

## Women Social Entrepreneurs: A catalyst towards women empowerment and sustainability

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### Abstract

*The social entrepreneurship field is rising speedily and appealing augmented consideration from many sectors. Women are not behind in any of the field worldwide. The numerous motives behind the fame of Women Social Entrepreneurship (WSE) are understood through different success stories and the literature. On the utmost basic level, there are somewhat fundamentally interesting and appealing facts about Social Entrepreneurs and their stories, why they do their act, how they do it and what they achieved. The Peoples are concerned to social entrepreneurs like Nobel Peace Prize laureate **Kailash Satyarthi**, and **Malala Yousafzai** who worked for social cause.*

*Women Social Entrepreneurs (WSE) signify an exceptionally varied cross-section of businesspersons, as in the ways that they can conduct and control their activities (business) as well as the goals which they are keeping in mind to complete with their creativities.*

**Key Words:** - Women Social Entrepreneurship, empowerment, sustainability, challenges, under privileged, catalyst.

### Introduction:-

Women are most important part of Human civilized society which may paralyze due to absence of them. A society cannot complete without women. Even in case of humanity it is flourished with help of women only. Even though country like India (Most Social/cultured country) which believes on their ethics which has special social values like family which could not complete without women. Though Society is thinking like this, still women is facing many issues like gender equality, physical health, mental health, education, domestic violence, harassment and rape.

Social structures frame people's choices, but they are not fixed: through their collective actions, women and men can alter the structures that lead to women's subordination and exclusion. (Neil, Domingo, and Valters 2014) Women are generally more altruistic and socially minded than men, and because of this motivation -caring directly about the social payoff-, they are more likely to found or manage a social enterprise than a pure for-profit form. (Huysentruyt 2014) Gender hierarchies, and the patriarchal socio-cultural norms that underpin them, are an important structural cause of women's lack of power and meaningful choice. (Neil, Domingo, and Valters 2014)

Never the less, women are reaching on the topmost in every sector in India. By facing many obstacle/barriers women are developing educationally, economically and socially themselves and helping in development of society as a whole. We could see women in every field; even they are not behind in Defense, Health, Politics or external affairs of one's nation. Many women started their ventures and run successfully in last some decade. Many are in full swing of their enterprise and got National and International recognition and appreciations.

Social entrepreneurs' works as same like entrepreneurs who are integral part of the industry and economic development of the society.

### **Literature Review**

From accident civilization the role of women was different than the current era. As in men's dominated society the role played by women was only housekeeping, taking care of their children and families consistent activities.

We are witness to understand the identical and significant varying role of women in the family growth, taking care of elderly, children and support in generating family revenue for their well-being. Women are world's number one multitasking human being. They efforts as mother, sister, wife and daughter which are critical role in society like India. For the time being, they play the role like...

- A. Educator –
  - a. A woman provides basic knowledge and education to their children.
  - b. Take care of environment.
  - c. Works for girls and their status.
  - d. Works for gender equality.
- B. Workforce – As India is developing country and economy is based on Agriculture and Indian farming is labor intensive field which is depend on women.
  - a. Maximum workforce for agriculture.
  - b. Easily available,
  - c. With minimum cost.
  - d. Did not require any skill.

Even in industries or offices women works smartly and confidently, and getting opportunities to strengthen their family society and country as a whole.

This was not so easy to women to transform themselves from household work to Global CEO of Multinational corporates. Even most women are politically strong and on the highest position in democracy or society.

### **Women Empowerment-**

Factually, half of the populations on the globe are women; what could be the ultimate fate of the world if this half of global population bears social, familial, economic discrimination, with increased threat of battering, assaults and other types of difficulties just of being female.

The gap in policy and practice in women's empowerment is most visible when it comes to the level and kinds of violence women face in India.(Upadhyay 2012) Despite the policies, laws, and initiatives by civil society institutions, violence against women in India is widespread and the consequences for perpetrators rarely match the crime.(Upadhyay 2012) Enforcement of laws and pass judgment of offenders are long and hard processes, and the gaps are seen in these processes whereas we may see further make wider by dishonesty and corruption.

