

Genderpreneurship: Business Case versus Populism

ISED Discussion Paper

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ISED Small Enterprise Observatory

jointly with

ISED Centre for Social Development

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PREFACE

This study is based on a large research initiative at the ISED, on the theoretical and methodological aspect of 'Gender and Enterprise', as an evolving constituency. The field evidences, forming the backbone of this research, come from the State of Kerala.

This study offers an excursion into the analytical approaches in the area of 'Gender and Enterprise', based on an examination of the available evidence base. It provides an overview of how entrepreneurship among women has been approached by various disciplines, and the theoretical framework in which the dynamics of the subject has been discussed. Against the above background, it discusses the key areas of debates. Based on available literature, prior knowledge, and institutional capabilities this study also discusses the relationship between policy and practice.

As this title come out as a joint output of the Observatory and the ISED Centre for Social Development, the Institute wishes to thank, without fail, the pains and efforts of the authors, and all who have supported it through inputs and suggestions. ISED has taken best efforts to ensure the quality and reliability of this paper. However, for the findings and views, the authors alone are responsible.

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ABSTRACT

The analysis and practice of entrepreneurship as a discipline has been significantly influenced by many social science disciplines. For arriving at operationally meaningful policies and strategies, a cross-disciplinary rather than uni-disciplinary understanding of entrepreneurship would be useful. A relatively mature discipline of entrepreneurship, as we have it today, is the outcome of a cross-breeding of disciplines. An excursion into the theoretical and analytical approaches in the subject area and an examination of the available evidence base, forms the scope of this paper. The first part provides an overview of how entrepreneurship among women has been approached by various disciplines, and the theoretical framework in which the dynamics of the subject has been discussed. Secondly, against the above background, the key areas of debates have been discussed. Based on available literature, prior knowledge, and institutional capabilities, it also discusses the relationship between policy and practice.

KEY WORDS: Genderpreneurship, business case, populism, women entrepreneurship, India
JEL:L26, L38

1.0.Introduction

Data base on the enterprise system in Kerala need to be understood and analysed in relation to the various points of data origin. Data on economic activities arise essentially from two sources: a) population; and b) Programmes and schemes that consider a section of the population as beneficiaries/participants. Ideally, one would seek to have an understanding of the population, rather than the beneficiaries/participants, who are a subset. However, as it is generally accepted, population data is scanty, one need to confine to programme data, with all its limitations. However, such analysis become meaningful, and relevant to policy making, only if one is able to establish a reasonably good relationship between the two sources of data. Here, the researchers best judgment and available evidence-base become crucial. It is in this context, that a discussion on public programmes and the data generated there from, become relevant.

2.0. The Context of Public Programmes

The usefulness of such data on public programs arises essentially from three angles:

1) more detailed and micro level; 2) greater verifiability; and 3)subject to continuous evaluation. However, such data need to be understood in a context, against the broad features of the enterprise population. Hence, business demography need to be understood in order to make a judgment of the usefulness of program data.

3.0. National Policy and Programmes

1975, when the national agenda on the subject was set in motion. A discussion on this transition is necessary for a fruitful understanding of both the policy framework and of the programmes today.

3.1. Policy Framework

The declaration of the International Women's Year in 1975, was a landmark announcement and a milestone in the march towards gender justice. Since that year, March 8 has been celebrated as International Women's Day. The announcement of the United Nations Decade for Women(1976 to 1985), was another major landmark.

The Government of India came out with a National Policy on Women in 1975. Sub-

sequently, the National Policy on Empowerment of Women, adopted in 2001, states that: “ all forms of violence against women, physical and mental, whether at domestic or societal levels, including those arising from customs, traditions or accepted practices shall be dealt with effectively with a view to eliminate its incidence. The Department of Women and Child Development, Government of India, from its original form as a Department, came into existence as a separate Ministry with effect from 30th January, 2006. It was constituted with the prime intention of addressing gaps in State action for women and children for promoting inter-Ministerial and inter-sectoral convergence to create gender equitable and child-centred legislation, policies and programmes. The Vision and Mission of the Ministry are, empowered women living with dignity and contributing as equal partners in development in an environment free from violence and discrimination, and, well nurtured children with full opportunities for growth and development in a safe and protective environment. It seeks to promote: 1) social and economic empowerment of women through cross-cutting policies and programmes, mainstreaming gender concerns, creating awareness about their rights and facilitating institutional and legislative support for enabling them realize their human rights and develop their full potential; and 2) ensuring development, care and protection of children through cross-cutting policies and programmes, spreading awareness about their rights and facilitating access to learning, nutrition, institutional and legislative support for enabling them to grow, and develop to their full potential.

As a nodal Ministry for the advancement of women and children, the Ministry formulates plans, policies and programmes; enacts/amends legislation, guides and coordinates the efforts of both governmental and non-governmental organisa-

tions working in the subject area. Besides, playing its nodal role, the Ministry implements certain innovative programmes. These programmes cover, welfare and support services, training for employment and income generation, awareness generation and gender sensitization. These programmes play a supplementary and complementary role to the other general developmental programmes in the sectors of health, education, rural development etc. All these efforts are directed to ensure that women are empowered both economically and socially and thus become equal partners in national development, along with men.

3.2. Strategic Approach

A strategic approach to economic empowerment of women need to be understood in relation to two key variants: 1) women and decent jobs; and 2) women and the enterprise system.

3.2.1. Decent Jobs Agenda

Gender equality as a core element of the newly adopted U.N. 2030 Agenda for sustainable development. Consequently, seventeen of the Sustainable Development Goals (SDGs) articulate gender-responsive targets. Besides, Goal 5, explicitly seeks to “Achieve gender equality and empower all women and girls”, and includes six targets, and three means of putting them into practice.

Despite progress in areas such as education and maternal mortality, the world has fallen short in bringing women’s employment, earnings and working conditions in line with those of men. Globally, the labour force participation rate for women is 50 per cent, compared to 77 per cent for men. Yet, having more women in the labour market is not enough. The quality of jobs is paramount.