

**A Study On Women Entrepreneurship Challenges
And Prospects With Special Reference To Sangli
District**

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Submitted By
Anjali Vasantao Murumkar

Under the Guidance of
Dr. V.S.Mangnale

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DECLARATION BY STUDENT

I, the undersigned, hereby declare that the thesis entitled, “**A Study on Women Entrepreneurship Challenges and Prospects With Special Reference to Sangli District**” is genuine and bonafide research work prepared by myself under the guidance and supervision of Dr. V.S. Managnale and the same is approved by Research Degree Committee. This research project has been submitted to Tilak Maharashtra Vidyapeeth, Pune in fulfillment of the award of the for the award of the degree of Doctor of Philosophy.

The present research work is original and the conclusions drawn therein are based on the data collected during research. To the best of my knowledge, the thesis does not contain any part of any work which has been submitted for award of any degree either from Tilak Maharashtra Vidyapeeth or any other university/deemed university or academic organization. The list of references for secondary data is attached in the bibliography.

Place: Sangli

Anjali Vasantao Murumkar

Date:

Research Student

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Place: Solapur

Dr. V. S. Mangnale

Date:

Research Guide

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This is to certify that the thesis entitled, **“A Study on Women Entrepreneurship Challenges and Prospects With Special Reference to Sangli District”** is the result of the genuine and bonafide research work prepared by Anjali Vasanttrao Murumkar under my guidance and direct supervision. The research project has been submitted to Tilak Maharashtra Vidyapeeth, Pune in fulfillment of the award of the degree of Doctor of Philosophy.

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Place: Solapur

Dr. V. S. Mangnale

Research Guide

Date:

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Place : Sangli

Date:

Research Student

Anjali V. Murumkar

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List of Abbreviations

Abbreviations	Details
NGO	Non Government Organization
SHG	Self Help Group
B.C.	Before Christ
NABARD	National Bank for Agricultural and Rural Development
SIDBI	Small Industries Development Bank of India
IRDIP	Integrated Rural Development Programme
SEWA	Self Employed Women's' Association
MCED	Maharashtra Centre for Entrepreneurship Development
SICOM	State Industrial and Investment Corporation of Maharashtra
MSSIDC	Maharashtra Small Scale Industries Development Corporation.
MIDC	Maharashtra Industrial Development Corporation
MITCON	Maharashtra Industrial Technical Consultancy Organization.
IDBI	Industrial Development Bank of India.
IFCI	Industrial Financial Corporation of India
ICICI	Industrial Credit and Investment Corporation of India
SIDO	Small Industries Development Organization
EDP	Entrepreneurship Development Programmes
DIC	District Industries Centre.
PMRY	Prime Minister Rojgar Yojana
MSMED	Micro, Small and Medium Enterprises Development
SBI	State Bank of India

Abbreviations	Details
SGSY	Swarnajayanti Gram Swarajgar Yojana
STEP	Support to Training and Employment Programme.
MSFC	Maharashtra State Finance Corporation
SSIDC	State Small Industries Development Corporation
REGP	Rural Employment Generation Programme

Executive Summary

This study examines the challenges faced by women entrepreneurs in Sangli district at various levels like socioeconomic, personal, social, financial, environmental and governmental in their journey as entrepreneur. Further the study also tries to probe in to the factors motivating these women to become entrepreneur and suggests a framework for the development of women entrepreneurship.

Most the women entrepreneurs surveyed were married women who feel confident in running and expanding the business with the support from the family members. More than half of them are housewives before entering into the business still with lack of any professional experience and skilled training they run the enterprise successfully. The work-life balance is not given as priority as the challenge in establishing or diversifying the business. The important challenges faced by women entrepreneurs in establishing and growing the business were finance, finding the skilled labor and increased competition. Women entrepreneurs also rated the assistance in business planning as a crucial factor for the success of any business growth and expansion. The challenges faced by women entrepreneurs need to be addressed by the educational institutions especially in terms of business planning study of managerial skills.

Women entrepreneurs face lots of problems at start-up as well as operating stage, multiple role conflict, time management, lack of appreciation, lack of finance, maintaining work life balance, discriminating treatment, understanding government rules and regulations etc. Still overcoming all the personal, social constraints they lead up. Further, it is noted that these women entrepreneurs are both “willing” as well as “forced” entrepreneurs. For some of them factors motivating to start their own enterprise is to support family financially, while for some of them it is the urge to be economically independent, gain the control of life, self identity, respects, to respects for her talents and skills. All of them become successful with support from their families.

From the case studies it reveal that most successful women entrepreneurs possess the following traits as Women are ambitious, Women are confident. She is ready to learn from others, Women is open and willing to learn, Women are cost conscious, Women always values cooperation and allegiance, Women can balance home and work, Women are aware of her legal responsibility to the social order, Women focus on their Plans, Women are Resourceful. Women entrepreneurs take advantage effectively coordinating the available factors and resources such as mentoring, supporting, team building, training and coaching and build a strong base of education, training and experience which can help lead to success. Appropriate support and encouragement from the Society in general and family members in particular is required to help these women scale new heights in their business ventures.

1.0 Introduction

Though women entrepreneurship development is an essential part of Human Resource Development, it is low in India, especially rural areas. Women are more aware of their existence, their rights and their work situations but it is more visible among upper class families compared to middle class. Women not eager to alter their role due to fear of social back flash. Government of India plan priorities has an important aspect of development of women entrepreneurship and several programmes and policies are implemented therefore. With same content, the women from the urban areas especially from the class of Higher's, are really counted for having developed as the self entrepreneurs. ^[1] The step put ahead by the woman, irrespective of the risk & execution of the enterprise, is really progressing to the success amidst the so-called limitations, being an obstacle for them.

There are different policies and the programmes with versatile features being carried by the Indian government for the advancement of women as entrepreneurs ^[2]. If women is educated and given opportunity to access credit or start a small business, it will prosper women, their families, communities, and countries because women invest 90 percent of their income on their families and communities. In short if women are provided with equal access to education, health care and freedom to start any new venture, the economic, social, and political ripple out far beyond their own home said by –Hillary Rodham Clinton, the US Secretary of status ^[3].

Respected Prime minister on 15th Aug, 2014 (68th Independence Day – India), addressed to the nation with, “Brothers and sisters, I want to ignite the young generation especially those who are into industrial sector. I want to appeal the youngsters who are thorough with the field of technical education and then we can ask the world – ‘Come! Make in India’” under the assurance of zero defect and hero effect. We should be into the production of the goods with high quality holding up

with zero defects and hero effect and no any negation to the environment. My focus is more towards our daughters – feel proud, who are following the direction as a social and national character.”

Women are always ready to involve themselves with all the talent they possess. Women’s support to the running family business is underestimated both by society and family. In contrast, there are number of private enterprise that is operated by women (especially the enterprises wherein the women needs to carry the controlling & monitoring share). Although the execution of such sectors, is practically operated by men, exposing only the name of a lady on paper who carry the powers into operations and decision making. World economic scenario of women shows 50 percent of the world population is women. Off which 30 percent are official labour force, performs 60 percent of all working hours, receive 10 percent world income and own less than 1 percent of world’s property which is a opinion of Dr.M.A. Sudhir in 2007 ^[4].

Women’s ability to earn their own income creates many problems and challenges though no one wants to discuss openly. It changes the sexual dynamics of the society. They do carry more power and are potential enough to face and follow with their individual desires, help other women, parenting children without men, etc. Empirical evidences proves that learned women had brought positive changes in the family and self reliance woman could change the society. Several global studies throw light on the challenges faced by the women entrepreneurs. For an entrepreneur, it is must to face three major stages – creating, nurturing and nourishing – are equal for women and men both.

The problems and challenges faced by women have different dimensions and magnitudes owing to social and cultural reasons. Cumulative effects of psychological, social, economic and educational factors to women entrepreneurs entering to main stream has an angle of gender discrimination usually seen in many societies which impacts women in industry also ^[5].

With changes in society sometimes women are recognized as force into

entrepreneurship. They contribute towards innovation, job and wealth creation to household, local, regional, national and even international economics (Bruin, Brush & Welter, 2006) ^[6]. In advanced market economics, women are found to be the owner different commercial products, the percentile is around 25 percent (Wilson, Kickul & Marlino 2007) ^[7]. Social values, help from the subordinates and the members of respective family of women inspires them and that freedom correspondingly for the economic development is making the typical hike in women entrepreneurs (Verhuel, Wennekers, Audretsch & Thurik 2001) ^[8]. Women entrepreneurs don't operated isolated but work under some macro, regulatory, or institutional framework as their male counterpart but there are limits to women interactions, mobility, active participation and access to business development services.

India, the developing nation is heading brisk to the economic growth, having shown the performing factor exceedingly glowing in versatile activities like academics, politics, administration, social work and so on. Therefore, this research study is aiming at discussing the challenges and prospects of women entrepreneurs ^[9].

1.1 Entrepreneur –

Peter Drucker defines that, “Entrepreneur is a person who is hungry searching changes, responds to it and exploiting it as an opportunity. Further continues with, “it is an innovation stands as the specific tool of entrepreneur, the source through which they exploit change as an opportunity for different business or service” ^[10]

The definition mentioned above clarifies that : An entrepreneur – person, who organizes a business, undertakes innovation and assumes risk with the aim of gaining competitive advantage and profit.

1.2 Meaning of Entrepreneurship –

It has its origin when mentioning in terms of the term itself from a French word “Entreprendre”. It cradled and then initially meant as to designate an organizer of certain musical events or any other entertaining sources ^[11]. The word, its meaning to the core, reflects about readiness for doing ‘something’. Practically, it is the

person, irrespective of being an individual or not, who exhibits the will, is called as an entrepreneur. If we search through the meaning of the said word then we might face versatility into the definition with respect to person, gender, work, location & situation accordingly. But when defined in very common words then ‘entrepreneurship’ is nothing but the procedural thought of identifying innovative openings and converting it into marketable ideally with so called products and services both.

‘Entrepreneur’ is broadly classified into three terms – **Risk Bearer, Organizer and Innovator**. It is about a person assuming and bearing different risks involved, who is organizing for need based varieties of the inputs or the factors in relation with the product and finally at par, the ‘Entrepreneurship’ is a process which carries innovations with new ideas, concepts, strategies and methodology within the enterprise coping-up with the time and need is defined as Entrepreneurship [12].

1.3 Women Entrepreneurship –

Women entrepreneurship means an act of business ownership and business creation that empowers women economically and elevates position in society. A considerable impact more than 25 percent of all kinds of business in all segments of economy made by women entrepreneurs. “Entrepreneur” is restricted amid women mainly within the society based common limits that numbers 5 percent or sometimes even less for all the sectors concerning businesses [13] especially in India.

The women entrepreneurs had to and have to cross over many obstacles and challenges in respect heading for the development of the nation. It is mainly because of the formal terms and its implications practically. The terms are legal aspects, technology, politics, socio-cultural factors, economic circumstances, etc. Furthermore, when a woman carry will for converting herself into an entrepreneur or to enhance the same factor needs to face harsh circumstances within local regulatory, cognitive and normative systems for an entrepreneurial part. In the state of Maharashtra, government does carry versatile schemes and policies for the

women entrepreneurs. But there has been huge un-awareness among the women about the same, their own ignorance with no enthusiasm and curiosity and finally lack of knowledge make them to reside at a longer distance for being the entrepreneurs^[14].

1.4 Concept of women entrepreneurs –

It can be defined as women or group of women who initiate, organizes, and operate a business enterprise. Women entrepreneurs are those who, an individual or the cluster, wants to inaugurate organize and run an enterprise undertaking. Government of India, for them, the defined terms for women entrepreneur is, “it as an enterprise possessed, monitored and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women”^[12].

Saddled with household chores and domestic responsibilities women want to be independent and choose a profession as a challenge and urge to do something new is a pull factors. on the other hand women engaged in business activities due to family compulsion and responsibility thrust upon them are the push factors.

In phrasal terms of pull and push and its relative facts does confide women with an ownership, possession, self-governing revenue building and most important is the freedom for enacting all this with their own structure and innovations. As has been mentioned earlier the three terms – Risk Bearer, Organizer and Innovator, though has to undergo implying this with sturdy but hard will for making career and creating potential for controlling, decision-making and monitoring do inspire the women entrepreneur. Even after the 65 years of Indian independence the ideal value of independent is not been offered to the women, they need to show the need for the same. It is in fact, although they play vital role and are busy enough in family matters and the other concerned responsibilities. Women do want to prove themselves with some unique attitude they carry for the society. The need of freedom, if given, will definitely result into something really innovative and special to the society. The women entrepreneurs do choose to follow the occupation

oriented resources but are made to face the problems and it must be that they work under anxiety of the factors mentioned. Such situations are named as 'pull' factors. There is situational 'push' factor even described as the women getting in with business based works just because has been ordered by the family or the concerns and then they need to put in best.

Business sectors for women entrepreneurs are as follows -

1. Large and medium sector: - Basic training or internship with the qualified education viz. Master of Business Administration and is a woman, then she is a part of medium sector and large units refereeing the entrepreneurship.
2. Small sectors: - Some women though being an entrepreneur but are with no needed formalities like the justified educational qualification or no any prescribed preparation about the administration, but just with the help their experience into any small scale industry make them understand the things better and ready for the entrepreneurship. Handicrafts, weaving, garments, dolls and pickles are the general products chosen by these women where they are well accustomed with.
3. The third sector as such there is no any name because the women entrepreneurs involved are with city area especially the slums and motto they carry with them is facilitate the women from the lower grade with some earnings. Can be sectoring them as the economically backward section and the motivational service are being provided by the organization [16].

1.5 Functions of women entrepreneurs –

Frederick Harrison ^[17] – well known analyst had cataloged five statements for the women entrepreneurs.

1. Investigation of the futuristic predictions in establishing any innovative enterprise
2. Fully ready with jeopardy and having control over the financial qualms concerned with the same.
3. Uniqueness of the enterprise must be introduced and should carry implied reproduction of the same.

4. Management, supervision and control power
5. Administration and guidance (as a leader).

1.6 Need of Women entrepreneurship –

Considering the strengths and the weakness of at an entrepreneurial level for a person, we find women are at zenith with all the superiority especially with the confidence needed to take control of the hazardous situation with valid solution. They are best even with the unpredictable obligations concerning the jobwork, are creative enough and innovative too. The needed devotion, dedication, sincerity, skills for time management, attitude to work hard, aggressiveness, ambitious, intelligent but patient, optimistic but cautious, etc. This of-course results outputting with improved entrepreneurship ^[18].Some of the reasons may as follows -

1. Half the Indian population is woman and do carry better contribution to the development of nation and hence the main stream for them should be kept open for all freedom.
2. As per the national economy of India, women plays more dedicated, devotional, vital and productive role as labours. Referring to the total force, it is counted to be around one third.
3. Enhancing women's entrepreneurship is an important approach for civilizing the benefit of Indian domestics.
4. It is found that the potential carried by women entrepreneur and the general entrepreneur there is long distance to be covered.
5. As per the earnings, if it is an Indian woman, obviously you will find that the share of the earnings is been operative for the family, its needs and the future aspects but same is not done to a level by a man from the same family. Improving women's income and quality through entrepreneurship implies a multi-dimensional contribution to overall growth and development.
6. If women is to be empowered then it is only through the financial requisites for entrepreneurship.

1.7 The Global Context of Women entrepreneurship –

In United States research has been carried out for private companies which contribute as following. Women's Business Research, the centre analyzes that 41 percent of all the registered companies are owned by women and are successfully executing the level needs to be. When terming for the access to venture capital concerning the women then they are located at a longer distance and are backing the men. Concerning the data from the year 2009, states that the existing or previous female CEO's and originators are only 11% in the US firms dealing with venture capital.

In Australia , there are many examples to put in front viz. Julia Gillard is the Prime Minister of Australia, Gina Rinehart is the richest person from Australia. Kristina Keneally and Lara Gidding both are designated as State Premiers, Gail Kelly from Westpac's is most powerful women in the world and been ranked 8th. These mentioned names are all women. Enlisted women entrepreneurs, 11 percent of them are sitting in the chair of Board of Directors, specified on global terms. The companies run by women do cross average annual revenue touching \$4.1 billion or more^[15]. Statistically mentioned about the European nations, the percentile is 56 for the women operators.

They are, specifically mentioned with the locations and are from Austria, Netherlands, Scandinavia and the UK. Germans when numbered counts 60 percent women with attitude of working off which the 42 percent are found working part time, 7 percent do run their own enterprise and 28 percent of all are self employed women.

Turkey, Greece, Poland and Italy are the countries where we find the women entrepreneurs are freed enough which make them initiate any business and do touch the success, it is all very fast. The reason for all this is, the so-called obstacles are been easily crossed over and the market is been easily accessed by them. China and Thailand both these countries, at a very higher percentile, the families are into running their own enterprise which is mostly been monitored by women, if not individually then with their counterparts.

Finland, Sweden, Germany and Australia are named as developed countries, the most important part is their literacy rate, especially the women, it is about 99 percent. They do follow with all discipline with the role played in the society and the concerned equality with the rights. Household work or the role of homemaker is generally found when we talk about the women from South Asia. They do carry specific role and can be seen no any interest into the exposed world. It is quite obvious that the reasons are illiteracy, less exposure to outer sector, acquiring any skill and getting inspired to work with it is not at all found with them.

We find huge number of successful women entrepreneurs in and out of the nation, which are from India. When enlisted all then we recognize that the list is less effective and do not carry the proper impact that it should. This is only because of the huge population some hereditary drawbacks over flown through the human psychology and then the system. Women entrepreneurs when thinking of catching the victory needs to pass through, a right technology-something that intrinsically lowers the cost of the goods, and a right business plan which is sustainable. Western world and the experienced gained through, if is been worked out to certain level shall help India progress the female entrepreneurship ^[19].

1.8 Present Status of Women Entrepreneurship in India –

India when signified on the basis of gender, it is totally a male dominated structure and same is the condition with professions. Now, is it not the time when every single woman needs to get at least the basics of the education and of-course the rule of equality to be implemented rather followed to the right level? This will help women in getting the opportunities and will get more acquainted with the facilities provided by the government sector taking into consideration the women entrepreneurship. Slowly but steadily the process is ignited, we even find spreading of awareness regarding the mentioned issue is raising and rural sector is also under the structural initiatives.

There are varieties of the resources available that can help encouraging and supporting the women entrepreneurs. The government had released the plan that reads about making the presence of women directors in your board is mandatory.

This is done by including some amendments and provisions in a proposed bill for Company Act. Women entrepreneurs will surely follow through the benefits provided by this fair representation. The structure of the government mends specially for the company with their rule & regulations stated that 70 percent or more companies do not have any of the female presence.

As per the research study by the Industry Body Association, about 1,112 directorships of around 100 companies listed on the Bombay Stock Exchange, only 59 positions or 5.3 percent are held by women. The figure when compared, we find that the other countries are much ahead with the same e.g. 15 percent in Canada, 14.5 percent in The US and 12.2 percent in the UK are all women representatives. Many of the nationalized or non-nationalized banks find themselves contributing, with their own methods, to enhance women entrepreneurship^[20]. An example is, the role played by Gramin Bank in Bangladesh, State Bank of India, Bank of India, IDBI, etc.

Of the track the majorities when counted were more focused on low-paid, low-skilled, low-technology and low-productivity jobs in the rural and un-organized sector. 79.4 million is the number that tells us about the women workers working from the rural areas as against only 10 percent (86 million) from the urban areas^[21]. About 2.5 million women workers were working with the organized sector and a small percentile count of 12.4 percent were totally employed. 5 year planning, numbered 8th in the sequence, during this period the number of SSI's were expected to rise from 1.7 million to 2.5 million adding 0.8 million in the 5 year period or 1.60 Lakh every year. With the rough estimation presented that amongst the SSI entrepreneur's approximately 9 percent were women entrepreneurs. The meaning is there is slow rise in the participation at least. And it happened the way it should, now for the next session the participation of the women was more touching 20 percent.

This analyzes that number of women entrepreneurs count had raised to about 5, 00,000. So is the time we can target at least up to 3, 50,000 women entrepreneurs during the 8th 5 year plan. This period can be utilized through training and other developmental efforts^[22]. L.P.G (Liberalization, Privatization, Globalization), the

period is really different in its structure and implementation too; the Indian women entrepreneurs are speedy enough and carry eager in entering the non-traditional sectors, which indeed is in response to their greater awareness. Participation of Indian women into the work profile is 22 percent as per 1991 census, is triple in rural areas i.e. around 27 percent and in urban areas it is 9 percent.

When concern with the recent time we find the changes in the scenario is a bit faster than it would have been. These changes reflect more towards, starting with modernization then is urbanization followed by development in education and finally the business. Women irrespective of the grade, qualification, location and need are more inclined towards seeking employment with proper financial gains into versatile fields. This in fact is because of necessity, spread of educational and industrial awareness among them.

Women entrepreneurs are flying high with their own wings of thoughts bifurcated between three Es namely Engineering, Electronics and Energy. They are potential enough for pulling up any kind of units to manufacture e.g. solar cookers in Gujarat, Small foundries in Maharashtra, T.V. capacitors into the industrially backward area of Orissa and women in Kerala are skilled in traditional and self acquired crafts like embroidery, lace toys, mat wearing etc. there are a few activities that are socially tabooed and considered as an industrial activity of wire making and selling; is being carried forward by the women entrepreneurs in Mumbai.

Meaningfully mentioning there is no any sector or field or area that cannot be well handled by the women with proper administration for inputs and the outputs. But yet we cannot pass the comment that the women entrepreneurship movement is about fly, it is still at the ground zero and does need some more period to take off [23].

1.9 The Government level efforts for empowerment of women entrepreneurs –

Despite implementing policies to promote status and level of female entrepreneurs in India, through number of women owned enterprises increased ,it is observed that substantial growth could not be achieved. It is needed to revitalize the whole

system for more approach of women entrepreneurs. Making analysis through the reasons for women to opt for entrepreneurship shall help nation grow to certain level because they being the major motivators for growth, simultaneously the different constraints/issues, and if the women are dealing with it is with heavy importance in this voyage of entrepreneurship.

Ever since the time India got independence, it is about 65 years now, but the progress of women is seems to be a planned motive of the government. While during the 70's, women and the progress, these two terms are mainly considered and was chiefly being well ignited. There was a drastic change found from the approach of welfare to the point of progress. This has acknowledged the venture reinforcing methodology for the development in the year 1970. The 80's had been signified and had accepted dimensional multi face of the nervousness due to overload of working. This stress was more based on the availability of employment, educational facilities and maintenance of self health. This period was of women because they were preferred more in all the sectors. Growing attention has been paid to women's financial contribution by self employment and industrial projects ^[24] by Government and non government bodies.

The Era of planned development phase as follows,

Figure No 1.9.1

Sr.No.	Year	Planning scheme
1	1951–1956	The First Five-Year Plan envisaged a huge count welfare measures especially for women. Establishment of the Central Social Welfare Board, organization of Mahila Mandals and the Community Development Programmes were a few steps in this direction.
2	1956-1961	The second Five-Year Plan was mainly for empowering women that are closely linked with the overall approach of intensive agricultural development programmes.
3	1961–1966	The Third Five-Year Plan and Year 1969-74:- The Fourth Five-year plan both these plans focused more and supported more to female education as a head of the welfare measure.
4	1974–1979	The Fifth Five-Year Plan emphasized more on generating women as an employee through training workshops especially for those who are needy for the income and safety. Ministry of Social welfare had some views about the report submitted by International Women’s Decade. This report read about ‘this’ plan is very similar in implementation by and large to the international Women’s Decade. The report was submitted by the Committee and was mainly based on the Status of Women in India. This made the ministry to work out for the Women’s welfare and Development Bureau and the set up the same in the year 1976.
5	1980–1985	The Sixth Five-Year Plan had its uniqueness in shifting the structural way of welfare to development. It concentrated mainly on women with they being lagging behind due to access to resources and is one of the critical obstacle awaiting the growth of the nation.
6	1985–1990	The Seventh Five-Year Plan focused more about the gender based factors. It needed the equality and liberty both for the masculine and feminine gender. It was its uniqueness because for the first time the overall importance was looked through the qualitative aspects such as in calculation of confidence, generation of awareness with regards to rights and training in skills for better employment.
7	1992–1997	The Eight Five-Year Plan controlled and monitored well through empowering facts for women, it was mainly at the Gross Roots Level, wherein Panchayati Raj played in its role too.

Sr.No.	Year	Planning scheme
8	1997–2002	The Ninth Five-Year Plan had approved the developed tactics for Women's Component Plan. This plan had about 30% of funds or financial benefits covered up in relation to women being on the verge of development.
9	2002–2007	The Tenth Five-Year Plan targeted to empowering women by just transferring the recently been adopted National Policy for Empowerment of Women (2001). Then was its practical implementation that could focus more on to the action and ensuring Survival, Protection and Development of women and children on the basis of the rights available for working out.
10	2007–2012	The Eleventh five-year Plan in parallel application of the empowerment mission played the role of an assistant like reservation for primary education, developing the technical skills, incentives made available for higher education. Incentive and non incentive programmes both carry a special subsidy cell with itself. It had recently taken the tangible stepladder that can absolutely throw in the development of women entrepreneurship.

We can definitely mentioned seeing through the current aspect of life that the right strategies have been taken its implementation through all the available resources especially mend for the development of women entrepreneurs and their active participation to the higher level in the entrepreneurial sector.

1.10 Role of government in fostering entrepreneurship in Maharashtra –

Central and state government both plays pivotal & figured role in the development and growth of small scale industries. Parallel to it are the available government institutes like D.I.C. (District Industries Centre) & M.C.E.D. (Maharashtra centre for entrepreneurship Development) both are at the state and district level, inspiring the entrepreneurship development.

1.10.1 District Industries Centre (DIC) –

This is the institute run at the district level. DIC (District Industries Centre) is also a decision-making section in relation with the Industries Department Sector. This sector is run by government, provides all the necessary services and even support of the various facilities being sanctioned to the entrepreneurs. This is basically for establishing small industries

and village industries both. There are many schemes are made to execute by diverse State Government Departments/Corporations for instance like the Social Justice Department, Mahatma Phule Scheduled Caste Development Corporation, Vasantnao Naik VJ/NT Development Corporation, etc. In addition to it are the departments like the Directorate of Industries through its District Industries Centre at District Level and Joint Director of Industries, Mumbai Metro-politan Region at Mumbai, implements Prime Minister's Employment Generation Programme (PMEGP), Seed Money Scheme and District Industries Centre Loan Scheme for unemployed youth.

PMEGP, Seed Money Scheme and District Industries Loan are the three main schemes that are put into execution by Directorate of Industries especially for youngsters who are unemployed ^[26].

1.10.2 Maharashtra Centre for Entrepreneurship Development (M.C.E.D) –

MCED has been a step in support of the social and economic private enterprises right since the year 1988. While during the entrepreneurship development, the same acted as a training institute. Considering the continuity into the industrial growth and so also forming structural environment conducive to industrial progress, the state of Maharashtra has been leading for the same. Investment-friendly industrial schemes, outstanding infrastructure and an able and creative human resource foundation have made it a preferential destination for financial, export and manufacturing service sectors. We are well aware about the hazardous disorder experienced by the global economy during the year 2008-09, had made a severe impact on the Indian and State economy both.

The time during August 1991 to August 2010 was basically used for establishing new industries in the State of Maharashtra. The count is about 20,484 industrial projects, including the projects sanctioned by the FDI and the total investment being Rs. 9, 20,121 crore and has been accepted. Only with an investment of Rs. 1, 95,407 crore around 8,322 projects were commissioned by the end of August, 2010. Total count is around 796 industrial projects including the projects through FDI with an investment of Rs. 1, 51,209 crore. This will generate about the

proposed employment of 2, 25,710 were approved during September, 2009 to August, 2010. For the duration of the same period, 36 projects with an investment of Rs. 8,673 crore and employment of 9,458 were commissioned^[27].

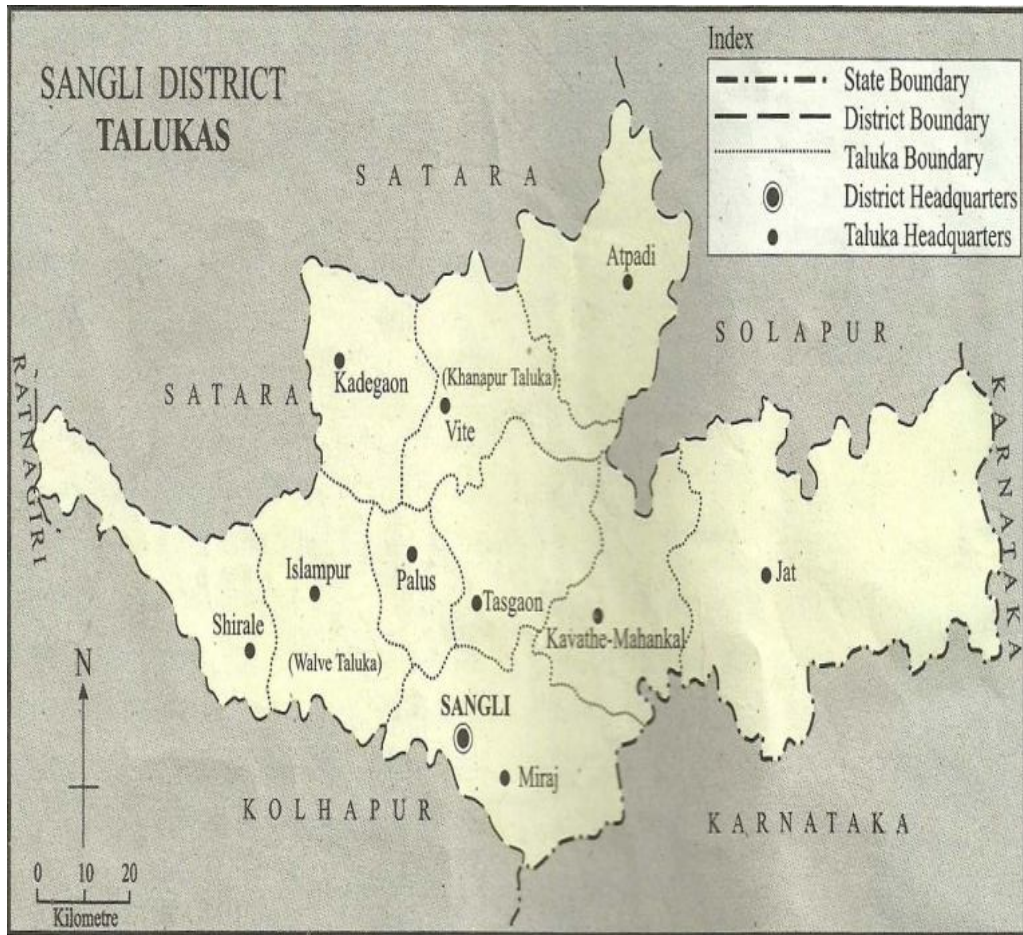
1.10.3 Profiles of at Sangli District –

The state of Maharashtra, percentile structure of the Women Entrepreneurs touches to **32.12**. The registered entrepreneurs are about **4339** off which **1394** are the women entrepreneurs having about **538** units located in District Sangli^[23]. We find that this sector is well-developed and is carrying good success only because of the labour availability, climatic situation and easiness in accessibility of raw material. With the same, and is recognized as the major factor is the political authority of representation at the state assembly.

