

THE ROLE OF MCED IN WOMEN ENTREPRENEURSHIP

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Abstract:

This paper attempts to study the concept of women entrepreneurship and also highlight the role of MCED in women entrepreneurship. Entrepreneurship has become the need of the hour due to its dominance in the economy. It has played a pivotal role for not only in the economy but also increased employment too. In the present paper I have discussed about women entrepreneurship, MCED and its role and problems of women entrepreneurship. I have also given some suggestions to overcome from such type of problems.

Introduction:

Entrepreneurship is one of the four mainstream economic factors: land, labour, capital and entrepreneurship. The word itself derived from 17th century French *entreprendre*, refers to individuals who were “undertakers,” meaning those who “undertook” the risk of new enterprise. They were “contractors” who bore the risk of profit and loss, and many early entrepreneurs were soldiers of fortune, adventurers, builders, merchants and incidentally, funeral directors. How the term “undertaker” became associated with funerals is a mystery, but there is a considerable body of literature of entrepreneurship.

Entrepreneurship is a dynamic process of creating incremental wealth. This wealth is created by individuals who assume the major risk in terms of equity, time and/or career commitment for providing value for some product and service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources.

The concept and theory of employment and entrepreneurship were evolved over more than two centuries. This concept was shady in the classical economic theory. In the recent years only Self Employment and the role of entrepreneurship in the process of economic development and industrialisation has been recognised in developed as well as in developing countries.

The self employment and entrepreneurship is a complex phenomenon based on various factors such as social, psychological and cultural and personal skill. In 1985 after establishment of Maharashtra State Entrepreneurship Development in the backward region, has given boost to the development of Self Employment and Entrepreneurship. It has benefited the areas like backward region like Vidarbha, Khandesh as well as Konkan. This was a challenging task which MCED has successfully met.

In India, central as well as state government are playing a pivotal role in growth and enhancement of small scale industries and entrepreneurship development. At the same time institute like DIC (District Industries Centre) and MCED (Maharashtra Centre for Entrepreneurship Development) at the state and district level also aid entrepreneurship development. The study of MCED is related to Maharashtra's entrepreneurship development about state role of state in entrepreneur development it has been observed that, in many economies, the state also plays the role of an entrepreneur establishing and operating business enterprises and bearing the risks Maharashtra state since 1960 has made many experiments by setting body like SICON, MSSIDC and regional corporations, finally Maharashtra state

established in 1988. MCED has a rich history of entrepreneurship development and it has expanded its wings all over the state. It has state experience of twenty two years of facilitating the entrepreneurial spirit, pants state and also across state boundaries with offices in Goa, Delhi, Assam and with more to come.

MCED has achieved an excellence in training and orientation. MCED has already completed the protocol for becoming ISO certified training agency. It has established its reputation as disciplined commitment that has been integral in the makeup and functioning of MCED.

The objectives of the MCED are:

- (1) To promote entrepreneurship in the backward region of the Maharashtra state.
- (2) To organise lectures, discussion, exhibition and training programs to promote entrepreneurship.
- (3) To promote entrepreneurship among young graduates, women's schedule caste, schedule tribes and minorities.
- (4) To organise EDP programs in the rural areas to search latent entrepreneurship qualities of young men.
- (5) To spread entrepreneurial culture.
- (6) To develop entrepreneurship through systematic training.
- (7) To disseminate information and data regarding entrepreneurship.
- (8) To help industries and institutions in mobilising human resources with an entrepreneurial approach.
- (9) To create awareness about emerging and future entrepreneurial opportunities and challenges.
- (10) To develop competencies in business internationalization.
- (11) To conduct organization development programmes.

Objective of the study:

1. To study the concept of MCED.
2. To study the role of MCED in women entrepreneurship.
3. To study the problems faced by women entrepreneurship.

Research methodology:

This paper is basically descriptive in nature. In this paper an attempt has been taken to analyse the MCED policies for women entrepreneurship . The data used in it is purely from secondary sources according to the need of this study.

Women Entrepreneurship:

Entrepreneurship is not new to Indian women. A number of them have been engaged in home based small scale entrepreneurial activities like selling home prepared food items, selling home grown vegetables, milk vending, butter and ghee making by maintaining one or few milechanimals. Women are also engaged in goat rearing, poultry farming, money lending, pawn brokering, selling textiles in the neighbourhood, etc. The money generated through such home based entrepreneurship helps augment family income in modest way.

The women have a themselves very successful entrepreneur by engaging in one or two income generating ventures within the confines of their homes. The opportunity for developing the home based small scale entrepreneurship has become more, due to increased level of education

among women. The number of women who acquire professional skills like engineering, managerial, etc., has been increasing manifold today. However, a large proportion of such technically qualified women do not take up employment due to family pressures. There is an urgent need to promote avenues for these women to take up entrepreneurship in the 21st century in order to exploit their talents which otherwise go waste.

Role of MCED in New Age:

MCED's staff is well trained and it has a dynamic role to play in the new age. In the globalization period MCED has rapidly changed as per needs of the time.