Another gap in implementing laws and policies on violence against women is the inaccessibility of information on victims' rights among rural and less educated women.(Upadhyay 2012) Additionally, social stigma and the fear of abandonment by the

family play a big role in women and girls' ability or inability to access laws and policies to address sexual and physical violence.(Upadhyay 2012)

A number of studies have been undertaken on women empowerment at the global level and in India. Some studies dealt on methodological issues, some on empirical analysis and some others on the measures and tools of empowerment. (Nayak, 2011) We have presented in this section first some of the important studies which were undertaken at the international level followed by other studies conducted in India. (P.Nayak,and B. Mahanta 2011)

Women's empowerment has been a feature of growth support subsequently from 1990s. Given the continued resistance to 'gender issues' in some parts of the development community, this alone is an achievement. (Australian Government, 2016) At the same time, feminists worldwide have made a sustained critique of the dominant approach to women's empowerment. (Australian Government, 2016)

The concept of women empowerment flows from the power and degree of autonomy and self-determination.(Naser and Crowther 2016) Women empowerment mean equipping them with economy, self-reliant, social, politically and should have the positive esteem to face any difficulties and to be able to participate in the social and developmental activity of one's nation.(Priyaningrum, Pawito, and Wijaya 2020) But in last years the most positive development has been the growing participation of women in the Panchayat Raj institution where women's are representing the village council.

Now a day we have seen women at different level in politics like chief ministers, women president, different political parties leader, well establish businessmen etc. The most notable amongst these are Pratibhatai Patil, Shila Dixit, Mayawati, Sonia Gandhi, Binda karat, Nazma Heptulla, Indira Nuye (pepsi-co), Ex-BJP leader Susma Swaraj, Railway minister Mamta Benarji, Indian Iron Woman, EX-prime minister Indira Gandhi etc.

Women are also involving in human development, issues of child nurturing, education, health, and gender equality.(Hasin et al. 2018) Many of them have gone into the making and marketing of a range of cottage products-pickles, tailoring, embroidery etc.(Hazarika 2011). The economic empowerment of women is being regarded these days as a sine-quo-none of progress for a country; hence, the issue of economic empowerment of women is of paramount importance to political thinkers, social thinkers and reformers. They are the owners, producers, co- coordinators, sellers, decision makers, risk takers, innovators etc.(Dwivedi and Dwivedi 2012) They also generate employment opportunities and contribute in improving family's living standard.(Dwivedi and Dwivedi 2012) Today's women must supplement the family income using their potential and skills that they possess.(Dwivedi and Dwivedi 2012)

Women's contribution and participation in the economy helps to energies growth at different levels of society and decrease poverty within people and families.(Bosma et al. 2018) Societies that make better use of the skills, talents and time of all members will more likely prosper.(Mohammed 2017) Women are often more likely than men to use income to support development outcomes within their families. (Australian Government, 2016).

### **Research Scope:-**

Women Social Entrepreneurship has become major aspect of Women Empowerment and sustainability through the different kinds of undertaking by them for their community (Women). Therefore improving the overall status of women in family, society and country

by WSE though establishing their economic empowerment is highly focusing skill knowledge and work for hands. The study will also focus on Women Social Entrepreneurship and several challenges and how they works as catalyst in empowering the women in a society, provides some strategic sustainability solutions.

**Problem Statement:-**

A society as a whole cannot be developed whenever its majority portion remains undeveloped. Women are the half of the population of the society and which remains less/undeveloped. The two different statements dealing with the problem which will show the intensity of disparity,

- a. Women are still under privileged socially economically, technically, politically and legally.
- b. Women Social Entrepreneurship will helpful to uplift the living condition or empowerment of women through the different undertaking by them.

Empowering women is the most trenchant tool for development of the society as well as for poverty eradication. Educated, cultured and sharp women; who have been given an opportunity, have showed that they surpass in their professions and careers. Knowledgeable and enlightened women are doing family management and different undertakings in better way, make societies kind and make nations rationalized.

**Research Objectives:-**

**Objectives: -**

1. To study the role played by WSE in women empowerment.
2. To study the Women Social Entrepreneur's support for women sustainability.
3. To study the motivation by Women Social Entrepreneur's for overall development of Women.

**Hypothesis: -**

H1:- Women Social Entrepreneurs play vital role in empowering the women.

H0:- Women Social Entrepreneurs does not play role in Empowerment of the women.

**Methodology**

The research methodology is a systematic approach of resolution the research problem. When the research topic is distinctly explained, the following step is to select the proper research strategy, data collection and interpretation method. In the light of the objectives of this study, the paper has been designed to study and research the women social entrepreneurship and their empowerment and challenges in the development of strategic empowerment model for women to sustainable development by the Women Social Entrepreneurship.

The methodology for this study is systematic literature review, and interview of five women social entrepreneurs, where a complete review of previous research papers is done to come up with understanding that Women Social Entrepreneurs works as a catalyst towards women empowerment and sustainability.

**Sampling**

Judgmental sampling technic is used to conduct the survey. Women social entrepreneurs were interviewed through structured questionnaire. In addition to the formatted questionnaire, some extemporaneous questions were asked in order to satisfy the purpose of the subject.

