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## **Marketing Practices of Women Homepreneurs with special reference to Coimbatore District**

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### **1 Introduction**

Women are half the sky, half the earth, half the blood and half the soul of a society. No one can deny this fact, because, women are indeed the pivot around whom the family, society and humanity moves on. The destiny of a nation is inane without the service and sacrifice of women. With the advancement of science and technology, the world has moved very fast, and therefore, woman has to assume a dynamic role in the changing context of time and locale. She shoulders the triple burden of the society and it is because of this vital role that she must be allowed to harness her energies and exploit her talents for the betterment of human life. Where the female relations live in grief, the family soon wholly perishes, but where they are happy, the family reflects the same.

The status of women in modern India is a sort of a paradox. If on one hand she is at the peak of ladder of success, on the other hand she is mutely suffering the violence afflicted on her by her own family members. As compared with past, women in modern times have achieved a lot, but in reality, they have still travel a long way. Their path is full of roadblocks. Women have left the secured domain of their home and are now in the battlefield of life, fully armoured with their talent.

Indian families are undergoing rapid changes due to the increased pace of urbanization and modernization. Indian women belonging to all classes have entered into small or micro level entrepreneurship. Now, Indian women's exposure to educational opportunities is substantially higher than it was some decades ago, especially in the urban setting. This has opened new vistas, increased awareness and raised

aspirations of personal growth. This, along with economic pressure, has been instrumental in influencing women's decision to become entrepreneurs.

Women-owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. She can take up challenging roles to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who are capable of contributing values in both family and social life. With the advent of media, women have become aware of their own traits, rights and the work situations.

### **1.2 Women Homepreneurs**

Homepreneurs is a neologism, defined as a female business owner who is actively balancing the role of a homemaker and an entrepreneur, doing business from home. Women homepreneurs are women who carry out business in their home. In the agricultural society, family members at home carry out productions. With the appearance of factory production because of the Industrial Revolution, work has become an activity carried out at “work places” outside homes. Home-based work has continued its existence, though appearance and weight of it have changed, depending on change and transformation in the mode of production. The concept dealt with is an association of informal sector, poverty, insecurity and women’s work. Globalization trends that accelerated especially in the 1980s, decreasing rates of profit and competitive pressure, in which the lowest-cost production conditions are required through division of production into pieces draw attention to the concept of home-based work.

Even though we are in 21<sup>st</sup> century, socio-economic evils like gender discrimination and poverty are the two social banners ruling the community today. As far as India is concerned, women constitute a very negligible proportion of the total entrepreneurs. Women in India are still shy and emotionally attached to family. A majority of women entrepreneurs are engaged in the unorganized sectors like agriculture, agro-based industries, handicrafts, handlooms, kitchen activities (pickles, powders and papads) and other cottage based industries like basket making, etc., and maximum, they being home-based jobs.

Homepreneurs have been in existence since ancient times. In all civilizations, ancient and medieval, one reads accounts of women homepreneurs who not only sold their wares in their neighbouring houses and in nearby towns, but also in neighbouring countries.

### **1.3 Statement of the Problem**

Managing a home is the most difficult job on earth. It is a job with no bonus, no provident fund, no salary and no retirement benefits. Women's strong business acumen comes from here. Work place harassments, restriction of the family members, company lay-offs, family responsibilities, salary constraints, economic compulsion- what choice do these women have to evade all these but to start their own home-based business.

There were many reasons for women homepreneurs to do business from their homes. The glass ceilings were shattered and women indulged in every line of business, from papad to power cables. The challenges and opportunities provided to the women of digital era are growing so rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, editors and garment manufacturers and still exploring new avenues of economic participation, for, these women homepreneurs need no big show rooms, malls or other grand stalls. They just explore themselves in the tiny space of their home. Still they face some major constraints like lack of confidence, socio-cultural barriers, market-oriented risks, motivational aspects, knowledge in business administration, awareness about the financial assistance, exposure to the training programme, identifying the available resources, etc.

According to the third All India Census of Small Scale Industries<sup>1</sup>, there are 10.52 million units functioning in India. The total employment of the sector is 24.93 million with per unit contribution of 2.37. In Tamilnadu, there are 7,87,965 units of Small Scale Industries, which forms 7.49 per cent of SSI units in India. Tamilnadu stands second in the total number of smallscale units owned by women entrepreneurs in India. Homepreneurs are a group coming under the unregistered sector, where a maximum have not registered.