1. Experience of twenty two years, of facilitating the entrepreneurial spirit, pan state and also across state boundaries with offices in Goa, Delhi Assam and with more to come.
2. MCED has experts' technology with domain expertise to maximize our training material; we practice the paperless office concept in our own office, particularly with the migration of processes onto our interactive portal.
3. MCED has a focus on not only training in the field of entrepreneurship, we have also taken due cognizance of the importance of research in the field and are incorporating the best business practices and the best of the research findings in our training modules.
4. MCED has a core team that organises and trains across a range of domain while applying the small/medium scale workable entrepreneurship model with minimum a large investment capital variant. Block level network, which means that we can take government development schemes to each and every tribal/rural area.
5. MCED has well equipped training halls and hostel facilities at Aurangabad and Nagpur for wider training exercises.
6. Empanelment of domain experts/trainers and institutions, educational and otherwise, who expound theory and impart practical information as they have pressed into practice in their own sectors as well.
7. MCED has eight regional offices, thirty five district project officers, eleven centers and six departments that all translate to a lateral hierarchy and flawless knowledge delivery system.
8. MCED has training formats that are tailored to not only deliver expected training modules but we also deliver need based training.
9. MCED has already completed the protocol for becoming ISO certified, an ode to the disciplined commitment that has been integral in the makeup and functioning of MCED.
10. MCED has organised EDP program for women's, weaker section, SC, ST & Minorities for empowering them.

Problems of women:

1. Increasing violence against women:

Most societies exhibit violence in one way or another violence against men or women is a social problem because; a large number of people are affected by it almost every day. Each of us is affected in countless ways by the climate of violence. Violence disrupts society.

2. Gender discrimination:

Gender discrimination refers to the practice where by one sex is given preferential treatment over the others. The practice of giving social importance to the biological differences between men and women is there everywhere. In some societies, these differences are very much

pronounced while in others, they are given less importance. Even the Indian society is not an exception to this.

3. Problems of female education:

Social reformers and social thinkers believe that in a nation like India giving education to women in as large number as possible can prove to be a panacea for many of the problems of women.

4. Problems relating to employment and unemployment of women:

In the economic field the situation is such that majority of women who are ready to work are not finding suitable work to their satisfaction. Those who are in the employment sector are becoming the objects of exploitation and harassment. Though an increase in the female literacy level and extensions of employment opportunities for women in the non agricultural sector, have added to the trained in favour of female employment, these two problems continue to exist.

5. Harassment of women at workplace:

Women constitute an important labour force in all the countries. During the recent years there are an increasing number of women especially in the Indian context, who are working outside the family to get more income for the family. In fact, the term “working women refers to one who works outside the home for a wage or salary”.

6. Exploitation of women in the media:

The mass media such as the radio, television, newspapers and the cinema plays a vital role in social change and social development especially in the modern societies. But unfortunately, the media has not been playing a positive role in the case of women. The media is even condemned of exploiting and misrepresenting women.

7. Diverse and Desertion:

During the recent years instances of desertion and divorce are increasing making the lives of many women very miserable. Desertion is defined as “deliberate abandonment of conjugal relationships.” Desertion causes lot of hardships especially for women. It immediately drives a woman to a state of uncertainty and helplessness.

8. The problem of dowry:

Dowry is both a practice and a problem associated with the Indian marriage. Though it was more in practice among the Hindus, it has now spread to almost all the religious communities of India. Dowry refers to “the property, money, ornaments or any other form of wealth which a man or his family received from his wife or her family at the time of marriage.”

9. Decline in the political participation of women:

Participation of women who constitutes 50% of our total population in politics and public life is very much negligible in India. We find only a negligible number of women in prestigious positions like those of Central and state cabinet ministers, governors, secretaries and legal advisors to the governments, ambassadors, to the countries IPS, IAS, IFS officers, judges in courts, mayor's of big cities, office bearers of all India parties, etc. No political party of India has given position to women in accordance with their number in the total population. In some areas seats are reserved for women as well found in Gram panchayat, Jilla Panchayat, Universities Senate, etc.

Suggestions:

- **Educate and train them:**

It is possible to improve the performance of an entrepreneur through proper education and training.

- **Financial assistance:**

Some short of financial assistance should be given by the government for initiative of an entrepreneur.

- **Provide utilities and services:**

Our government should provide facilities for the retention of the entrepreneur which are being given by other countries.

- **Societal:**

An entrepreneur should do certain things for the upliftment of the society.

- **Differentiation:**

Why the product is different than existing one, what is the specialisation of their own product; such questions must be kept into the mind of an entrepreneur.

- **Government:**

Government should make liberal framework of new rules and regulations at primary level to insist entrepreneurship.

Conclusion:

The study of MCED must be conducted with special references to entrepreneurship development problems of Maharashtra state. The study of entrepreneurship development depends on tools and techniques and methods used by and organization for the development of Entrepreneurship for the specific group or unit belonging to particular segment of the society. Entrepreneurship in the society is possible only when cordial atmosphere for training development is prepared by concerned organization. The MCED has been striving hard for entrepreneurship in Maharashtra state. It has imbibed the spirit of entrepreneurship in an effective manner and tried to inculcate it among young and women entrepreneurs in an effective manner.

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