**Data Collection:-**

Primary Data: - Primary data collected though the interview for women social entrepreneurs working in the said area. Structured questionnaire were used to extract the date from five selected women social entrepreneurs.

Secondary Data: - For this articles researcher reviewed the academic peer-reviewed journals of Social Entrepreneurship and some interdisciplinary journals of social sciences. Also the study emphasis was on articles published in journals until December 2020. The article selection includes, “Women social entrepreneurship”, “women social entrepreneur”, “women social enterprise”, and “women social venture”. This resulted in number of conceptual and empirical articles which were studied by researcher for the paper.

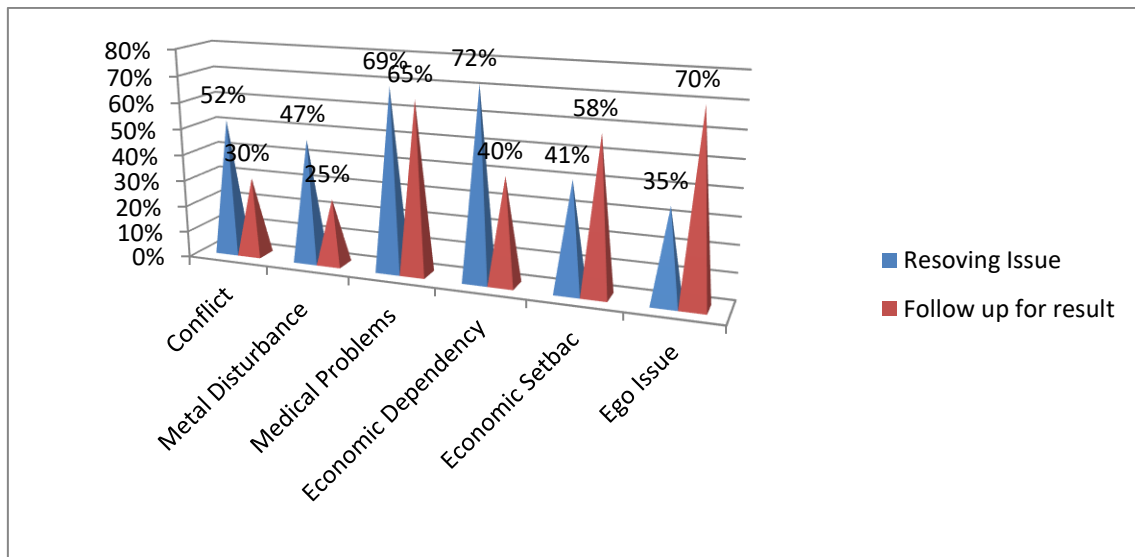
**Data Analysis**

The women social entrepreneurs interviewed like Smt. Swati R. Paradkar one of the renown women social entrepreneur in Maharashtra as well as in country also who is working from 1980 for upliftment of rural women through employment generation in the name of Shri Mahila Griha Udyog. Though Shri Mahila Griha Udyog she provided lakhs of employment to household women. Dr. Sudha Kankaria is working on medical problems of women and family related issues in rural part of Ahmednagar district. Whereas Ad. Vidya Malpani who is working as counselor for social and women harassment issue. Mrs. Ashwini Boraste, who is working as facility provider for the women who are in rural area and makes some differentiated product. Mrs. Snehaltai Shelake is social entrepreneurs, supporting women by creating Women forums at village level to solve the social and economic issues in society. Mrs. Shailaja Kulkarni who is supporting and helping women’s to setup their own entrepreneurship and make it marketed.

Purpose	Common Issue	Resolving issue	Follow up for the result	Hurdles	Issues awaited
Cancelling & addressing social Issue	Conflict	52	30%	Compliance from family. Law understanding	Solo family problems
Range of Medical Problems and Family related issues	Mental Disturbances	47	25%	Complexities	Non avoidable issues can't be addressed
	Medical Problems	69	80%	Major needs more attention & experts.	Recommendations and acceptance from authorities or doctor
Economic upliftment and women	Economic Dependency	72	40%	Needs skill Hence skill development	Govt. scheme have certain criteria's.

entrepreneurship development	Economic setback	41	58%	Small funds only can provided	Lack of long term solution
Cancelling & addressing social Issue	Ego Issue	35	70%	Needs counseling	Understanding between family members

Above data table is derived from feedback given by participants.



### Women Social Entrepreneurs as Catalyst:-

A catalyst is a substance which increases the rate at which a chemical reaction approaches equilibrium without becoming itself permanently involved.(Othman 2020)

Women safety, decision-making power, and mobility are three indicators for women’s empowerment and sustainability in India and more so for rural and less educated women, these three indicators are significantly low. Even Women Social Entrepreneurs who paly the central role and in general they help.

