

WOMEN ENTREPRENEURS IN INDIA

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ABSTRACT

The aim of the present study is to test the status of Women Entrepreneurs in India with reference to selective cities in India. This study was carried out as the role of women entrepreneurs has gained significance in today's environment. The present study is based on the women entrepreneurs in and around delhi. Women, who succeed as entrepreneurs are risk taking personalities. The women entrepreneurs have their own identity in the world of entrepreneurship. Most of them are capable of fully identifying themselves in their new economic role in society. An entrepreneur is a person who has an enterprising quality with an eye on opportunities and an uncanny vision, commercial acumen and above all, a person who is willing to take risks because of the adventurous skill within, same holds good for women also. For women entrepreneurs," starting and operating a business involves considerable risks and difficulties regarding obtaining lines on credit, problems in marketing management, production, advertising and packaging and other socio-personal, managerial, technical, Raw-material, Inventory, Financial and governmental assistance problems.

This paper proposes to identify the major problems of women entrepreneurs in delhi with the objectives of analyzing the various problems faced by them and by suggesting the remedial measure which will help in the acceleration of women Entrepreneurship in the city. This study also highlighted many factors that have motivated women entrepreneurs in starting an entrepreneurial career. Success has been seen mostly among the mid thirty and early forty age group. The government schemes, incentives and subsidies have stimulated and provided support measures to women entrepreneurs in and around the city. In this research, one of the findings was that while a majority of women came from a family business as a core background and they were mostly married to business families

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The business environment seems to have prepared them mentally, thereby facilitating their entry into business. Help and guidance was also available within the family in case of any business problems.

Keywords: *Entrepreneurship, women entrepreneurs*

INTRODUCTION

Entrepreneurs play very important role in socio-economic welfare of the country. They identify the needs of the business, purchase the other factors of production and coordinate them for some productive purposes. They are the innovators, researchers and risk-takers of the company. Due to the mixed economy in India, both public and private entrepreneurship exists here. Large scale sectors are under the public entrepreneurship. The middle and small scale sectors are under the private entrepreneurship. In order to develop entrepreneurship in this sector, Government of India has stepped towards the Entrepreneurship Development Programmes.

An entrepreneur can be defined as one who initiates and establishes an economic activity or enterprise. Entrepreneurship thus refers to the general trend of setting up new enterprises in a society (Begum, 1993). The International Labor Organization (ILO, 1984, cited in Islam and Aktaruzzaman, 2001) defines an entrepreneur as a person with a set of characteristics that typically includes self-confidence, result-oriented, risk taking, leadership, originality and future-oriented. Khanka (2002) referred to women entrepreneurs as those who innovate, imitate or adopt a business activity. Given that entrepreneurship is the set of activities performed by an entrepreneur, it could be argued that being an entrepreneur precedes entrepreneurship. In any case, the entrepreneurial definitions described above highlight the aspects of risk-taking, innovating and resource organizing.

In modern era, when women are showing their capabilities in various walks of life, the entrepreneurial classes of women are playing an increasingly prominent role in various sectors of industrial growth and economic development. Entrepreneurship amongst women is a relatively recent phenomenon, which is gradually changing with the growing sensitivity of the roles,

responsibilities and economic status of women in the society in general and family in particular. At the same time, it is also recognized that their challenges are immense and complex. For women entrepreneurs, starting and operating a business involves considerable risks and difficulties, because in the Indian social environment women has always lived as subordinate to men. There have been noticeable changes in the socio-psycho-cultural and economic norms of our society due to liberalized policy of the government of India, increase in the education levels of women and increased social awareness in respect of the role women plays in the society. It has now been recognized that to promote self-employment and to reduce the incidence of poverty, some drastic efforts have to be made to accelerate self-employment of women in various sectors.

