrial Park at Hyderabad. Aleap-India has come up with a new innovative incubation centre called We-Hub also. We-Hub, a Women Entrepreneurs Hub, is an initiative of ALEAP-India to create a dedicated centre of excellence for innovation and incubation for the startup ecosystem under single roof at its green industrial estate A-GRIP at Nandigama Village, Patancheru Mandal, Sangareddy District, Telangana.

VI. CONCLUSION

Women's entrepreneurship is not just about women's position in society, but also about her role in economic development. Today women have broken the monopoly of men and proved that they are not inferior to men. The women are having fundamental indigenous knowledge, skills, and potential to launch and manage enterprise. Mentioned institutions & bodies in the paper are trying to empower and help women through creating awareness about opportunities and challenges in entrepreneurship. And numerous other bodies and institutions are engaged in training on improving of basic, technical, behavioural, and

managerial skill. Few institutions taking a step ahead by addressing challenges and problems pertaining to infrastructure, statutory approvals from different government bodies. But many of the training institutions, government and private bodies are focusing on urban India and urban women. Still there is absence of mechanism to empower rural women, addressing their entrepreneurial problems especially on creating awareness about opportunities in rural India. Currently women are looking for information regarding approachability to loans, different funding bodies and institutions, procedure and documentation process related to different certifications, awareness on various government welfare schemes related to entrepreneurship at state and central level, technical skill and support from family, government and more over inspiration, motivation and moral support. Establishing and strengthening of women entrepreneurs' network must be encouraged. Thus women entrepreneurship promotes and results in empowerment of women.

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