We can see the company named Suzlon dealing with electric power generation through wind mills is established in the hill based areas of the district Sangli. Suzlon is recognized as one of the biggest industry dealing with wind power generation. There are chances that the Suzlon and the Reliance (India's largest private sector industrial group) both will go hand in hand together for generating 150 MW wind power project worth Rs 90 Billion. We can notify the advantages carried by the ventures at local and non-local levels. It will give chance to thousands of skilled/unskilled youth for an employment. Then is 380 million units of electricity per annum will be generated by this venture in Sangli.

Sangli district does have established the InfoTech Park resourced with all the needy amenities and its easy availability. InfoTech companies do have an opportunity to initiate their executions. The location of the said IT park is into the eye-catching locality surrounded by greenery. It is been said that Mr Jayant Patil, the ex-Home Minister of Maharashtra is going to elaborate software hub in Islampura area belonging to district Sangli. IT sector with the companies like CapGemini, Cognizant, Patni, Infosys and others with some companies at domestic levels are set to be situated. The fact is some of them have already begun their construction in Islampur^[28].

Figure No. 1.10.2



(Map of Sangli District / Source :www.sangli.nic.in)

District Sangli comprises with the total of nine talukas having areas being operated by the MIDC. This dissipates because the district Sangli is more prone towards industrialization. At an approximation the number is 39 % kept aside for the women entrepreneurs. This is the reason for which the researcher has selected this zone of Sangli district under study.

1.11 Conclusion

In the introductory part of this first chapter describes the general information on information women entrepreneurship, concept of women entrepreneurs, need of women entrepreneurs, at global, state and district level, their present scenario, efforts taken by government of India during planning process, about small scale sector, DIC, MSME, about Sangli District.

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2.1 Introduction

The inquisitiveness of man has motivated him to acquire new knowledge, tools, techniques and procedures. Learning and acquiring knowledge is the continuous process. In fact knowledge is synonym of research. First step of research is to form research problem. Research methodology is process to study research problem through research design, setting hypothesis, objectives, tools and proper methods to understand the problem thoroughly to rephrase it in a meaningful terms from the analytical point of view. The following chapter explains study design and all research tools systematically.

2.2 Statement of Research Problem

1. The study attempted to identify the trends of women entrepreneurship in Sangli district in terms of community, occupation, economic origins and motivations, the life framework, empowerment, and identifies socio-cultural factors that affect the entrepreneurial process among women.
2. It was found that the problems faced by women entrepreneurs were multi-dimensional and multi faced, they had to encounter additional problems because of womanhood. Aim of this research is to study these challenges and interdisciplinary relationships.
3. There is need to change the negative attitude towards women entrepreneurship of the government officials, bankers, businessman, family members, etc. to realize that, without the active participation of women entrepreneurs in economic activity the socio-economic development of family, region as well as nation is not possible.
4. Government gives the support to women entrepreneurship through the medium of the DIC's, MCED, NGO's, EDP cells, MSME's schemes etc. There is need of an enquiry of whether the performance of DIC in Sangli district is improving or not, whether number of beneficiaries is increasing,

whether the amount of loan disbursed is growing etc.

5. Diverse aid schemes for the development of women entrepreneurs are being put into operation by both State and Central Governments. However in reality, difficulties many problems in getting the advantages of the government aid by women entrepreneurs. There is need to identify the difficulties in getting the advantages and assistance by the government to by women entrepreneurs.

2.3 Objectives of the study

1. To study and analyse the socio economic profiles of women enterpreneurs in s in district Sangli, Maharashtra.
2. To analyse the economic, psychological, social, and financial problems and constraints on entrepreneurship development of women entrepreneurs in district Sangli.
3. To understand the motivational and achievement factors of successful women entrepreneurs in district Sangli.
4. To identify the challenges being faced by women entrepreneurs in district Sangli.
5. To make an assessment of government policy for women entrepreneurship development in district Sangli, Maharashtra.

2.4 Scope of study

Till now very few efforts have been made in exploring the women Entrepreneurship development in Western Maharashtra. 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. From the primary data, it has been observed that more research on women entrepreneurship (47 PhD theses) has been carried out besides Western Maharashtra.

There is hardly any sustainable system to monitor and encourage the participation

of women in business. There is a need to integrate gender perspective in data collection and analysis. It is the need of the hour to encourage the women entrepreneurs. Businesswomen's groups in membership in drive for chambers of commerce, and trade and professional associations can be targeted. Networking between government officials, international experts and women entrepreneurs can be strengthened. There should be a constant attempt to move from an integrated and inward looking local economy to a surplus seeking and market driven economy. This is an attempt to understand the issues and initiatives in developing the entrepreneurship among women in various parts of Sangli district. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the Millennium Development Goals (MDGs).

2.5 Hypothesis of the study

1. Proportion of women employees is more employed by women entrepreneurs.
2. The help rendered by DIC is not enough and sufficient to women entrepreneurs.
3. From women's perception, women entrepreneurs do not possess leadership qualities.
4. Women entrepreneurs are not aware of the availability of existing support system catering to the gender specific needs.
5. All motivating factors are not equally important for women entrepreneurs.
6. Personal factors do affect the development of women entrepreneurs.

2.6 Limitations of the study

1. The study covers only Sangli city. Hence the findings of the study are entirely applicable to this district only so it is reasonable to believe that the findings would rather closely approximate the reality in nonmetropolitan and gradually industrializing city.
2. The study is based on the perceptions of the women entrepreneurs. Their attitudes may change with the change of times. Therefore, the responses reflect their contemporary views on the prevailing conditions.
3. It relies exclusively on the responses to questions or statements contained in

predominantly structured interview schedule.

4. In any case the study does not claim to be the final word in the study of women entrepreneurship.

2.7 Research Methodology

2.7.1: Research Design –

Researcher selected **Exploratory Study design** to collect the data. Exploratory research studies are also termed as formulative research studies. The main purpose of such studies is that of formulating the problem for more precise investigation or of developing working hypothesis from an optional point of view. The major emphasis in such a studies is on the discovery of ideas and insights. As such the research design appropriate for such studies must be flexible enough to provide opportunity for considering different aspects of a problem under study which fact may necessitate changes in the research design for such studies are talked about

- a) *Survey of concerning literature*
- b) *Experience survey*
- c) *The analysis of insight stimulating examples*

a) **Survey of concerning literature:** It is method of formulating precisely hypothesis stated by earlier researchers may be reviewed and their usefulness is evaluated on further research. Researcher should make an attempt to apply concepts & theories developed in different research contexts to the area besides bibliography survey of studies.

b) **Experience survey:** Experience survey means to survey the people who have had practical experience with the problem to be studied. The object of such survey is to obtain insight into the relationship between variables & new ideas relating to research problem. For such study to survey people who are competent and can contribute new ideas may carefully be selected as respondents to ensure representation of different type of experience. The respondents selected then may be interviewed by the investigator. Researcher must prepare an interview schedule for systematic questioning format. Thus experience survey may enable the researcher to define problem more concisely.

c) *The analysis of insight stimulating examples:* This method consists of intensive study of selected, existing records, it may so happen that for unstructured interview may take place. Attitude of investigator, the intensity of study and ability of the researcher to draw together diverse information into a unified interpretation are the main features.

Above all reasons lead researcher to select the research design as exploratory research design. Investigator prepared structured questionnaire and conduct the interviews for sample respondents. Conducting population survey is time consuming, resources required are more, non-availability of trained personal to conduct survey etc, so there is need to select the sample design to conduct survey.

2.7.2 Sample Design

The universe of the study has been confined to registered women entrepreneurs in small-medium scale industries in Sangli District. While selecting the women entrepreneurs, for detail study, this was necessary to obtain the proper representation of all MIDC's and nature of enterprise of women entrepreneurs in Sangli District. Therefore the total universe is classified Industrial estates wise and as per the nature of enterprise. As per the census survey in 2011, it is observed that number of women entrepreneurs in Maharashtra is 32.12 percent.

(Total registered entrepreneurs are **4339** and women entrepreneurs are **1394**) out of which in Sangli district more than **39 percent** registered women entrepreneurs occur. Hence to conduct a survey in this district will comprise of better representation of population. The percentage of individual selected women entrepreneurs according to location and nature of enterprise ranges from one to eighty two. As stated above Sangli district consisting of nine MIDC which are located at various taluka's which having different geographical structure and availability of different variety of industries in a single district i e Sangli. Thus the population is heterogeneous can be described because of geographical varieties, it is necessary to consider the stratified random sampling design. The total registered units in Sangli district is obtained by visiting each MIDC by researcher and collect the data which is presented as below.

2.7.3: Total registered units in DIC

Sr. No.	Taluka	Male	Female	Total
1	Miraj	1947 (88)	265 (12)	2212
2	Walwa	199 (85)	33 (15)	232
3	Palus	299 (82)	65 (18)	364
4	Tasgaon	116 (98)	2 (2)	118
5	Khanapur and Vita	187 (70.56)	78 (23.44)	265
6	Shirala and Kadegaon	292 (94.49)	57 (5.51)	309
7	Jat	51 (84)	21 (16)	72
8	Atpadi	28 (100)	10 (0)	38
9	Kavathemahankal	143 (95.33)	7 (4.66)	150
	Total	3262 (86.75)	538 (14.30)	3760

The stratified random sample method was applied for selection of women entrepreneurs. Once the design has selected the pilot survey was conducted to determine the total sample size with **confidence coefficient 90 percent** and **error of margin 14 percent**. Usually margin of error is taken as 5 percent but while observing registered unit under DIC, it is observed that the units are being registered against women entrepreneurs and are being run by male entrepreneurs. Such units are discarded from the study and hence it is required to increase the permissible margin of error. Here Total sample size is taken as 82 which also can be calculated using sample size calculator as below.

2.7.4 Calculations of sample size from population size- With reference to the book of research methodology by C.R.Kothari, the formula of sample size of finite population is as follows, with confidence interval 90 percent ($Z = 1.28$), Error of Margin = 14 percent ($e = 0.14$), Standard deviation of population is 1.1452 ($\sigma = 1.1452$) which is calculated from pilot study.

$$\begin{aligned}
 n &= \frac{Z^2 \cdot N \cdot \sigma_p^2}{(N-1) \cdot e^2 + Z^2 \cdot \sigma_p^2} \\
 &= \frac{(1.28)^2 \cdot 538 \cdot (1.1452)^2}{537 \cdot (0.14)^2 + (1.28)^2 \cdot (1.1452)^2} \\
 &= \frac{(1.6384) \cdot (538) \cdot (1.3121)}{(537) \cdot (0.0225) + (1.6384) \cdot (1.3121)}
 \end{aligned}$$

$$= \frac{1156.5626}{12.0825+2.1497}$$

$$= \frac{1156.5626}{14.2322}$$

$$= 81.96 = 82$$

Sample Size Calculator- Using Sample Size Calculator from website (www.surveysystem.com) researcher got the same result. This Sample Size Calculator is presented as a public service of Creative Research Systems survey software. You can use it to determine how many people you need to interview in order to get results that reflect the target population as precisely as needed. You can also find the level of precision you have in an existing sample.

Before using the sample size calculator, there are two terms that you need to know. These are: **confidence interval** and **confidence level**. If you are not familiar with these terms, to learn more about the factors that affect the size of confidence intervals,

As the data is heterogeneous size of sample to be drawn from each taluka are obtained using proportional allocation stratified sampling method, here the permissible error is taken as 5 percent. Here Researcher have taken Total population size $N = 538$ and total sample size $n = 82$.

2.7.5 Sample size using proportional allocation method

Sr.No.	Taluka	Population size (N)	Sample Size (n)
1	Miraj	265	40
2	Walwa	33	5
3	Palus & Tasgaon	67	10
4	Khanapur and Vita	78	12
5	Shirala and Kadegaon	57	9
6	Jat	21	3
7	Atpadi	10	2
8	Kavathemahankal	7	1
	Total	538	82

2.7.6: Reference period - In order to study the selected women entrepreneurs in Sangli District, the statistical information from the women entrepreneurs of the years i.e. from 2008-2013 will be taken into consideration.

2.7.7 Data Collection

Primary Data - The method used for data collection is the interview method, and the tool used to collect the data was predominantly structured interview schedule with structured questionnaire. Most of the interviews were conducted with women entrepreneurs individually. In some cases (about 30 percent), the interviews were conducted in the presence of their husband/parents/employees as per request of respondents.

In about fifty percent cases in the first meeting the women entrepreneurs preferred to go over the interview schedule, and keep it overnight with them. In some cases it was partially used as questionnaire. Nevertheless, subsequently, these entrepreneurs were also interviewed, and, where necessary, the interviewer sought clarifications regarding the response given. In majority of the cases the researcher contacted each entrepreneur twice or thrice and so average total time required to complete one interview was about one hundred and twenty minutes. A major strength of the interview schedule was that even the closed ended questions, in most cases, permitted a wide spectrum of responses, authentic responses so there should be need of using the case study method to analyze the data. The interview schedule was finalized after pilot study of ten entrepreneurs. The data was collected between April 2012 to March 2013.

2.7.8 Research Tools to be used

- ❖ Research Design : Exploratory study design
- ❖ Study Area : Sangli District
- ❖ Sampling Method : Stratified random sampling
- ❖ Population size : No. of Women Entrepreneurs Percentage in Maharashtra is **32.12** (Total registered entrepreneurs are **4339** and women entrepreneurs are **1394**)
- ❖ Sample size : **82** respondent stratifying in each sector taluka
- ❖ Data collection method:

- Primary data : Questionnaire, Case study method, personal interview
- Secondary data : Web search, books, video, case studies women entrepreneurs
- ❖ Statistical tools and Measures : 1. Descriptive statistics
 2. Factor analysis
 3. Chi square test
 4. Krushall walis test

The following statistical tools were used for analysis of data 1. Percentages 2. Measures of central tendency (Mean, Weighted mean) 3.Measures of dispersion (Standard deviation, coeff.of variation) and for testing purpose chi square test, Krushall walis test, one sample 't' test is applied.

Secondary Data: The secondary data has been collected from the various sources like annual reports and record of the DIC of Sangli, annual reports of women enterprises, government reports, library source etc.

2.7.9 Processing the data

As mentioned earlier the interview schedule was largely structured and pre-coded i.e. most of the questions were closed ended. The codes were manually entered into code sheets. This data was then entered into and processed by the computer as per the instructions of researcher. The responses to the open ended questions were examined, classified, coded and processed manually by the researcher. The data has been presented in the form of simple and bivariate tables. Both actual frequencies as well as percentages have been mentioned in the tables. Same data has been presented in graphic form. Likert type measurement technique has been used where appropriate to get more clear and definite responses and to measure certain attributes.

- The target industry for the study is small scale sector i.e. the firms having investment in plant and machinery at an original cost not exceeding Rs.1 crore.
- The population of the study is confined to the women entrepreneurs in Sangli district, who are registered under District Industries Centre (D.I.C.) Sangli region. The firms that are in operation for at least last 5 years are included in the study. The population of the study is 538 women run small scale enterprises.

- For the purpose of this study the required database of women entrepreneurs is been collected from D.I.C. Sangli office. The stratified sampling method is used to derive the sample. Out of the population of 538 women run enterprises 25 per cent i.e. 82 enterprises are taken as sample as above sample size determination. The total population of 538 enterprises is divided into various sub areas (sub areas being taluka' of Sangli city). For selecting the sample from each taluka convenient sampling method is used.
- The area wise distribution of total population and the proportionately selected samples is shown in the above table No.1.6.5.
- The primary data is collected through questionnaire and in depth interviews. The secondary data is collected through the review of existing literature related with the topic. The review is made using books, magazines, newspapers, journals and research thesis. The secondary data is also collected from D.I.C. (District Industries Centre) and M.C.E.D. (Maharashtra Centre for Entrepreneurship Development) Sangli city offices and websites.
- The tools used for data collection are questionnaire, in depth interviews and informal interaction with the respondents. The in depth interviews of ten respondents were conducted in order to gain better understanding of their operations. Questionnaire was prepared for the respondents including open and closed ended questions.

2.8 Chapter Scheme

In present research entitled “**A Study on Women Entrepreneurship Challenges and Prospects in Special Reference to Sangli District**” researcher has organized the logical seven chapters outline as below.

Chapter I: Introduction-

In the introductory part of this first chapter describes the general information on information women entrepreneurship, concept of women entrepreneurs, need of women entrepreneurs, at global, state and district level, their present scenario, efforts taken by government of India during planning process, about small scale sector, DIC, MSME, about Sangli District.

Chapter II: Research Methodology-

This chapter of Research Methodology explains statement of the research problem, objectives of the study, scope of this study, hypothesis framed, research design, sample design by proportional allocation method with calculation of sample size and methods of data collection. It also explains the research tools to be used in processing of data which covers limitations of the study.

Chapter III: Review of Literature –

Reviewing of the literature in the area of research is the preliminary step before attempting to plan the study. In this chapter a detailed literature review is carried out with the help of primary, secondary and tertiary documents. Reviews from books, articles, websites, and newspapers have been collected during the study. The literature is collected from online (www) source also. The literature collected was found very useful for completing the research work.

Chapter IV: Theoretical Concept of Women Entrepreneurship –

In this chapter researcher has described the origin, concept, definitions, characteristics, functions, classification, and challenges about the entrepreneur and entrepreneurship. Also it is described theories of entrepreneurship, women entrepreneur, women entrepreneurship, opportunities and challenges, problems and prospects, tax concessions etc about the women entrepreneurship.

Chapter V: Organization Profile of selected women entrepreneurs in Sangli District –

In this chapter researcher has given a lot of information about Industrial scenario in Maharashtra and MSME, Overview of SSI sector, participation of women in SSI sector, association of women entrepreneurs, brief industrial profile of Sangli district, Industrial areas in Sangli, DIC center Sangli. The purpose of describe this information is to know which organizations are selected as sample and involved, analyzed and reported in the study.

Chapter VI: Data Presentation, Statistical Analysis & Interpretation –

This chapter covers the analysis and interpretation of relevant data collected

through questionnaire, Charts, pie-charts, tables, percentages, circles and many more techniques are adopted for the analysis of the data. In this chapter researcher also has been explained the case studies of women entrepreneurs to whom researcher has been deeply interviewed and found some strong qualities and innovations which were explained deliberately.

Chapter VII: Findings, suggestions and conclusion –

This chapter suggests the list of findings and the suitable suggestions made keeping in mind the view from the findings on the basis of analysis and interpretation of data. Researcher would like to test the hypotheses and fulfill the objectives of study. Further the study is concluded with a logical conclusion.

Annexure contains: Bibliography of literature reviewed for conducting this study used directory or in directory to this study, Terminologies are collected in the terms of which are used in the research as a shortcuts and which are new for this study. Researcher also focuses on new concepts occurred during study. Appendices contains questionnaire used for collecting the primary data from the respondents, necessary tables.

2.9 Conclusion

This chapter also contains scope of this study, which research methodology is used, which research tools and techniques are used, which sampling technique is used, which area has been selected for the research, sample size calculation and scope and limitations of research.

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3.1. Introduction

To undertake any new research project the researcher has to refer the previous work done by the scientists in the concern field. It gives an orientation about the proposed research project. Many times the methodological insight may perceived by the researcher with the literature review. The ultimate goal of any research activity is to contribute in the knowledge domain and to improve the professional practice. Thus ,the literature review serves to explain the topic of the research and to build a rationale for the problem that is studied and the need for additional research. It is based both theoretical and methodological sophistication, thereby improving the quality and usefulness of subsequent research. It is done through the preliminary and secondary sources.

The researcher has reviewed some of these books, articles, and other literature and referred to published Ph. D thesis. The presented brief reviews have only the purpose of serving as the background information about the development of women entrepreneurs here and abroad.

3.2. Book Reviews on Studies on Women Entrepreneurship

As the number of women entrepreneurs has been steadily increasing, their visibility has also increased. They have starts attracting the pointed attention of policy-making, developing agencies and social scientists. National conventions, seminar land and number of workshops have been organized by organizers for women entrepreneurs in various parts of the country. Even though women entrepreneurs have an important role in the industry development of the country, adequate research has not been carried in this filed. A brief review of the available literature resented below.

1. **M.Sarngadharan & Resia Beegam (1995)** ^[1], In the book of “Women entrepreneurship, Institutional support and problems” explained about the Indian society which calls for a speedy change and a radical transformation at structural

and functional levels should exploit the potentialities of women folk. Women should get close access to the areas as advanced technology, market place and offices they should be capable of organizing commercial and entrepreneurial ventures in order to remould and balance the social structure.

The women entrepreneurship development is a process which requires extensive support from the government and family members. Women's participation in economic development calls for arrangements that should enlighten them more about economic and socially productive work. This calls for an identification of opportunities for women's and a conscious effort towards the development of women entrepreneurship.

Entrepreneurship development is inevitable for increasing production and productivity in all the spheres of the economy, this is directly related to the utilization of human and other material sources, generation of more employment opportunities and increased gross natural product and per capita income.

The present work is an attempt to assess the instructional support provided to women enterprises. -The problems of women entrepreneurs at different stages in running the units have also ascertained and incorporated in this book.

2. **S. K. Dhameja** ^[2], in the book of "Women Entrepreneurs, Problems, opportunities & prospects" published by Deep & Deep publications pvt ltd, in 2001 explains that women have gradually been changing with the growing sensitivity to the role and economic status in the society. Women are increasingly becoming conscious of their existence, their rights and their work situations. Today, women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Their talents and abilities in business, their skill and knowledge and a burning desire of achieving something substantial; these are the reasons for women to operate ordered enterprises.

The female entrepreneur who runs the small scale industry is not a catwalk. A larger amount of apparently nonstop troubles are handled by the individual woman entrepreneur alone. However, currently regardless of these many critical problems as well as material barriers, women are stepping into field of business in growing numbers. With a purpose to discover the entrepreneurial performance and troubles of women in business, this study was undertaken in North-Western India. In the

time frame of 1982 to 1996 all 175 women entrepreneurs were interviewed personally who had developed their enterprises and were employing 5 or more in their individual enterprises. The stunning performances of some women entrepreneurs surprised the author. In the same way, it was fascinating to discover some of the unusual problems confronted by women entrepreneurs.

3. **Robert D. Hisrich** (1985) ^[3] has given a comparison of characteristics between male and female entrepreneurs in terms of their motivation, departure point, source of funds, occupational background, personality characteristics, support group, and types of business.
4. **Gaikwad, V.R., and Tripathy R.N.** ^[4], in their book, “Socio- psychological Factors Influencing Industrial Entrepreneurship” in Rural Areas (1970), make a case-study in the Thanuku region of West Godavari district in Andhra Pradesh. The study evaluates in depth the sociological and economic factors which helped this particular area to develop at a faster rate than the surrounding areas. The study gives valuable insights to the officials and non-officials working for industrial development, and enables them to identify the strong points, for such development in particular areas.
5. The hypothetical background of social policy connected to women is presented by **Constantina Safilios Rothschild** ^[5] in the book “Women and Social Policy” (1974), Social policy to liberate women as well as men has been discussed. Social policy to liberate society from sexism has been clearly dealt with, along with social policy to liberal, marriages, the institution of the family and family life. The main thesis of the book is that, under increasing political and social pressures, men will go beyond tokenism not only to relinquish marginal power positions, but also to give up some essential power posts. The transition to liberation is quite slow and painful but eventually life; society and all the relationships between women and men will be much more honest, open and rewarding than they are at present chances for happiness and for self-actualization are going to be much brighter both for women and men.
6. **Sharma, K.L.** ^[6], in his book. “Entrepreneurial Performance in Role Perspective”

(1975), explores the emerging patterns of growth of entrepreneurs, their performance and problems. Against the background of government assistance in various forms, entrepreneurs and their problems call for earnest attention for the healthy and sustained socio-economic growth of Indian society. The study was conducted to tackle some theoretical and methodological issues concerned with the analysis of the entrepreneurial role of conformity and to throw light on some applied aspects of entrepreneurial growth in the State of Uttar Pradesh. The study brings to light the lack of response of entrepreneurs to the facilities made available by the government. Possibly one may take interest in, the insufficient terms and conditions of the amenities, investigating its reasons, which may be recognized as the inabilities of entrepreneurs, the ineffectiveness of the institutions supplying the amenities, and the inadequacy of the personnel employed there.

7. “ Financing of small Industries in a Developing Economy” (1978) by **Pareek, H.S.**^[7], emphasizes the problems of small- scale industries with particular reference to financial and brings home to the readers an analysis of the capital structure of 181 small-scale units of different capital sizes belonging to various industrial groups. The study reviews the role of finance institutions and state agencies in extending credit to small-scale industrial units and pin-points their attitude of indifference in catering to the needs of the tiny units. The economic institutions have to adjust their lending policies according to the requirements of the small-scale sector ordinarily and the smaller among the small-scale specifically is the chief theory of the author.
8. **Vimala Mehta** ^[8] in her book, “Attitude of Educated Women towards Social Issues” (1979) that includes female teachers and students makes an attempt to draw a scientific research design to attitudinal study. Her purpose was to measure conservatism- radicalism operating among women towards certain social issues such as family, social and cultural affairs about jobs and politics.
9. **Seetharamu, A.S.** ^[9], in his book, “Women in Organized movement” (1981), has chosen women belonging to professional organizations. As professional organizations are considered one of the strong forms of organized

movements, an attempt has been made to study the part played by women in the professional institutions and the factors influencing their participation. The duty was undertaken to bring out the constraints the problems faced by women in their professional lives, and therefore, it is expected that the findings would enable them to participate meaningfully in the professional organizations. The study has brought into focus a rather disappointing picture of the participation of women in organized movements. It is clear that women are not sufficiently motivated to participate in organized movements. A study of the dynamics of such motivation may reveal further interesting details.

10. **Lalitha Devi** ^[10], in her book, “Status and Employment of Women in India” (1982), Lalitha Devi clears that employment by as the vital role in raising the position of women is played residential area, family category, age and education. Unemployed women are less authoritative as well as influence in the family and the society than employed women.
11. **Ram K. Vepa** ^[11], in his book, “Small Industry Development Programme” (1983), covers the growth of small-scale industries in India since the adoption of a policy to this effect in 1951. His book highlights issues relating to policy, organizational structure, and international co-operation while giving details regarding various programmes of small scale industry promotion and their linkage with other development programmes. Insight into development experience of this crucial sector of our national economy given in the book, would interest policy makers and administrators in India as well as in other developing countries.
12. **Kalpana Shah** ^[12], in her book, “Women's Liberation and Voluntary Action” (1984), has attempted to analyse the relationship between ideology, leadership and programmes of the women’s movement by focusing on the ways in which the voluntary organization, Akhil Hind Mahila Parishad, organized its activities to achieve the objectives. The book examines the central issues of development of women’s consciousness in the context of the mobilization of middle-class women. The author highlights the limits of the welfare programmes undertaken by a middle-class women’s movement and shows how such movements unwittingly

strengthen the traditional image of women and thus perform a very restricted role. The author stresses the relationship between ideological shifts and action-programmes in the women's movement.

13. Attempt of assessing the established conditions of women in diverse areas has been done by **Usha Rao, N. J.** in her book, "Women in a Developing Society" (1983), where do our women stand in the great task of national development? What is the status of the Indian women in the social, economic, legal, educational, moral and political spheres? How far have our women progressed in their quest towards equal status and equal opportunity? The author shows particular interest in women belonging to the weaker sections. It is believed that her study would be useful to both governmental and non-governmental organizations engaged in plans and programmes for the development of the country.
14. "Entrepreneurship Development", is written by **Paul (1996)**. It has been stated in these book economic restrictions, costly process of production, extreme competition, over dependence on intermediaries, less intensity for accomplishment shortage of resources, inadequate mobility, family constraints and household tasks, illiteracy, expertise acquirement are to be chief problems confronted by Indian women entrepreneurs. It is also added by him Indian women entrepreneurs are handicapped by lack of adequate finance, technical know-how, devoid of resource materials, deficiency of managerial and technical skills. Due to their household tasks, compared to men, women get less time. They have to look after the family, children and business. It is also seen by him that economical and bank institutions have a negative attitude towards women entrepreneurs while providing finance because they generally don't have property rights and security.
15. **Hagen (1962)** ^[15], in his book "On the Theory of Social Change", has stated that economical development is a process of technological change which is brought about by the technological creativity of individuals in a society. He postulates that a sequence of changes that causes the emergence of creative entrepreneurial activity from a typical authoritarian personality of a stable traditional society. He believes that a key factor to economic development is the presence of 'creative'

personalities, individuals who are willing and have the capacity to bring about technological changes. He attributes the lack of innovation in present society to the typical social structure operating through the child-rearing practices generation after generation and producing authoritarian type of personalities who are non-innovative in nature. The state of affairs continues unless some exogenous factors deprive these groups of their social status. Hagen's key factor 'Creative Personality' emerges when the members of some social group experience the withdrawal of status respect; withdrawal of status respect gives rise to four different responses and creates four different personality types, out of which one emerges as an innovator.