The Government programme for women development began as early as 1954 in India but the actual participation began only in 1974. At present, the government of India has over 27 schemes for women, operated by different departments and ministries.

Some of these are:

- Integrated Rural Development Programme (IRDP)
- Training of Rural Youth for Self Employment (TRYSEM)

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<sup>1</sup> B.S.Minhas(2012), "Annual Report-Ministry of MSME", report, accessed on 23.11.2011 retrieved from <http://dcmsme.gov.in/publications/books/fcensus>, pp22-47 &pp51-61

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- Prime Minister Rojgar Yojana (PMRY)
- Women's Development Corporation Scheme(WDCS)
- Working Women's Forum
- Indira Mahila Yojana
- Indira Mahila Kendra
- Mahila Samiti Yojana
- Rashtriya Mahila Kosh
- Khadi and Village Industries Commission
- Indira Priya Dharshini Yojana
- SIDBI's Mahila Udayam Nidhi Mahila Vikash Nidhi
- SBI Sree Shakti Scheme
- NGO's Credit Scheme
- National Banks for Agriculture and Rural Developments Scheme

The efforts of government and its different agencies are supplemented by non - governmental organizations that are playing an equally important role in facing women empowerment. Despite concerted efforts of governments and NGOs, there are certain gaps. India has come a long way in empowering women. Yet the future journey is difficult and demanding.

Constraints are imposed on women homepreneurs by their immediate environment, such as family commitments and absence of appropriate psychological disposition on the part of women. Of course these are sources for obtaining concessional credit, subsidies and other incentives by women entrepreneurs. Finally, one is bound to ask, where these women homepreneurs could be, despite having so many policies and programmes to support them. Based on the above discussions, the current study aims to probe the following important aspects:

- What motivated them to be homepreneurs?
- How are women homepreneurs able to perform in their enterprise?
- What types of entrepreneurial activities are undertaken?
- Did they undergo adequate training?
- What is the source of finance?
- What are the marketing practices adopted by them?

- Do they feel satisfied in their business affairs and are they going to extend their business widely?
- What are the problems faced by women homepreneurs?

#### **1.4 Objectives of the study**

- To identify the socio-economic, motivational factors influencing the women Homepreneurs,
- To analyze the business performance of women homepreneurs,
- To know the marketing practices adopted by women homepreneurs,
- To identify the problems faced by the women homepreneurs and
- To recapitulate the findings and offer suggestions for the study.

#### **1.5 Scope of the study**

Almost all would have found in and around their neighbourhood, some women homepreneurs in their lifetime. Had there been no homepreneurs in the city, the plight of many creative ventures will not rise. Homepreneurs are talented as they are capable of carrying out their multifaceted task of governing their home as well as homepreneurship. Homepreneurs help the poorer sections to procure their necessities, advancement of technology and other amenities in their door or very nearby. The study on homepreneurs showed that the low investing groups spend a higher proportion of their income in making out a market in local areas and then spreading their hands wide. These people should be recognized and motivated to enhance their business. Capacity building of homepreneurs is necessary for the development of entrepreneurship. They need a societal consideration whereby they may be helpful in the economic growth by generating employment. The technological changes have given rise to many homepreneurs. Further studies conducted on nationwide homepreneurs will give a tremendous change and see that a majority of the organizations are registered.

#### **Research Methodology**

##### **Area of the study**

Coimbatore District (Kovai) is one of the top 10 fastest growing cities of India. The District is the second largest city in the state of Tamilnadu after Chennai. Coimbatore had a population of 3,472,578 of which males and females were 1,735,362 and 1,737,216 respectively. It is also developing into a centre of excellence for education in the region. Average literacy rate of Coimbatore in 2011 was 84.31. Gender wise literacy rate of male and female literacy was 89.49 and 79.16 respectively. It has a highly developed industrial sector, with a number of small

scale and large scale industries located in and around the district. There are more than 25,000 small, medium, large-scale industries and textile mills.

