

# MSMEs and Role of women Entrepreneurships in Make in India Campaign

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**Abstract:** Women can play a significant role in achieving economic growth for the country to overcome economic crisis. Women entrepreneurship can create work, advancement, increment generation, aptitude improvement send out and differentiate the financial wellspring of income while encouraging the advancement of Micro, Small and Medium Enterprises in India. Make in India campaign was propelled by Prime Minister of India Mr. Narendra Modi on 25th September 2014. Make in India was a fantasy for Mr. Narendra modi's assembling vision for the area. Make-in-India idea was propelled with a great deal of thrive to teach new essentialness in the assembling segment. It is an endeavor to connect the vital hole between the Chinese and Indian market. 'Make in India' activity needs dynamic support of all partners from every one of the sides of the country. Aptitude advancement for giving info support as factor administrations are generally significant for occurring of the extremely deliberate activity of Indian Government, which is guaranteed at grass root level from association of MSMEs.

**Key Words:** Make in India, MSME, and women entrepreneurship.

## 1. INTRODUCTION.

'Make in India' is the national initiative which would like to make India a worldwide manufacturing center point. MSMEs area creates modern generation and advancement of work through working endeavors the nation over. MSME part will assume a fundamental job in residential manufacturing sooner rather than later and will lead the 'Make in India' initiative extremely effective. The " Make in India" lion is deficient and won't arrive at its potential except if it clears a path for the lioness. The status of women in the Indian culture changes in a quickest way with the changer a country. Women in India have had the option to stroll in a fruitful manner to open an undertaking for themselves. Unquestionably, the ladies has deserted a freeing mark in different circles of business, remembering for experts that were for the most part for male ruled

Women in India are right now assuming a key job in the expansion of economy having had a significant effect over all parts. Anyway there is critical need of consolation of investment among female personalities of the country. Women have the ability to demonstrate their capacity in each division. Disregarding these promising realities, women ability is as yet one of the most underutilized assets in the nation .According to the report India positions 87 out of 144 nations on the Global Gender Index Gap. The information looks at over the four parameters: Healthy, instruction, political strengthening influences and financial investment and equality.



Source: official Logo of Make in India

MSMEs are playing a commutual role to many industries as supportive organizations providing more opportunities of vertical integration in rural remote areas and thus this sector contributing tremendously to the fiscal progress of the nation. Beyond agricultural sector MSME provides huge opportunities for personal and wage employment

## 2. OBJECTIVES OF THE STUDY:

- To study the Contribution of MSME in Make in India.
- To Study the Role of women Entrepreneurs in Make in India.
- To study the Bottle Necks of Make in India Campaign.

## 3. RESEARCH METHODOLOGY:

The study is based on the extensive survey of secondary data which is collected from published research papers, websites, reference books, journals and reports etc.

## 4. REVIEW OF LITERATURE:

When women move family moves and country moves. The first prime minister of our country Pt Jawahar Lal Nehru. Brief review of literature is given below

**Tripp (1992)** conducted a research in the United Republic of Tanzania about self employment amongst women. It was found that there was the tremendous increase of self employment among women. The study revealed that upper and middle income women earn ten times more than the lower income women were earned.

**Beena and Sushma (2003)** conducted a study on 'women entrepreneurs Managing Petty Business: A Study from the Motivational Perspective'. In this study they found that the reasons for starting their own enterprises are to support their family and monetary returns for their livelihood.

**Krishnaveni Motha (2004)** conducted a research work on 'women entrepreneurship in rural areas of India'. In this study they found that mostly women entered in the field of entrepreneurial activity to supplement family income and economic necessity and non availability of government jobs, family needs etc.

**Mohiuddin Asghari (1983)** conducted a study on 'Entrepreneurship Development among Women'. The study reveals that women became entrepreneurs due to the economic needs; challenge to satisfy her personality needs utilize her knowledge, family occupation and activity of leisure time.