NEED FOR THE STUDY

Till now very few efforts have been made in exploring the women Entrepreneurship in India. The data available on these aspects are scattered and not very authentic and doesn't help in accurate decision-making. However, it is also a fact that more and more women are getting into the domain of entrepreneurial activities. The efforts of Government of India through various welfare organizations, non-Governmental agencies, Ministry of Commerce and Industry and hosts of other agencies have started looking after and helping the efforts of women entrepreneurs. Encouraged with the efforts made by different agencies, The aim of the present study is to test the status of Women Entrepreneurs in India. This study was carried out as the role of women entrepreneurs has gained significance in today's environment. The present study is based on the women entrepreneurs in and around Delhi. Women, who succeed as entrepreneurs are risk taking personalities. The women entrepreneurs have their own identity in the world of entrepreneurship. Most of them are capable of fully identifying themselves in their new economic role in society. The study has highlighted many factors that have motivated women entrepreneurs in starting an entrepreneurial career. Success has been seen mostly among the mid thirty and early forty age group. The government schemes,

incentives and subsidies have stimulated and provided support measures to women entrepreneurs in and around the city.

The study suggests a new role for women in our economic development. It also provides great potential of accelerating entrepreneurship movement by developing women entrepreneurship. The development of women has become an important issue in present day context. Analyses have so far considered anthropological, social and economic factors, which either inhibit or facilitate women development. A significant trend over the recent years has been towards examining cultural and psychological dimensions of women's role.

This study also attempted to find the motivational factors that drove these women to become entrepreneurs. It revealed that women do not enter business or industry primarily out of economic factors, or in other words, to make money. The survey indicates that the first and foremost factor listed out by them was "to keep busy," followed by "wanting to fulfill one's ambition", and "pursue one's own interests."

This study on, " **Women Entrepreneurs in INDIA**", with the following objectives has been undertaken.

OBJECTIVES OF THE STUDY

The broad objectives of the study were:

- To identify women who make successful entrepreneurs, their motivational factors and their drive.
- To critically examine the types of problems they encounter in order to reach the level of success.
- To discover the operational problems they are presently facing.
- To suggest different remedial measures in helping and accelerating women entrepreneurs

RESEARCH METHODOLOGY

For conducting this research a sample of 50 women entrepreneurs in Delhi was selected. Design of the study was exploratory type and data was exploratory type and data is collected from primary and secondary sources. Primary data was collected through questionnaire/schedule/ personal interview method.

Motivational factors of Women Entrepreneurs

The reasons for which women enter business seem quite different from that of men to become entrepreneurs. In order to arrive at an objective assessment, the respondents ranked 15 possible motivating factors in the order of priority. The weighted scores were accordingly prioritized. The first 3 ranks were taken for scoring purpose. The reason ranked first was given 3 points, the second received 2 points and the third 1 point. It is evident from the study; "To keep busy" ranked 1st amongst the motivational factors followed by "to fulfill ambition". "To pursue own interest" ranked 3rd, followed by "By accident or circumstances beyond control". The above ranking indicates an interesting assemblage of reasons and factors that motivated the respondents.

The research on entrepreneurship has proved that "the need to excel and achieve" and "the ability to take calculated risk" are the prime factors that motivate people. However, this study indicates different things from the accepted pattern of thinking. "Keeping busy" has emerged as the dominant factor motivating women entrepreneurs. The data reveals that while 60.8% of respondents have been taking male help in running their enterprises, 39.2% are operating entirely on their own. However, when asked whether they could successfully run their enterprises on their own, 75% said yes.

This is further supported by the fact that majority of respondents were not under economic stress at the time of entering business. "To earn money" has been given the fifth priority. The fact that low priority has been given to "to giving good education to children", "securing social prestige", "making quick money" etc., further substantiates that most of the respondents belong to fairly

well to do families. The second and third priorities have been identified as "to fulfill ones' ambition" and "to pursue own interest", which indicates their sense of independence. However, the difference in score between these two factors and the first factor identified is rather significant. Some respondents on their own have indicated "facing challenges" as a motivating factors, but the priority to this factor works out to 6th position with a score of only 16.