The District earns its main revenue from its large, medium and small scale industries. The other major source of economy is the engineering sector. The city has a dedicated ground for trade fair named COINTEC,(Coimbatore district small Industries associations' trade fair) that was built in the year 1999. Apart from these, this is the state's 2nd biggest software producer and houses the offices of numerous multi-national software companies like Cognizant Technology Solutions (C. T. S.), Tata Consultancy Services (T. C. S.), I. B. M., Dell and many more creating a great employment opportunity and a new innovative venture.

### **Sample design**

Coimbatore being the second largest industrial state and the Manchester of South India this district was selected for the study. Since the homepreneurs live in the households, the household of the Coimbatore district was taken as the population. In order to identify the sample respondents, the multi-stage random sampling method was used. The house hold of the Coimbatore district were divided into five zones, namely, North, South, East, West and Centre, with hundred wards in each zone. The second stage was to give equal importance to all wards in all zones. Thirty per cent sample size of the total hundred wards in each zone gave about thirty wards to be covered. A total of hundred sample respondents were selected under simple random sampling from these 5 zones, where a maximum of six wards and minimum of five wards from each zone were chosen under the non- probabilistic sample method. A total of 500-interview schedules were collected in which 13 were incomplete, and so a total of 487 respondents were taken for the study.

Interview schedule was a major tool to collect first hand information from the sample respondents. The interview schedule was prepared with the help of research supervisor and other experts in the MSME and Entrepreneurial Research.

### **Hypothesis of the study**

This study intends to test the following hypotheses:

1. There is no significant difference between the motivational factors of women to become entrepreneurs with the socio-economic stature,
2. There is no significant difference between mean ranks to become women homepreneurs.
3. There is no significant difference between mean ranks for support series available for the feasible running of the business.

**TABLE: 1**

**ANOVA - Socio-economic status and motivation of women to become Women Homepreneurs**

Variable Code	Variables	Age			Marital status			Family size			Nature of family			Educational qualification		
		F-value	P-value	S/NS	F-value	p-value	S/NS	F-value	p-value	S/NS	F-value	p-value	S/NS	F-value	p-value	S/NS
X <sub>1</sub>	Ambition to be an entrepreneur	10.39	.00*	S	9.96	.00*	S	2.53	.08	NS	1.62	.20	NS	13.47	.00*	S
X <sub>2</sub>	Desire to be independent	26.94	.00*	S	23.97	.00*	S	5.46	.01*	S	3.18	.07	NS	13.39	.00*	S
X <sub>3</sub>	Technical education	15.30	.00*	S	14.69	.00*	S	8.18	.00*	S	.71	.39	NS	15.67	.00*	S
X <sub>4</sub>	Previous job experience	1.88	.13	NS	13.03	.00*	S	4.90	.01*	S	29.13	.00*	S	38.69	.00*	S
X <sub>5</sub>	Monotony of house work	18.35	.00*	S	18.83	.00*	S	8.90	.00*	S	4.43	.03*	S	7.70	.00*	S
X <sub>6</sub>	Inadequate salary in the previous employment	0.84	.46	NS	8.87	.00*	S	21.34	.00*	S	32.50	.00*	S	8.58	.00*	S
X <sub>7</sub>	To make use of ideal funds	1.84	.13	NS	4.65	.03*	S	1.04	.35	NS	56.08	.00*	S	9.71	.00*	S
X <sub>8</sub>	Intellectual frustration	8.15	.00*	S	3.72	.01*	S	1.23	.29	NS	.79	.37	NS	5.42	.00*	S
X <sub>9</sub>	Partiality in job	7.02	.00*	S	12.16	.00*	S	11.91	.00*	S	.13	.71	NS	4.26	.01*	S
X <sub>10</sub>	Economic compulsion	5.11	.02*	S	12.21	.00*	S	2.71	.06	NS	6.50	.01*	S	23.17	.00*	S
X <sub>11</sub>	Political displacement	19.29	.00*	S	12.61	.00*	S	10.71	.00*	S	39.71	.00*	S	6.37	.00*	S
X <sub>12</sub>	Social displacement	7.61	.00*	S	5.69	.01*	S	.39	.67	NS	7.81	.01*	S	16.53	.00*	S