16. **Cochran (1965)** ^[16] has tried to characterize an entrepreneur as an ideal persona in society. Certain ascertainable levels of education, social status and types of cultural conditioning that produce roughly a definable model personality are shown by him. According to him, an individual's performance as a businessman is shaped by three factors, (i) his individual approach towards profession, (ii) the role expectations held by sanctioning groups, and (iii) the functional need of the job. Society's standards are the most significant determinants of these factors.

17. **Kilby (1969)** ^[17] maintained that socio-cultural factors impeded the development of entrepreneurial characteristics in Lagos. L.E. Grayson drawn a conclusion from his research that these being potent and latent entrepreneurial capabilities, as in India, Pakistan, Kenya and Nigeria, entrepreneurial class can be under duress shaped by exogenous conditions. Development of contacts, breaking away from the vicious circle of isolation and widening the horizon of experience can foster entrepreneurship in African countries.

A number of social scientists have contended that entrepreneurship is the key variable that links the socio-cultural factors with the rate of economic development. Recently, even economists have shifted the emphasis from the rate of capital formation to the growth of high-level manpower capability, such as entrepreneurs, as the major determinant of the speed of financial increase. There are some research studies on the various factors that have promoted entrepreneurship in different societies.

18. **According to Young(1971)** ^[18] “Micro Sociological Interpretation of Entrepreneurship”, drew a conclusion that entrepreneurial doing is created by particular family characters, backgrounds and undergoing and as a element of definite ethnic groups that shown their common cultural principles in the occupations they select. These personality traits are the vigorous reflections of these antecedent situation and these make up an free factor, which mediates structural factors and resulting financial increase.

3.3. A Global Scenario of Women Entrepreneurs

1. At micro level, **O'Meally-Nelson (1991)**^[19] in his study on “Small Business Opportunities for Women in Jamaica” revealed that women were concentrated in businesses which required the least capital outlay, or which were a spread of domestic responsibilities, for instance small scale retail or dress making/garment manufacturing. Gender-bias has been faced by greater part of the women, while establishing and developing their business and 29 per cent believed that they would be socially isolated if they exhibited the assertiveness and strength usually associated with the male entrepreneurs. But 30 per cent of the women however identified advantages of being female. They could negotiate better, obtain preferential treatment and obtain cooperation from males. Their households' encouragement and support played a significant role in the choice of their financial actions. It has been affirmed the model respondents that they depended on their businesses to run their homes and back up their families; the respondents also echoed the need for specialized training programmes for women in small businesses.

2. **Carter and Cannon (1992)** ^[20] conducted a research to find the reasons for British women starting their own businesses, the problems they encounter, and the successful strategies employed to overcome them. This is a case study of sixty successful female entrepreneurs and 10 women who closed down their businesses. Carter and Canon utilized the chronological approach, tracing the steps one takes when starting a new business. The authors' hypothesis is that women's motivation and behavior will differ from traditional models. According to results , female entrepreneurs encounters exclusive challenges, which are considered by several as

gender-connected aspects of business possessed by women, which contain diverse ways taken when beginning an enterprise - preparation is fundamentally significant, modifications for enduring the enterprise are considered as, winning organization is frequently dependent upon determined concentration to the business, having a gender aspect training, professionalization, networking, domestic relationship and friendship affect the progress of business.

3. According to **Choudhari, P.K.Shashi., Baijal and Asoken (1997)** ^[21] study, “Banks and Women Enterprises Development: A Comparison of approaches in India and UK”, state, “In the UK, women enterprises do not have any special and separate definition but on the other hand Indian women enterprises are separately defined”. Conclusions of their studies are as mentioned below:

- (a) The foremost sources of finance for small firms, has been commercial banks in both India and the UK.
- (b) As per British Bankers’ Association figures, as of June 1996, the total bank deposits by small firms were £25.4 billion while total borrowing (term loans and overdrafts) by small businesses totaled £34.8 billion. This indicates that exposure of commercial banks with respect to finance for small business is very limited.
- (c) There is no important proof to propose that women entrepreneurs are discriminated by banks in both the UK or in India.
- (d) Women entrepreneurs have a preference service and retail trading activities, in both the countries

In U.K. as well as India the main difficulty that women face when starting up is the burden of family responsibilities.

4. **Christopher Brandt** ^[22], Germany in the article “Supporting the “she-entrepreneurs” says that Women in Germany usually found their business with smaller capital than men. They borrow money more likely from family resources than from banks. The average women run company in Germany has 7 employees compared to 15 employees in men owned businesses. Turnover in male run enterprises is about 7 times as much as turnover from women self employed in Germany. Germany tries to support women entrepreneurship through the National

Agency for Women Start-ups Activities and Services (bga), which is sponsored by the German Federal Ministry for Education and Research, the Federal Ministry for Family, Senior Citizens, Women and Youth and the Federal Ministry of Economy and Technology. It represents only a first step towards increasing the number of businesses started by women. With another Program 'Power fur Grunderinnen' the Federal Ministry for Education and Research sponsors specifically start-ups with focus on new technologies.

5. **Amir V. Sototte. Toe Netherlands(2011)**^[23], makes clear in the article “Cultural change : A Key to Ensuring Opportunities For Women Entrepreneurs In South Asia”, that for women to go beyond a certain stage of private enterprise - for instance that which is often seen as male dominated professions in. South Asia - they need to be educated and given equal or even better opportunities through government schemes and awareness raising initiatives in rural areas.

Cultural aspects that lead to gender inequality will need to evolve hand-in-hand with the evolution of rural women entrepreneurship. For successful uptake of small-to-medium or even to some extent large- scale women-led businesses to evolve, a strong emphasis must be placed on their education and skill development. Additionally, often even if women are educated they are often required to give up their profession in favor of homemaking and come second to the male.

In addition to education, women eager to start-up their businesses should also be given access to loans. It has been noted that when compared to men, credit extended to women increases household consumption about twice as much. They are also more likely to not default on borrowed money when compared to men. Support for access to resources can come through women-led cooperatives for women as well as from government or bank schemes.

6. **Gauri Salokhe, Italy**^[24] in the article “New Technologies To Support Women Entrepreneurs - But Can Women Read or Write?” reviews that New technologies such as those that provide easy access to market information, online resources or even to Krishi Vigyan Kendras (KVKs) can be excellent enablers for both male and female entrepreneurs. These technologies can play a vital role in providing

women with equal opportunities to support them in their ventures. However, often women are not able to fully access or use this information due to their level of education and understanding of the new tools such as mobile phones or internet. Many of the developed countries such as Sweden, Australia, Germany and Finland see over 99 percent female literacy rate and women play a key role in the society with equal rights as men (although not always the same salary scales). In South Asia, women are often marginalized because they are seen in very specific types of roles - often that of a homemaker. This results in them having limited access to education and support for uptake of skills or learning that does not revolve around homemaking differ Ensuring that women have access to minimum education can enable them to access and use of new tools and mediums effortlessly to support their businesses.

7. **Umesh Jadhav and Manisha Patil** ^[25] in the article “Women Entrepreneurship in Tourism and Hospitality: Problems and Prospectus with special reference to Bhutan.” aims to highlight the various problems encountered by women entrepreneurs in tourism and business hospitality in connection with Bhutan. As per the research, the current world populace is 7.1 billion. This population which is increasing at the rate of 97 million people per year and it will touch 8.5 billion by the year 2025. About 95 per cent of the population growth will be in the developing countries. The Asian population is 3.55 billions, which may reach 4.54 billion by 2025 and women constitute around half-of the total world population. Women add notably to the maintaining of family businesses by and large in the shape of voluntary and endeavor and expertise. The significance of this attempt is given less value both by the families that is taken it for granted and advancement by the society also. In contrast, many of the enterprises defined as being run by females (that is, diverse projects in which women hold the controlling share) are in fact run in their names by-men who control Royal operations and decision making.

3.4. Studies of Woman Entrepreneurship in India

1. **Srinivas, M. N.** ^[26], in his paper, ‘The changing Position of Indian Women’ (1976), discusses a subject which is vast in nature and the bewildering

complexity. He has restricted his discussions to Hindu women only. Feminine pre-occupation with religious rituals provides Hindu women with power over men. Since the rituals are concerned with the welfare of the household and its members, men are appreciative of the fact that women are looking after an important area of family life.

2. **Maithreyi Krishna Raj**, in her study, *Approaches to Self-reliance for Women* (1980), gives some urban models^[27]. She has made an attempt to assess some schemes to help low income women in Bombay from the point-of-view of their contribution to the development of self-confidence amid female, with regards to four cases, specifically, Mahila Arthik Vikas Maha Mandal Ltd., Indira Co-operative Bank, Stree Seva Shakar Sangh Niyameet, and Annapoma Mandal. The first assists in employment generation; the second is a credit supply scheme; the third is an industrial cooperative federation, and the fourth is an organization of self-employed women.
3. In *Profiles in Female Poverty* (1981), **Leela Gulati**^[28] tries to analyze the life situations of five working women drawn from the lowest income groups in Kerala. The range of occupations covered includes an agricultural labourer, a brick worker, a fish seller, masonry and a coir worker. Leela Gulati attempts to focus the profiles to draw a comprehensive picture in the total day-to-day setting in which they work.
4. **S. Saravanakumar**^[29], in his research paper “prospects of entrepreneurial development towards economic development” from Tamilnadu, India states that, The private enterprise marvel in other country is an locomotive for employment formation, a novel idea and variety. It is observed in the case of diversity that female – possessed and minority owned business may be budding development companies of the coming decade. The role of entrepreneurship in global business of developing countries like India is also significant. The extensive series of important contributions that private enterprise makes include effective mobilization of capital and skills, creation of immediate large-scale employment, promotion of capital formation, and promotion of balanced regional development.

5. In the research paper of “Problems of women entrepreneurs in Coimbatore” written by **Dr. G. Jayammal** ^[30] Coimbatore, research study has been conducted to study the problems of women entrepreneurs with special reference to some selected units in Coimbatore, district of the state of Tamil Nadu .The main objective of the study has been to understand the socioeconomic background of women entrepreneurs, and their troubles in operating their enterprises competently and beneficially. Regardless of their education ,age, married and the unmarried, caste, religion, ownership type, type of organizations, experience, fixed assets amount of capital investment , almost all the women entrepreneurs find it very difficult to arrange and get financial assistance as and when they want, hence have ranked the problem of finance as first in order followed by the problem relating to sales, competition from other sellers, purchase of raw materials, technical troubles and work connected problems. The most terrible difficulty is that women usually confronted are the trouble of entrepreneurship among them is resistance, apathy, shyness, inhibitions, conservatism, poor response-all governed by cultural traditional, value system and social sanction.

6. According to **V. Alagu Pandian, Dr. M. Jeyaprakash, Himani Pathak**^[31] ,in the research paper of “Growth and performance of women entrepreneurship in India” drew the conclusion that the socio-economic position of women is improved by private enterprises. A good judgment of unambiguous entrepreneurial approach is the fundamental need. For the development of women private enterprises a foremost increase is to preferring an activity of the information guidelines. Undoubtedly, the working ability and increase of the nation is grown by private enterprise amid women ordinarily and of the family specifically. The whole actions which were formerly considered the conserve of men, nowadays women are more interested in starting. Regarding contribution to the increase of the economy, the women have shown that they equally competent and skillful as the men. To attain the changes in trends, challenges in the international markets and also be capable enough to continue and struggle for brilliance in the entrepreneurial field, women private enterprise is obliged to

be modified appropriately with entrepreneurial characters and skills.

7. Problems and prospects of women entrepreneurs in India in the era of globalization is the article was presented in the National Seminar on "Women Entrepreneurship: Emerging Issues, Challenges & Strategies" at Chadalawada Ramanna Engineering College, Tirupati, Andhra Pradesh, India on 7th & 8th July, 2011.^[32] This article is published in the book "Women Entrepreneurship Emerging Issues, Challenges & Strategies". It concluded that women have the potential and the willpower to start, sustain and manage their own enterprises in a incredibly orderly mode. For cooperating the women to attain the summit of their enterprise, proper support and motivation from the society ordinarily and family members specifically is essential. The correct type of backing from family, society and government is able to create these women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India in this era of globalization.

8. In the article of "An account of women entrepreneurship development in India: challenges, opportunities and future prospects" written by **Professor Neelam Choudhary**^[33] Department of Economics M.D makes an attempt to analyze women's participation in entrepreneurial activities so as to highlight the contribution of women entrepreneurs towards economic development. In the process it further attempts to examine the facilitating factors as well as impediments that this class faces in running their units. Policies and programmes of the government also exist to promote and strengthen the development of women entrepreneurship in India.

9. In the research paper "Women entrepreneurship in India-problems and prospects" written by **Meenu Goyal & Jai Parkash**^[34] from Sri Aurobindo College of Commerce and Management, Ludhiana - 142021, Punjab, India endeavors to study the concept of women entrepreneur-Reasons women become entrepreneurs – Reasons for slow progress of women entrepreneurs in India – suggestions for the growth of women entrepreneurs-Schemes for promotion & development of women entrepreneurship in India-Case study of a women

entrepreneur of Ludhiana with the conclusion that it can be said that today we are in a better place where women contribution in the field of private enterprise is growing at a substantial rate. At the economy as brought promise of equality of chance in every field to the Indian women , laws assured equal rights of participation in political procedure, equal chances and rights in education, efforts are being taken and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women i.e. the urban middle class women. Women sector occupies nearly 45 percent of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship.

10. According to **Gaganpreet Kaur And Dr.Sukhdev Singh** ^[35] “Women Entrepreneurs in India: Problems and Prospects” -It is conclude that in the present , we are in enhanced place where women sharing in the field of entrepreneurship is growing at sizeable rate At the financial system and international level to improve women participation in the venture sector, efforts are being taken. As a result finding through the necessities for carrying on the trend over educating the women, growing awareness and realization amid even women to excel in all the spheres so that to create awareness about their privileges and strengths available. Therefore, maximum women will absolutely be able to be successful entrepreneurs, due to pertinent education, developing financial situation and financial opportunities

11. In the research paper of “To profit or not to profit: Entrepreneurs in the nonprofit and for-profit sectors” by **Femida Handy , Bhagyashree Ranade, Meenaz Kassam**^[36] said that findings show that the factors differentiating nonprofit and for-profit entrepreneurship are first and foremost: principles, proficient position, preceding experience, revenue, caste, age, family background, and the eagerness to take risks. Financial stability in the household and family support is essential for most women entrepreneurs in any sector, as

we noted that everyone came from middle and higher income classes excluding three entrepreneurs from the nonprofit sector,. Unlike nonprofit entrepreneurs who were primarily self motivated, four out of five for-profit entrepreneurs were encouraged by others to start their enterprise. NGO entrepreneurs in pursuing their ideology and for-profit entrepreneurs' are trying to get their hobbies to achieve qualified position. Personal and Professional independence and earnings, seem to be secondary to the NGO entrepreneurs but were more important to for-profit entrepreneurs.

12. In the article “Women Entrepreneurs In India” by **Shruti Lathwal** ^[37] suggests to discover the main issues of women entrepreneurs in Delhi by the objectives of analyzing the a variety of issues confronted by them and by signifying the corrective measure which will assist in the speeding up of women entrepreneurship in the city. This study also emphasized many elements that have encouraged women entrepreneurs in initiating career in a private enterprise. Accomplishment has been seen mostly amid the mid thirty and early forty age group. The schemes by government and respective incentives and subsidies have inspired and given auxiliary back up measuring to women entrepreneurs in and around the city.

13. A Study Of Women Entrepreneurship In Marathwada Region written by **Dr. G.P. Kapase** ^[38], from Latur explained about his study it is only a beginning of women entrepreneurship. The women have to go very long way to get success and equality with men. For this purpose, a great deal of will support and efforts, strong family motivation and government support is necessary. Then there will be no limit other than sky for their success. Today, women entrepreneurship development is the need of the hour and is the alternative source for employment opportunities and widespread industrial development in region and country. There is no shortcut for building a business and entrepreneurship. It calls for patience and perseverance and can be achieved only through the voluntary and wholehearted participation of one and all in this business development course. It is a helpful participation in worthwhile activities. It is a deep sense of well-being. It is the satisfaction of creating something, giving and

doing something. Therefore, the women entrepreneur is promising for all.

14. “Development of Women Entrepreneurship – Challenges and Opportunities”, A case study of Bihar written by **Nagendra Kumar Jha** ^[39] made clear that this insightful study showcase that there are a legion of opportunities available today before women entrepreneurs. This will not only make them self - employed but also provide them economic freedom at par with man. It is abundantly clear from this study that many women entrepreneurs want to elect business as the most feasible option available to them to meet their need for achievement. On the other hand, they go through with a number of financial and social obstacles but regardless of that their role in current circumstance cannot be diluted. Grown back-up from government should be given to aid women entrepreneurs operate through difficult period. The government is able to make certain that back up mechanisms are planned and put into operations to facilitate women entrepreneurs to set up and nurture their individual enterprises. A constructive political and legal promoting atmosphere that would be based on gender impartiality is able to be created by them.

15. In the article “Problems & Prospects Of Women Entrepreneurs In India” written by **Dr. Dilip Kumbhar** ^[40] says in his research paper, in current setting, women are now in search for profitable sharing in several fields, because of urbanization, globalization modernization and education development, with rising alertness. The private enterprise amid women will assist them in earning money and becoming financially independent. By reason of public networking women will build up self-assurance, alertness and capacity to organize environmental back up. This will direct to an enhancement the women, from the standpoint of better health, dexterity and education as well as an enhancement in her life style. This will also improve women being able to utilize pure fuel, better house, better sanitation, facilities and. infrastructural amenities. This will guide to not wasting of resources like energy time, changing women into superior personality as well as a total development in her quality of life.

16. According to “Women Entrepreneurs in Micro, Small and Medium Enterprises”

by **Dr. Aman Deep Singh and Manisha Raina** ^[41] gender fairness and financial growth take place simultaneously. Despite the fact that the entrepreneurial procedure is the equal for male and female, but, in practice, there are numerous issues confronted by women, which are of diverse nature and scope, which put a stop to them from understanding their whole latent as entrepreneurs. The main target of this study article is to discover the position of female private enterprises in India. This article contains issues and challenges confronted by female entrepreneurs and also to scrutinize the schemes of Indian government for women.

17. According to **Priyanka Sharma** ^[42] in her article “Women Entrepreneurship Development in India” private enterprise amid female, without a doubt develops the riches of the nation ordinarily and of the family mainly. Female in the present are more interested in taking up actions that were once measured the conserve of male, on the other hand the female have proved that they are equal with respect to sharing to the development of the economy. Women entrepreneurship have to be transformed correctly with entrepreneurial qualities as well as skills to satisfy the changes in trends, challenges international markets and also be capable as much as necessary to maintain and endeavor for superiority in the entrepreneurial field. In the article “Women Entrepreneurship Development in India by Priyanka Sharma ^[42] explains Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

18. According to **Shankarnarayana (2007)** ^[43] “Entrepreneur Spirit Tomorrow”. The researcher takes note of women entrepreneurship, the sorts of women entrepreneurs, and the organizations supporting women entrepreneurs. The researcher has also presented a number of the issues confronted by women

entrepreneurs like hard competition from man competitors, devoid of cooperation from the family, etc. The researcher has also mentioned some ideas for growth of female entrepreneurs. According to him, all potential way in to information should be provided to the entrepreneurs. For this the government should step forward and give particular incentives to financially backward women entrepreneurs to develop their confidence. At the end the researcher gives idea that women have to be brought to the main flow by ways of entrepreneurial activities, in order that they can successfully share to the women community especially by empowerment and on the whole financial progress of the country ordinarily.

19. **Valarmathi (2010)** ^[44] has done a study on “Challenges to Entrepreneurial Development of Women in India”. Some of the major challenges the researcher short listed were lack of trouble-free money, lack of raw materials, historical and social boundaries. The researcher also studied need of technical familiarity and accessibility are amid the major challenges. He suggests that an environment should be created for the success of women entrepreneurs also. It should be ensured that the entrepreneurs have access to the right skills and capital. The researcher came to the conclusion that government sponsored development activities have benefited only a small choice of female. A huge volume of them are still unmoved by them.

20. **Nadkarni (1982)** ^[45]: “Women Entrepreneurs: A Social and Economic Study with Reference to Pune” has stated her conclusions on issues and complications confronted by women entrepreneurs in diverse industries. The industries have been separated by her into two groups: (i) producer goods industries, and (ii) consumer goods industries. The next comments are worth mentioning:

(a) 57 percent of the respondents agree to the statement that women are more appropriate for desk work than physical labor.

(b) Though there is transformation in societies’ approach the speed of the transformation is quite slow.

Educated family is more likely to accept a comparatively liberal standpoint towards female entrepreneurs as compared to non-educated.

21. **Panandikar (1985)** ^[46] in the study concerning the “Problems and Potential”, underlines the issues of female entrepreneurs. According to her a woman is known as an entrepreneur if she earns hard cash or has some financial gains. With the increase mainly of higher education, and the rising consciousness of their position, women are getting motivated to attain the top levels of 3-Es (Engineering, Electronics and Energy). She found that there are obstacles ordinarily for any entrepreneur, but for women entrepreneurs the most limits is their gender. Regardless of the constitutional provision and proclamation of legal impartiality, the approach of the society, in reality the prejudiced is the similar towards women as it prevalent in history. The major issue they confront is finance, the basis being lack of confidence amid the men about women's capability to arrange finance. Processes of bank loans are frequently belated and a lot running about is involved in carrying out paper work; this prevents a lot of women from endeavoring into business sector. One more difficulty is selling the final product.

22. According to **Rani (1986)** ^[47] in her study: “Potential Women Entrepreneurs”, observed that the longing to do something separately was the major stimulus thing to begin a business movement amid the sample respondents. In a Training Programme for Potential Women Entrepreneurs, conducted at Hyderabad in October 1985, organized by APITCO in association with the Department of the Science, Technology and Environment, Government of Andhra Pradesh, for study purpose the respondents were chosen. The whole model volume was 30. The respondents were by and large from the twin cities of Hyderabad and Secunderabad. The majority of the respondents were in the age group of 21-30 years. The respondents were competent and from middle class families. The purpose of her study was to discover the elements that encouraged women to begin their individual enterprises. She drew to the following conclusions:

1. Longing to do something on their own was found as the main encouraging element that had influenced women regardless of age in creation of the unit. Entrepreneurship as a means for earning money was shown by some women.
2. Women are not motivated by educational and earning elements in turning

out to be entrepreneurs.

3. Women also have the ability and confidence in taking independent decisions.
4. Women are free from unwillingness or indecision in endeavoring into any area of industry as entrepreneurs, be it food processing, chemical, electronics or engineering any other.

23. **Dubhashi (1987)**^[48] for her study: “Socio Economic Study of Women Entrepreneurship of Delhi”, chose 50 industrial units spread over dissimilar sorts of enterprises. The purpose of the study was to determine the socio-economic backdrop of women entrepreneurs in Delhi. The most important conclusions of the study are as follows:

Delhi, within its metro area, the persons belonging to lower and middle income earning groups with some literacy and a bit of experience with limited & specified structural manufacturing have stepped into the small scale industries to a large numbers.

As per experience of women entrepreneurs, more supple formalities and procedures should be accepted by the banks.

The most important problem Delhi facing is the highly rated price on the consumer goods. In accordance with solving the issue there is need of regulation and control over the rates of basic raw materials. Although this step might seem to be risky but yet needs to be applied keeping in view the characteristics of the market being heterogeneous.

Legalities for acquiring municipal licensing for the needy are an additional problem faced by Delhites.

24. **Harinarayana (1991)**^[49] in his study of: “Promotion of Women Entrepreneurs: A brief comment”, attempted to discover the issues slowing down the promotion of masses entrepreneurship amid women. The study is restricted to the participants of entrepreneurial awareness-cum-promotional campaigns conducted by the District Industries Centre, Anantapur. The necessary information and data were composed by administering a structured survey. A sum of 81 rural women was chosen as the model. The chief purpose of this

research study was to evaluate the elements that impede and slow down the procedure of entrepreneurial growth amid women in the backward mandals of Anantapur district of Andhra Pradesh. He utilized stratified random sampling for the selection of sample. He found that:

- The poor financial status was found to be a very critical factor impeding the promotion of entrepreneurship amongst women.
- Lack of co-operation from the family and community kept them away from the mainstream entrepreneurship development. It indicates that women entrepreneurs need the approval of her relatives, group and community.
- Due to extensive illiteracy and unawareness, the rural women are not aware of the various programmes.
- Pointless and very old ways of life and customs prevent women's participation in entrepreneurial activity.
- Uncommunicativeness, shyness, reserve and lack of enthusiasm are by and large the obstacles to their entrepreneurial gusto.

25. **Chandra Shanta (1991)** ^[50] carried out the study; "Development of Women Entrepreneurship in India", which shows that majority of the women though quite young and have all the vigor and time to pursue their ventures, did not belong to business families.

There were young entrepreneurs who took challenges on their own enterprise and inspiration. Marital status or family backdrop in greater part of the cases did not interfere significantly in continuing with the enterprises. The main difficulties faced by them were with regard to money and the labor problems. Many of them confronted the issue of selling products. Insufficient, early and uneven demands shaped some issues. Great figure of entrepreneurs considered that the government's schemes were fine, but they longed that they should not be led to loose time at different offices and make to be victim of corrupt officials and middlemen. Majority of the entrepreneurs suggested subsidies should be given on easier terms and wanted the establishment of a special cell that would attend to their grievances, speedy registration, and licensing.

26. As per the wordings of **Easwaran Sunanda (1991)**, ^[51] she mentions, "Women

Entrepreneurship: A review” the main reason for engaging in some financially rewarding activity by women is a wish for profitable structuring of the time or more money to maintain the family.

The main reasons for the majority of women choosing for private enterprise rather than a job are supplying of management of time, i.e. to compensate the functioning time schedule in the method as to carry family responsibilities & more freedom of time compare to 9-5 job. She does find that the members of the family and so as the funding agencies’ both cooperating each other does inspire the target decision of women entrepreneurs to start career in business sector. The finance institutes suppose unmarried women are the priority employees with the anticipation of them being totally independent with the possibility of changes into the internal climatic structure of the family (marriage) and also in addition are the domicile location in response to the transfer of their spouses.

27. **Samuel (1991)** ^[52] examined the managerial efficiency of women entrepreneurs in food processing units of Madurai district of Tamil Nadu. The study covered 56 women and 10 men entrepreneurs in the urban area; all of them were married and were aging between 31-50 years. The capital investment was Rs. 20,000/- and lesser from all the enterprises. The hypothesis that there is no difference in the managerial performance of women and men entrepreneurs was tested in this study. Further she stated that there is a:

- Positive correlation between age and managerial performance.
- Negative correlation between educational level and managerial performance.
- Positive correlation between time allocation and managerial performance.

28. **George (1991)** ^[53] in her study on “Women Entrepreneurs”, there is an established garment sector of readymade clothing in Ernakulam district of Kerala covering 80 women entrepreneurs; 92 percent of them were sole proprietors of the units. All these involved were not bachelors as per marital status and were aging about 30-35 years. All units earned profit. It was observed that women entrepreneurs, who had gone through particular training in tailoring, could earn higher profits because they could cater to the changing

demands of the market.

29. **Singh(1992)** ^[54] in her research work : “Women Entrepreneurs” has stated that due to increased industrialization and technological development in India, women have been displaced from their previously held jobs and have turned to entrepreneurship in order to make certain regular earning. Singh's research utilized a system’s attitude to investigate strategies that could meaningfully encourage the growth of entrepreneurship mainly in women. Since Singh's definition of female entrepreneur includes the concept of adjusting one's enterprise with other dimensions of life, is exclusive. Though hard to read, due to errors in English language, the book offers attention-grabbing information connecting to entrepreneurial communications, encouragement, and back up amid Indian women. Singh is of opinion that chiefly more privileged women have progressed better in the area of entrepreneurship.

30. **Ghote’s (1992)** ^[55] “Entrepreneurship Development: Case Studies of Women Entrepreneurs in Selected Urban Centers in Maharashtra” is divided into two parts. The first part is devoted to the radical framework. A case study of 22 women entrepreneurs has been presented in second part of the study. The focus of the study is on eentrepreneur and not eenterprise. Entrepreneurship is not related to gender of an individual. It is observed from the study that women can also be equally successful entrepreneurs as men.

31. **Tondon (1994)** ^[56] in his “Trends of Women Entrepreneurship in Bombay” has furnished personal details of sample women entrepreneurs. It consists of age group, education, income groups and marital status. Business details of women entrepreneurs contained sorts of business, place of business, and investment range of the association. As per her study, motivational factors consisted of omission of need, utilization of spare time, self-satisfaction and use of knowledge. The researcher divided her suggestions into two groups as (i) suggestions from experts, and (ii) suggestions from herself.

3.5. Studies of thesis on Women Entrepreneurs in India

1. **Venkatapathy (1980)**^[56] studied the psychological characteristics of entrepreneurs of hosiery units of Tripura and Coimbatore in Tamil Nadu. A purposive sample was used for drawing 60 entrepreneurs running hosiery units from the official list of South Indian Hosiery Manufacturers' Association.

The researcher used primary and secondary sources for testing the hypothesis. The administration of personality and fatigue inventory of 60 entrepreneurs enabled the collection of primary data on personality and motivation. These inventories provided scores on psychotics, fatigability extroversion, neuroticism, and of individuals. Minor data akin to personality and motivation of the non-experimental samples were referred from the studies by Narayan (1975) and Srinivasan (1978).

It was observed that the primary and the secondary samples used in the present study have some common characteristics that permit their comparison. The sample also differs among themselves in certain characteristics that might place limitations on generalization.