The fourth priority was "by accident or circumstances beyond control". This is because of the death of their fathers/husbands. As pointed out earlier a larger percentage of women entrepreneurs have either married into business families or have businessmen as husbands. This could be one of the reasons why, despite having educational qualifications, none of them thought of taking up a job. No priority has been allotted to the factor "no educational qualification for job". 65.2% of women, have approached banks for some kind of financial assistance, 24.1% have depended entirely upon their own capital. The facility taken from banks was basically for working capital limits.

Sources of Idea generation

In continuation of the earlier analysis, we find that majority of women (31.3%) have entered business of their own initiative. Although the women had entered business primarily to keep busy, the idea was generated from their own desire (33.3%). Other factors like advice from family, business family background and availability of finance (26.7%) coupled with their own desire did contribute significantly towards this decision.

It is evident from data that majority of women (48.3%) has gone in for sole proprietorship concerns, followed by partnership concerns (36.7%) and private limited companies (15.03%).

Factors responsible for choice of product, Table-1

Factors responsible for choice of Product line

<i>Factors</i>	<i>% of total</i>
1. High Demand	51.0
2. Possessing Skills	30.2
3. Ready market	30.1
4. Future Prospects	24.0
5. Requiring creativity	23.9
6. Typically 'feminine'	17.7
7. Socially accepted	17.6
8. Past experience in line	15.5
9. Family business	13.5
10. Less Mobility required	11.5
11. Lower Cost	9.3
12. Short Gestation period	5.2
13. High rate of return	5.2
14. Any other	---

Source: Primary Data

From a list of 13 possible factors, the respondents were asked to identify factors responsible for choice for their product line .

A glance at the first four factors indicates a clear professional attitude towards selection of the product line. This is reinforced by the fact that low priorities have been given to factors like short gestation, high rate of return, lower cost, less mobility required etc. At the same time low priority has also been given to factors like "typically feminine" and "socially accepted" activities. From the sample, it is evident that past experience in the line has been given a low priority (15.5%).

Project Selection

It is generally believed that whenever women venture into business, the preference is given to non-technical or feminine activities involving skills that women generally possess. Along with this, the trend of thinking is that women prefer the safer trading and service industry. However, the table below dispels these myths.

Table No: 2

Type of products taken by the respondents	
<i>Type of products</i>	<i>% of total</i>
1. Food Products	3.3
2. Chemical, Rubber & Plastics	8.3
3. Printing & Paper Products	6.7
4. Leather	3.3
5. Handloom & Garments	21.7
6. Textile	8.3
7. Beauty Clinics	8.3
8. Consultancy	5.0
9. Electronics & Electrical Equipment	13.3
10. Stainless Steel Utensils	3.3
11. Machinery	10.0
12. Other item (Photostat, Wooden toys)	8.3

Source:PrimaryData

For example, 21.7% of respondents were involved in handloom and garment manufacturing, followed by electronics and electrical equipment (13.3%). This is followed by machinery

(10.0%) chemicals, rubber and plastic, textiles and beauty clinic and other items falls in the next place (8.3% each). Another interesting finding is that food products, Leathers and stainless steel utensils figured at 3.3 % each.

Activity and sources of help

The survey also proves beyond doubt that women do not stick to the safer trading and service industry. Majority of the sample (70.0%) went in for manufacturing, followed by service industry (16.7%) and trading (13.3%). A further analysis vis-à-vis their educational background reveals that majority of the women who went in for manufacturing was simple graduates (45.2%) followed by undergraduates (31.0%). Very few women (14.3%) had professional qualifications, and yet went in for manufacturing. Graduates again had the lead in trading activities. In our sample, 100% of the women who were engaged in trading were graduates. Graduates again accounted for 40.0% of those women engaged in service industry like beauty clinics etc. As a matter of fact, a majority of the sample (51.7%) were graduates, followed by undergraduates (26.7%). Professionals only accounted for 13.3% of the total sample, whereas only 8.3% of women were post-graduates.

The fact that a majority of women are only graduates, and have mostly taken to manufacturing raises a serious doubt about their intentions. Does it mean that the business is only taken lightly, considering most women do not have financial problems? This, coupled with the finding, the majority have entered into business just to keep busy strengthens this premise. This is further strengthened by the fact that 48.3% of the sample had gone in for training, whereas 51.7% were untrained. If their businesses are doing well despite a lack of expertise on their part, and an obvious dependency upon others, could they not expect greater gains by professionalism? One sees a sense of complacency in this kind of an attitude.