**Singh and Senguptha (1985)** conducted a research on 45 women who were attending the EDP held in November – December 1983. The research revealed that educationally qualified women choose entrepreneurship as a challenge, ambition, and doing some fruitful work as a role model. Whereas less qualified perceived entrepreneurship for the quick earning of money.

## 5. ROLE OF MSMEs IN INDIAN ECONOMY:

The Micro, Small & Medium Enterprises (MSMEs) have been contributing significantly to the expansion of entrepreneurial endeavors through business innovations. The MSMEs are widening their domain across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global markets. As per the data available with Central Statistics Office (CSO), Ministry of Statistics & Programme Implementation, the contribution of MSME Sector in country's Gross Value Added (GVA) and Gross Domestic Product (GDP) 2, at current prices for the last five years is as below.

### Contribution of MSMEs in Country's Economy at Current Price

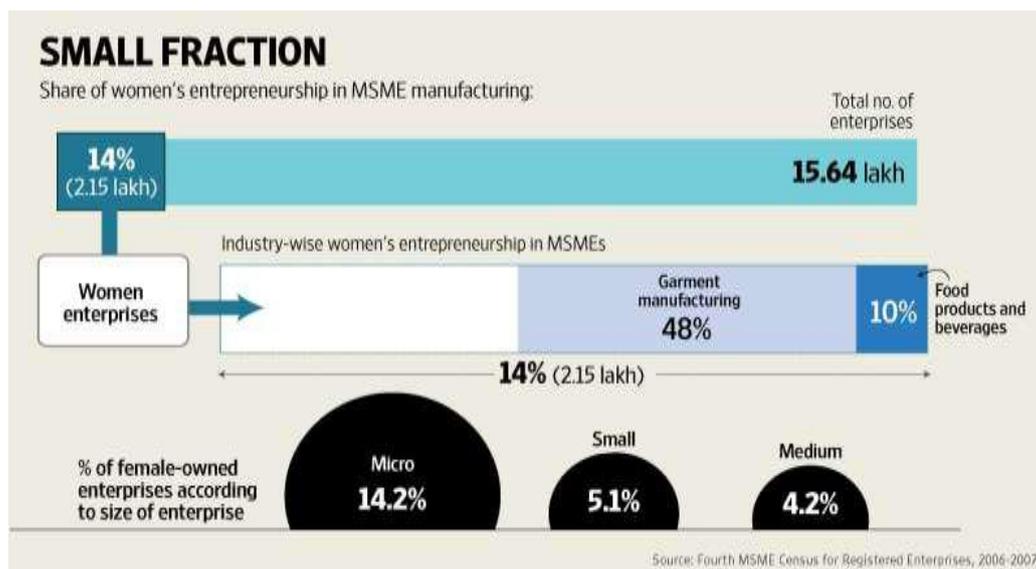
Year	MSME GVA	Growth (%)	Total GVA	Share of MSME in GVA (%)	Total GDP	Share of MSME in GDP (in %)
2014-15	3704956	9.29	11504279	32.21	12467959	29.70
2015-16	4025595	8.65	12566646	32.03	13764037	29.20
2016-17	4405753	9.44	13841591	31.83	15253714	28.90

Source: Central Statistics Office (CSO), Ministry of Statistics & Programme Implementation

### 5.1 Employment Opportunities :

As per the National Sample Survey (NSS) 73rd round conducted during the period 2015- 16, MSME sector has been creating 11.10 Crore jobs (360.41 lakh in Manufacturing, 387.18 lakh in Trade and 362.22 lakh in Other Services and 0.07 lakh in Non-captive Electricity Generation and Transmission) in the rural and the urban areas across the country.

Manufacturing has raised as one of the high development areas in India. Executive of India, Mr. Narendra Modi, had propelled the 'Make in India' program to put India on the world guide as an assembling center point and give worldwide acknowledgment to the Indian economy. India is relied upon to turn into the fifth biggest assembling nation on the planet before the finish of year 2020. Two featured ventures in the Make in India crusade—Textiles and Garment and Food and Processing—are famous among women business visionaries.