The researcher found that the entrepreneurs in general are less psychotic and fatigable than non-entrepreneurs, in contrast to the expectations on extroversion aspect on the entrepreneurs. In connection with extroversion, there were optimistically 4 differences found among entrepreneurs and non-entrepreneurs with yielding inconsistent result to probable.

It was concluded that entrepreneurs ordinarily differentiate themselves from non-entrepreneurs only with reference to definite exact personality characters and encouraging tricks on the contrary a multi-skilled personality does follow the inspirational theories and try to imply into its entrepreneurial behavior. Researchers like McClelland Schumpeter were referred by him.

2. **Mashiuddin (1980)**^[57] stated about the differential comparison between successful and unsuccessful entrepreneurs. For the study a set of 100 entrepreneurs; out of which 30 successful and 30 unsuccessful entrepreneurs were chosen by the researcher and were identified on the basis of:

(a) Regular repayment of bank loans, and

(b) Regular payment of real estate installments.

The industrial estate consisted of a number of units, which were either sealed off by the bank or had to be closed down on their own due to lack of funds. The entrepreneurs of the closed or locked units and who running their units on day-

to-day job work or temporary labor considered failure or unsuccessful. Those entrepreneurs who were regularly paying bank loan were considered successful.

The researcher further found that most of the successful entrepreneurs are relatively friendly or extrovert, emotionally steady and firm. The unsuccessful entrepreneurs on the other hand were observed to be more reticent, emotionally unbalanced or influenced by feelings and hurts.

3. Deshpande (1981)^[58], in his study, Entrepreneurial Development in Marathwada, has observed that backwardness of the Marathwada was mainly due to the absence of the right type of entrepreneurs in the region. The objectives of his study were to trace the socio-economic origin of entrepreneurs, entrepreneurial role, the different stages of development of an industrial unit and locate the exact problem of small entrepreneurs at the different stages. For the healthy increase of the small industrial units in an underdeveloped region, the guiding principles were suggested by the study.

For the purpose of the survey of the small-scale industrial units in the Marathwada region, three centers, i. e. Bhir, Jalana, and Aurangabad were chosen. The purposeful choice of these three centers had been affected with a broad spectrum of representative samples from places that have varied commercial and industrial backgrounds and uniqueness.

The author concluded that the government efforts to create favorable conditions for the development of industrial sectors in these underdeveloped regions are of the dividends to be paid. Government incentives like central subsidy, development of the industrial areas and provision of infrastructure have initiated an accelerated process of industrialization and encouraged some people to take up entrepreneurship. It appears that the backwardness of the Marathwada region was mainly due to the absence of the right type of entrepreneurship. The research study make us observe the ignition of entrepreneurship is definitely

feasible and is psychological or socio-psychological phenomenon but it is also conditioned by political environment, the administrative system and commitment to economic development.

The author suggested that a team of industrialists, psychologists, economists and management experts should help the development agencies. This team is expected to evaluate not only the economic feasibility of the proposed units but also that of the prospective entrepreneurs.

4. Upadhye's (1983) ^[58] research topic was: "A Study in Development of Entrepreneurship in Small Scale Sector in Pune City". Out of the sample size of 90 small scale units studied, 15 were unsuccessful, 65 were marginally successful and 10 were successful. It is notable that a number of the successful industries in the small scale sector are well developed because of the incentives offered by the development agencies of the Government of India and Maharashtra state. It was observed that the average age of entrepreneurs was between 32 and 33. Most of the successful units is partnership firms having sound family back-up. It was also found that the winning entrepreneurs are those who have good family upbringing from a particular caste or trait. It was his observation that their educational backgrounds also had helped the entrepreneurs for promoting their businesses. A small number of units had the issue of under capitalization. Entrepreneurs with official education were doing better. No problem of the small scale industries can be solved just by policies and procedures. Enhanced understanding of SSIs' role and the issue they face should be boosted by Monetary institutions. The researcher recommended that budding women entrepreneurs should observe strict financial discipline and proceed carefully.

5. The traits of the first and second generation entrepreneurs were studied by Venkatapathy (1983) ^[59] , 75 first generation entrepreneurs and 58 second-generation entrepreneurs from Coimbatore district in Tamil Nadu were chosen by him. The biographical data bank of 20 samples was developed by the researcher. The items were divided into the major areas connecting to personal and social variables and those connecting to the industry. The personal data

contain the name of the entrepreneur and his industry, age, influential person's education marital status and approach towards parents. The variables concerning industry consist of information connecting to the approach towards production. Those industrial units as samples which are occupied in manufacturing process, situated within the Revenue Division of Coimbatore and officially registered

with the District Industrial Centre as a genuine small scale industry were chosen by the researcher. According to his study the following profile of the first and second-generation entrepreneurs were prepared by him.

1. The first-generation entrepreneurs are aging 31-40 years and on the contrary the second-generation entrepreneurs are from 26-30 years.
2. Father is seen as a loving person by first generation and as a dominating person by the second generation.
3. To be trend setters and model to others is the craving of first generation; to enjoy the fruits of their predecessors is preferred by the second generation.

6. Anwar (2002) ^[60] from the social point of view opines that the wide-spread unemployment in India is one of the chief reasons for the socio-economic problems. Unemployment implies frustration and anger of the unemployed, which may find expression in agitation and outlet even in violence. Unemployment among the Indian educated youth is also an alarming problem which has become more discussed issue in current years. So, attempts should be made to make available employment by the encouragement of revenue generating subsidiary occupations, growth of cottage and small scale industries, modernization of agriculture. He also focused on the role of entrepreneurship in the existing age of financial liberalization, privatization and globalization. In modern era entrepreneurs will have to be innovative, research and development oriented, and industrial activities should be conducted to keep pace with international standards. This calls for committed entrepreneurs with regard to adoption and adaptation of innovative methods of production, technology transfer and coping with competition with foreign markets.

7. Mittal's (2006) ^[61] research is related to the subject of Economic Aspects of

Jainism. The main purpose of this research was confined to the examination of Jainism from the economic point of view as elucidated in the various scriptures and texts. One can come across many references which have an economic bearing. The fundamental principles of Jainism, i. e. the five *Mahavratas*, have been discussed in the light of their financial substance. The methodology has

been plain and simple. It can be summarized under three heads:

1. evaluation of literature unpublished and published,
2. discussion with leading saints and lay followers, and
3. analysis of the sample of 1000 respondents

taken from Jain community to know their economic ideas and the impact of religion on their professions. The area-coverage of such study were big towns including Jaipur Delhi, Ahmedabad, Kolkata, Indore, Udaipur, Bangalore where a large number of Jains reside. From the extensive study, the researcher has come to the following conclusions:

The general attitude of Jainism towards material attainments of its lay followers has been permissive in its nature. After evaluating all the five great vows, there are only a few points where religion may come into direct clash with the economic interest of the lay followers. The constraint on profession has been a main element considering the industrial orientation of Jain community.

- 8. Dhameja, Bhatia and Saini (2000)** ^[62] did a study on “Women Entrepreneurs: Their Perceptions about Business Opportunities and Attitudes, Entrepreneurial Support Agencies: A Study of Haryana State.” One of the objectives of the study was to determine the approach of women entrepreneurs towards various support agencies. The manufacturing /trading / servicing units, in which the women were the owners or had a majority stake and management control, were considered for this study. Women enterprises, set up during the 14-year period from 1982 to 1996, were chosen for the study. All the women who were employing five or more employees were considered as women entrepreneurs. A sample of 75 women entrepreneurs (25 per district) was selected. The researcher found that there was a lack of information and knowledge regarding various schemes of assistance launched by the Government of India through various

support agencies, including those exclusively for women entrepreneurs. Only 55 per cent of the respondents were aware of these schemes.

9. **Rathakrishnan and Sellammalle (2001)** ^[63] in their study “Micro Women Entrepreneurs and Socio Economic Empowerment” made an attempt to analyze the role of women in generating income through micro entrepreneurial proceedings by the community fishing. It also aimed at highlighting the relationship between entrepreneurs and socio-economic empowerment of the community. Data was collected by the researchers from 40 respondents. By utilizing stratified random sampling method, the sample was selected. The study found that, the majority (60 percent) of the respondents have small ordinary families of not more than 4 members out of the 400-fisher families in Kalapet in Kerala state. Only 20 per cent of the percentage of the sample households which had large family sizes of six persons was only 20 percent.. All were from the Hindu religion, belonging to backward class category. The respondents were making efforts to boost the socio-economic position of the family. They even found that the influence of their entrepreneurship could be more improved if they arrange the fish jointly or in a planned way by understanding export market network, which will even enhance the fisherwomen's socio-economic position in the society.

10. Forty circumstantial and twenty non-circumstantial women entrepreneurs or tiny commercial enterprises in Pune city were chosen by **Dadalani (2002)** ^[64] for A Study of Women Entrepreneurs in Non-Conventional Line of Business . The purpose of the study was to discover their reasons for beginning the businesses and issues they faced in operating them. In her study the author drew conclusions that:

- The success of entrepreneurship is not gender specific.
- Any particular favors are not expected by women entrepreneurs.
- Women entrepreneurs have begun creating their identity in society.
- The success ratio is astonishingly high; industrial family backdrop is not a essential situation for becoming a winning entrepreneur. Hobbies of women

are turning into regular professional income-business activities.

11. Patole (2002)^[65] choose 30 per cent of the existing beneficiaries of the training programmes of the women entrepreneurs in the Pune and Pimpri-Chinchwad areas which were focused for the research. The information from three groups of people was collected by the researcher:

- (i) Beneficiary women,
- (ii) Government officers and
- (iii) Voluntary organizations.

In this study stratified random sampling method was used by the researcher, for choice of samples. To inspect the different schemes meant for women entrepreneurs and their implementation, and, to study the effects of their employment were the objectives of the study.

The study stated the following conclusions:

- The women from backward classes have benefitted the most because of the accessibility of grants.
- The grants for schemes are adequate, but preparation for the competent use of these grants is essential.
- There has been an increase in income of the women who have taken part in the various schemes.
- The medium of television, newspapers, radio have not been sufficiently utilized to advertise the scheme.

12. Gangurde (2006)^[66] for her study on "A Comparative Study of Women Entrepreneurs from Business Communities like Parsi, Sindi, Bohri, Marwari Gujarathi and Non-business Community like Maharashtrians working in Pune-Pimpri- Chinchwad Municipal Corporation Areas", chosen the samples of the diverse women entrepreneurs in different businesses, for instance imitation jewelry cooking classe ,construction, insurance agent , sari shop, ladies Shoppe, catering, , postal agency, nursery etc. The researcher used snowball-sampling method for selecting the samples.

13. Zimare's (2006)^[67] Socio-Economic Study of Women Entrepreneurs in Pune

District” was partly a research on women entrepreneurial determination and partly an analysis of the impact of women entrepreneurial activity on industrial development in general and also the impact of micro level family economy of the women entrepreneurial households especially. To attain the objectives of the study, the survey method of investigation has been used along with the questionnaire for obtaining information from women entrepreneurs. In this study the researcher used stratified random sampling method and in some cases purposive incidental sample or quota sampling method for choosing the sample. After an detailed assessment on the foundation of an wide primary and secondary data, the researcher has no doubt about the powerful impact of women entrepreneurial development on the study area.

14. Santhas (2007)^[68] conducted a research on the topic “A Study of Women Entrepreneurship in Kerala: A Comparative Study with Tamil Nadu” for which 3,130 women of Tamil Nadu and 6,541 of Kerala were taken as sample using the random sampling method. The most important targets of this research were to:

- (i) Investigate the socioeconomic status of women entrepreneurship in Kerala and Tamil Nadu;
- (ii) Identify the role and involvement of government agencies and financial institutions; and
- (iii) Explore the problems faced by the women entrepreneurs.

The hypothesis of the study being: ‘There is no difference in the socio-economic status of women entrepreneurs in Kerala and Tamil Nadu’. In Kerala and Tamil Nadu there are no differences in the roles and involvement of government agencies in the development of women entrepreneurship. The researcher has recommended that training camps should be started in every district; conduct meetings of women entrepreneurs to facilitate interaction among them; and give subsidized loans to women entrepreneurs.

15. Auti (2010)^[69] has done research on the subject: “Socio Economic Study of Women Entrepreneurship in the Development of Maharashtra with Special

Reference to Pune District”. The objectives of the research are to:

- (i) Study the social, educational, technical and economic background of women entrepreneurs;
- (ii) Evaluate the economic impact of the entrepreneur’s development;
- (iii) Study the effect of globalization on women entrepreneurs and evaluate the problems confronted by them in encouraging their units.

The theory of this study is: ‘Women employment is optimistically influenced by women entrepreneurs’. The formal education of the entrepreneurs helps in improving performance of women. 203 samples were selected and classified into groups like engineering, food readymade garments and printing, plastics, chemical, electronics. The author has concluded that women decide to enter into business after getting married. A small number of women are alert about training schemes. Women run their businesses using private sources of capital; this is partly due to lack of knowledge about schemes by government. Diverse amenities are gained by a lot of women entrepreneurs and subsidies from the government; hence it is important that women become conscious of these schemes. According to the researcher entrepreneurial alertness camps need to be conducted in rural areas with a view of making rural women aware of their hidden entrepreneurial capabilities. Special training and orientation programmes for appraising officers of banks and state agencies should be planned to change their mindset which is even now biased while dealing with women as entrepreneurs. Maximum women entrepreneurs in these businesses areas need to be promoting to participate, taking into consideration existing technological roar in electronics and information technology. For communicating information entrepreneurial management education particular courses need to be designed at college and university levels

2.6 Conclusion

On the basis of above discussed literature disclose the following broad conclusions- the researcher has made a comprehensive review of the existing literature i.e. from the research works (Ph. D theses), the research papers presented in the Seminars/Conferences and the research articles published in the journals. Besides these research contributions as reviewed above, the researcher

further has also attempted to take a review of existing literature published in some of the basic books pertaining to the components related to the present research. The review of literature can be interpreted that no attempts have been made by the researchers so far to contribute on the present research topic undertaken by the researcher. So, the investigation presents the first attempt and it would be an original and significant contribution to the literature on the concerned subject. It is revealed through review literature that the area of present study is unexplored and no study related to this topic has been done.

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4.0 Introduction

A research study is never conducted in vacuum. So efforts should be made, to find out what has already been done and what is still to be done. This gap should be marked and attempt should be made to bridge the gap. If this is not followed seriously, duplication of work is quite possible. In this chapter researcher revealed the theoretical direction in which way the concept of theories was used in the research process. The chapter gives the brief idea about the theoretical background of woman entrepreneurs and woman entrepreneurship.

4.1 An Entrepreneur

The term is defined in relation with such a person who revolutionized the changes by the methods of his/her own innovative ideas orienting maximum to the social well being. The person from the society does believe in the social aspect of it and is always ready to the needed responsibilities and try fulfilling the same. It does take the entrepreneur to speed up personally and parallel to it the economic growth is followed through. Any entrepreneur steps ahead with the long vision and fulfillment of the personal integrity and the leadership and for achieving this he/she focuses more on the research and development factors of the product being dealt with. The concern with sure factor concentrates on the social well-being. If given the prior importance, the entrepreneurship covers up all fields/sectors and foster a spirit of enterprise for the welfare of mankind.

4.1.1. The Entrepreneur: Origin of the concept

It is the French verb “entrepredre”, where from the word entrepreneur is derived which means, “to undertake”. We need to mention about the earlier period from the 16th century because then the Frenchmen with organization and the military expeditions were called as “entrepreneur”. As per the thought of Mr Cantillon, an entrepreneur was a person generally dealing with activities of production and was used to pay to the owners of this production based factories but was surely with a kind of receipts accepted without bearing insurable risks (Aitken, 1965) ^[1]. Mr

Haggen (cited in Desai, 1991) ^[2] had quoted an entrepreneur as, a person with good economic control and is trying to increase it with investing the finance with great innovations. The so-called innovations generally had involvement in solving the problems and this processing was helping the entrepreneur being satisfied because it was concentrating on his/her potential. As per the terms defined by the New Encyclopedia Britannica, “entrepreneur is an individual bearing the jeopardy of operational focus for the growth of a business although not thinking over the uncertainty in future”. Mr. Walrus (cited by Guha 1987) ^[3] recognized entrepreneur as the organizer. Schumpeter had encouraged by adding new vision to the entrepreneur in the year 1934. He quoted the entrepreneur belonging to economy with certain advancement. He said, “An individual who introduces something new in the economy – a method of production not yet tested by experience in the branch of manufacture concerned, a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like”. His vision to an entrepreneur was like a leader getting satisfaction to him with the potential and capability to solve the problems faced ^[4].

4.1.2. Definitions of Entrepreneur ^[5]

Various experts have defined the term entrepreneur in different words. Some of the definitions are as follows:

- According to **Collins Cobuild English Language Dictionary**. 1987, “An entrepreneur is a person who sets up business deals in order to make a profit.”
- According to **J. B. Say**, “an entrepreneur is the economic agent who unites all means of production”.
- **Richard Cantillon** says, “All persons engaged in economic activity are entrepreneurs.”
- In the words of **Quesnay**, “A rich farmer is an entrepreneur who manages and makes his business profitable by his intelligence and wealth.”
- **J.A. Schumpeter** is of the view that, “A person who introduced innovative changes is an entrepreneur and he is an integral part of economic growth.”
- According to **Webster**, “Entrepreneur is one who assumes risk and management of business.”
- In the words of **Walker**, “True entrepreneur is one who is endowed with more

than average capacities in the risk of organizing and coordinating various factors of production.”

- **Peter Drucker** says, “Entrepreneur is one who always searches for change, responds to it and exploits it as an opportunity. Innovation is a specific tool of entrepreneurs, the means by which they exploit change as an opportunity for different business or service.”
- **Dewing** has rightly put it as follows: “The function of entrepreneur is one that promotes ideas into business.”

Thus, an entrepreneur is always action-oriented. He has the ability to visualize the necessary steps involved from idea generation to its actual implementation. He is both a thinker and doer; planner and worker. He accepts risk and manages it. All the above definitions portray an entrepreneur as an initiator of action, stimulator of social economic change and a harnesser of resources.

4.1.3. Characteristics of an Entrepreneur

Any person, irrespective of his/her qualification, age and experience can be an entrepreneur provided he/she possesses a typical but needy behavioral traits and mental attitude. The success of a person fully depends on his/her hard work, dedication and devotion to work. The person must dream but accordingly it should be practically implied through the works.

There are a few terms that lead to success of a person viz. intelligence, visualization, imagination, capacity to innovate and his ability to turn visions into realities. If put into a phrasal words then the dreamer must be with professor’s intelligence; a prophet’s foreseeing capacity, a salesman’s persuasiveness, a banker’s financial talent, politician’s power, filmstar’s magnetic personality and so on and so forth. This was just the sayings. Only the potential and capacity to work is needy for the entrepreneur. There are certain characteristic features which make an entrepreneur successful in his venture ^[6]. They are –

1. **Hard Work:** An entrepreneur is always willing to work hard from the initial phase the enterprise. The entrepreneur is with the tenacity and hard work that can revive the business under any critical conditions.
2. **Business Acumen and Sincerity:** the words mentions about shrewdness and

ability. Sincerity is one more a major factor for success.

3. **Prudence:** An entrepreneur should be prudent enough with everything he/she deals with. Operative resources should be looked through from all the angles of the sources available.
4. **Achievement & Motivation:** These are necessary adjectives the person should place before his/her name. Must be with strength and desirous for achieving targeted goals because it helps in surmounting all the obstacles, suppress anxieties, repair misfortunes and device plans for success.
5. **Self-reliance and Independence:** An entrepreneur implies the freedom of own thoughts and that make him/her independent and self-reliance. This freedom of thought is always optimistic because of the growth needed for the business.
6. **Highly Optimistic:** Optimistic attitude is carried by the person having no any obstructions towards the faced problems.
7. **Keen Foresight:** An entrepreneur must be keen in predicting the expected business to be generated in the future. The person do generates the genuinely towards knowing the probable changes to take place in the market, customer's attitude, technological developments, Government's policy and to take timely actions accordingly.
8. **Planning and Organizing Ability:** Administering the things with proper planning and organizing it into such a manner that the operative part of the project gets simpler; must be with an entrepreneur
9. **Innovative:** creativity of the own mindset makes the person innovative and is ready to execute it through both the side. So being an innovative with the ideas can take up by the entrepreneur.
10. **Risk Taking:** An entrepreneur should be enough in judging his/her potential and capacity of handling the risk factor. Yes! There should be for any risk to get handled and find solution to it. Must be with the entrepreneur.
11. **Secrecy Maintenance:** One should be congeptive enough to keep the relative secrets as secrets for the development of the enterprise.
12. **Maintenance of Public Relations:** This is one of the most important factors one should be with because only this helps any business to grow. An entrepreneur do need to coordinate with the public relations keeping in view that he or she will be your client one or the other day.

13. **Communication Skill:** It is said to be the treasure of any business to achieve success. This skill enables them expressing across effectively and with clarity and thereby helps them to win customers.

4.1.4. Functions of an entrepreneur

An entrepreneur, we can define him/her just as an agent who purchases after finding versatility into the operative production and visualizes it keeping the perspective of the future of after having combined the same to a finished product that is needed in the commercial market. The person needs to undergo certain procedure for all this, like –

- Functional Risk Assumptions
- Decision-making
- Managerial operations
- Innovative ideas

4.1.5. Qualities of an entrepreneur

The important qualities of a successful entrepreneur are as follows,

- Total commitment, determination and perseverance
- Drive to achieve and grow
- Opportunity and goal orientation
- Taking initiative and personal responsibility
- Persistent problem-solving
- Realism and a sense of humor
- Seeking and using feedback
- Internal focus of control
- Calculated risk taking and risk seeking
- Low need for status and power
- Integrity and reliability

4.1.6. Classification/types of entrepreneurs

There are versatile methods or sources by which one can classify the entrepreneurs. There has been a long time the word ‘Entrepreneur’ is into exposure so it is quite obvious that there are varied authorities classifying it through their angle depending on varieties of established entrepreneurs and time is also a major factor.

Clarence Danhof ^[7] had mentioned the most popular classification keeping in view his own studies over the American agricultural sector. He classified them as –

1. Innovative Entrepreneur
2. Adoptive or Imitative Entrepreneur
3. Fabian Entrepreneur
4. Drone Entrepreneur

1. Innovative Entrepreneur

An innovative entrepreneur can be defined as the person who has a visionary thought about the up-gradation of the enterprise by applying his/her innovative ideas for the same. These ideas are always innovative through all the stages of its existence and market exposure because then it will surely be generating good revenue based on the needs of the clients. A person likewise is always with inspiration, self motivations and intelligence. All this put together comes out with something unique. Peter F. Drucker defines entrepreneur as, “a person who always searches for change, responds to it and exploits it as an opportunity.” An Innovative Entrepreneur structures new standards or augments the value something that already exists.

Below mentioned are some of the forms wherein an Innovative Entrepreneur comes out with –

- (a) Either forward with any new launch or creates new quality to the existing one
- (b) Technique or the process of production is fresh
- (c) New market is automatically opened
- (d) Invents or discovers (whichever is suitable), very new and different source for the supply of raw materials.
- (e) Monopoly – the word is considered in such manner so as to reorganize the enterprise and achieve the needy.

2. Adoptive or Imitative Entrepreneur

Imitative entrepreneur is said to be always prepared in accepting and adopting innovative idea even if it is been launched or ready for the same by an innovative idea maker or an entrepreneur. Simply mentioning, this type of

entrepreneur never comes out with his ideas but is ready to get into the ideas of others, tries to manufacture, design, market, etc. The Imitator generally studies thoroughly the innovator through all the aspect of the entrepreneur and then gets into it. For example, the Cochin Shipyard has been constructed by using the innovative technology provided by the Mitsubishi Heavy Industries Ltd. of Japan.

These Imitators does play an important role for the development sector of the country. These also fill in the gap between various factors of the product and its launch. One being, as we all are aware about the financial and the labour structure of the nation, so is the gap created through these sources.

3. Fabian Entrepreneur

An entrepreneur being very cautious and is more into finding the know-hows well before accepting any of the change for the enterprise is called as Fabian entrepreneur. Simply mentioning, this type of entrepreneur is never interested in introducing anything new or facing any new challenge. This entrepreneur exposes the product only after having clarified through all the proceedings and he/she himself/herself is satisfied with it.

4. Drone Entrepreneur

For any enterprise during its initial phase of production does pass through different methods for all the sectors of developing the business. Since everything is well set then the same structure is followed by them. The traditional method of running business is generated which is followed by the Drone entrepreneur. This entrepreneur neither generates any innovative idea nor tries to follow any new methods too. The structural continuation of the process is followed as long as the business runs. For example, the coir industry in Kerala is dominated by drone entrepreneurs.

Cole's Classification

Arthur H. Cole ^[8] classifies entrepreneurs as follows:

1. Empirical Entrepreneur
2. Rational Entrepreneur
3. Cognitive Entrepreneur

1. Empirical Entrepreneur

Pioneering anything that results into the revolution is never ever followed by this type of entrepreneurs. We can compare this type with the Drone Entrepreneurs defined by Clarence Danhof.

2. Rational Entrepreneur

Exactly contradictory to the Empirical Entrepreneur, this type of entrepreneurs really gets into business revolution. And always ready to take risk with the economical structure needed for the launch. It is thought over through general conditions succeed through particular locations. The decision making part is totally with the concern entrepreneurs and is taken based on the state.

3. Cognitive Entrepreneur

This type of entrepreneurs generally follow through the others advises and facilities that can easily be acquired by them. It is only after the permissive. From the expert consultation the business is launched were called as cognitive entrepreneur.

Other Classifications

The New Entrepreneurs -

A person named Larry C.Farrell, with his experience and practical workings quotes, “Searching for the spirit of enterprise has introduced a new type of entrepreneurs called The New Entrepreneurs”. These are self inspired person and with a wish to initiate something as self entrepreneurs. There are some circumstances that inspires these novice to get into it like being very poor, with full of frustration, losing a job and many more to confine. This type of entrepreneurs faces very pathetic condition in future and so are called ‘The New Entrepreneurs’

Academic Entrepreneurs -

Teachers are the primary sectors of any society and are knowingly called as academicians. Their definitions, designing of syllabus stand as last word to the sector. Same is structured into the enterprise sector. If any product develops with new ways of teaching then they are named as academic entrepreneurs. They mostly develop attraction for the student enacting as academic entrepreneurs.

Educational Entrepreneurs -

Current time speaks about having number of entrepreneurs exposing themselves with the innovative ideas of engaging today's student base considering the modernity of the system and the need. They are even novice enough for keeping youngsters too engaged with something relevant considering the education. These entrepreneurs are called educational entrepreneurs and they have, in fact, changed the concept of the term vacation.

Paper Entrepreneur -

The liberal word itself is operating at global step especially with the financial needs. This is becoming the cause for emergence of new class of entrepreneurs who are engage with trading shares, equity and bonds. These type is more indulged in financial speculation at the cost of actual production. This type of entrepreneurs are said to indulge in "paper entrepreneurship" and they are called paper entrepreneurs.

4.1.7. Challenges to the Entrepreneur in India

- Entrepreneurship plays a vital role in economic development through creation of utilities and generation of employment within a short period. It has been accepted that entrepreneurship is an economic venture by which the people can be changed to move upwards within a short period of time, especially from the point of view of employment generation. Out of the economically active population of 550 million at present only 27.53 million people have had the benefit of employment in the organized sector. 249.76 millions are, either employed or under employed in the unorganized sector, while the services of the remaining 272.71 million remain unutilized by the entrepreneur. As a result over 29 % of the population continues to suffer under the clutches of poverty and hunger.
- The founding of new firms has always been a focal research issue in the entrepreneurship research tradition. In order to support the founding of new firms, it is important to know who starts new firms, in what kinds of situations, and for what kind of reasons. The early research on entrepreneurship strove to identify the psychological characteristics, or traits, of those people who start new firms. One problem of this 'trait' line of research was that it focused on ex-post situations, interviewing entrepreneurs who already had started a firm.