Table No: 3

Distribution of respondents according to background	
<i>Training</i>	<i>% of total</i>
Trained Women	48.3
Untrained Women	51.7
<i>Help Taken</i>	<i>% of total</i>
Women operating independently	36.7
Women taking male help	63.3

Source:PrimaryData

From the above it is clear that majority of women have to depend upon someone to help them in their day-to-day activities. On enquiries it was found that 36.7% of women have taken no help and are independently running their business, whereas 63.3% of women entrepreneurs do depend upon male help. A look at the table shows a direct correlation between training and dependency upon male help. While this does not mean that it is only trained women who are independent of male help, or vice versa, but clear trend emerges which indicates that with a higher incidence of training, there could be a possibility of with lower dependence on male help.

Table No : 4

Distribution of respondents on the basis of help received (%)				
<i>Kind of Help</i>	<i>Manufacturing</i>	<i>Trading</i>	<i>Service</i>	<i>Total</i>
Sales & Marketing	66.6	33.4	---	17.7
Liaison and Field Work	83.3	16.7	---	17.7
Accounts	80.0	20.0	---	14.7
Moral & General	66.6	---	33.4	8.8

Administration	71.4	7.17	21.4	41.1
Total	73.5	14.7	11.8	100.0

Source: Primary Data

Regarding the kind of help that the sample has taken, it was found that majority (41.1%) pertained to moral and general administration help, provided mostly by husbands. Women tend to depend upon male help for sales and marketing (17.7%) liaison and field-work (17.7%), technical (14.7%) and account (8.8%).

Awareness of Incentives

Training makes entrepreneurs more aware of their environment, and of the facilities and incentives offered by the Government, to give encouragement to women entrepreneurs. This evident from the table below:

Table No : 5

Respondents awareness to incentives					
<i>Training</i>	<i>Awareness of Special Incentives</i>				<i>Total</i>
	<i>Aware</i>	<i>Partially Aware</i>	<i>Not Aware</i>		
Trained	27.6	24.1	48.3		48.3
Untrained	19.4	6.5	74.2		51.7
Total	23.3	15.0	61.7		100.0

Source: Primary Data

Of the trained entrepreneurs 51.7% were either aware or partially aware of the special incentives for women entrepreneurs; where are 74.2 % an overwhelming majority of untrained women entrepreneurs, were not at all aware of the incentives meant for them. But it is surprising to note that very few has availed special incentive. On discussions with the respondents, the general feeling was that those incentives only existed in paper and that the formalities for availing then were too many and complicated. On probing deeper, some respondents admitted that they had no time to find out about these schemes. Others who were better read, and had subscribed to various journals pertaining to industry finance, management, etc. claimed that no mention of these special incentives appeared anywhere in them. They generally felt that not enough publicity was being given to such incentives to attract women entrepreneurs.

Operational problems

The approach of an entrepreneur, who starts a new enterprise, would be varied, depending on the social and cultural settings. The personality, qualities, the values that sets the goal towards the success, would vary. Every entrepreneur faces some problem in running business, and women in our study are no exception. In the sample almost 15.7% of women said that they did not have any problems. One of the respondents said during interview "I don't see problems as problems". This is quite encouraging and proves that they have accepted problems as a part of the business.

The majority of the women (84.3%) indicated problems of varied nature. Some of the respondents said that problems arise when dealing with workers. It seems semi-educated or uneducated class of workers cannot visualize a "female boss" in their field of work. The other factors, which have been indicated by the respondents, were marketing, recovery of payments from customers and mobility. The above three factors are related to outside or field jobs which women generally find cumbersome. The problems towards mobility could be multifarious; it could be because of transport, time, distance or other priorities, or even social factors such as insecurity in traveling alone or during late hours, which generally hamper women. Interestingly "honesty" had been indicated as one of the problems. "If you are honest you just cannot do

business", one of the respondents revealed during interview. This is the way in which most of us do business in India today.

