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A Study of Women Politician Contribution towards Entrepreneurship Development: Case Study with Special Reference to Administration and Management of Chitrlekha Patil.

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ABSTRACT

In the 21st century women political entrepreneurs are potentially emerging as the strong human resource. The primary objective of this paper is to find out the status of women entrepreneurs in India and also studies the success story of Chitrlekha Patil, one of the successful women entrepreneurs of India from Bhartiya Shetkari Kamgar Paksh's women politician. Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economies into thriving enterprises. On the basis of this analysis some recommendations are given to promote spirit of women entrepreneurship and helping the women to become a successful entrepreneur.

Keywords: Women Entrepreneur, Women Politician.

INTRODUCTION

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. An entrepreneur is a person who starts an enterprise. He searches for change and responds to it. A number of definitions have been given of an entrepreneur- The economists view him as a fourth factor of production along with land labour and capital. The sociologists feel that certain communities and cultures promote entrepreneurship like for example in India we say that Gujaratis and Sindhis are very enterprising. Still others feel that entrepreneurs are innovators who come up with new ideas for products, markets or techniques. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It is the psyche makeup of a person. It is a state of mind, which develops naturally, based on his/ her surrounding and experiences, which makes him/ her think about life and career in a given way.

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. It is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage growing every year. If the prevailing trends continue, it is likely that in another five years, women will comprise 20% of the entrepreneurial force (Saidapur et.al, 2012).

STATUS OF WOMEN ENTREPRENEURS IN INDIA

Of the 17 countries surveyed India has been ranked among the worst performing countries (16th, just above Uganda. Countries like Turkey, Morocco and Egypt have outperformed India.) in the area of women entrepreneurship in gender-focused global entrepreneurship survey. Status of higher education of women in India came out to be lower than most countries in the world. At present, women's entrepreneurial role is limited in the large scale industries and technology based businesses. But even in small scale industries, the women's participation is very low. As per the third all-India census of Small Scale Industries, only 10.11% of the micro and small enterprises were owned by women, and only 9.46% of them were managed by women. While the number of women operating their own business is increasing globally, women continue to face huge obstacles that stunt the growth of their businesses, such as lack of capital, strict social constraints, and limited time and skill.

CHALLENGES FACED BY WOMEN ENTREPRENEURS

Conflicts between Work and Domestic Commitments- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" (Starcher, 1996).

□ **Gender gaps in education-** While women are making major strides in educational attainment at primary and secondary levels, they often lack the combination of education, vocational and technical skills, and work experience needed to support the development of highly productive businesses.

□ **Lack of finance** - Access to finance is one of the most common challenges that entrepreneurs face and this is especially true for women who are further impeded by lack of personal identification, lack of property in their own name and the need for their husband's countersignature on many documents.

□ **Legal constraints in family law-** The institutional and legal environment is critical to the growth of female-owned enterprises. Laws regulating the private sphere specifically those regarding marriage, inheritance and land can hinder women's access to assets that can be used as collateral when securing a loan.

□ **Heavy household responsibilities** leave a demand on women especially those in rural areas who have more children. They are required to perform their traditional role as housewives and therefore, they have fewer hours of free time than men, both during the weekend and on weekdays.. An ILO report on women entrepreneurship identifies the following problems faced by women entrepreneurs.

□ **Lack of family support-** Sometimes the family may make the women feel guilty of neglecting household duties in her pursuit of business obligations. Cultural traditions may hold back a woman from venturing into her own business.

□ **Lack of capital-**traditional sources of finance like banks are reluctant to lend to women entrepreneurs especially if they do not have any male or family backing. This is especially true of lower income females. Women do not have adequate finance or legal knowledge to start an enterprise.

□ **Lack of confidence and faith-**lack of role models undermines the self confidence of women entrepreneurs. The activity of selling is considered abhorrent to the female gender.

□ **Lack of right public/ private institutions-** Most public and private incentives are misused and do not reach the woman unless she is backed by a man. Also many trade associations like ministries, chambers of commerce do not cater to women expecting women's organizations to do the necessary thing.

LIFE OF AN ENTREPRENEUR – MRS. CHITRLEKHA NRUPAL PATIL,

Mrs. Chitrlekha Nrupal Patil is a successful entrepreneurs in today's politics residing at Alibag, Dist Raigad, having strong entrepreneurial skills to organize the Industry, Politics and Education at the same stake and in the most efficient manner in a very short time. She has raised herself as the youth icon, who is Born on 22nd December in Nashik Chitrlekha's father was in the jewellery business and hence she was born with a silver spoon in her mouth. She graduated in Mass Media and later in the year 2008 was married to Nrupal Patil, son of Jayant Patil and ever since then she has been ushered into a life of Political, social, educational and cultural bearings. She has been playing her role responsibly and aptly holding the mast of the honoured family of Bhai Jayant Patil.