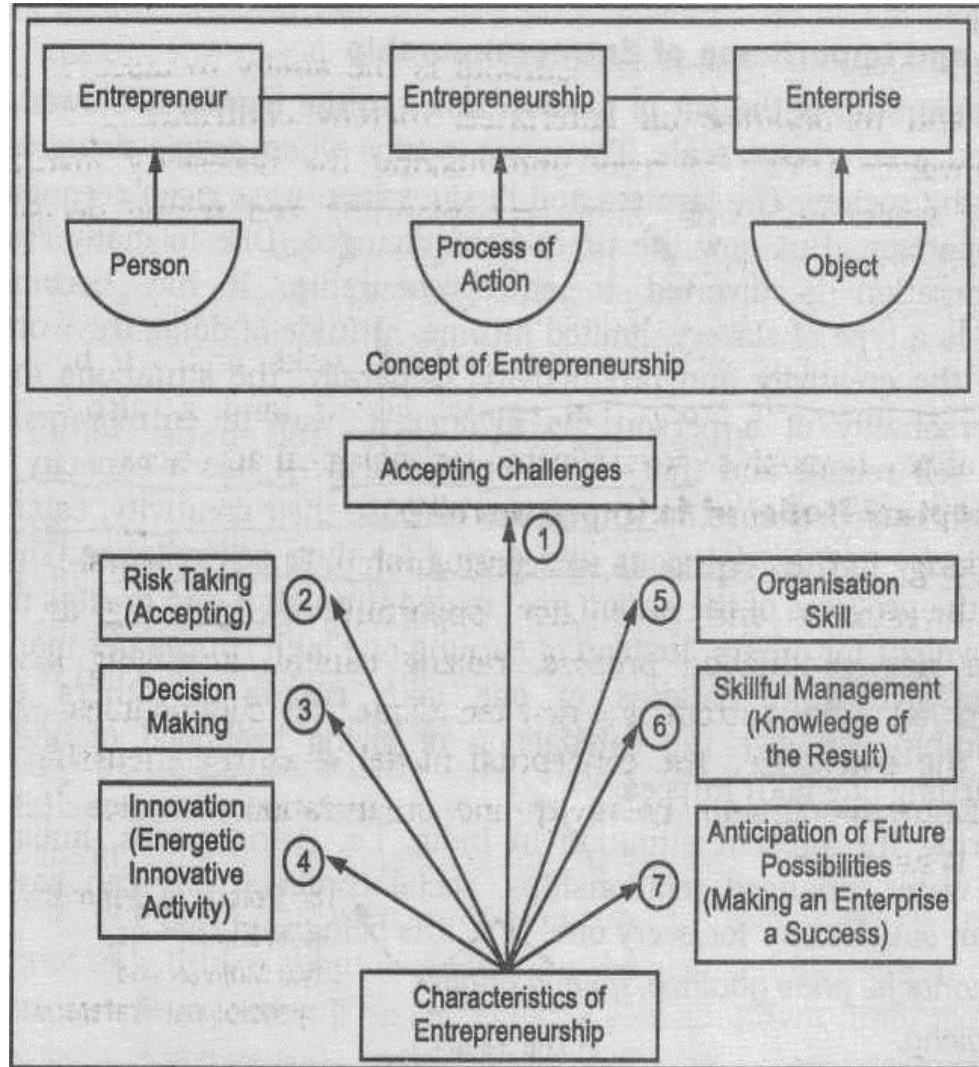
4.2. Entrepreneurship

4.2.1. Concepts of Entrepreneurship

Entrepreneurship the concept itself describes it as the innovative and creative rejoinder for the environment ^[9]. There can be any of the sectors that we can find such rejoinder viz. business, agriculture, industry, education, social endeavor, social work, etc. hence we can define entrepreneur as the one with either creative innovation or finding the same into already existing ones. Hartman ^[10] says (1959) “Entrepreneurship is such a method processing whereby there is gathered part of people, money markets, production facilities and knowledge and then the combination of all is converted into commercial enterprise with a very new exposure. Similarly Schumpeter’s wording on the same as the entrepreneurship itself is an essential and creative act to the social level. Such definitions are referred by many while studying about the entrepreneurs, their characteristics and the other required things. The term by Pareek and Nadkarni (1978) ^[11] says that the entrepreneurship does directs generally to selling and buying of new enterprises at social levels with its dynamicity of socio-cultural factors, an individual, support systems and the environment. Drucker (1986) does illustrate and differentiates between entrepreneurship and intrapreneurship with many practical examples with its innovations. Timmons (1986) ^[12] had mentioned that the entrepreneurship is nothing but a capability with creation of building a variety but when looked practically it is nothing. Sugumar (1996) ^[13] quotes it as the contents that are needed innovative initiation to a new enterprise accepting all the obstacles as challenge with solving any risk faced. Harbinsen ^[14] (cited by Singh 1992) with his words mentions entrepreneurship is a talent to create an association. He mentioned about the spots and the bottom of entrepreneurship that it being potential whereby multiplying with great effects the duties and responsibilities to others. Adding more to it said entrepreneurship as the critical dexterity as it facilitates with the financial innovations and if in case there is absence of this skill would fail in inspiring the increment in economy. Deolankar (2003) ^[15] with his approach to the term believes in stating it as the only tribal from the weaker section and/or women those who constitutes to the major section of the Indian population and their necessities heading towards the main source of the improvised sector.

4.2.2. Characteristics of Entrepreneurship

The following characteristics of entrepreneurship can be inferred from the above definitions ^[16]:



(Source: Entrepreneurship Development and Project Management, Nirali Prakashan)

4.2.3. Entrepreneur Vs Entrepreneurship

Having studied the term ‘entrepreneur,’ it is equally important to devote our attention to the term ‘entrepreneurship’ as well. ^[17] Though these two terms are two sides of the same coin, conceptually they are different. While ‘entrepreneur’ refers to a person operating and executing the project, the ‘entrepreneurship’ refers to the functioning of the same. The person is a leader and the functions performed by him in relation to this business are entrepreneurship. The relationship between Entrepreneur and Entrepreneurship is defined in the table mentioned below:

Table showing the Relationship between Entrepreneur and Entrepreneurship-

Sr.No.	Entrepreneur	Entrepreneurship
1	Person	Function/Process
2	Organiser	Organisation
3	Innovator	Innovation
4	Motivator	Motivation
5	Leader	Leadership
6.	Creator	Creation
7.	Risk-bearer	Risk-bearing
8.	Initiator	Initiative
9.	Visualiser	Vision
10.	Technician	Technology
11	Imitator	Imitation
12	Administrator	Administration

4.2.4. Definitions of Entrepreneurship ^[18]

Entrepreneurship is an elusive concept. Hence, it is defined differently by different authors at different periods.

According to **A. H. Cole**, “Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or organize, a profit oriented business unit for the production or distribution of economic goods and services.”

Benjamin Higgins has defined entrepreneurship as follows, “Entrepreneurship means the function of foreseeing investment and production opportunity, organizing an enterprise to undertake a new production process, raising capital, hiring labour, arranging for the supply of raw materials and selecting top managers for the day- to-day operation of the enterprise.”

According to **Schumpeter**, “Entrepreneurship is based on purposeful and systematic innovation.”

In the words of **McClelland**, “Entrepreneurship involves doing things in a new and better way. It calls for decision-making under uncertainty. If there is no significant uncertainty and the action involves applying known and predictable

results, then entrepreneurship is not at all involved.”

All the above definitions clearly point out the various functions performed by an entrepreneur. Thus, entrepreneurship is a process involving various functions to be undertaken to establish an enterprise. Hence, entrepreneurship may be regarded as what entrepreneurs do.

4.2.5. Importance of Entrepreneurship

- It encourages capital formation, the method being the mobilization of the public savings.
- There are large vacancies generated suddenly at a huge level meaning no issues of unemployment at national levels.
- It inspires impartial development at regional level.
- It assists in minimizing economic power with absorption needed.
- It kindles over the equal rearrangement of wealth, income and political powers too.
- Successful resource mobilization of assets and ability that mostly remains unutilized and inactive is inspired by the same.
- Backward and forward linkages are activated by this. Generally it helps in stimulating the procedural part of economic development at the country level.
- It helps in promoting export trade which is more beneficial for the country.

4.2.6. Factors Stimulating Entrepreneurship

There are different factors which stimulates the futuristic entrepreneurs with right perspective to get lined with right ventures. These factors act as ‘stimulants’ for them and fortunately it helps in generating economic development ^[19]. The factors are:

- (i) **Capital formation** – entrepreneurs are made available with some capital to start their enterprise.
- (ii) **Entrepreneurship development programmes** – different Government programmes or schemes for the sake of developing entrepreneurship.
- (iii) **Training facilities** – adequate training in relevance with the project taken up in promoting and developing entrepreneurship.
- (iv) **Suitable environment** – transforming of the scientific or technical

improvements based on the time going through, into economically viable projects.

- (v) **Collateral arrangement** – establishing the relationship between business and research in sake of easiness of the transferred technology to market place.
- (vi) **Ideal climate for innovation** – to inaugurate and execute entrepreneurial activities.

4.2.7. Positive Aspects of Entrepreneurship

At the outset being the owner of an enterprise is really one of the exciting feelings. An entrepreneur has the benefits as enlisted below –

- You are the owner.
- No limits to the enjoyment of powers.
- Can work out the project with his/her own perspective.
- Decision making is the strongest ever benefit.
- Can throw orders need not to follow.
- Self development is an addition to the list.
- Working all alone and then being appreciated by the source, surely gives self satisfaction.
- Monetary rewards can be more than commensurate with his capacity and capabilities.
- It can make the person help his/her family non priority basis and the other needy persons closer in family relations.
- Helping friends will add some more to the relation built.
- It is a kind of intangible reward.
- Can generate employment for the needy.
- At the outskirts, it is one of the way by which the person contributing in developing the nation.
- He can be recognized for his outstanding efforts ^[20].

An ignition at the beginning can take the one to the one with turnover in crores.

4.2.8. Negative Aspects of Entrepreneurship

The negations carried by being an entrepreneur -

- The control and the ego of being the boss are limited only to his enterprise.
- The person is inhibited by different people like his financiers, laborers, suppliers, customers, etc.
- Can face nervousness due to limited area of the operations and scope both.
- Needs to work hard irrespective of the time and the other proceedings needs to grow.
- The routine set may keep him away from the friends and family.
- Might face frustration when it is a downfall of the business.
- Needs to keep engage in the enterprise setup with risk of failure.

4.2.9. Factors affecting Entrepreneurship growth

Apart from the above obstacles, there are certain major factors that affect the growth of entrepreneurship. In many of the less developed countries, most of their inventions either lie in idle condition or flow out to the more prosperous nations. One can find a paradoxical situation in less developed countries. On the one hand entrepreneurs do not seem to come; on the other hand, those who are present tend to leave their countries in search of better opportunities. Several inimical factors are affecting the growth of entrepreneurship ^[21]. This can be studied under following heads:

- A. Economic Factors
- B. Social Factors
- C. Cultural Factors
- D. Personality Factors
- E. Psychological and Sociological Factors.

4.3. Historical Development of Entrepreneurship in India

Entrepreneurship, it does have its own history, starting with the era before the Britishers came in search of business to India. All these terms and fact files in respect of the entrepreneur were ending with the agriculture base. Everything was only round the same sector. At the end the so-called entrepreneurship ended with agriculture system in India. ^[22] The farmers were all busy with their farms and accordingly cultivated the needy seeds for their village base residual requisites. The life as described was totally different and very unique compared with the city

structure and the life standards. This means that as per the economic structure is concern there was no any flow of 'give & take' from a sector to sector.

India as known to be religious; was more orthodox during those days. Religious sector was considered with heavy importance that had its effect over the economical structure. The so-called entrepreneurs had effective protection with the pressures from external competition; was the base that resulted with the absence of localization of industry. Technology had no existence to any level so the standards were not at all carried with confusion and the needed standards. But there is no doubt that the functions performed by artisans resembled the functions of their prototype in the modern age (Bisht and Sharma, 1991) ^[23] (Deshpande, 1982) states that entrepreneurship was mainly executed at the caste based occupational exposure to the market. System of Caste had a heavy effect on every person with the thought of entrepreneurship.

The entrepreneur mostly was either the trader or the money lender and then was the merchant. The person had very tight bindings with the respect of caste affiliations and religion, sex, social forces and cultural orienting towards the philosophy of 'karma' mostly followed by the joint family system (Vinze, 1987) ^[24] These days were totally affected and controlled by the men and had no scope for any improvement and development both. We can consider the situation as very practical for the migration of traders and money lenders with high count entering into India. (Tripathi, 1971) ^[25] He continues with saying that there were many strength based factors viz. network of custom barriers, lack of capital lack of political unity, taxation policies existence of innumerable systems of currency regional markets plagued by arbitrary political authority and the low prestige had harmony to entrepreneurs. 3rd decade during the 19th century, the well established socio-cultural and religion affected economic setup were mostly the obstruction for inspiration and the improvement of entrepreneurship among both men and women (Patel and Nair, 1996) ^[26].

This had affected growing the socialistic outcome for Independent India and obviously its economical structure. The system did not concentrate effectively on entrepreneurship as a channel of developing the economy.

4.4. Theories of Entrepreneurship

It is practically into the last two decades that we generally find initiation of the actual work through over the entrepreneurial sector taken for the research and progress. We find there had been a wide expansion during this period. If the expansion part of the entrepreneur is not considered as the growing fact file and then expanding it to the level it should be at only then the dynamics shall be taken critically at inflexible disclosure. The hypothetical basics of entrepreneurship are still at the pre-paradigm juncture. We find an absence of prearranged and broad scaffold despite the availability of different concepts.

When going through the antecedent structure of the series followed by the entrepreneurs needs to be strong enough and then is the factors that also need to be descriptive and analytical especially for the growing stage of the theories of the entrepreneurs. Well known person for the field of 'entrepreneur' – Perry Man M. R. (1982) ^[27] – through his perception suggests that the term needs to be characterized on the basis time, technological development and the need of the generation so also by keeping the absence of global acceptance through its own methodology, process and definitive set. The continued explanation says, the research study made through the sources available for the entrepreneur is still into the ignited but preliminary stage which is parallel in defining the 'normal science' with the Kuhnian scientific structure. Psychological analysts do define it as one of the sector wherein the concern needs to bear the high risk and then are the terms in relation to 'that' are followed where you should be ready in facing it properly and finding the solution to it.

The economists do have their own vision and the perspective for the term. They state that now is the location from where you have to step ahead. We have taken only a single step to follow the path where the operative part of entrepreneurs functions with the needed sub-links as incentives. Sociologists had typical structural method of defining the related non-economic terms. These are mostly based on the values and hierarchy of the society determining the scope of entrepreneurial activity (Singh, 1985) ^[28].

There are four categories to be considered –

1. Economies for domain
2. Psychological Realms
3. Perspective of Sociology
4. Contemporary advance

Below mentioned are the ones who ride properly with entrepreneurial emergence. It is on the basis of

1. Economics - IB Say, Cantillon, Marshal A.H. Coli and Walrus.
2. Psychology – Schumpeter et al, McClelland Hagan and Kunkel.
3. Sociology – Weber, Wochran, and Young.

Considering the contemporary advances there are two words, and are very common too as has been defined by Robinson, Stimpson, Huefner, and Hunt are trait and demography. Europe had been the initial place for the industrial revolution and the development of the entrepreneurs and correspondingly entrepreneurship ^[29]. As per the stated thoughts by the psychologists, economists and the sociologist the said time phase had real emergency over the development of economy.

The entrepreneurs are judged through 3 dimensions. An economics looks over the aspects in relation of the economy, a sociologist puts his/her analysis based on socio-cultural environment, values and family tradition finally a psychologist takes involvement into personality and the corresponding highlights. ^[30] Generally the act of being entrepreneur is a career of an individual or a group. On record there is a huge number set of talents having their main concentration over the versatile roads followed for the research study, entrepreneurial behaviour and entrepreneurship. ^[31] The professionals like an architect and a contractor were recognized by the mentioned term from 1700 AD.

There is an example of Quesnay who was said to be the riches ever farmer as an ‘entrepreneur’ administrating and managing his profit of business only through his intelligence, skill and wealth ^[32]. Very well known dictionary ever since its publication named Oxford Dictionary (1897) mentioned the meaning of entrepreneur

as a word and explaining it as “the director or manager of public musical institution, i.e. one who ‘gets up’ entertainments, especially musical performance.”^[33] Year 1933, the same was modified and placed in such a manner in relation with the business; it defines entrepreneur as one who undertakes an enterprise, especially a contractor acting as an intermediary between capital and labour^[34].

An Irishman but residing in France, Mr Richard Cantillon, is considered as the first person who had practically introduced the term ‘entrepreneur’^[35]. This was in the early 18th Century. He explained this term as an agent who buys factors of production at certain prices in order to combine them into a product with a view to sell it at uncertain prices in future. Cantillon^[36] emphasized the function of ‘risk- taking’ and ‘uncertainty bearing.’

Frank H. Knight^[37], another one into the same field mentioned in his words saying He defined entrepreneur is an economic functionary who undertakes such a responsibility of uncertainty that is when considered by its nature cannot be insured, nor been capitalized also not salaried and in parallel if he/she guarantees over certain sums in respect of other means as return against the assignments made.

Jean Baptiste, an aristocrat and an industrialist enlisted among the French economist made the term to a single step ahead mentioning it as the functions of organization, co-ordination and supervision. Very simply mentioning, an entrepreneur is mean by the one who combines the land of the one, labour of another, and the capital of yet another and thus, produces a product. Then after he sells the made product in market where he/she as client pays interest on capital, rent on land, wages to labours and what remains is his/her profit.

The Entrepreneur is an organizer and speculators of a business enterprise, who combines economic resources out of an area of lower into an area of higher productivity and greater yield are the words mentioned by J B Say^[38]. Here we can clearly find the difference between the role played by a capitalist, of-course as financier and of an entrepreneur as the organizer of a business activity.

Mill and Marshall^[39] had written about entrepreneur is nothing but an administrator

who generally monitors the central figure in a business enterprise.

Invention and innovation both these terms were very minutely discriminated by Schumpeter. He said an inventor invents totally a new concept with new materials and on the contrary an innovator, being a bit selfish, try and utilizes these inventions with new aspect of money making. The inventor produces ideas and the entrepreneur implements them. He considered innovation is creative response to a situation.

Schumpeter's ^[40] very widely put on the concept of an 'entrepreneur'. He defines it as not only the independent businessmen but also dependent employees with designations like managers, directors, etc. He does have conservative thoughts when on to the other side; it did not include industrialists and employees both. As per his terms there is person who is permanently an entrepreneur so long as he gives creative and innovative response to market situation.

Peter Drucker defines an 'entrepreneur' is the person who is always in search of change, responds to it, and exploits it as an opportunity Entrepreneurs innovate, Drucker has aptly observed that 'innovation' is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or a different service. Entrepreneurs need to search purposefully for the source of Innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and to apply the principle of successful innovation ^[41].

According to Drucker ^[42], as mentioned, there are 3 conditions needs to be fulfilled:

- Innovation is a creative work so it needs the knowledge base and hence there is huge requirement of great ingenuity. There are wide demands based on meticulousness, perseverance and promise.
- Success is followed by the innovation as the strength
- Innovation is totally based on the perspective of market need or creating the market need of the same. .

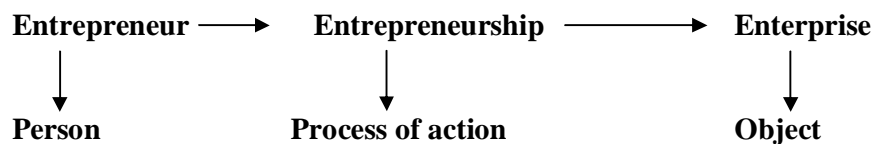
Francis A. Walker ^[43], according to him, an entrepreneur if he/she is true to his/her dedication, devotion and truth can be the one capable enough in handling more than average responsibilities with potential carried with the task of administering and

cooperating the relative factors necessary for the production unit..

B.C. Tandon ^[44], in his researched words, entrepreneurship is meant the composite function of creating something new, managing and co-operating with undertaking the risk of facing the economic uncertainty ever.

Higgins ^[45], who defined and quoted about entrepreneur as, “Entrepreneurship means the execution and operation seeing through an investment and production opportunities, organizing for a new production process, raising capital, hiring labour, arranging for a supply of raw materials and finding site; introducing new techniques and commodities, and finally recruiting top managers for day-to-day operations of the enterprise.”

William Diamond ^[46] says, “Entrepreneurship is equivalent to ‘enterprise’ which engrosses the will of a person to presume risks while in the process of undertaking new economic activity. It may engross an improvement but not necessarily so. It always involves risk-taking, decision making, although neither risk nor decision making may be of great significant.



1. Entrepreneurship – actions an entrepreneur (person) who is undertaking responsibilities for establishing the enterprise.
2. Entrepreneur – senses and appraises a new conditional factor with the environment so also heads into compromising in making of such adjustments in the economic systems.
3. Enterprise – displays considerable initiative, grit and determination

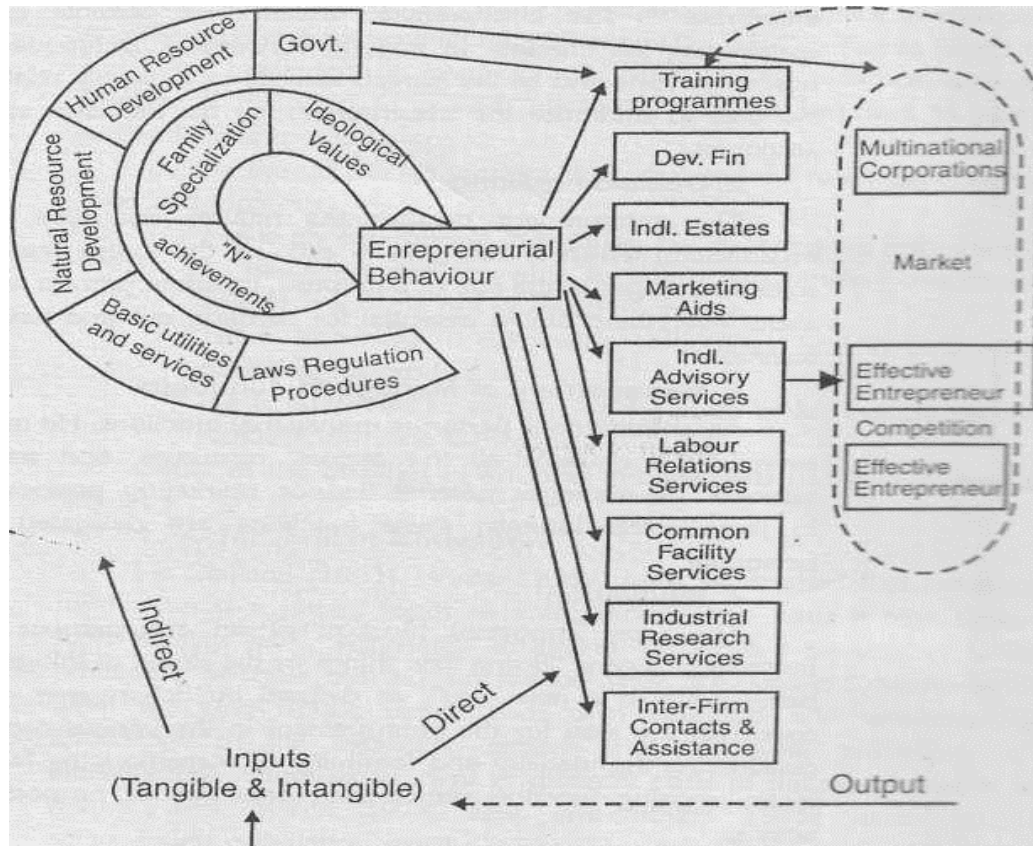
According V. Desai, ‘entrepreneur’, the term based factor is accredited to all small industrialists, small business, traders and industrialists. For example, the first two-wheelers production on commercial basis was called an entrepreneur because of the futuristic visualization and need with importance for the modern times with different benefits. With all this terminology related was the risk of investment for manufacturing and marketing was undertaken. And all subsequent scores of people

engaged in manufacturing, distribution, financing, etc., are just imitators.

The “entrepreneur” needs to be implicated in its totality and but not with the fabrication part.

In this context, the “Integrated- Contextual Model” that has very conceptually been invented by Abdul Aziz Mahmud ^[47], is sure to help us in proceeding through the phenomenon of entrepreneurship

Figure No.4.4.1



Source : Adapted from Abdul Aziz Mahmud, “DevelcrE,Indigenous Entrepreneurs,” *Malaysian Mar.*,April 1974, Vol. 9, No. 1, p 47.

INTEGRATED-CONTEXTUAL MODEL:

POLITICAL ORGANISATIONAL ECONOMIC SOCIO-CULTURAL
PSYCHOLOGICAL

Going through all the terms and the definition as mentioned and defined through the perspective of different expert, the focus and the concentration of all seems to on the

selected factors. These factors are totally with the multidimensional prospects and if necessary can be mentioned as the following of the typical frame synthesized through the perception of entrepreneur. In an enterprise, land, labour and capital are separately owned landowners, labours and financiers respectively and whenever they feel so gets separated from one another.

An entrepreneur is an organizer; the organising capacity, potential and ability all together in respectful proportions and of-course with reasonable rates leads to harness them to work in production or help them in making an attempt to produce a socially valuable product because then that will help in yielding the best returns. An entrepreneur starts the enterprise, organizes it, supervises it and engineers long-run plan of the enterprise. He is especially motivated and talented person, who implements new ideas, visualizes opportunities for introducing new product, techniques, and production process, new form of organisation, discovers new market and new source of supply of raw materials.

4.5 Woman entrepreneurs

India, a country positioned in the list of developing countries. If it wants to enter into the list of developed nation then it is must for the women to take up with the entrepreneurship and of-course it is necessity as per the need. They can take us to achieve fast, all-round and balanced economy on regional and social basis. 48 percent of the Indian population constitutes to women but when we survey through their involvement in the private sector then the percentile is only 38 percent. The time now suggests us that if national development has to be purposeful and relevant, women must full-fledged are participants in economic activities ^[48]. Women entrepreneurs will surely help in creating multifaceted socio-economic benefit to the country. Participation of women in economic activities is now emerging as a universal phenomenon.

As per the data analyze, from the advanced countries of the world, it states it as a phenomenal growth found herewith the self-employed women and that too after the World War II. In USA women owned 26 percent of the total business in 1980 and it increased to 32 percent in 1990 and 41 percent in 2003. In Canada, one-third of small

business is owned by women and in France one-fifth of the industries are owned by women.

4.5.1. Concept of Women Entrepreneurs

Women entrepreneurs are the women or group of women who initiate, organise and operate a business enterprise. The Government of India has defined women entrepreneurs as “an enterprise owned and controlled by a woman having a minimum financial interest of 51 per cent of capital and giving atleast 51 per cent of the employment generated in the enterprise to women.”

4.5.2. Factors Influencing the Women Entrepreneurs

Several studies reveal that two factors influence the women entrepreneurs in India.

Pull Factors: Pull factors are those which encourage women to become entrepreneurs. These include desire to do something new in life, need for independence, availability of finance, concessions and subsidies.

Push Factors: Push factors are those which compel women to become entrepreneurs. These include unfortunate family circumstances like death of husband or father, financial difficulties, responsibility in the family etc.

4.5.3. Types of Women Entrepreneurs

Women entrepreneurs can be classified into the following categories -

Chance Entrepreneurs: here the business is initiated without any preparation, plans and targets in any respect. Any of the opportunities heading them is been captured by them or are ready to go with it.

Natural Entrepreneurs: here the takes up the business as career and profession by their own will and with their by self planning. Sometimes they are inspired by the profit making factor and the other reason is also for keeping themselves busy.

Created Entrepreneurs: They are inspired through some social training organized by a unit like Entrepreneurship Development Programme. This stands as the actual medium for them to start the business.

Forced Entrepreneurs:Compulsion is the major factor into this type of entrepreneurs. There a few circumstances like death of father or husband make

the concern women take up the business or are forced by the others in relation to it.

Benami Entrepreneurs: Those who act as facade for business of their husband or brother.

4.5.4. Women Entrepreneurs in India

Year 1970, the end period, phenomena of women entrepreneurship is rising slowly and with good initiation and progress. It was all because the awareness of education was spreading socially and even the government had some policies and schemes for the inspirations of women entrepreneurship. This was motivating the women getting involved into different enterprise ventures.

At an initial phase of the women entrepreneurship, the basic products were homemade papads and pickles. As per the phase concern today the elite women entrepreneurs have left no field to be into execution of their enterprise and of-course their mark in the commercial sector is unique enough to know. This is irrespective of the areas whether it is urban or rural. They are into sectors like consultancy, garment exporting, interior designing, textile printing, food processing, chemicals, pharmaceuticals, etc.

The statistical data from the economic year 1995-96 we find that, there were about 3 lakh women entrepreneurs, when in percentile form it was only 11.2 of the total entrepreneurs in India. We find around 8 percent women entrepreneurs successfully running their enterprise in the small-scale industries.

There are three categories mentioned below with which the women entrepreneurs in India are classified –

- (i) Well qualified educationally and residing in the urban sector is one category. The concern women from this category are more into medium and large industrial units with non-traditional establishments of the unit. Most of them are not limited to profitable work through but venture into sectors like electronics, engineering and services. This category is capable enough to handle heavy working loads, more into creativity and innovation and is ready to face any challenging role of entrepreneurship.
- (ii) Middle class women sector is the 2nd category. These women do possess some

educational qualification but they lack confidence because of no training being provided for the product they are going to deal with. The products they generally deal with are handicrafts, cottage industries and also handle low value added items like knitting, garments, doll and toy making, etc. We can categorize this class technically into 'pull and push' entrepreneurship.

- (iii) The 3rd category is totally illiterate. They are into enterprise sector because of the financial requirements being the basic need. So they are engaged mostly into family business such as horticulture, fisheries, nursery, handlooms etc.

4.5.5 Global concern for Women's Development

A step ahead of the level is the international status for any of the entrepreneur. We call them at the global level. Formulating the women entrepreneurs globally, there are many ways and resources available. The United Nations proclamation of the International Women's Year (1975), followed by International Women's Decade (1975-85). The United Nation's conference on 'status of women' held in Kenya (1985) have been responsible in raising the issues around women's invisibility and all fold of life viz. social, economic, political, cultural and civil ^[49].

India when in the 80s and concern more with women and the respective government policies had to face recession as a whole. From the year 1988 to the year 2000, The National Perspective Plan for women was introduced which is a comprehensive all round projection for women's development in India. The report of the National Commission on Self- employed Women and Women in Informal Sector have also made far reaching recommendations in terms of un-energized sector particularly issues, constraints and strategies for women.

The practically visualizing, we find that the women entrepreneurs had made a wide growth into the industrial sector at the global level and probably it will be growing consistently. We find social and economic status of these women is at the improved state. But when it comes to the terms like their health, marriage, education, employment, social equality, social discrimination, violence, and atrocities the status of any woman is same. This caused the global concern for the women's development.

4.5.6 Women Employability

As per the population is concerned, India is considered as the second largest country globally. “Considering census of 1981, the population count of India was 685 million wherein 331 million numbered to be females when compared with the count at the beginning of the century (year 1901) which numbered to 117 million.

Maharashtra, one among the enlisted is an advanced and developed state in India. The state claims labours from female gender especially for house hold industries to be 2,20,000 compared to other household industries so also it is 1,35,000 when related with businesses of trade and commerce. It shows with the transparency that literacy level of females and additionally their involvement in financial sector has been improving constantly and consistently.

There are many programmes that have been designed as the social policy for encouraging the belief of women that will surely help the nation in changing its destiny. It will definitely help women achieve the exposure to their entrepreneurial skill and with it the administrative skills for developing the business.

There are enlistment of the needy structure for self entrepreneurship viz. Self-confidence, Motivation, Knowledge of cumin growing to harvesting technology, Soil and firm condition of experiences, Risk taking ability, Water resources, Decision making ability, Economic motivation, Risk factors, Market orientation, Water quality and volumes, need to cumin for all technical factors, Ability of co-ordination to cumin related activities, Achievement, etc.