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X <sub>13</sub>	Partnership displacement	3.98	.08*	S	5.33	.01*	S	6.79	.01*	S	2.34	.12	NS	18.74	.00*	S
X <sub>14</sub>	Could' nt find traditional employment	5.74	.01*	S	5.51	.01*	S	9.48	.00*	S	5.42	.02*	S	9.38	.00*	S
X <sub>15</sub>	To gain social status	11.52	.00*	S	3.22	.02*	S	6.98	.01*	S	1.29	.25	NS	16.45	.00*	S
X <sub>16</sub>	Retirement from job	11.21	.00*	S	14.04	.00*	S	8.01	.00*	S	.01	.92	NS	18.41	.00*	S

\* P<0.05, S-Significant, NS-Not Significant



It is clear that the p-value is less than 0.05, the null hypothesis is rejected at 5 per cent level of significant. The null hypothesis “There is no significant difference between the motivation of women to become a Women Homepreneur with the socio-economic stature” is disproved. Hence there is a significant difference in the influence of motivational factors as to the socio-economic stature of the women homepreneurs except previous job experience and to make use of ideal funds does not differ with age, ambition to be entrepreneurs, to make use of ideal funds, intellectual frustration, partiality in jobs, economic compulsion, social displacement does not differ with family size. Ambition to be an entrepreneur, desire to be independent, technical education, partiality of job, intellectual frustration, partnership displacement, to gain social status and retirement of family does not differ with the nature of family.

TABLE: 2

ANOVA- Socio-economic status and motivation of women to become a Women Homepreneur

Variable Code	Variables	Income			Residence			Religion			Community			Type of house		
		F value	p-value	S/NS	F value	p-value	S/NS	F-value	p-value	S/NS	F-value	p-value	S/NS	F-value	p-value	S/NS
X <sub>1</sub>	Ambition to be an entrepreneur	11.31	.00*	S	11.56	.00*	S	5.34	.01*	S	8.09	.00*	S	.69	.50	NS
X <sub>2</sub>	Desire to be independent	10.69	.00*	S	9.78	.00*	S	6.81	.01*	S	6.01	.01*	S	2.76	.06	NS
X <sub>3</sub>	Technical education	7.24	.00*	S	27.53	.00*	S	26.20	.00*	S	37.82	.00*	S	14.40	.00*	S
X <sub>4</sub>	Previous job experience	16.15	.00*	S	6.17	.01*	S	6.17	.01*	S	7.06	.00*	S	.69	.50	NS
X <sub>5</sub>	Monotony of house work	7.77	.00*	S	6.10	.01*	S	10.54	.00*	S	9.81	.00*	S	32.56	.00*	S
X <sub>6</sub>	Inadequate salary in the	20.03	.00*	S	3.54	.03*	S	11.25	.00*	S	5.51	.01*	S	7.93	.00*	S

	previous employment															
X <sub>7</sub>	To make use of ideal funds	19.40	.00*	S	27.03	.00*	S	17.64	.00*	S	4.08	.01*	S	41.14	.00*	S
X <sub>8</sub>	Intellectual frustration	19.26	.00*	S	16.61	.00*	S	6.13	.01*	S	12.93	.00*	S	14.79	.00*	S
X <sub>9</sub>	Partiality in job	23.88	.00*	S	9.40	.00*	S	9.59	.00*	S	19.02	.00*	S	23.86	.00*	S
X <sub>10</sub>	Economic compulsion	14.02	.00*	S	89.20	.00*	S	34.43	.00*	S	12.25	.00*	S	35.46	.00*	S
X <sub>11</sub>	Political displacement	9.58	.00*	S	3.16	.04*	S	13.58	.00*	S	15.98	.00*	S	9.49	.00*	S
X <sub>12</sub>	Social displacement	18.72	.00*	S	12.58	.00*	S	9.73	.00*	S	10.14	.00*	S	26.86	.00*	S
X <sub>13</sub>	Partnership displacement	17.59	.00*	S	18.97	.00*	S	6.77	.01*	S	1.42	.24	NS	7.98	.00*	S
X <sub>14</sub>	Could' nt find traditional employment	11.89	.00*	S	14.91	.00*	S	20.26	.00*	S	23.36	.00*	S	36.32	.00*	S
X <sub>15</sub>	To gain social status	4.64	.00*	S	1.30	.27	NS	.74	.48	NS	27.19	.00*	S	54.73	.00*	S
X <sub>16</sub>	Retirement from job	16.96	.00*	S	12.64	.00*	S	26.49	.00*	S	3.35	.02*	S	30.99	.00*	S

\* P<0.05, S- Significant, NS-Not Significant

It is clear that the p-value is less than 0.05; the null hypothesis is rejected at 5 per cent level of significant. The null hypothesis “There is no significant difference between the motivations of women to become an Women Homepreneur with the socio-economic stature” is disproved. Hence there is a significant difference in the influence of motivational factors as to the socio-economic stature of the women homepreneurs except ambition to be entrepreneurs, desire to be independent and previous job experience does not differ with the type of house. To gain social status does not differ with residence and religion.

