

The Gender Gap in Entrepreneurship and How to Overcome It: A Study of Women Entrepreneurship Promotion in West Bengal

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ABSTRACT

India particularly in rural areas is now an immensely important domain of Indian economy. Authorities' initiatives are actually motivating a lot of more rural females to come forward to take entrepreneurship. Entrepreneurship is regarded as an important driver of the economy as well as society, and hence, entrepreneurial motives, a crucial precursor of entrepreneurial conduct, must be supported as well as designed. To efficiently nurture these intentions, one should comprehend the gender differences which could affect them. The existing paper has highlighted the improvement of entrepreneurship among females in backwards region of West Bengal.

1. Introduction

Entrepreneurship is essential to cultural development as well as economic development. On the economic side, small enterprises tool in the development of jobs. Business formation that is The latest in a region positively affects employment growth in this region and all round regional competitiveness. Entrepreneurship likewise facilitates knowledge spillovers. By taking thoughts that or else, might not have been commercialized, and introducing them to industry with the construction of a brand new firm, entrepreneurship is actually proven to positively affect development. On the social side, economic welfare is actually connected to social development. Based on the Organization for Economic Co operation as well as Development (OECD) (2008), along with economic growth, economic well being additionally covers themes of standard of living, job, development and infrastructure. Additionally, entrepreneurship is actually the mechanism by which society much more completely appropriates the investments of its of the development of new awareness, like training as well as research. Consequently, in the interest of both social and economic benefits, it's essential to nurture entrepreneurship.

Figuring out the reasons behind gender differences in entrepreneurial intentions can also be essential. Political ability as well as creativity has both been discovered to be considerably, positively correlated with entrepreneurial intentions (Phipps, 2012). Thus, focus on boosting individuals' political ability and imagination might lead to greater levels of self efficacy, and positively impact both entrepreneurial intentions and entrepreneurial behavior. Looking at these elements, the goal of this particular analysis endeavor is actually determining gender differences in political skill, creativity, and entrepreneurial intentions, as further insight into these differences will better permit providers and academics as well to focus on underlying factors which influence entrepreneurial behavior. When implies are discovered to boost entrepreneurial intentions, political skill, and creativity with both males & females, a far more alternative increase of entrepreneurship might be expected, while simultaneously dealing with the gender disparity.

2. Gender differences from the viewpoint of entrepreneurship

During the early literature entrepreneurship continues to be a man's domain. The historical explanations of the entrepreneur's activities are absolutely masculine. Brush and bird (2002) in their works provide the definitions of entrepreneurship of such innovators of entrepreneurship principle as Shumpeter, Link and Hebert, Others and Liebenstein. Based on Shumpeter (1934), the entrepreneur can be as captain of industry, while Hebert and Link (1982) celebrate the key male. Liebenstein (1968) describes the hero that perceives the spaces and also connects markets, and Knights (1921) was a capitalist, a specific social class and an energetic businessman that directed economic exercise. Not merely in economic but also in social and psychological literature scientists details entrepreneurs as males, consequently the issue is actually: what caused female's participation in company? Scientific fascination with females' entrepreneurs enhanced just lately in XX century. Increased being successful and participation of females in entrepreneurship may end up in changes in a few market variables, for example higher amounts of residential mobility, food habits and different lifestyle, increased duration of work time, potential higher rates of divorce or even of never married female, postponement of childbearing, general expansion of interpersonal strain or even greater emotion/psychological pleasure and well being.

When analyzing gender gap in entrepreneurship a lot of writers in their research maintain that entrepreneurship is nonetheless a male dominated task in the twenty first century. This particular attitude was created not just because fewer females and much more males are willing to launch the own business of theirs, but the few that take this step appear to achieve much less development in the companies of theirs than the male counterparts of theirs. It's additionally supported by the prediction of discrimination theory: some females enter entrepreneurship but exit from it very quickly that conventional

yearly inventory information (time series) neglect to record the phenomenon.

In the number of market factors, marriage and also the presence of kids have damaging impact for female entrepreneurs because females tend to be more apt to withdraw from entrepreneurship or employment after they get hitched, or even whenever they achieve the child rearing age. Parenthood adversely influences female employment, while is

actually male employment positively affected. In fact, immigration additionally boosts gender gap in entrepreneurship. Immigrant females are not as likely to be self employed compared to immigrant males. For example, for females marriage decreases the probability of becoming a business owner as men that are married are likely to use the wives of theirs in the business of theirs to minimize shirking behaviour of workers. Encounter is additionally an extremely crucial element adversely influencing gender gap