Entrepreneur the word itself signifies that it refers to the person with the potential carrying and visualizing the future on the basis of environment then is identifying the openings to develop the resources available environmentally and practically is operational to maximize the same (Robert E. Nelson). It is must for a person to bear first mentally the needed skills because that would inspire in developing the standard of life for the individuals, their families and so also the communities. This will sustain properly with economy and environment healthy (Tyson, Petrin, Rogers, 1994, p. 4).

Jones and Sakong, 1980; Timmons, 1989; Stevenson, et al., 1985 does go

combinational with defining entrepreneurship, it says, it is one that pertains, cope up with any innovative idea of organization having the production base factors and not exclusively to innovations that are on the technological or organizational cutting edge. It does not require the involvement of any new thing irrespective of the perspective taken nationally or globally. But it does adapt to business organizations newly formed with modernity acquired by it and a totally new production base with non-availability of the same in the market (Petrin, 1991).

Any unit is sure to face six obstacles in the future decade because it will stand against survival; growth and standing firm into the competition

1. Triumph through the pace and doubt
2. Technological gadgets are sure to interrupt and facilitate
3. Demographics.
4. Legalities and the honesty shall corrode
5. Execution will proceed through sarcastically anywhere and at anytime
6. Recession into employment structure

4.5.7 Opportunities for Women Entrepreneurs

1. Free entry into world trade.
2. Improved risk taking ability.
3. Governments of nations withdrawn some restrictions
4. Technology and inventions spread into the world.
5. Encouragement to innovations and inventions.
6. Promotion of healthy competition among nations
7. Consideration increase in government assistance for international trade.
8. Establishment of other national and international institutes to support business among nations of the world.
9. Benefits of specialization.
10. Social and cultural development

4.5.8 Challenges for Women Entrepreneurs

1. Problems of raising equity capital
2. Difficulty in borrowing fund.

3. Through-cut completions endangered existence of small companies.
4. Problems of availing raw-materials.
5. Problems of obsolescence of indigenous technology
6. Increased pollutions Ecological imbalanced.
7. Problems of TRIPS and TRIMS.
8. Exploitation of small and poor countries, etc.

4.5.9 Problems of Women Entrepreneurs

The problems faced by women entrepreneurs in India are very frequent and complex too. Compared to male entrepreneurs, women problem has more intensity. Some major problems are as mentioned below ^[50]:

1. **No Independence:** women entrepreneur with its initial problem being 'her' being recognized as a woman. Compared to male she is believed just a secondary to them in and around everything in relation. Freedom and independence is the basic requirement needs to authorize for a successful entrepreneur which is yet not satisfying from the ages together in India.
2. **Social Attitude:** when considered the rural areas, the women do need the adequate training and awareness of the skill, is the social attitude where by the system is equally responsible while considering the women entrepreneur.
3. **Low Literacy:** we are well aware of the low literacy rate with the female gender but it cannot be the criteria for denying them. On to contrary they get handicapped without acquiring proper education and do want to become an entrepreneur.
4. **Low Risk Bearing Capacity:** it is necessary of having the capacity of bearing the risk because it is one of the critical factors one has to overcome while into the processing of the business.
5. **Dual Responsibility:** She does needs to look through the multiple factors with responsibilities; family, society and work simultaneously. Sometimes there is a heavy conflict rises between the duties at home and work that results in high stress level inhibiting her success, independence and progress.
6. **Financial Constraints:** economy is a major factor for the women. Hardly there is any estate been registered under their names. And factually it is like a challenge faced by them. Having access to funds collected externally is rarely

been allowed by them to check. Approaching the banks, it already carries the negation for a woman. This all results into relying themselves with their own funds and loans from the sources like family friends and for establishing the business, these seems too inadequate.

7. **Marketing Problem:** it is major problem obstructs the women entrepreneurs. The reasons are as given below –
 - (i) Competition with versatility of the products available
 - (ii) Lack of storage facilities
 - (iii) Unawareness of the product synchronization and advertisement
 - (iv) The fast mushrooming of the small units creates inter unit competition within the small-scale industries themselves.
 - (v) Multinational Companies as the competitors
 - (vi) Administration with sufficient arrangements.
8. **Limited Mobility:** Women entrepreneurs are said to be handicapped by the factor like inability to travel more frequently and for longer distance. Furthermore is the attitude carried by government officials being very humiliating likewise the licensing authorities, sales tax officials, labour officers, etc.

4.6. Contribution of Women Entrepreneurs in Small Scale Industries

The investment of Rs 10 lakh is prescribed but the limit is that the undertaking of the investment in relation to plant and respective machinery should not be more than Rs.7.5 lakhs. ^[51] From Rs 10 lakh to Rs 2 crore is been allotted as an investment plat setup for the small enterprise. At the end, the medium level enterprise set up investment can be in the range of Rs. 2 crore to Rs. 5 crore.

4.6.1 Importance of Small-Scale Industry

1. **Employment Generation:** considering the employment generation, the small-scale industries as are more being labour intensive do make available the same opportunities for the needy. Compared to the large – scale unit with the small scale units, the potential of the employment generation is 8 times more by the small scale units. Especially into the units like the cottage and the household makings and that too with invested amount, the range of employee generation is

about 10 – 15 times more.

2. Use of Local Raw Material: The small-scale units generally are established on the basis of the availability of needed raw materials mostly at the local levels. So-called developing nations are said to be rich in certain agricultural, forest and mineral resources. Considering this fact and the need, the small-scale industries must be processed over the raw materials available easily which is more possible if it is at local level. The small scale industries, when looking through this angle, does help in utilization of the economic zone through the resources available and also help in preserving foreign exchange by producing and exporting goods processed by locally available resources.

3. Balanced Regional Development: Large industries are mostly set in urban areas. Thinking over the beneficiaries provided to the nation as a whole, the said industrial units must be made available in all regions. There is no any area where you cannot establish any small scale unit though it being areas such as villages, hill areas and even remote corner of the country. This is because small-scale industries help in accomplishing huge spread of industries and thereby ensuring development of region at balanced level.

4. Decentralization of Industries: Migration of the group of people to the urban areas from villages is encouraged due to the focus made on establishing the industries in urban areas. It does carry some negation like pollution, slums and shortage of civic facilities. On the contrary the separate establishment of the small units at different location helps in solving the said problems.

5. Mobilization of Capital: Mobilization of the capital investment is very safe, easy and secure through the Small-scale industries. Considering the economic structure of agrarian, the persons carry tendency of saving the amount rather than spending them as an investment in large scale industries. Therefore, small-scale industries with this reason are situated at areas close in case the residence of the locals and most important is the easiness of the mobilization of rural savings.

6. Developing Entrepreneurship: As per the technicality of anything for its

growth, there is a need of good environment. Small scale units inspire this situational environment that helps in growth of network of feeder and maintain the complementary relations between the set plants and firms. This does help the talent of an entrepreneur to get exposed.

7. Equitable Distribution of Wealth: The result relating to distribution of income and wealth is said to be unequal in the country. Small scale industries are based or formed either on the basis of proprietorship or partnership when there is query about the ownership. This is spread at a wide level in rural and backward areas. Hence, the generated income if in larger number is dispersed widely. Thus the growth of small-scale industry ensures a more equitable distribution of income and wealth.

8. Training Ground for Local Entrepreneurs: Small-scale industries do provide an experience considering the runners are being trained for local entrepreneurs. And when they get well experienced with the same can utilize the same knowledge in growing medium sized industries.

9. Efficient use of Productive Factors: Productive factors are more efficiently being used by the small-scale units. The output is the ratio which is like lower capital and higher labour-capital. Fixed assets produces seven times compared to a rupee coin as the the output in small-scale sector especially when it is compared with large scale industries.

10.Promotion of Export: There is huge significance carried and contributed by small-scale sector into promotional export of the products. The small-scale sector accounts the turnover on an annual basis to Rs. 60, 000 crore considering the export which is 40% of the total export when mentioned in percentile form. The economic year 2001-02, the export from the SSI sector was Rs.71, 244 crore.

4.6.2. Subsidy: Incentives for small scale units ^[52]

4.6.2.1. Meaning

‘Incentive’ technical meaning of the word is ‘stimuli for action’. The ‘stimuli’ is a

process wherein the fresher gets inspired and motivated moreover ignited to start and execute small scale units. The government sector does have many options for to run such schemes wherein they offer incentives to entrepreneurs for starting the unit and then assist them through different resources. The structure and the count as per as the incentives are concerned seem to crossed multiple faces as per the time change.

4.6.2.2 Objectives

The incentives are termed with objectives mentioned below –

- (i) Inspire & motivate all the fresh for industrial ventures
- (ii) Concentrate more energetic potency of the concern units
- (iii) Regional development

‘Incentive’, here covers many factors like concessions, subsidies, assistance and bounties provided by state government and central government both.

4.6.2.3 Subsidy

This is a kind of payment or a grant for the project offered by the Government sector. This is specially meant for the private enterprises or institutions carrying better reputation into the common public. The basic motive of the Indian Government for subsidizing the project is to attract industrial sector to the rural areas or backward regions so that there will be development of typical categorized industry base and shall be providing more opportunities to women employment.

With this attitudinal part of providing subsidy by the government, the best ever example is of the Government of Tamil Nadu, the incentives offered by them to the needy sector. The motive of the Government was to augment competitive attitude into the industrial sector and so shall help pacing the same with good opportunities.

4.6.2.4. Tax concessions

There are varieties of concessions especially for the tax being provided to small scale units. Some of them are briefed below ^[53] –

1. Tax Holiday: Section 80 J, exempts income tax for any new industrial units if the profit is 6 per cent per annum on their capital employed. Five years from the launching of the enterprise, the long period of tax exemption, this facility is provided by the government to the unit.

2. Depreciation: Section 32–Income Tax Act, there is deduction on the

- downgrading account on buildings, furniture, plant and machinery; wherein all
3. these are mainly applied for the small scale units. The depreciation should not exceed Rs.20 lakhs. This amount is calculated through the method of diminishing the balance. Industrial unit itself should be the legal owner of the assets and the usage also should for the running the business if in case to get the depreciation.
 4. **Investment Allowance:** 25 percent of the cost of acquisition is the investment allowance for any new plant or machinery being made operative. This is under Section 31 of the Income Tax Act.
 5. **Expenditure Allowance:** Section 35–Income Tax Act, mentioned below are the deductions allowed especially for expenses specified for scientific research
 - i. Any returns spent acquire the business related with the scientific research
 - ii. Scientific research association or a university, college, institution or public company had paid the amount in respect with the project objective needed by them.
 - iii. Any other capital expense made to acquire the business related with scientific research.
 6. **Amortization of Preliminary Expenses:** The preliminary expenses incurred in connection with the preparation of feasibility report, engineering expenses and legal charges for drafting agreements for the setting up of a new industrial unit or expansion of existing units are allowed to be written off under Section **35D** of the Income Tax Act. The amount of expenditure allowed is **2.5 percent** of the total cost of the project and 20 percent in case of units set up in backward areas. Tax Concessions for Small Scale Industries in Rural Areas.
 7. **Rehabilitation Allowance:** The factors like flood, cyclone, earthquake or other natural calamities or accidental fire or explosion had made the industrial discontinuation then these affected ones are granted with rehabilitation allowance under Section 33-B of the Income Tax Act. It is around 60 percent of the total amount deducted. This granted allowance is mandatory to be utilized properly within 3 years of the unit’s reestablishment or revival.
 8. **Expenditure on Acquisition of Patents and Copyrights:** Under Section 35-A – Income Tax Act, any expenditure of a capital nature incurred in acquiring a patent and a copyright by a small scale industry is deductible from its income.

9. Exemption on Excise Duty: just for the sake of improving the competitive factor into the small scale industries there has been an exemption on excise duty that limit is raised from Rs.50 lakh to Rs. 1 crore.

4.7 Conclusion

Present chapter concludes with the all theoretical aspects of entrepreneur, entrepreneurship, concept of women entrepreneurs, women entrepreneurship, Present status of women entrepreneurs, role of women entrepreneurs, prospects, its role in SSI sector, tax concessions taken by women entrepreneurs had been explained in the view of various authors.

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Organization Profile of Selected Women Entrepreneurs In Sangli District

5.1 Introduction

In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. In India, planning commission of central and state government recognizes that women should be in the mainstream of economic development. In particular the development of small scale enterprises for women is seen as the appropriate way to attack the poverty at grassroots level by generating income. Industrial policy of government of India has high lightened the need for entrepreneurship programs for women to enable them to start small scale industries. Even after 65 years of independence women in India are struggling for entrepreneurial freedom. That is why women as entrepreneurial resource have not been widely recognized in India. There has been increasing turned in number of women owned enterprises in India, but despite government efforts, substantial growth could not be achieved ^[1].

Great achievement is remarked for the women entrepreneurs on the current status. There have been versatility with schemes or programmes organized by the Micro, Small & Medium Enterprises Development Organization (MSME-DO), different State Small Industries Development Corporations (SSIDCs), the nationalized banks and even NGOs are majorly activated into it. This does include Entrepreneurship Development Programmes (EDPs) too. There is a cell in existence established through government is DIC (MSME) at district level. This cell does provide coordination and assistance to all entrepreneurs if they are facing some specific problems ^[2].

The National Committee for women entrepreneur recognized through the Ministry of Industry has a peculiar definition about them. It defines that the entrepreneurs are those who generally maneuver, administer, execute and control an enterprise with the capital share being 51 percent to all cases.

There are many policies being introduced and tried to get implemented in right

respect by the government and this is making the women to increase their participation into the entrepreneurship, in short, the women are being inspired by the sector but despite all these hard work put in by the government offices, we are yet unable to reach the needed level of the growth. We find that the enquiry makers for these schemes itself is very low then think about the number of the interested ones. This must be taken into consideration and must be worked out some programmes to rejuvenate the system at all level.

The study has been previously carried out about women entrepreneurs in different other regions like Pune city, Nashik etc but very few work has been carried out in the district of Sangli. Even though it has district consists of 9 talukas Sangli, Miraj & Kupwad, Isalampur, Ashta, Vita, Shirala, Mandurp, Tasgaon, Jath, Atpadi and 727 villages, 4 municipal corporations and 714 grampanchayats. Survey study of women entrepreneurs has been carried in Sangli district in different MIDC's. The data of registered women entrepreneurs has collected from DIC Sangli as well as District statistical center, Vijaynagar, Sangli. In this district female population is 12.63 lakhs and female literacy rate is only 49.94 percent. In this chapter study is explained about what is industrial scenario in Maharashtra of MSME, women's participation in MSME sector, profile of Sangli district, its distribution according to MIDC's, women entrepreneur in each MIDC which registered under DIC, role of DIC and also present status of women entrepreneurs in Sangli District.

5.2 Industrial Scenario in Maharashtra and MSME

Maharashtra has been in the forefront in sustaining industrial growth and in creating environment conducive to industrial development. Investment - friendly industrial policies, excellent infrastructure and a strong and productive human resource base have made it a favored destination for manufacturing, export and financial service sectors. However, the year 2008 - 09 witnessed a heavy turmoil in the global economy, which had an impact on the Indian as well as State economy.

The advance estimate of Gross State Domestic Product (GSDP), at constant (204-05) prices is expected at Rs. 843565 crore with growth at 7.1 percent over 2011-12 to grow at 07.1 per cent during the year 2010 - 11 as against 8.7 per cent during the

previous year. Industry sector is expected to grow by 9.1 percent and Services sector is expected to grow by 10.9 percent during the year ^[3].

5.3 Overview of the SSI / MSME sector

Micro, Small & Medium Enterprises is coined as MSME sector; the performance of this block is generally been taken care through the census proceedings. We are considering the recent census which was executed at Fourth All India Census of MSME during the year 2006–07. The data collection of this census was under the process till the year 2009, by and large the analysis of the same was published in the year 2011–12. Well before the practical accomplishment of the MSMED Act, 2006, this was very well been distinguished as Small Scale Industries (SSI) sector. The legal par was through the provision of Industries Development and Regulation Act 1951. During the year 2001–02 had been conducted the Third All India Census of SSI. This conduction procedural part was through the exposure and conception as customary. MSME with its recognized range and exposure was covering the wide range specifically through the execution of MSMED Act, 2006. This act truly and legally documented the concept of "enterprise" and moreover included manufacturing and services sector both into it. And that too despite having defined medium enterprises under MSME sector ^[4].

Micro, Small and Medium Enterprises totally separate for manufacturing and services sectors both. The mentioned census had gone through the verities of the resources to be made available for Registered and Unregistered Sectors. While complete enumeration of enterprises was adopted in Registered Sector, sample survey was resorted to in Unregistered Sector. The sample survey excluded the activities under wholesale/retail trade, legal, educational & social services, hotel & restaurants, transports and storage & warehousing (except cold storage). And all these mentioned sectors were statistically taken into consideration through the data extracted from Economic Census, 2005 (EC, 2005). This data collection and analysis was practically conducted by Central Statistics Office of Ministry of Statistics and Programme Implementation (MOSPI) for estimation of MSME relevant enterprises ^[5].

5.4 District Industries Centre (D.I.C.)

DIC ^[18] is an executive arm especially formed for inspiring and developing the

industrial sector. The location of its office for Sangli is near to guest house Sangli. The district Sangli is with 10 talukas in all but only 7 talukas are with industrial sectors. Municipal Corporation considers Palus and Walwa as one taluka and others are Kavathe-mahankal, Shirala, Vita, Jat, Kadegaon, Tasgaon and Islampur.



Taluka Map : (Source: Sangli.nic.in/map/English)

Its main functions are

- Being the facilitator in development at all the level.
- Ready in accepting and registering the memorandum for Entrepreneur
- Micro, Small and Medium Scale Industries; assisting these units in establishing.
- There are schemes like PMEGP, Seed Money & DIC loans run by the sectors accordingly especially for educated but unemployed person. These schemes need to be implemented well. This will be a part of the functioning too.
- Inspiration to an individual or a group by awarding & rewarding.
- Zilha Udyog Mitra Committee is a forum, shall be cooperated well.
- To organize an event like corporate training for Entrepreneurship Development Programs especially for literate but unemployed youngsters.

- Package Schemes of Incentives to be applied and administered properly.
- To work as Nodal Agency for Central Govt. Programmes.

5.4.1 Functioning Schemes for Women Entrepreneurs from DIC

1. Seed Capital Scheme
2. National Equity Fund
3. Prime Minister's Employment Guarantee Scheme
4. Single Window Scheme.
5. Bank Schemes for Women Entrepreneur
6. Mahila Artik Vikas Mahamandal

5.5 Brief Industrial Profiles of Sangli District

Brief industrial profiles of Sangli district contains information about general characteristics of the district like population, occupational structure, administrative set up, industrial areas (MIDC) etc. There is detail explanation of all industrial areas in Sangli district which researcher had been surveyed. Researcher surveyed the registered units of women entrepreneurs from DIC. It also shows existing status of industrial areas in Sangli district. Some associations are there to help women entrepreneurs which were explained briefly in following.

5.5.1 General Characteristics of the District

There are several interesting stories as to how the name Sangli originated. One of them is that, there were six (6) Gallies i.e. lanes on the bank of the Krishna River hence the name "SANGLI". The second one is that, the name of the village was Sangalki in Kannad language so in Marathi it became Sangli ^[9]. Another belief is that the confluence of Warna and Krishna rivers is near Sangli village. The word of confluence in Marathi is 'Sangam' and the Sangli is distorted version of the word Sangam.

Sangli is among the largest grape producing districts in India and houses a large wholesale grape market. The industrial town of Kirloskarwadi is also situated in Sangli District. Industrialist Laxmanrao Kirloskar started his first factory at this place. Kirloskarwadi is one of the most beautiful industrial towns in India.

5.5.2 Population

The population of Sangli district as per the 2001 population census is 25.83 lakh. Out of the total population in the district, the male population is 13.20 lakh while the female population is 12.63 lakh. The literacy rate in the district is 62.41 percent. while the male literacy is 74.88 percent, the female literacy is only 49.94 percent. The density of population in the district is 301 per sq.km. The urban population is 6.33 lakh (24 percent) while the rural population is 19.50 lakh.

5.5.3 Occupational Structure

As the population is mostly rural based agriculture related to activities is the main source of employment in the district. The classification of the workers in the district is given as in below table.

Particulars	No .of workers ('000)
Cultivators	354
Small & Marginal Farmers	309
Agricultural labours	197
Artisans	12
Household cottage industries	11
Allied Agro activities	17
Other workers	238

(Source :www.sangali.nic.in)

5.5.4 Administrative set up

The district consists of 9 cities - Sangli, Miraj & Kupwad,, Isalampur, Astha, Vita, Shirala, Mandur,Tasgaon, Jath, Atpadi and 727 villages. Krishna, Warna, Morana, Verala, Agrani, Manganga, Nanni and Bor are the rivers flowing through the district. The river Krishna and Warna are big rivers which flow throughout the year and the other rivers flow seasonally.

There is one Municipal Corporation - Sangli, Miraj and Kupwad Municipal Corporation and 4 Municipalities - Tasgaon, Vita, Astha and Islampur and 714 Grampanchayats.

5.6 Industrial areas (MIDC) in Sangli District

On 1st April 1999 a new corporation was initiated as Sangli-Miraj-Kupwad Mahanagarpalika, under this actually ten talukas are exist in Sangli district but now only seven MIDC are declared to establish. Now days Kupwad-Sangli industrial area, Miraj industrial area, Govindarao Marathe industrial estate, Vasantdada Patil Industrial estate are come under Sangli-Kupwad-Miraj Industrial area. Khanapur and Vita are merged to Vita MIDC, and eight industrial estates has been surveyed by researcher in person.

(Figure No. 5.6.1):5.6.1 Sangli District at A Industrial Glance

Sr. No.	Particulars	Year	Unit	Sangli
1	Existing Industrial Estates.		Nos.	6
2	Entrepreneur Memorandum filed by MSMEs (Part-II): a) Micro	March 2012	Nos.	4035
	b) Small		Nos.	1060
	c) Medium		Nos.	4
3	Large Scale Units		Nos.	125

(Source : http://sangli.nic.in/english/departments/district_industries_center)

In brief industrial profile of Sangli district published by MSME development institute, Ministry of MSME, Govt. of India in the table no 5.6.1, it is shown that total industrial estate are 6 in Sangli District where as Micro entrepreneur memorandum filed in MSME is 4035 in number, small entrepreneur memorandums are 1060 in number and medium entrepreneurs are 4 in number while being major cluster of turmeric, raisin, textile the large scale units are 125 in number^[16].

(Figure No 5.6.2) 5.6.2 Existing status of Industrial areas in Sangli District

Name of area	Area (in Hect.)	No. of plots developed	No. of plots allotted	Industrial Rate per Sq. feet (In Rs)	Commercial Rate per Sq. feet (In Rs)
Sangli-Miraj (1971)	166.48	541	434	800	1600
Sangli-Miraj Kupwad (1971)	222.63	789	780	800	1600
Islampur	165.01	202	188	165	490

Name of area	Area (in Hect.)	No. of plots developed	No. of plots allotted	Industrial Rate per Sq. feet (In Rs)	Commercial Rate per Sq. feet (In Rs)
Jath – Mini	10.00	69	63	35	135
Palus - Small	10.00	21	21	35	135
Add. Palus Wine Park	53.70	104	43	35	135
Kaute Mahankal	13.17	52	32	35	130
Kadegaon - Mini	18.15	126	85	65	125
Add. Kadegaon,	96.71	363	257	65	125
Shirala (VK)	162.8	242	238	55	120
Vita (VK)	55.27	148	125	135	270
Information & Technology Park	1.80	2 + 49	2 + 49	Rs. 350/ sq.mtroot - shed	

(Source : http://sangli.nic.in/english/departments/district_industries_center)

(Figure No 5.6.3) 5.6.3 : Industrial Scenario of Sangli District

	Year	No. of units registered with DIC	Employment	Investment (In lakh Rs.)
Upto	2005-06	1074	7518	9666
	2006-07	1300	9100	11700
	2007-08	414	4060	7174
	2008-09	615	6733	7348
	2009-10	335	3864	8209
	2010-11	518	7377	7644
	2011-12	439	4657	8713

(Source : www.dcmsme.gov.in/dips/DIPS%20Sangli.pdf)

Main industrial areas in Sangli District are as following,

- Kupwad-Sangli Industrial Area
- Miraj Industrial Area
- Vasantdada Industrial Estate
- Marathe Industrial Estate
- Islampur Industrial Area
- Palus Industrial Area
- Kadegaon Industrial Area

- Vita Industrial Area
- Kavathe mahankal Industrial Area
- Shirala or Battis Shirala Industrial Area
- Jath Industrial Area
- Chitale Dairy, Bhilawadi Station

Specialised industrial parks and export zones

- Krishna Valley Wine Park
- Palus Sangli Food Park
- Manerajuri Sangli Infotech Park Textile Park
- Kadegaon Readymade Garments Park, Vita

Chamber of Commerce and civic associations

- Krishna Valley Chamber of Commerce & Industries, MIDC, Kupwad, Sangli
- Sangli Chamber of Commerce, Mahavir Nagar, Sangli
- Sangli Miraj Manufacturers Association, MIDC, Miraj
- Deccan Manufacturers Association, Madhavnagar Road, Sangli
- Sangli Engineers and Architects Association, Gulmohar Colony, Sangli

5.6.4 Sangli-Miraj-Kupwad Industrial Area

- Kupwad-Sangli Industrial Area
- Miraj Industrial Area
- Vasantdada Industrial Estate
- Marathe Industrial Estate
- Krishna Valley Chamber of Commerce & Industries, MIDC, Kupwad, Sangli

Sangli can be considered as a developing city in terms of the business perspective. It is one of the leading cities, a district place, located in the regions of Western Maharashtra. When visualizing through the eye of an entrepreneurship, turmeric with its production and trading seems to be the major product. Yes! It is well known as Turmeric City of Maharashtra.^[13]

Sangli does have its own turmeric cluster into the commercial market. The major sub-products that are worked through this cluster are turmeric processing and turmeric powder. In all there are 54 units properly working and operating through the market off which some 38 are legally registered and remaining 16 are

nonregistered ones. Rs 1000 lakhs is the number this cluster touches or sometimes it is even more than the said, when we read in terms of the total turnover of the same. Same is the fact file with the employee count, it is more than 900. On an average, the investment per plant is about Rs.5.00 lakhs. We do find some educational touch with this cluster. There are many of the many educational set-ups having linked on the practical basis like colleges with agriculture faculty, Krishi Vigyan Kendra, Halad Sanshodhan Kendra, NABARD, Dept. of agriculture, etc.

As per the location of Sangli, it is situated on the banks of river Krishna and houses many sugar factories. Sangli-Miraj-Kupwad combinigly form a municipal corporation with the population count crossing over half a million according to the reports from 2011 census. ^[10] SMKMC (Sangli-Miraj-Kupwad Municipal Corporation) is with the average literacy rate of 77 percent, obviously when compared it with the average of 59.5 percent, at the national level, it is higher. Bifurcate the same with male & female literacy rate then it is 81 and 69 respectively.

Kupwad, a part of SMKMC, in its early days it was a small town. The recent condition suggests us that the area is fully loaded housing the primer MIDC industrial area. Situation speaks that this industrial sector does house many of the foundries, spinning mills, chocolate factories, oil manufacturing, cold storage, etc. Some to be named because of its uniqueness in the commercial sector are Tulsi foundry, Jaysons foundry, Lotte is chocolate manufacturing industry. There are some notable spinning mills like Toto Toya spin ltd. and also Oil manufacturing factory (e. g. Chakan oil mills). The area is with the availability of Employees' State Insurance Hospital (ESIS Hospital) into it for the insured persons and their respective family.

Miraj, commercially recognized as the Raisin making cluster. The farmers are more into cultivating grapes in the farmland and the end product, after being processed well, Raisin stands as the end product. The count is about 138 that deal with raisin here in the Mioraj sector. Rs 150 crore is the legal turnover of the

market off which Rs 80 crore market is by exporting the material. 2000 employees work into this processing industry which is of-course the considerable number. On an average Rs 15 lakhs is the investment set-up per plant.

Miraj had been the capital of Miraj Senior when the time speaks about the history. It was and yet it an important junction on the central railway network. The Patwardhans were the hereditary rulers of Miraj, the princely state until independence. SMKMC as has been mentioned earlier, Miraj City does play an important role into the formation of the same in the year 1999. The city is mainly recognized for artists performing the Hindustani classical music and also for its other relative musical services. It does refer to the location for religious harmony. The locals are more comfortable speaking Marathi language and Kannad language both. The immersion of the idols of Lord Ganesha at the end of the Ganesha festival is one of the major attractions because of the activities and the enjoyment while rallying the idol and moreover the time taken by the process is almost about 20 hours on an average. Miraj is also carries the unique medical base identity and Indian string instruments^[11].

An outskirts survey reflected that, this industrial area comprise of totally 2212 entrepreneurs who all are registered under DIC. 1947 are male entrepreneurs and the women entrepreneurs are 265 which are 11.98 in the percentile structure.

The concern MIDC area (Sangli-Kupwad) is with around 327 units off which 21 units are executed & operated under the possession of the women entrepreneurs. There is one more industrial area in the name of Vasanttraodada Patil comprising of 208 units and we can say they are well developed. Among them some are foundry, some handle engineering job work, metal works and very less are linked to chemical and paint industries.

Miraj MIDC is named after Govindrao Marathe. A known person from the same arena, Mr. S. H. Nalawade, Assistant Manager, has informed that there are 172 units into it like engineering jobs, food products, cement, ancillaries, soap, rubber, kolhapuri chappal, chemicals, paints etc. and similar to it is the Krishna valley chamber of industries and commerce which occupies 119 successful units.