Operational Problems Attributed to being Women.

In the survey, an attempt has been made to find out from the respondents the problems, which they attributed to them being women. Out of the total sample, 48% did not feel that they faced any problems by virtue of being women. This indicates a good turning point, in the sense that women are developing confidence to undertake any work, thereby shedding inhibitions. This would encourage many future women entrepreneurs to plunge into business. About 8% of the women felt that problems are less by being a woman. "In many place of work, works are done faster because I am a woman", an entrepreneur quoted. It was quite heartening to find the majority (56%) of women are aware of their competence.

The remaining 52% of the women felt that woman have to fight harder in the entrepreneurial world. "Business world is cruel and women do not fit in here"; an exporter quoted. Mostly all of them felt that the general competence of women was still suspect. As such they were vulnerable and often exploited. The other kinds of problems were very common as "not being able to work in night shifts, less mobility, less output due to role conflict, etc."

PROBLEMS OF WOMEN ENTREPRENEURS IN INDIA

Women in India are faced many problems to get ahead their life in business. A few problems can be detailed as;

1. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal – male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures run by women.

2. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs. According to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence that woman's loan repayment rates are higher than men's, women still face more difficulties in obtaining credit," often due to discriminatory attitudes of banks and informal lending groups (UNIDO, 1995b).

3. Entrepreneurs usually require financial assistance of some kind to launch their ventures - be it a formal bank loan or money from a savings account. Women in developing nations have little access to funds, due to the fact that they are concentrated in poor rural communities with few opportunities to borrow money (Starcher, 1996; UNIDO, 1995a). The women entrepreneurs are suffering from inadequate financial resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand.

4. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" (Starcher, 1996, p. 8). The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The result is that they are forced to rely on their own savings, and loan from relatives and family friends.

5. Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and home. More over the business success is depends on the support the family members extended to women in the business process and management. The interest of the family members is a determinant factor in the realization of women folk business aspirations.

6. Another argument is that women entrepreneurs have low-level management skills. They have to depend on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business. Here there is more probability for business fallacies like the intermediaries take major part of the surplus or profit. Marketing means mobility and confidence in dealing with the external world, both of which women have been discouraged from developing by social conditioning. Even when they are otherwise in control of an enterprise, they often depend on males of the family in this area.

7. The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared to male entrepreneurs. This shows the low level freedom of expression and freedom of mobility of the women entrepreneurs.

8. Knowledge of alternative source of raw materials availability and high negotiation skills are the basic requirement to run a business. Getting the raw materials from different source with discount prices is the factor that determines the profit margin. Lack of knowledge of availability of the raw materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneur's business adventures.

9. Knowledge of latest technological changes, know how, and education level of the person are significant factor that affect business. The literacy rate of women in India is found at low level compared to male population. Many women in developing nations lack the education needed to spur successful entrepreneurship. They are ignorant of new technologies or unskilled in their use, and often unable to do research and gain the necessary training (UNIDO, 1995b, p.1). Although great advances are being made in technology, many women's illiteracy, structural difficulties,

and lack of access to technical training prevent the technology from being beneficial or even available to females ("Women Entrepreneurs in Poorest Countries," 2001). According to The Economist, this lack of knowledge and the continuing treatment of women as second-class citizens keep them in a pervasive cycle of poverty ("The Female Poverty Trap," 2001). The studies indicates that uneducated women donot have the knowledge of measurement and basic accounting.

10. Low-level risk taking attitude is another factor affecting women folk decision to get into business. Low-level education provides low-level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic cession making profession. Investing money, maintaining the operations and ploughing back money for surplus generation requires high risk taking attitude, courage and confidence. Though the risk tolerance ability of the women folk in day-to-day life is high compared to male members, while in business it is found opposite to that.

11. Achievement motivation of the women folk found less compared to male members. The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business concern.

12. Finally high production cost of some business operations adversely affects the development of women entrepreneurs. The installation of new machineries during expansion of the productive capacity and like similar factors dissuades the women entrepreneurs from venturing into new areas.