India is fastest growing economy in the world with women mainly from the middle class progressively entering the workforce. Cities like Delhi, Mumbai, Pune and Bangalore have seen, an arrival of young women from semi-urban and rural parts of the country which living alone and redefining themselves. However, the story of economic empowerment for women is not extraordinary narrative; rather it is located in a complex set of caste, class, religious, and ethnic identities.

It is observed by researcher that scope is increasing and become more widen in the interest of women empowerment and sustainability. The women social entrepreneurs are working with different purposes like,

- counseling women and resolving the social issues
- working on range of medical problems and family related issues
- economic upliftment (women empowerment) through Social Networking through community trust

- counseling the women in psychology and helping in the skill development
- helps the women to get out from economic setback
- Women social entrepreneurs special works on financial support through different government schemes for long-term sustainability of women

The witness for Women social entrepreneurship and working as catalyst for women development and empowerment socially and economically are Shri Mahila Griha Udyog, Om Sai Griha Udyog Ambad, Samrudhi Griha Udyog Jalna, Bhagyasri Griha Udyog Raigad. They makes different product and are an organization which symbolizes the strength of a woman. Only women can become the members of the organization.

Shri Mahila Griha Udyog Lijjat Papad is a Women's organization manufacturing various products from Papad, Appalam, Masala, Gehu Atta, Chapati, SASA Detergent Powder, SASA Detergent Cake (Tikia), SASA Liquid Detergent. The organization is wide-spread, with its Central Office at Mumbai and its 81 Branches and 27 Divisions in different states all over India. Membership has also expanded from an initial number of 7 sisters from one building to over 43,000 sisters throughout India.

Shri Mahila Griha Udyog is a women's organization of the women, by the women and for the women. It was started in 1959 with 7 lady members with a borrowed sum of Rs. 80/- at Girgaum in Mumbai. Shri Mahila Griha Udyog set up different mile stone in this field in Maharashtra which is working with the women and their Self-Help Group throughout the region. They make Papad, Atta and different kinds of masalas in the name of Lijjat brand.

The President of Shri Mahila Griha Udyog Smt. Swati R. Paradkar was presented the Global Economic Award' for outstanding contribution to Women Empowerment and Self-reliance. Also she was awarded the 'Anita Parikh Empowerment of Women Award' for the year 2018-2019

Shri Mahila Griha Udyog provide work to any women who can render physical work in institution without distinction of caste, creed and colour and agrees to stand by the objective of the Institution can become a member of the Institution from the date on which she starts working. Papad production work starts at early hours in the morning i.e. 4.30 a.m. Shri Mahila Griha Udyog have mini bus which picks the members from the closest point of residence to the branch and back home.

### **Findings and Suggestions**

These are some cases of Women Entrepreneurships who are working only for women by the women and helping the women for the economic development of family and society also.

Though the education level/literacy among women has gone up but still socio-economic status remains impending.

Due to traditional male dominating culture, women contribution is restricted in social and economic development.

As family problem dominant field are hurdle as per stated by our panel expert, they suggested some gray areas where women can express, act and create their identity.

It is also observed that

There are number of examples in the area that women are empowered through Shri Mahila Griha Udyog not only economically bur also socially, educationally and politically.

Some of the women social entrepreneurs majorly working on

- Poverty reduction through job generation:-
- Social Networking through community trust:-
- Alternative for import through local production and supply
- Increase local wealth through new employment and spending:-

### **Conclusion:-**

Social Entrepreneurs work as catalyst for the society which enhance or increase the rate of conversion of weaker section in to empower for sustainability. In same direction It is observed that, Women Social Entrepreneurship supports to the women to empower themselves socially, economically and educationally. As a woman, Women Social Entrepreneurship activities are dealing with many economic, social and environmental challenges at local levels for the women as they are aware about women’s problem.

Ideas share by the participants to transform the women’s role were conclusive:

- As sharing and caring groups through SHG’s.
- Motivating the girl child to pursue professional education and development.
- Creating small groups, forum for discussing social problem within the rural and semi-urban areas.
- Ensuring the implementation of various government and non-government scheme at ground level.
- Adding skills, utilizing skills and achieving economic independency.

Women Social Entrepreneurship play vital role in Women empowerment by providing the employment, wages, and some entrepreneurial support to women in Ahmednagar district. Through the support by women to the women developed the model, through which number of women and their families are benefited. The support to women by women Social Entrepreneurship proven the changing lives of women and family

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