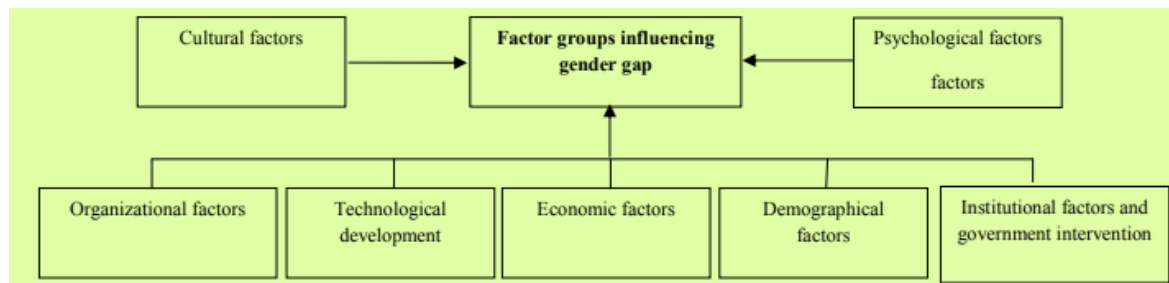


Figure 1: Factor groups influencing gender gap in entrepreneurship

3. Promotion of women entrepreneurship in west bengal

Some necessary steps taken in West Bengal to promote women entrepreneurship are given as follow: -

- Initiatives are created by the Central Government and also the Government of West Bengal to conquer the issue by introducing different schemes/ programmes declared by the various departments are actually as follows: Department of Rural Development focuses on economic self reliance as an signal of female's entrepreneurship;
- The Agriculture Department endeavors to generate females better agricultural workers by improving the understanding of theirs regarding the usage of technology in farming as female's play a crucial role of farming of West Bengal;
- The Horticulture Department is designed to offer instruction to females for vegetable as well as fruit creation as well as upkeep and link them to the marketplace to enable them to end up economically self-reliant;
- The Dairy Department, in the title of Female's Dairy, has started a brand new system by which women are provided lessons in animal care, a conventional occupation followed by them, and therefore are encouraged to create the own dairy of theirs and thereby become economically self-reliant;
- The Social Welfare Department provides different scholarships as well as pension schemes and thereby offers economic assistance to particular insecure organizations to bring about the upliftment of theirs by assisting them begin a thing of the own; of theirs
- The Education Department, to bring about gender equality, has initiated wonderful programmes for females by which they could be mainstreamed with the current programmes;
- The Adult Education programme of the Education Department thinks female's literacy as the initial step towards the empowerment of theirs and it is going after the Continuing Education programme with the self help groups(SHG) to be able to bring about their

economic self reliance; The Department of Female's Empowerment and Kid Development is actually operating different schemes as well as programmes for the empowerment of women by creating self help groups (SHGs) with the assistance of NGOs.

Program for Promotion

The proposed program for Promoting Entrepreneurship Development for Women in West Bengal provides a collaborative 3 season project in the area(s) of sustainable growth as well as community development jointly created by the Faculty of Calcutta as the lead institution as well as Claflin Faculty in Orangeburg, SC, U.S.A. The objectives of this particular project are actually forming a consortium for investigation on sustainable growth as well as to collaborate with the Faculty of Calcutta faculty in creating a plan in the Business school for advertising eco entrepreneurship among females of the state of West Bengal. Claflin University's faculty members are going to participate in a long-term consortium for investigation on sustainable growth as well as eco entrepreneurship in Kolkata and share the knowledge of theirs because of their graduate pupils along with the higher Orangeburg region clients of the Center for Business Development that is Small at Claflin. The main goals of the proposed collaborative program are actually (one) In order to build a facility for Sustainable Eco entrepreneurship Development at the Faculty of Calcutta (two) To collaborate with NGO assets to give a knowledge as well as business growth certification program to females interested in eco friendly companies in West Bengal.

This particular partnership is going to generate an innovative style for a springboard program which will be sustained in West Bengal websites. The visits in the faculty student exchange program will enable both colleges to collaborate on research in renewable eco entrepreneurship among females of both countries.

4. Conclusion

The efforts of private and public institutions to market or even produce female's entrepreneurship in West Bengal will certainly continue to help specific women entrepreneurs. Nevertheless, so long as the gender bias in the context where entrepreneurship is actually embedded is actually left intact, the efforts of ours might stay in vain and with no substantial macroeconomic as well as cultural influence. Along with the cash in the planet, mixed with an accumulation of great intentions' and excellent ambitions' maybe not much will change so long as the ones that like the powers as well as privileges of the gender biased context will often step aside, make space or even take part in this particular undertaking for

social change. At this point, taking on a feminist viewpoint is actually guaranteeing because of its political' nature in the sense that it intrinsically calls for options and change. Simply because like poverty, the gender bias of entrepreneurship isn't inevitable: individuals have produced it, and hence may be overcome, and it's not the sole task of the federal government to take initiative but most of us who could provide the change. One could definitely argue this counsel as being a little intense, though it's essential to focus on the quality of the entrepreneurship actually being encouraged, and hence, work targeted toward establishing entrepreneurial intentions among females and males must also mirror the demand for quality.

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