A significant share of women’s entrepreneurship takes place in garment manufacturing, with nearly half of all women-owned enterprises in this sector. With another 10% of women-owned enterprises in food processing, there is significant scope to boost women’s entrepreneurship. Women’s participation in manufacturing at the moment comes in just under 15% in all sectors, which is considerably low and the potential remains unexplored.

Importantly, out of 28.1 lakh women-owned businesses in urban India, 6.8 lakh and 5.5 lakh are in textile and food while 2.5 lakh are in personal services and 1.2 lakh in education. Despite that food and education are the top two sectors with highest women entrepreneurship potential because “these two sectors also offer the highest economic potential and easy-to-start business models, strong headwinds and tailwinds (example where employment levels are much higher than entrepreneurship levels, offering a natural tailwind for entrepreneurship in this space),” the report titled Unlocking Entrepreneurship Opportunities for Women said. While food has the potential to create around 6.5 lakh women entrepreneurs, education may churn up around 2.5 lakh women-owned businesses.

The importance of women entrepreneurship has also caught the government’s attention as it announced keeping 10 per cent of the SIDBI’s Rs 10,000 Crore Fund of Funds (FFS) for startups reserve for women-led startups. The number of women-run ventures, however, remains small. According to the Sixth Economic Census (2014), only 14 per cent of Indian women run or owned businesses. Importantly, women business owners accounted for only 11 per cent of the total business owners in India, according to MasterCard Index of Women Entrepreneurs 2018. On the other hand, a large share of women businesses in textiles is likely to be a contract or low-value outsourcing related businesses such as tailoring shops. Similarly, the personal services category including ventures like dry-cleaning and funeral services has low-value businesses, according to the report.

## 6. WOMEN ENTREPRENEURSHIP AND MSMES IN INDIA

After the Make in India campaign there is an increasing growth and development of MSMEs and entrepreneurship can be seen worldwide. The various types of benefits of MSMEs in many countries are due to various factors: Employment creation, potential exporter and innovation and economic development (OECD, 1998; ILLERIS, 1989).

After the launching of make in India campaign economic environment in India changing day by day and the nature and attraction of Indian women towards entrepreneurship also changing. In the past, women who started their business were from rich families or had family tradition in business. Low and middle class women participation in MSMEs were limited. But after the Make in India initiative trend has been changed and more women entrepreneurship enterprises are increased in India. The percentage distribution of women enterprises in India is present in table below

**Table 1.4: Percentage distribution of Enterprises by Male/Female owners in India**

Category	Male	Female	All
Micro	79.56	20.44	100
Small	94.74	5.26	100
Medium	97.33	2.67	100
All	79.63	20.37	100

Source: MSMEs 2016-2017.

Out of 633.88 lakh MSMEs 608.41 lakh (95.98 %) MSMEs were proprietary enterprises. Thus as a whole, male owned 79.63 % of enterprises and only 20.37 % owned by women entrepreneurs. The figures show the percentage of women owned enterprises increasing after the make in India initiative launched by government of India in 2014.

### 7. PROCEDURAL BOTTLENECKS OF MAKE IN INDIA INITIATIVE :

As indicated by the review, following barriers have been distinguished by the respondents which may block development and hamper the execution of Make in India activity.

**Land Acquisition-** - 93% of the respondents has said that the present laws make securing expensive just as dull. A vigorous Land Acquisition approach which would make securing a lot simpler alongside an alluring R&R bundle is basic for interest in foundation and assembling.

**Work Laws-** - 89% of the units have reacted that India's work laws are unbending and resolute that should be tended to. Dynamic work laws would make more openings for work in the market and would contribute towards the development of assembling area.

**Numerous Taxation-** - 80% of the respondents opine that there is a requirement for disentanglement of assessment laws and soonest execution of GST to evacuate different tax collection and to justify the expense framework.