5.6.5 Isalampur-Walwa Industrial Area

Urun-Isalampur a place in Walwa taluka, District Sangli has the population count of 58,330, according to the census. Males & Females are 52 percent and 48 percent respectively. The area carries literacy rate of 75 percent on an average when compared with the national average literacy rate of 5905 percent it is at peakin graphical state off which considering the male & female literacy rate it is 80 percent and 69 percent respectively^[12].

Walwa is a tehsil/taluka in Walwa subdivision of Sangli district in the Indian state of Maharashtra. It is named even as Walva-Islampur Taluka. The MIDC area is wide enough and is into its internal development at speed. It has the inclusion of Rajarambapu Group of Textile Industries & Deendayal Cooperative Spinning Mill both with their unique identity into the respective commercial sector. Rest to be named is Rajarambapu Doodh Sangh, Rajarambapu Solvex, Rajaram Sugar Factory, Rajarambapu Institute of James and Jewelry, Hutatma sugar, etc.^[13] This particular area houses around 49 units and the Walva region is with 232 registered units off which 199 are run by male entrepreneurs and 33 are by female entrepreneurs.

5.6.6. Palus Industrial area

Palus with its industrial area named Palus MIDC is the biggest asset for Palus because it has the lead workings for manufacturing & foundry units. Through the better analysis the Government of Maharashtra had set a specialized state-of-the-art wine park here. This is located nearly by 30 kms from Sangli city. It is the 142 acres (575,000 m²) park. The main production units are best-quality grapes in the world. Magdum Industries & Suhel Industries both identified as one of the best companies in this production sector are located at Palus MIDC. 'Magdum industries' is into manufacturing rubber & plastic Products. Kirloskar brothers ltd., one more leading company, is located just 2 km from Palus.

Dr. Patangrao Kadam Udhyogic Vasahat, Palus houses well established 152 units and other 15 units are located nearby. These are majorly into the production of mechanical engineering job work and very few plants are into chemicals and paints.

5.6.7 Kadegaon and Shirala Industrial Area

Kadegaon, a taluka in district Sangli, Maharashtra. It is known mainly for the festival named 'Moharram', generally celebrated by Muslim community. But the uniqueness for the same is that for this festival of Moharram, compared to muslim community, the Hindus are more involved into it. It has recently been recognized as taluka and is under its process of growth into various fields.

Shirala also named as called Battis [32] Shirala, is a small town, 60 kms away from the Sangli, the district. It does have typical ritualistic uniqueness as discussed for Kadegaon. The Hindu community locals celebrate the festival of 'Naagpanchami'. They believe Snake as their God.

The current status suggests that about fifteen small-scale agro-industries are set in Shirala MIDC. The set entrepreneurs have been provided with the facility of special economic concessions on the basis that the location being very remote. This made the investors get more attracted to it and even have invested and that too in a very short period of time. This industrial arena should be looked in for more development because then this will prosper more the agricultural industry obviously the employment is generated in the rural sector.

There are in all 57 successful units off which 39 are linked to the production of Gray Cotton and rest are with grape industries, cold storage, ready garments, coal, stone crusher, fruits and nuts processing, cement, bricks, etc. statistically mentioning, there are 309 entrepreneurs off which the registered males and females are 252 and 57 respectively.

5.6.8 Vita –Khanapur industrial area

Vita is very well been recognized as the bunch of textile industries. The products it is known for is through the manufacturing units of textile & Garment both. There are 50 successful units operating in the textile sector meaning the major products are fabric, readymade garments, cotton fabrics, etc. Then are the other products like detergent powder, sanitary napkins, poultry, roasted cashew nut, food industries, etc. At the outset of result product is gray cotton. Rs 1600 lakhs are touched by the turnover of the industrial sector. Moreover 50 % of the same is

collected by exporting the products. The location of the area is based on the rural base so they need to manage the weaving units on day to day basis by providing facilities like sizing, testing of yarn and fabric from Ichalkarnji. There are in all 78 units are executing successfully wherein we find that 265 entrepreneurs are the registered ones under DIC off which 187 are male entrepreneurs and 78 are female entrepreneurs.

5.6.9 Jath Industrial area

Jath, a taluka place located under Miraj subdivision of Sangli district. When considered with the geographical facts, it is one of the largest talukas in the state of Maharashtra. More of the locals are comfortable with Kannada language for the communication.

This do have its industrial arena with 25 successful units, very well been operated & executed by the respective administrators. This sector of industry is mainly with the production of agricultural needs, plastic granules, steel furniture and stone crushers. There are 25 registered entrepreneurs among them the 21 are male entrepreneurs and 4 are female entrepreneurs.

5.6.10 Kavathemahankal Industrial area

Kavathe-mahankal^[15], a taluka under Miraj sub-division of Sangli district. The place is mainly known for the temples of hindu goddess Mahankali Devi and hindu god Mallikarjun. It has a big Sugar Factory, named after the same Goddess as Mahankali Sugar Factory. The main products through farming are grapes, sugar-cane, jawar, bajary, maize. It houses two industrial training schools for the youngsters. In all there are 157 registered units off which 150 are male entrepreneurs and 7 are female entrepreneurs. But the mentioned 7 female registered entrepreneurs are on practically operated by males, is the major fact file, can be called as the backdrop. These units are mainly into manufacturing of cement articles, steel furniture, engineering job work, fabrication work, poultry, and readymade garments.

5.7 Associations Working For Woman Entrepreneurs in Sangli District

While dealing with women entrepreneurs researcher got information about the following associations.

5.7.1 SDIBI - Stri Shakti Yojana by State Bank of India ^[6]

It is package for Small and Medium Enterprises (SMEs) named as 'Stree Shakthi' only for women entrepreneurs. This package has put in some limitations at the operational level. Mainly it is applied for the woman as an individual or a group of women. These aspirants must have potential to hold the stake not less than 51 percent of the equity. Some of the important factors of this package are the eligibility of the applicant (for financial need) as an entrepreneur must pass through EDP conducted by state level agencies or programmes co-sponsored/sponsored by Bank. The concern officials shall help them acquiring necessary inputs and assistance especially to those who are planning to do something from home based works.

Figure No. 5.7.1
Concession in Margin -

Particulars	Category Limit Slab in Rs.	Margin concession
Retail Traders	Over Rs. 5000/- up to Rs. 25000/-	NIL
	Over Rs. 25000/- up to Rs. 1.00 lac	5%
Business Enterprises	Up to Rs. 25000/-	NIL
	Over Rs. 25000/- up to Rs. 1.00 lac	5%
Professionals & Self-employed women	Up to Rs. 25000/-	NIL
	Over Rs. 25000/-	5%
SSI	Up to Rs. 25000/-	NIL
	Above Rs. 25000/-	5%

(Source : http://sangli.nic.in/english/departments/district_industries_center)

5.7.2 Stree Shakti Package –

The Bank of Maharashtra has a special scheme called the Stree Shakti Package ^[7] for encouraging entrepreneurship among women. Under the scheme, finance is available at a concessionary rate of interest and reduced margins. Margins are reduced by 5 per cent and interest is reduced by 0.5 per cent in respect of loans above Rs. 2 lakhs.

5.7.3 Other Schemes –

One among the many is the facility of ‘Credit’, is facilitated to the women entrepreneurs. This is mainly operated through different central and state government-sponsored poverty alleviation and self-employment schemes viz. Prime Minister’s Rozgar Yojana and the Swarnajayanti Gram Swarozgar Yojana (SGSY). SGSY, this scheme help women gain confidence and get encouraged in forming their own gathers. There is facility of the subsidy of Rs 1.25 lakhs been provided for such Self-Help Group.

5.7.4 Prime Minister’s Employment Generation Programme (PMEGP) ^[8]

‘Prime Minister’s Employment Generation Programme (PMEGP)’, it is the scheme had been exposed to the market in the year 2008–09. ‘Prime Minister Rojgar Yojana (PMRY)’ and ‘Rural Employment Generation Programme (REGP)’ both these schemes got merged together. This was actually the effect of PMEGP. PMRY & REGP were counting the number as Rs. 4735 crore including Rs. 250 crore for backward and forward linkages when the actual plan of execution had its exposure. Employment generation was the motive behind this and had even targeted to about envisaging & generating 37.37 lakh additional employments and corresponding openings. This was all implied during the terminal four years of XI Plan. Surfing through the internet we can gather more information on www.pmegp.in and www.kvic.org.in

PMEGP with its main objectives is as mentioned –

- Engender employ and concern openings especially in rural areas and so also for urban areas.
- Gather the scattered artisans at traditional and non-traditional levels into the rural and urban areas especially the youngsters who are unemployed.
- Providing the facility and encouraging youth for self entrepreneurship

- Facilitating with consistency in the employment structure for wide segment of
- the artisans and also the rural & the urban youths with nothing concrete in their hands
- Find increment into the daily wages earned with the potential they carry.

Scheme with its salient features are as follows –

- Eligibility – Any individual above 18 years of age
- For backing, there is no any income hold or been prescribed
- If it is manufacturing sector then the project setting cost will be facilitated with Rs. 10 lakh in all or more as per requirement
- If it is business/service sector then the project setting cost will be facilitated with Rs. 5 lakh in all or more as per requirement
- Qualification eligibility – Min Std VIII passed
- Any assistance facility through the Scheme offered would be sanctioned only for new projects.
- Self Help Groups (SHGs) including those belonging to BPL is also eligible for assistance provided.

The scheme is offered to the person contributing minimum 10 per cent from the total budget of the project. It is only 5 percent of contribution to the beneficiary from SC/ST community or any other economically weaker sections of the society. Concern Banks with the project costing shall sanction loan for the remaining amount that might be 90 percent or 95 percent as the case may be. After having sanctioned the project and after having been undergone the EDP training, the eligible amount of margin money will be kept in the form of term deposit at least for 3 years. This will proceed only through the account of the candidate into the branch that had financed the project. This amount will then be credited to the borrower's loan account after a period of two years from the date of first disbursement of loan.

5.8 Conclusion

As potential in the Sangli district is in the sector primarily in fruit processing viz. grapes processing i e Raisin making, wine making ,many wineries coming up meeting international standards would give boost to export in this sector. Sangli food park is being planned on 305 acre plot at Mane Rajuri near Sangli city, very

appropriate location for processing of grapes, turmeric, mangos, pomegranates, citrus and custard apples. Common facility center created for Raisin making cluster Sangli under MSE-CDP scheme would certainly enhance the export of raisins to the international avenues complying international packaging standards. Similarly engineering items, Electrical & electronics components, defense auto components, ammunition spares also sugar mill based, steel fabricated items readymade garments are also in growing trend of exports. Thus Sangli District has Growing trend in international market which is opportunity of women entrepreneurs.

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Chapter - VI

Data Presentation, Analysis and Interpretations

6.1: Introduction

Data Analysis is a key phase of research work. The present chapter entitled 'Data Presentation, Analysis and Interpretation' comprised of four sections Part 'A', Part 'B', Part 'C', Part 'D' and the details of each section are given below,

- A. Presentation, analysis and interpretation of data is done with help of sorting the raw data, its coding, classification and tabulation, percentage calculation and drawing the inferences.
- B. Statistical Analysis is done by using measures of central tendency, measures of variation, Factor analysis by Principal Component Method.
- C. Testing of Hypothesis is done by using statistical tools like Chi square test, Z test, Krushall Wallis test etc.
- D. Case Study analysis is done through the deep and detailed interviews of selected respondents.

In the present chapter the information comprising to several variables is presented in order to pertain a fair comprehensive profile of women entrepreneurs. The primary purpose of this study is to examine the different motivational patterns that exist among women entrepreneurs registered in SMEs across different industrial sectors in the Sangli District with regard to starting and developing their own businesses.

The secondary purpose is to examine the relationship between motivation and the performance of women entrepreneurs, the challenges they face in their businesses, their type of business ownership and environmental factors and also which the future prospects available for women entrepreneurs. The findings of the hypotheses tested in this study are discussed

This chapter begins with the information on the survey results and the description of the respondent's demographic information. The descriptive analysis of the variables used in this study is also presented. This is followed closely by the testing of the hypotheses formulated for this study and presented in the order of the hypotheses. Each hypothesis focused on the variables of the research with (motivational patterns as independent

variables and women entrepreneurs as dependent variable). The analysis of the hypotheses is carried out based on the statistical tools adopted. The researcher's position in this study is clearly stated under result presentation and discussion. These views are within the theoretical framework of this study.

6.1 Survey Results

Survey Results of this study are analyzed using SPSS 17 (SPSS, Inc., 2010) statistical program. Descriptive statistics on frequency distributions are calculated based on the respondent's responses for each item as regards to the demographic data, data on the business, challenges facing women entrepreneurs and other aspects relating to information on the research questions. The results of the survey are shown below.

PART 'A'

Data Presentation, Analysis and Interpretation

6.2: A Socioeconomic Profile of Women Entrepreneurs

This section presents the descriptive analysis of the variables used in this study. The variables used for the profile are age, marital status, educational qualification, professional education, distribution of children, age of children, employment status before starting the enterprise, previous experience of enterprise, family type, number of dependent family members, family members support, attitude of family members etc. At the time of survey all variables studied carefully and presented as below.

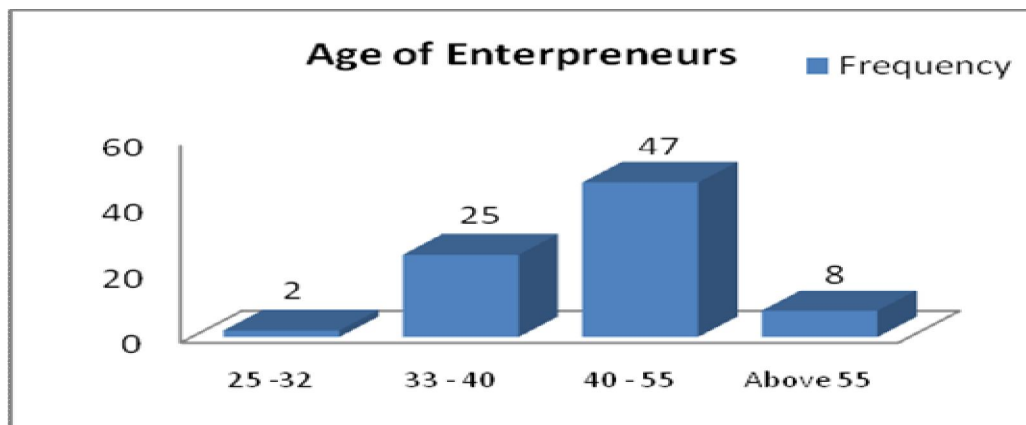
Table No: 6.2.1

Distribution of Age of Entrepreneurs: The following table shows the age of entrepreneurs distributed with Mean age 37.4 with Standard Deviation 0.66 which shows less variation in age group of women entrepreneur.

Age of Entrepreneur					
	Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 -32	2	2.4	2.4	2.4
	33 - 40	25	30.5	30.5	32.9
	40 - 55	47	57.3	57.3	90.2
	Above 55	8	9.8	9.8	100.0
	Total	82	100.0	100.0	

(Source: Survey2011)

Graph No: 6.2.1



From the above table it is observed that 57.3 percent respondents are lies between the age group of 40 to 55 ,while 30.5 percent respondents are lies between 33 to 40 age group, in

the age group of above 55 ,9.8 respondents are lies where as young entrepreneurs are very less which are 2.4 percent only.

Table No. : 6.2.2

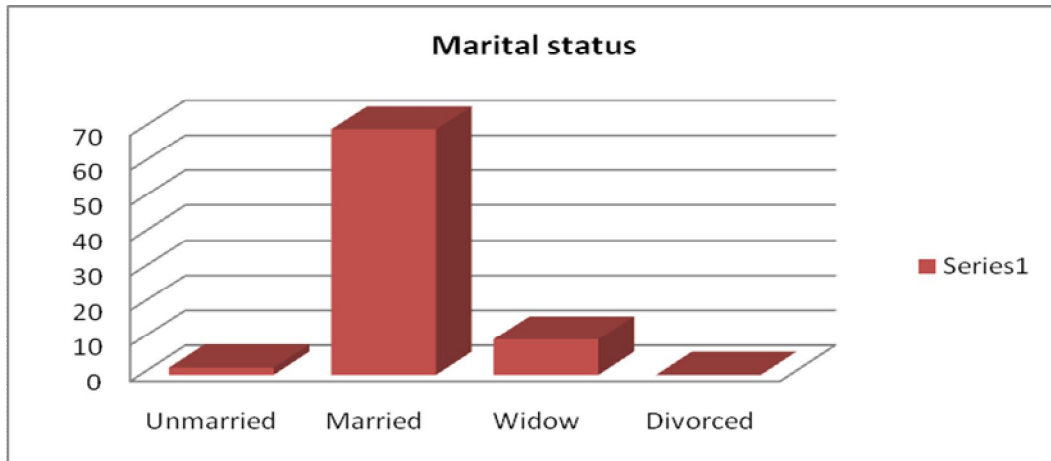
Distribution of Marital Status

The following table depicts the distribution of the respondents on the basis of marital status with mean 2.10 and Standard Deviation 0.372.

Marital status					
	Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	2	2.4	2.4	2.4
	Married	70	85.4	85.4	87.8
	Widow	10	12.2	12.2	100.0
	Divorced	0	0	0	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No.: 6.2.2



It is evident from tabulated data most of women entrepreneurs were married 85.4 percent. Some of them 12.2 percent are widow also and very less 2.4 percent were unmarried.

Table No : 6.2.3

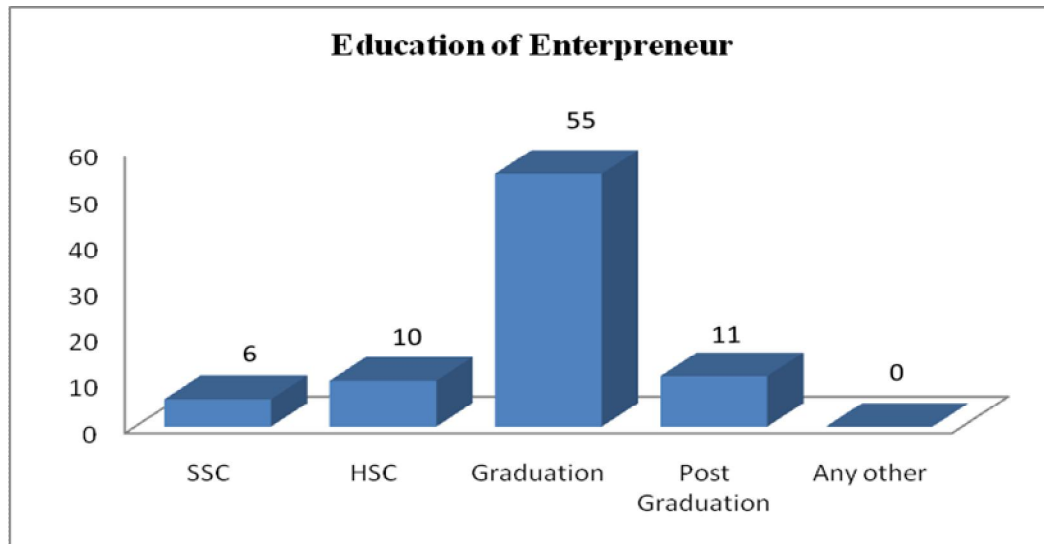
Distribution of Educational Qualifications

The educational status of women entrepreneurs can be seen in the following table with Mean 2.87 and Standard Deviation 0.372.

Education of entrepreneur					
	Education	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	6	7.3	7.3	7.3
	HSC	10	12.2	12.2	19.5
	Graduation	55	67.1	67.1	86.6
	Post Graduation	11	13.4	13.4	100.0
	Any other	0	0	0	100.0
	Total		82	100.0	100.0

(Source: Survey)

Graph No. : 6.2.3



It is seen that overall 67.1 percent women entrepreneurs are graduate, 13.4 percent are post graduate, 12.2 percent are passed HSC, and 7.3 percent are SSC, any other academic qualifications are zero in percent.

Table No. : 6.2.4

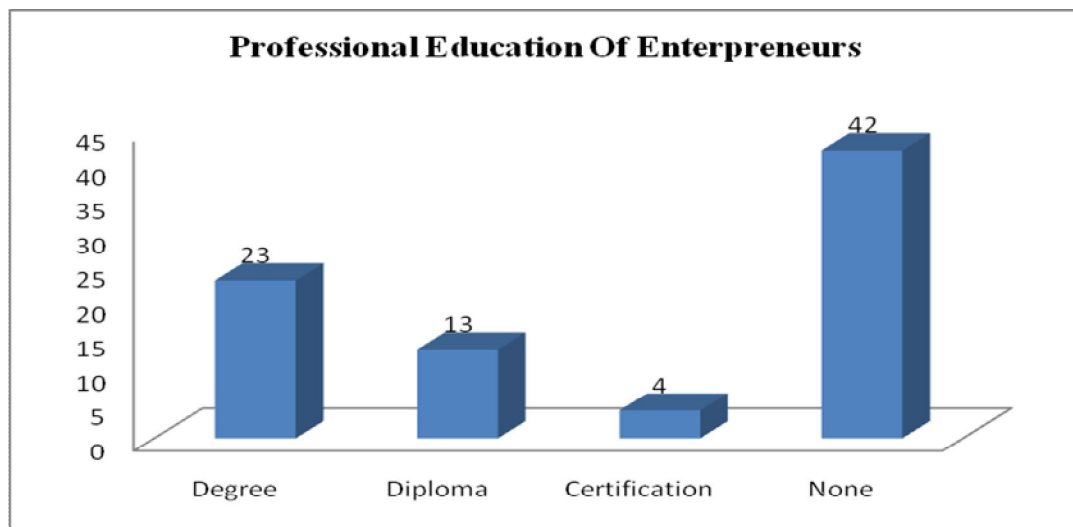
Distribution of Professional Education

The following table depicts the professional and technical qualification of women entrepreneurs with Mean 53.5 and Standard Deviation 3.789.

Professional Qualification					
	Education	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	23	28.0	28.0	28.0
	Diploma	13	15.9	15.9	43.9
	Certification	4	4.9	4.9	48.8
	None	42	51.2	51.2	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No. : 6.2.4



From the above table it is seen that majority of entrepreneurs 51.2 percent are having no professional education. Many of them near about 15.9 percent having diploma in engineering side and few of them 28 percent having professional degree. Otherwise 4.9 percent women having different certification courses in DIC also.

Table No.: 6.2.5

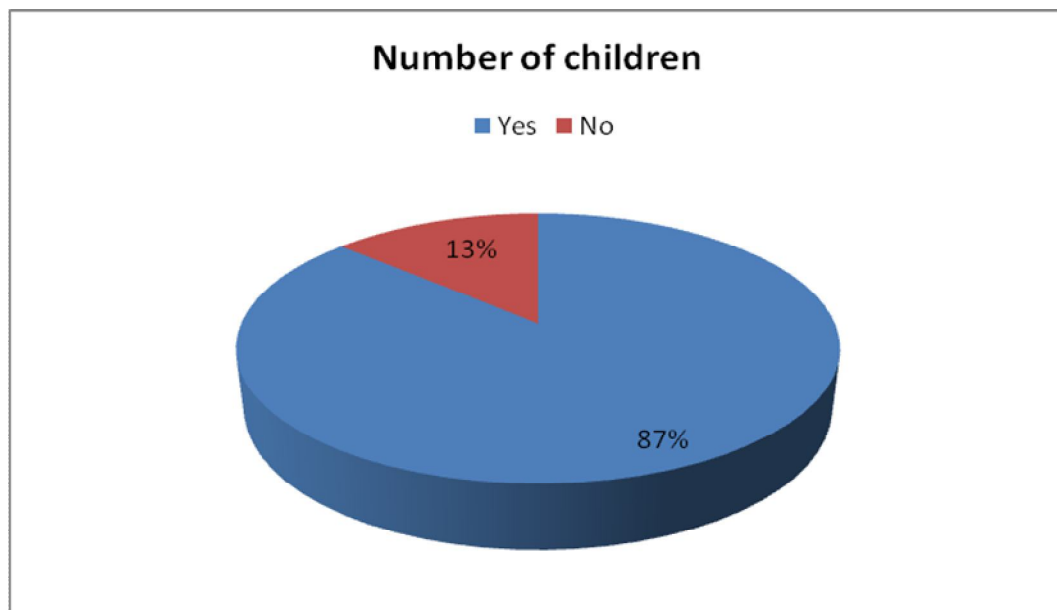
Distribution of number of children

The possibility of the existence of a phenomenon of working mothers serving as a role model for their children and it is dual responsibility of working women. The following table shows the number of children the entrepreneur is having with Mean 1.13 and Standard Deviation 0.343.

Distribution of Children					
	Parameter	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	71	86.6	86.6	86.6
	No	11	13.4	13.4	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph no. : 6.2.5



It is observed that 86.6 percent women entrepreneurs having children and only 13.4 percent women entrepreneurs having no children.

Table No.: 6.2.6

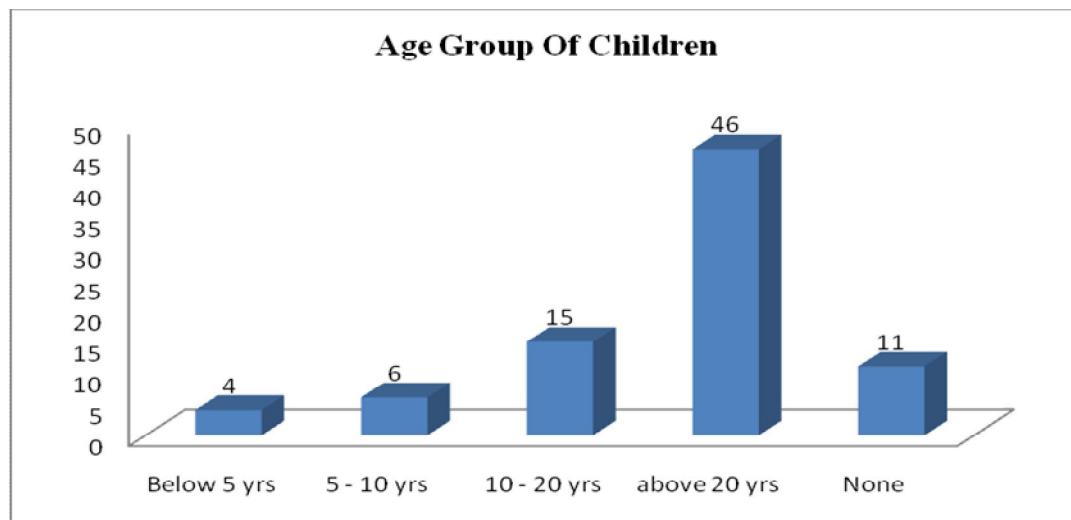
Distribution of Age-Group of children

It is important to see what age group of children of entrepreneur is because parenting and entrepreneurship both are tedious task simultaneously. The following table shows the distribution of age group of children with Mean 4.20 and Standard Deviation 2.069.

Age group of children					
	Parameter	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 5 yrs	4	4.9	4.9	4.9
	5 - 10 yrs	6	7.3	7.3	12.2
	10 - 20 yrs	15	18.3	18.3	30.5
	above 20 yrs	46	56.1	56.1	86.6
	None	11	13.4	13.4	100.0
	Total		82	100.0	100.0

(Source: Survey)

Graph No : 6.2.6



It is observed that age group of children in majority is above 20 years near about 56.1 percent. In the age group 10 to 20 yrs 18.3 percent respondents lies. In the age group 5 to

10 yrs 7.3 percent children lie.13.4 percent respondent having no children and only few respondents that is 4.9 percent.

Table No. : 6.2.7

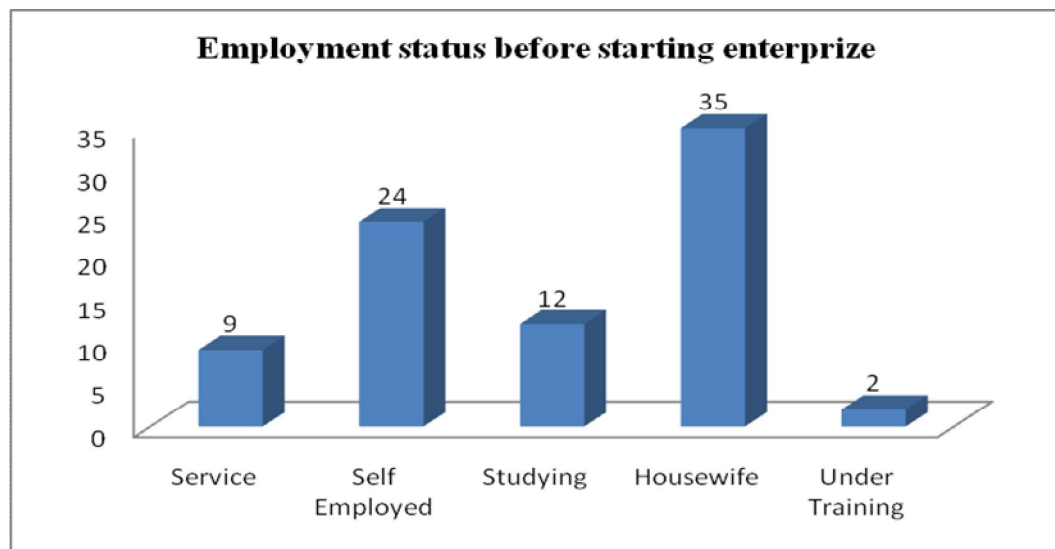
Distribution of employment status before starting the enterprise

It is necessary to know distribution of employment status before starting the enterprise because researcher need to know any push factors are there for the women entrepreneur .The following table shows the employment status of women entrepreneurs.

Employment status before enterprise set up					
	Paramter	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service	9	11.0	11.0	11.0
	Self Employed	24	29.3	29.3	40.2
	Studying	12	14.6	14.6	54.9
	Housewife	35	42.7	42.7	97.6
	Under Training	2	2.4	2.4	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No. : 6.2.7



From the above table it is seen that 42.7 percent respondents are being housewife before they enterprise start, some of them i.e. 29.3 percent are self employed. Some are studying

i.e. approximately 14.6 percent. Some of them nearly 11 percent are doing their jobs and rest 2.4 percent are under training.