## **FINDINGS**

### **Socio economic factor**

It is analyzed that 240(49.30) of women homepreneurs were in the age group of 26-40 years. 336(68.99) respondents were married. 347(71.30) respondents had 3-4 members in their family. 372(76.40) respondents lived in a nuclear family. 315(64.70) respondents have completed their schooling alone. 297(60.99) respondents earned an income below Rs 10000 only. 308(63.24) respondents were residing in the urban geographical location. Nearly 427(87.70) of the respondents were Hindus, 266(54.62) of the respondents belong to the Backward community. 287(58.93) of the respondents were dwelling in their own house. 161(33.05) respondents were living in cement roofed house as to the nature of house. 359(73.71) were the first generation women homepreneurs. Maximum of 250(51.33) were experienced only up to 5 years. 169(34.70) women homepreneurs had 3-4 members depending and living under their support. 315(64.68) women homepreneurs family were under the male headship and if it was female headship nearly 105(61.04) women homepreneurs headship was created due to the death of their husband.

### **Business profile of women homepreneurs**

A maximum of 223 (45.79) respondent were women homepreneurs who started business in the year 2006-2010. Nearly 381(78.20) respondents location of firm belong to urban area. 467(95.89) of them were running sole proprietorship. 218(44.76) respondents were in the village industry. 284(58.31) respondents were in manufacturing industries. 173(35.53) women homepreneurs were dealing in garments. 196(40.24) women homepreneurs got their knowledge of their business from their parents. 337(69.19) women homepreneurs newly started the business. 363(74.53) started their business with no workers. 257(52.77) respondents have no workers at present. 266(54.62) respondents runs the present business for more than 5 years. 355(72.90) respondents had not registered their concern.

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132(100) respondents had their membership in women self help groups. 345(70.81) respondents area of operation was local market. 364(74.75) per cents of the respondents had no insurance for their business and amidst those who insured 65(2.84) respondents has fire insurance.

### **Functions of women homepreneurs**

A high per cent of (44.77) 218 women respondents invested between Rs10000-20000. 331(67.96) respondents obtained their financial source from their own funds. Nearly 37.17 respondents source of borrowed fund were from the bank/financial institutions. 136(87.18) respondents felt that there was no problem in getting loan. For 20(25.64) respondents felt that repayment period was the difficulty in getting bank loan.

### **Business Performances**

There was no loss for 368(75.57) respondents during the past 5 years, 38(31.94) respondents felt that the loss was due to decline in Price. 420(86.25) per cents of women homepreneurs obtained no training. From those who have obtained the training 32(47.77) respondents felt that the training was suitable. Annual turnover was 50001-100000 for a maximum of 165(33.88) respondents. The mode of sales for 330(67.76) respondents was only cash sales. Nearly 392(80.49) respondents had regular connection with regular customers, 163(33.47) respondents has 11-20 per cent of growth in sales, there was 11-20 per cent of return on investment for 123(25.25). The profit margin was fixed as above 50 per cent for 175(35.95) respondents. 180(36.96) respondents' profit achieved was 40 per cent and above.

### **Change in the components during the last year**

58.93 percent of the respondents had an increase in the production/inventory volume of the business. There was an increase in the price levels for 49.28 percent of the respondents. 33.47 percent of the respondents had added new locations. 58.93 percent had addition in New product and services. 47.43 percent of the women homepreneurs has dropped old products/services.