In the year 2009, Chitrlekha Patil, was entrusted the responsibility of the Prabhakar Patil Education Society and in true sense she has been fulfilling the dreams of Late Bhau, D. R. Fulgavkar and also that of Bhau Jayant Patil. The dream of enabling the poor to have a right to education, empowering them with the knowledge and expertise needed to make it somewhere in this fast moving world, and to create a better mental perspective of such. And to make it all come true Chitrlekha Patil has been pivotal in the opening up of 40 Marathi and English Medium Schools, Junior and Senior colleges, Polytechnic M.M. College, BEd and DTEd college. An in the times to follows she looks forward to expanding the society's prowess. In the efforts to provide education, she firmly believes to incorporate extracurricular activities and programs to bring about overall development of students and not just make them book worms.

The impeccable leadership, wise counsel and encouragement has raised the quality and standards of the PNP Education Society and today the institution stands proudly as a distinct as an Educational and Cultural Centre and has many achievements to it's credit at the District, State and National levels. Be it educational excellence or Cultural events of the Mumbai University, or sports events, the flag of PNP Education Society has always hoisted high. But all of it has come through many painstaking efforts by Chitrlekha Patil who has not left any stone unturned to bring about a transformation in the lives of the students and the teachers as well. For such she has always been holding camps and seminars by the peers to provide vital insights and impact the mind sets of the students and teachers alike. She has also been toiling hard to increase the rate of literacy amongst the people and the position holders for better governance.

Being graduated in Mass Media, Journalism happens to be her favorite calling and she has been responsibly carrying out the job by being the beacon of "Krushival" the most cherished newspaper that has been enlightening the lives of many since the last 7 decades and more. With her distinct sense of human psyche she has been successful in maintaining a fine tuned balance between the present age demands and the old traditional viewpoint which the paper has so honestly showcased since generations.

She has also fitted well in her role as the Shetkari Kaamgar Paksh Mahila Aagadi Pramukh and has been carrying out rallies and seminars to bring about a transformation in the lives of women, especially in the rural areas. She has led many such campaigns for the empowerment of women, be it the matter of educating the girl child or the equal position of women in the society. It is owing to her philanthropic nature and deeds that she has won the respect of many at various levels be it educational, political, social or cultural. She was recently felicitated by the Lions Club of Alibag for carrying out the role of an ideal citizen of the country.

Poet Borkar, titled "SandhiPrakashat" signifies the essence of existence. Life is a one time opportunity and hence it is to be lived to the fullest in the most appropriate manner. In all the ways that it enfolds upon us, it has to be cherished moment by moment and the joy is to be shared with the fellow beings. An a person who lives such a

life of gratitude and thankfulness lives it in all aspects. One such individual who dwells amongst us is Chitrlekha Nrupal Patil.

Her view point:

“The power of the youth and the women can bring about a transformation in the present Politics and Social scenario of the country. For such young boys and girls should take the first stride forward to make such change happen as mere blaming the politicians wouldn’t change a thing. I believe that the youth can trigger a substantial transformation by making use of the powers vested in them by the constitution. To be precise, it was the realization of the same that had driven me into Politics in the first place.” -Chitrlekha Patil

RECOMMENDATIONS

The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mindsets of people in society rather than being limited to only creation of opportunities for women. Hence, it is imperative to design programmes that will address attitudinal changes, training, supportive services. The basic requirement in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of country. The basic instinct of entrepreneurship should be tried to be reaped into the minds of the women from their childhood. This could be achieved by carefully designing the curriculum that will impart the basic knowledge along with its practical implication regarding management (financial, legal etc.) of an enterprise.

Here are some suggestions to increase the role of women entrepreneurs:-

- **Infrastructure** – Infrastructure set up plays a vital role for any enterprise. Government can set some priorities for women entrepreneurs for allocation of industrial plots, sheds and other amenities. However, precautionary measures should be undertaken to avoid the misuse of such facility by the men in the name of the women.
- **Personality Development**-Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.
- **Self help groups of women entrepreneurs**- Self help groups of women entrepreneurs can mobilize resources and pool capital funds to help the women in the field of industry, trade and commerce.
- **Business Development Training Programs** – It includes basic day-to-day management training like how to keep track of accounts, handle taxes and understand compliance rules and regulations. They can also focus on strategy and the long-range success of a business from writing a business plan to targeting specific markets, along with product innovation within business clusters and incubators.
- **Access to Finance Programs**- Efforts to facilitate access to finance for women entrepreneurs typically encompass initiatives that reform restrictive bank and regulatory policies. Such reforms accept less traditional forms of collateral, look at a lender’s willingness to repay and simplify business registry. They also help financial institutions develop innovative loan and savings products for female entrepreneurs.
- To establish all India forums to discuss the problems, grievances, issues, and filing complaints against constraints or shortcomings towards the economic progress path of women entrepreneurs and giving suitable decisions .



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