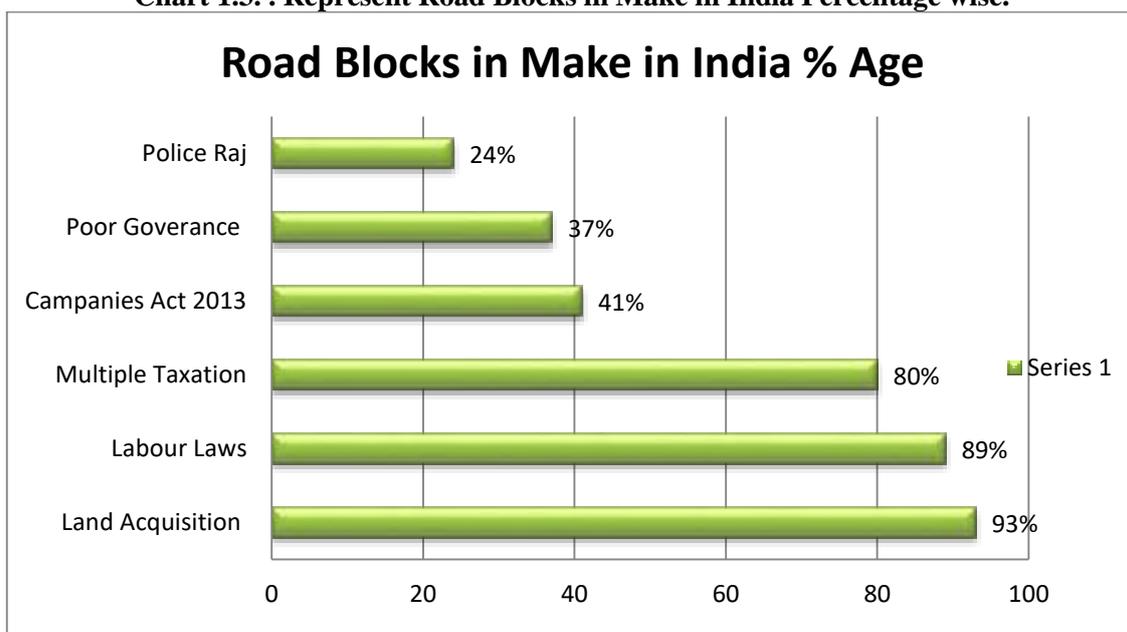
**Organizations Act 2013-** - About 41% of the respondents said that the Companies demonstration in its present structure is adverse for every one of the organizations. The Act of 2013 should be rejected as opposed to making any endeavor of adjusting it and a new demonstration in soul of corporate administration ought to be drafted.

**Poor Governance-** - 37% of the respondents said that poor administration may block development in the economy. They accept that great administration is fundamental for assembling area development and for the accomplishment of Make in India activity. The legislature should quick track every single pending instance of debasement.

**Police Raj-** - 24% of the respondents likewise said that there is a dire need to radically redesign the Police Raj to make it individuals inviting .Police is the most significant arm of the Government which connects which the basic man straightforwardly and we have to characterize a framework where police is seen as a companion of the Common man in the city and ought to encourage the development of industry.

The above procedural container necks are in the graph beneath.

Chart 1.3. . Represent Road Blocks in Make in India Percentage wise.



Source: Exploring Prospects for Make in India and Made in India: A Study

Note: Respondents have chosen more than one option

## 8. CONCLUSION:

The Make in India Strategy adopted by the Indian Prime Minister Shri Narendra Modi aims to facilitate investment, foster innovation, enhance skill development and build a sustainable eco-system for the manufacturing infrastructure in the country. These measures have succeeded in raising the business confidence in India. The stage has been set through these industry and MSME interventions for a larger share of global business in India which presents opportunities for MSME integration in almost all industry sectors. The Indian MSME sector is poised for rapid growth and integration with major global value chains. Timely policy intervention and due support have promptly resulted in rendering the Indian MSMEs globally competitive.

The role of MSMEs in economic activity is manifested in both tangible and intangible ways. MSMEs provide employment and ultimately self dependency. Like India, only self-dependency is the way, which can be a cure for devaluation of Indian Rupees. Therefore, MSMEs can be boon and a hope for Indian economy in near future.

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