### **Government Assistance**

Nearly 29.20 percent of the women homepreneurs except assistance from the government for marketing their products and 70.80 percent of the respondents were not excepting the assistance from the government. Nearly 30.43 percent of the respondents felt that, the

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government might purchase their products for its various departments, 27.54 percent of the women homepreneurs felt that government may grant any advance amount to us to buy the products and 42.03 percent felt that the government may supply information about my company and products to outsiders. The enterprise which has a name got the third rank, product with separate names scored the fourth rank, concern which has a logo scored eighth rank and product which has a separate logo scored fifth rank. The second rank was given to concern has a website, seventh rank was given for a separate sales and marketing department, sixth rank was given for the separate sales staff/representative to handle sale, tenth rank was given to have guidelines for marketing activities, trademarks/patents on any of the product obtained first rank and buyer /seller meet regularly.

### **General Marketing Practices of women homepreneurs**

72.68 percent of women homepreneurs made direct sales to customers and 27.32 percent marketed through intermediaries. 54.20 percent of the respondents felt it was easy marketing the product and 45.80 felt that it was not easy. It was difficult because there was a heavy competition for 59.19 percent, lack of finance for 17.48 percent, low demand for 11.22 per cent, non availability of middlemen for 8.53 percent and other reason for 3.58 per cent of the women homepreneurs.

As a Promotional activities only 19.70 of the women homepreneurs were offering free samples/Trials to introduce the product or service and 80.30 per cent does not offer them. Only 8.20 per cent conducts some competition or lucky draw for the customers and 91.80 per cent does not do so. Only 12.20 demonstrate in trade fairs and exhibitions and 87.80 does not do so. 15.61 per cent of the women homepreneurs mode of advertisement was newspaper, 14.17 per cent advertised in magazines, 16.02 per cent advertised direct mail, 5.75 per cent in pamphlets, 11.50 per cent in Notices, 7.60 in Posters and 2.05 in Banners.

Among the various problem faced by the women homepreneurs, Raw material takes a vital place with first rank scoring a total sum of 1664. The second rank is allotted to power and fuel with a total sum of 1600. Financial problem secured the third rank with a total sum of 1579. The fourth rank was taken away by competition with a total sum of 1550. Inadequate government support took the fifth rank with a **total score of 1528. Labour problem scored a total sum of 1495 with sixth rank.** Marketing problems scored 1443 and secured a seventh rank. Eighth rank for lack of Mobility of the products/services with a total sum of 1427. Ninth rank was for male domination with a total sum of 1550. Family and Social constraints secured tenth rank with a total sum of 1377. Training entrepreneurial, management skills took the eleventh rank, and lack of awareness took the twelfth rank with a total sum of 1250.

## **Henry E Garrett Ranking**

### **Motivation to become a women homepreneur**

The economic compulsion has forced the women homepreneurs to start the concern, which was ranked 1<sup>st</sup> by the respondents. Previous job experience has been ranked 2<sup>nd</sup>, the desire to be independent 3<sup>rd</sup> rank, to gain social status 4<sup>th</sup> rank and ambition to become homepreneurs as the 5<sup>th</sup>. The least two rank was scored by partnership displacement and intellectual frustration respectively with 14<sup>th</sup> and 15<sup>th</sup> rank in influencing the women homepreneurs.

### **Reason to be a women homepreneur**

1<sup>st</sup> rank was given for easy to set up at home, 2<sup>nd</sup> rank for supplementing the family income. Women homepreneurs were not allowed to work outside the home, they can devote the time at their own convenience, they needed no subordination were given the 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> ranks respectively. Cost factor and can work with priorities goes with 14<sup>th</sup> and 15<sup>th</sup> ranks respectively.

### **Suggestions**

Based on the findings of the study the following suggestions is needed to enhance the women homepreneurs

- Women homepreneurs with intellectual frustration and technical education can be highly motivated. Women homepreneurs who can work on priorities can be encouraged more to show the taste of homepreneurship.
- Awareness regarding Insurance, changes in the business line and the competitors' movement for the feasible running of the business.
- Women homepreneurs should be highly motivated to believe that the concern has a bright future, customer loyalty is permanent and they should also utilize the liberalization, privatization and globalization in developing their business.

- More often they should meet their regular customers and get the feedback from them to enhance the quality of the products. They should get guidelines from the micro, small, macro enterprises for their marketing activities. They should have a logo for their products, concern and get its registered
- They should be aware of business which gives high rate of return in selecting the products. They should be more creative in choosing the product line. Technological usage should be increased in delivering their services, they should aim in delivering proper service.

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