WOMEN WITH NO PROBLEMS

This particular category of women in our sample constitutes a good amount of the total sample. These women were able to understand and work effectively and possessed a sense of self-worth

and confidence and could see a situation more positively. It was found that the problems grew seemingly less with the passage of time and growing maturity.

The data in the table showed a definite pattern, which was quite interesting. It can be seen that all the respondents in the age group of 55 years and above visualized no problems. It can be observed from the table that there is direct correlation between higher age and the ability to overcome problems. An elderly woman is more mature, and thus left less vulnerable. She often projects a "mother figure" among the workers, and therefore is more easily acceptable as their leader.

WOMAN ENTREPRENEUR AND ROLE STRESS

Every one is subjected to stress because of influence of both organizational and personal situations. Women are subject to a greater stress as the demands of home and career at times causes conflict. As women, they have to strive hard to fulfill their multiple roles. At the same time, they have to project a different image as chief executives of their business. It was found that majority of the respondents (65%) did not suffer from any role conflict. Almost all those who suffered from conflict had children aged between 10 year and 15 years and felt that they were being neglected. They felt that they were not able to fulfill their roles as mother.

Everyone copes with conflict by using some defense or the other. The respondents adopted various strategies in resolving their conflicts stress. It can be seen from the table that women mostly resolved their conflicts by working on priorities (40.0%), the priorities can range from children, husband, home or factory. Most women started work early and finished their work in time for children' return from school, etc.

The next factor "Accepting the situation", 21.7%, which in fact is a positive mechanism. 20.0% cope with the stress by "working harder, this does not indicate a very healthy mechanism to cope

with stress. People have generally practiced it and they felt trapped in the activities, which they felt they just had to fulfill. The last 18.3% depend on their faith in God and religion

HOW TO DEVELOP WOMEN ENTREPRENEURS?

Right efforts on from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

1. Consider women as specific target group for all developmental programmes.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training programme on management skills to be provided to women community.
4. Encourage women's participation in decision-making.
5. Vocational training to be extended to women community that enables them to understand the production process and production management.
6. Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
7. Training on professional competence and leadership skill to be extended to women entrepreneurs.
8. Training and counselling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.

9. Counselling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.
10. Continuous monitoring and improvement of training programmes.
11. Activities in which women are trained should focus on their marketability and profitability.
12. Making provision of marketing and sales assistance from government part.
13. To encourage more passive women entrepreneurs the Women training programme should be organized that taught to recognize her own psychological needs and express them.
14. State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
15. Women's development corporations have to gain access to open-ended financing.
16. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
17. Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
18. Repeated gender sensitization programmes should be held to train financiers to treat women with dignity and respect as persons in their own right.
19. Infrastructure, in the form of industrial plots and sheds, to set up industries is to be provided

by state run agencies.

20. Industrial estates could also provide marketing outlets for the display and sale of products made by women.

21. A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.

22. District Industries Centres and Single Window Agencies should make use of assisting women in their trade and business guidance.

23. Programmes for encouraging entrepreneurship among women are to be extended at local level.

24. Training in entrepreneurial attitudes should start at the high school level through well-designed courses, which build confidence through behavioral games.

25. More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.

26. Involvement of Non Governmental Organizations in women entrepreneurial training programmes and counselling.

ANALYSIS AND INTERPRETATIONS:

1. Research on entrepreneurship has evolved various characteristics that have identified entrepreneurs. A majority (52.2%) of the respondents were between the ages of 36-45 Years.
2. From the sample, 78.3% were married, 8.3% were divorced, 8.3% were widows and 5.0% were single.

3. 50.0 % of the respondents were graduates followed by 25.0% were undergraduates/diploma holders. 10% of them were postgraduates and 15% were professionally qualified.
4. Of the total sample, the majority (63.3%) belonged to nuclear families. When analyzed on the basis of number of children, the majority (84.2%) has up to 3 children.
5. The figures clearly indicates that despite the common belief that joint families would be more supportive to women who want to branch off on their own and enter business, we find that it is the nuclear family which has produced more entrepreneurs. This may be due to the fact that in nuclear setup, the woman has an equal say and is more open to new ideas; also it is easier to convince only one person in the family.
6. 45.0% of the children of the respondents are in the age group of 11-20 years. As children at this stage do not need the consistent attention, it is quite understandable that women would take to doing something worthwhile to keep themselves busy.
7. An analysis of the occupation backgrounds of the families-parents, in-laws and husbands' occupations were collected. It is interesting to note that while majority 44.6% of respondents originally come from service background they are mostly married into business families 41.4% and where the husbands occupation is also business (43.5%). Having lived in business environment after marriage, it seems it is easier for these women to take to business rather than any other vocation. This is despite the fact that majority of them belonged to the safer service environment before marriage
8. Thus on the basis of collected data it can be concluded that, most of the respondents stated that they have weak collateral positions followed by the problems that their family life is affected, overcoming the belief that women are not serious as men, lack of confidence to start business and no support by family.
9. On the basis of collected data it can be concluded that, city of the respondents faced the problems of labour absenteeism, followed by Transportation problem, problem of labour turnover, and of skilled labour and lack of knowledge

10. Thus on the basis of collected data it can be concluded that, the problem of poor record keeping and control was ranked highest in technical problems followed by lack of management experience, inadequate availability of land, plots and premises and non availability of agency to guide. Edge of general management.

11. Thus on the basis of collected data it can be concluded that, Majority of the entrepreneurs stated that they had poor knowledge of market, followed by problem of Inventory Management and inadequate sales promotion avenues.

12. Thus on the basis of collected data it can be concluded that, Most of the respondents faced the problems of price fluctuations and lack of availability of loan and subsidies facility.

13. Thus on the basis of collected data it can be concluded that, Majority of entrepreneurs stated that advisory organizations became dishonest and exploitive; there was red-Tapism and poor government assistance.

RESEARCH FINDINGS:

1. Women entrepreneurs enter business predominantly to keep busy. Although their initial motivation is low, they tend to become high achievers once they get really involved.

2. It was found that while a majority of women came from a family business as a core background and they were mostly married to business families. The business environment seems to have prepared them mentally, thereby facilitating their entry into business. Help and guidance was also available within the family in case of any business problems.

3. Regarding seeking male help, while initially it was taken, at present a majority feels that they can manage entirely on their own.

4. Contrary to general belief, the choice of products by women has not been necessarily "feminine". At the same time, a majority has entered into the complicated and difficult field of manufacturing and related business. Thus women are not security oriented they are ready to take on challenging tasks.

5. The operational problems faced by the women are in the areas of dealing directly with worker; and also pertain to difficulties in doing field work.

6. The popular belief has it that women entrepreneurs suffer from role conflict and this exerts a lot of mental tension on her. The survey clearly indicates that this is not true. 65% of women reported as having no conflict. Whatever conflict ever rose was resolved positively by working on priorities and accepting the situation.
7. It was disconcerting to note that despite special incentives available to women entrepreneurs, not even one respondent had availed of it. It was found that some women spent from their own sources without taking any financial help from Government agencies.
8. Majority of women entered business without any relevant training. The survey indicates a direct correlation of knowledge about special schemes, etc. with training.
9. It is heartening to note that women do not face problems by virtue of they being women. Some of them feel that it is advantageous for them.
10. It is been proved beyond doubt that women entrepreneurs do enjoy respect in the society.

Research Recommendations:

Based on the findings, along with comments received from the respondents, the following suggestions can be made. The need for professionalism in women cannot be overstressed. Professionalism would help entrepreneurs to extract the maximum from the business, and help to reduce grey areas.

There is need for training the already existing women entrepreneurs, in the various aspects of management. The Government must make greater efforts to publicize the various schemes announced from time to time to attract women entrepreneurs.

The procedures for availing of special schemes for women entrepreneurs should be streamlined, so as to avoid unnecessary delay and thereby dispelling the feeling that these schemes only exist on paper.

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