Table No. : 6.2.8

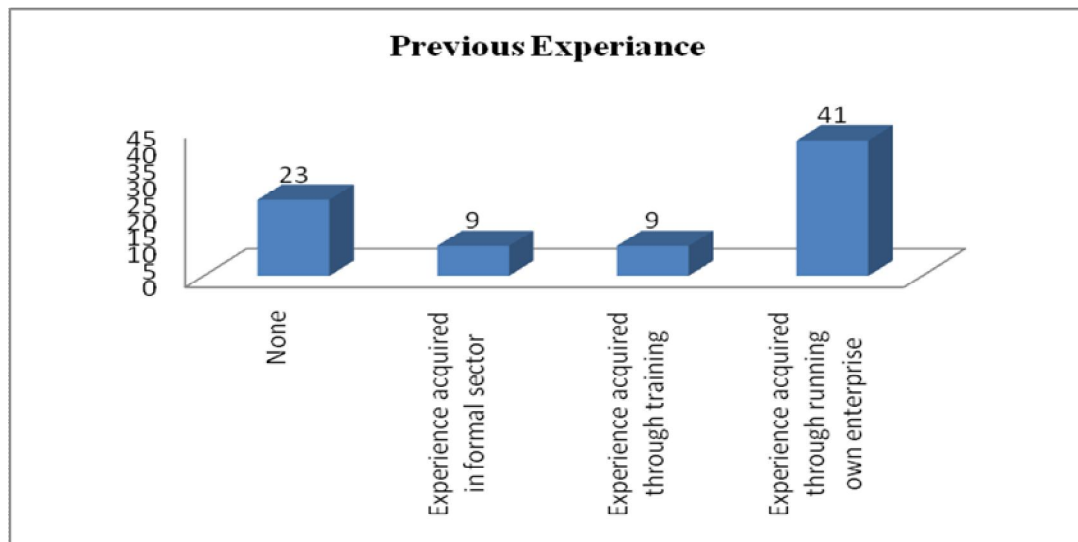
Distribution of respondent according to previous experience of enterprise

The following table depicts that whether the entrepreneur have any relevant previous experience while running the present enterprise.

Previous experience relevant to enterprise					
	Parameter	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	23	28.0	28.0	28.0
	Experience acquired in formal sector	9	11.0	11.0	39.0
	Experience acquired through training	9	11.0	11.0	50.0
	Experience acquired through running own enterprise	41	50.0	50.0	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No : 6.2.8



As per above table 50 percent women acquired experience through running own enterprise, majority of them have no experience of that field but while running own enterprise they learned all. Some of them nearly 28 percent having no experience at all.

few of them that are 11 percent have the experience acquired through training and in formal sector.

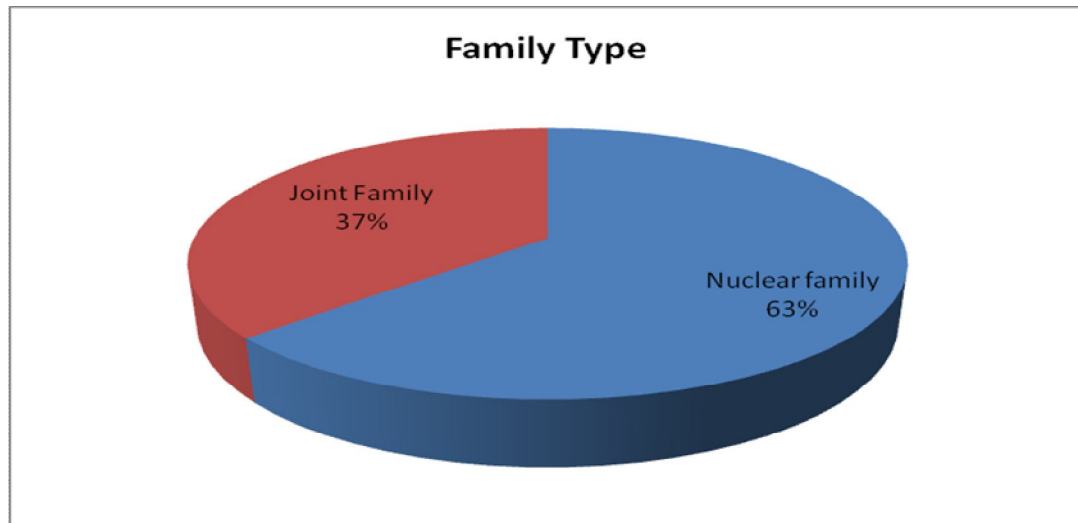
Table No.: 6.2.9

Distribution according to family type: In the present study while studying the phenomenon of women entrepreneurship, it was considered imperative and interesting to explore whether women entrepreneurs are coming from a joint family set up or it is nuclear family providing facilitative conditions. This variable gives deeper insight into understanding the respondents and phenomenon of women entrepreneurship with Mean 1.37 and Standard Deviation 0.485.

Family Type					
	Family Type	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nuclear family	52	63.4	63.4	63.4
	Joint Family	30	36.6	36.6	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No.: 6.2.9



As per the above table 63.4 percent women entrepreneurs are from nuclear family and 36.6 percent are from the joint family. Generally the common belief is joint families are more supportive to women entrepreneurs with several advantage like support and help of family members, less problem of child caring and nurturing ,less responsibility and burden for household work, less strain and stress as a compared to a nuclear family. On the other hand, it is believed that in nuclear family set up it is much easier for women to manage home and business as there are limited responsibilities, she has an equal say, there are more freedom and independence in decision making, there are less restrictions

in movement outside the home, more exposure to new ideas, this clears the hurdles and make it easier for her to enter the entrepreneurship.

Table No.: 6.2.10

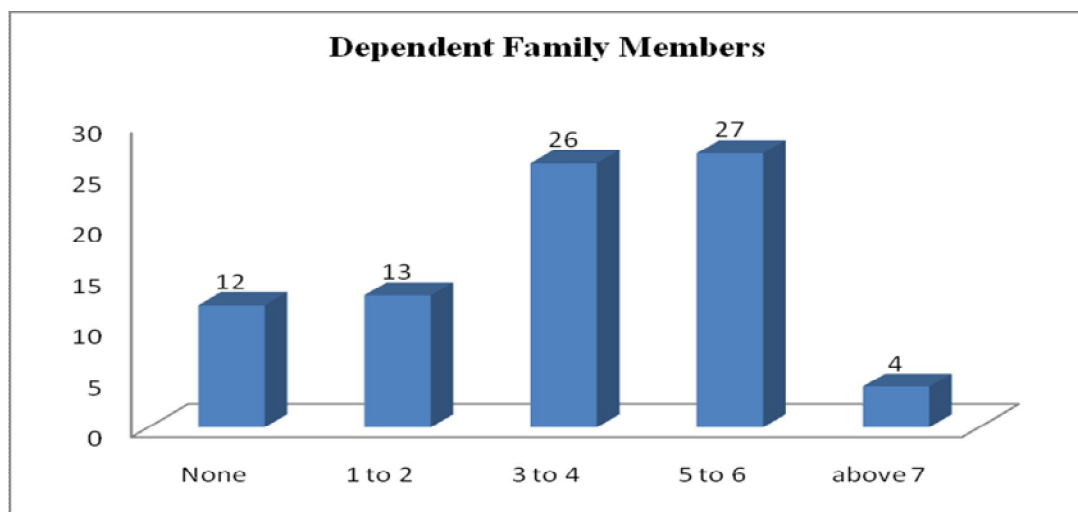
Distribution of number of dependent family members

The following data shows the distribution of respondents of number of dependent family members in the family with Mean 2.98 and Standard Deviation 1.333. It is not uncommon to come across a postulate that large families lead to a division of work in the household and consequently women are able to find men support and time to participate in income generating activity. It is to find that whether small family size promotes entrepreneurial activity in family.

Number of dependent family members					
	Number	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	12	14.6	14.6	14.6
	1 – 2	13	15.9	15.9	30.5
	3 – 4	26	31.7	31.7	62.2
	5 – 6	27	32.9	32.9	95.1
	above 7	4	4.9	4.9	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No.:6.2.10



It is observed that 32.9 percent women entrepreneurs agree with the fact that they have 5 to 6 dependent family members. As equally 31.7 percent have 3 to 4 dependent family

members. Some of them like 15.6 percent have 1 to 2 dependents but 14.6 percent says that they do not have any dependent members on her.

Table No.: 6.2.11

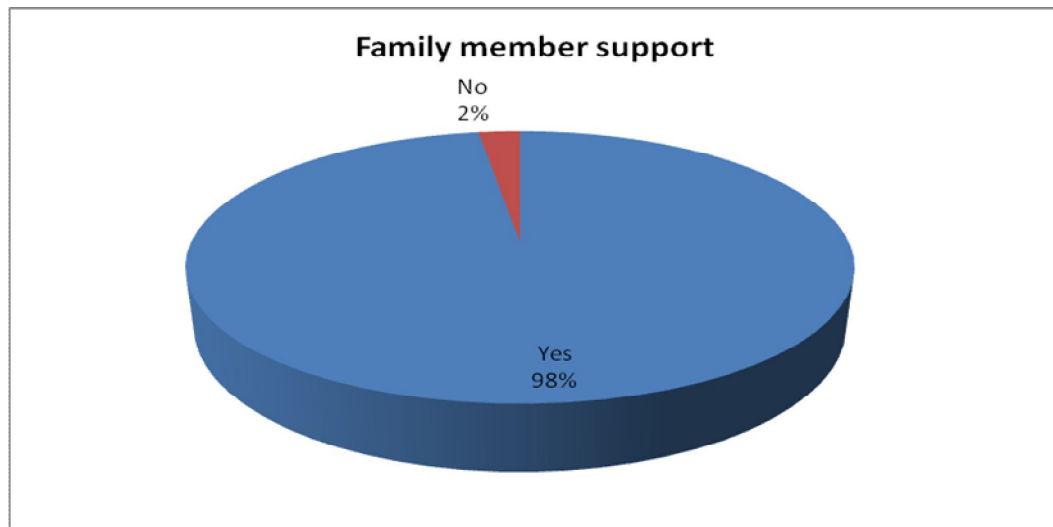
Distribution of family members support

A family member support always plays a significant role in entrepreneurial development. This is highly significant variable for understanding the rural and urban female entrepreneurs. Women are always in supporting role for family but sometimes family not so, distribution of it is shown in the following table,

Family members support					
	Parameter	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	80	97.6	97.6	97.6
	No	2	2.4	2.4	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No.: 6.2.11



It is observed that all women entrepreneurs have family support nearly all 97.6 percent women said this, but only 2.4 percent women said that they do not have family support. Without family support it is possible to respondent to run enterprise in any ways .It may social, financial, economic, and motivational or may be personal constraints, she needs family support but very few cannot get it.

Table No. : 6.2.12

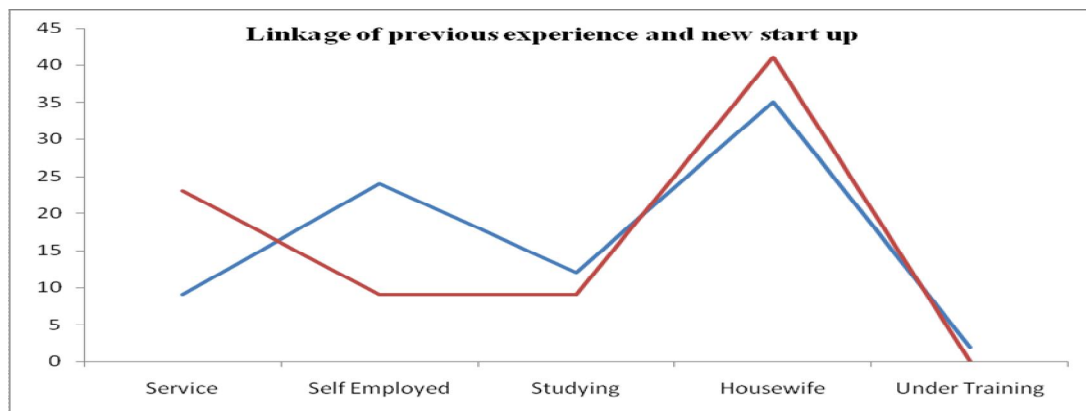
Linkage between employment status before enterprise set up and previous relevant experience

It is necessary to find out that the entrepreneurs have any relevant experience related to same industry that should easier task for them to start the new enterprise. The following table shows the linkage between this.

Employment status before enterprise set up * Previous experience relevant to enterprise Cross tabulation						
		Previous experience relevant to enterprise				Total
		None	Experience acquired in formal sector	Experience acquired through training	Experience acquired through running own enterprise	
Employment status before enterprise set up	Service	3	0	0	6	9
	Self Employed	6	7	3	8	24
	Studying	4	2	2	4	12
	Housewife	8	0	4	23	35
	Under Training	2	0	0	0	2
Total		23	9	9	41	82

(Source: Survey)

Graph No.: 6.2.12



It is observed that 65.71 percent women are housewife previously and they acquired experience through running their own enterprise. As per 33.33 percent women are housewife but they don't have any experience. Here 33.33 percent women entrepreneurs are self employed previously and acquire experience through running own enterprise. As 29.16 percent self employed entrepreneurs get experience through formal sector which shows in the following graph that there is no any significant relation with it.

Table No : 6.2.13

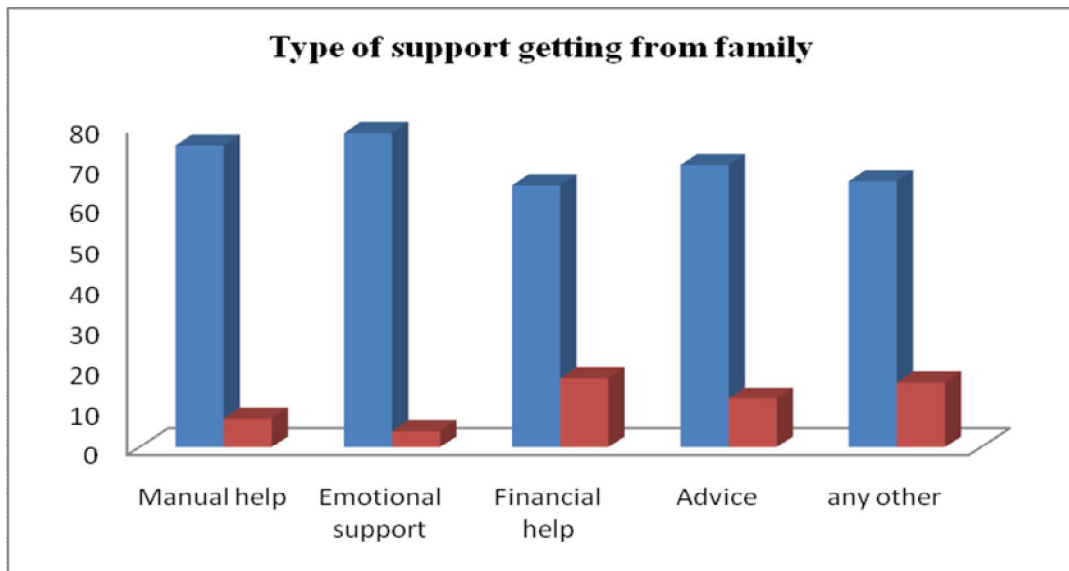
Distribution of kind of support getting from family

Family supporting females in different ways like sometimes as responsibility, social prestige, financially, protection etc in many ways but it is need to know how the family supports women entrepreneurs in entrepreneurial activities. The following table shows that the types of supports getting from family.

Type of support getting from family			
Type of support getting from family	Yes	No	Percentage of 'Yes'
Manual help	75	7	91.46
Emotional support	78	4	95.12
Financial help	65	17	72.22
Advice	70	12	85.36
any other	66	16	80.48

(Source: Survey)

Graph No.: 6.2.13



From the above table it is observed that majority of the women entrepreneurs say that they are having manual help (91.46 percent), emotional support from family (95.12 percent), advice also (85.36 percent) , and any other help they need also (80.48), in some of the cases it is gaining financial help (72.22 percent) also. But it is clear from above table that without family support women entrepreneurs can't do anything. They need the support which has clear evidence in above graph.

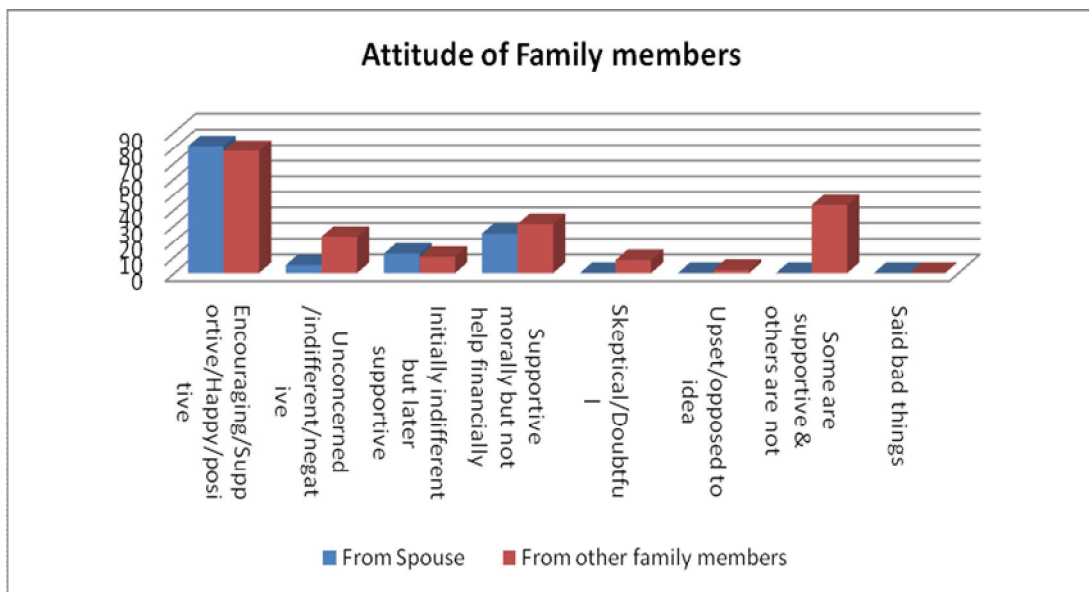
Table No.: 6.2.14

Attitude of family members towards the business

It is important variable to study about women entrepreneurs because normally in starting stages of business family is doubtful or skeptical or may be opposite to idea of enterprise but later on with experience they tend to be supportive for entrepreneurs. The following table shows the attitude of family members towards present business.

Attitude of family members towards business			
Sr.No.	Particulars	From Spouse	family members
1	Encouraging/Supportive/Happy/positive	81 (98.78)	78 (95.12)
2	Unconcerned /indifferent/negative	5 (6.09)	23 (28.04)
3	Initially indifferent but later supportive	12 (14.63)	10 (12.19)
4	Supportive morally but not help financially	25 (30.48)	31 (37.80)
5	Skeptical/Doubtful	0 (0)	8 (9.756)
6	Upset/opposed to idea	0 (0)	2 (2.439)
7	Some are supportive & others are not	0 (0)	43 (52.43)
8	Said bad things	0 (0)	0 (0)
Figures in brackets are in percentage		(Source:Survey)	

Graph No.: 6.2.14



From the above table, it is clear that attitude of spouse and other family members towards business are very encouraging, supportive, happy and positive. Least of the percent (6.09 percent) spouse and (28.04 percent) other family members did the unconcerned or negative attitude. But (14.63 percent) of spouse and (12.19 percent) other family members initially indifferent and later they become supportive. Many spouse (30.48 percent) and (37.80 percent) other family members are supportive morally but not financially. Very few (9.756 percent) other family members are skeptical. From other family members (2.439 percent) are opposed to idea. Respondents say that (52.43 percent) from other family members some are supportive and others are not. But nobody says that anyone said bad things about them.

6.3: Entrepreneurial Activities Taken Up By Women Entrepreneurs

In order to understand the nature of entrepreneurial activity taken up by the respondents several questions were included in the interview schedule pertaining to some basic characteristics of the enterprise being run by entrepreneurs. Presently this includes category of business, Nature of enterprise, changing the business location to other place, age of enterprise, number of employees at the start and current working employees, number of working hours, age of enterprise, initial investment, annual turnover, about loan, preference to male or female employees etc. These were the basic questions asked in interview schedule. All the variables are explained in the table No.6.3.1 to Table No 6.3.8.

Table no.: 6.3.1

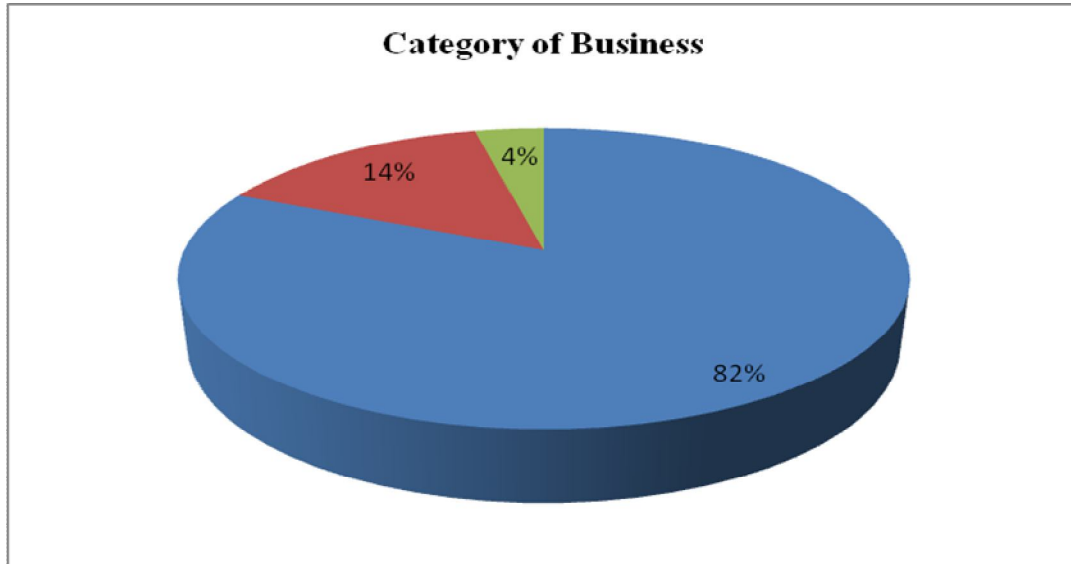
Distribution of category of business

The following table depicts the category of entrepreneur that is what exactly the start up of business, either it is own or from father's house or is it from husband's family? These are some of intrinsic variables and pull factors because of which many times women enter to business.

Category of Business					
	Category of Business	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First generation entrepreneur	67	81.7	81.7	81.7
	Second generation entrepreneur	12	14.6	14.6	96.3
	In-laws as entrepreneur	3	3.7	3.7	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No.: 6.3.1



From the above table, it is clear that 81.7 percent are first generation entrepreneurs. Some of them 14.6 percent are second generation entrepreneurs and 3.7 percent entrepreneurs say that their in laws are entrepreneurs and business is conveyed to them.

Table No.: 6.3.2

Distribution of Nature of Enterprise: The nature of entrepreneurial activity taken up by women was considered to be an important variable to be examined under study. The question arises that do they prefer to enter into so called 'feminine', 'womanly', or traditional business or dare to enter into 'male dominated' areas ?which prompted the researcher to probe into the area and to explore the facts. The following table shows the nature of enterprise the entrepreneur has chosen.

Nature of Enterprise					
	Parameter	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Industry	51	62.2	62.2	62.2
	Fashion designing and tailoring	10	12.2	12.2	74.4
	Interior designing	2	2.4	2.4	76.8
	Grocery shop	9	11.0	11.0	87.8
	Confectionary & Bakery	0	0	0	87.8
	Beauty Parlor	0	0	0	87.8
	Internet / Mobile application services	0	0	0	87.8
	Financial services	2	2.4	2.4	90.2
	Agriculture	2	2.4	2.4	92.7
	Medical and general store	6	7.3	7.3	100.0
	Other Activities	0	0	0	100.0
	Total		82	100.0	100.0

(Source: Survey)

In the survey in Sangli district, in researcher's sample survey 62.2 percent respondent are from industry .In fashion designing there are 12.2 percent respondents.2.4 percent are from Interior designing.11 percent respondents are from grocery wholesale market.2.4 percent are from financial services.2.4 percent are from agriculture sector. Near about 7.3 percent are from wholesale medical store. But majority of respondents are from Industry sector.

It can be seen that areas related to Beauty Parlor, food articles, tailoring ,woolwork,Embroidary,Dress designing, catering are the areas which are not far removed from the kind of work which women are conventionally or traditionally engaged but nowadays it is seen that they dare to enter into 'male dominated 'areas.

Table no : 6.3.3

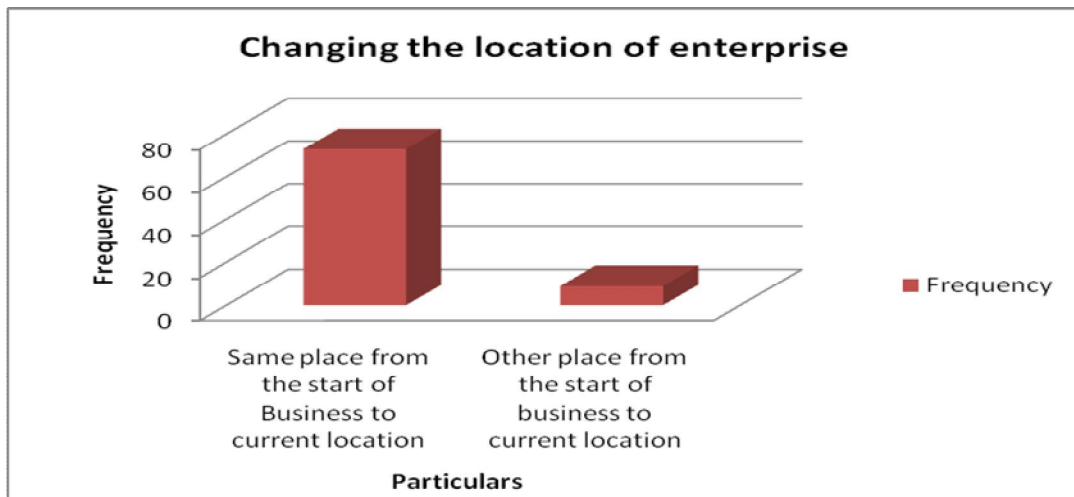
Distribution of changing the business location to other place

It is general feeling that who have stayed at several places, get wider exposure to the society and are more adaptable to a variety of situations. Normally it is so common that at the start of business it is at small area place but when it grows it shifted to larger area place .The following table depicts the reason of current location.

Changing the location of Enterprise			
Sr.No.	Particulars	Frequency	Percentage
1	Same place from the start of Business to current location	73	89.02
2	Other place from the start of business to current location	9	10.97

(Source: Survey)

Graph No.: 6.3.3



When researcher was asking about the changing the business location to other place then 89.02 percent respondent said that they have the same place from the start of business to the current location while 10.97 percent respondent said that firstly they started the business at home then they changed their business to other MIDC place. Majority of women entrepreneurs are started with industry level, it is convenient at the MIDC area.

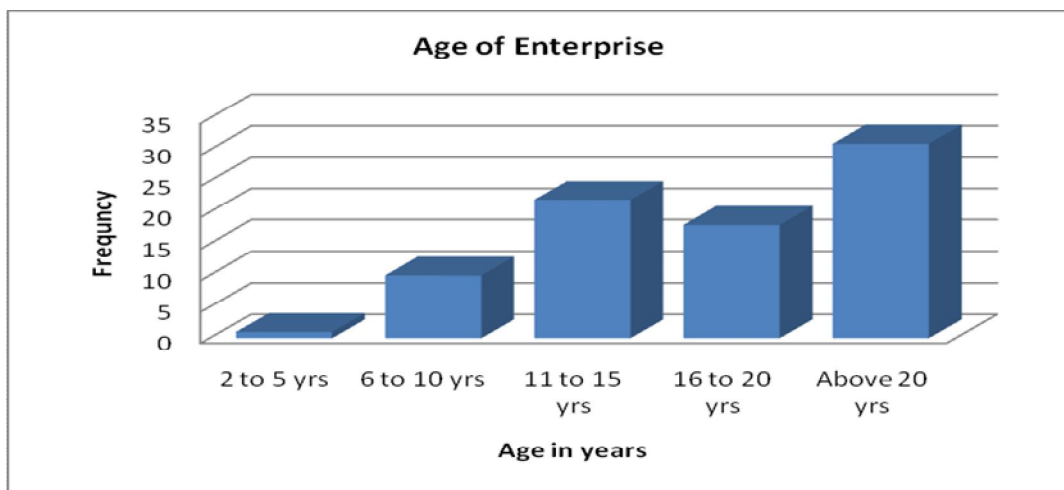
Table No.: 6.3.4

Distribution of age of enterprise: The following table depicts the age of enterprise which is significant variable to study because still young women entrepreneurs are not aware about the entrepreneurship and not dare to enter in this field, very few entrepreneurs who has family background of entrepreneurship are entering in this field.

Age of the enterprise					
	Age of enterprise	Frequency	Percent	Valid Percent	Cu. Percent
Valid	2 to 5 yrs	1	1.2	1.2	1.2
	6 to 10 yrs	10	12.2	12.2	13.4
	11 to 15 yrs	22	26.8	26.8	40.2
	16 to 20 yrs	18	22.0	22.0	62.2
	Above 20 yrs	31	37.8	37.8	100.0
	Total		82	100.0	100.0

(Source: Survey)

Graph no.: 6.3.4



From the above table it is clear that majority of respondents are well settled .37.8 percent respondents are having business above 20 years. Some of them 22 percent was running the business above 16 years to 20 years. Some of them 26.8 percent are saying that they running the business in between 11 to 15 years. Few of them 12.2 percent says that they

have above 6 years. Only 1.2 percent said that their age of enterprise is in between 2 to 5 years.

Table no.: 6.3.5

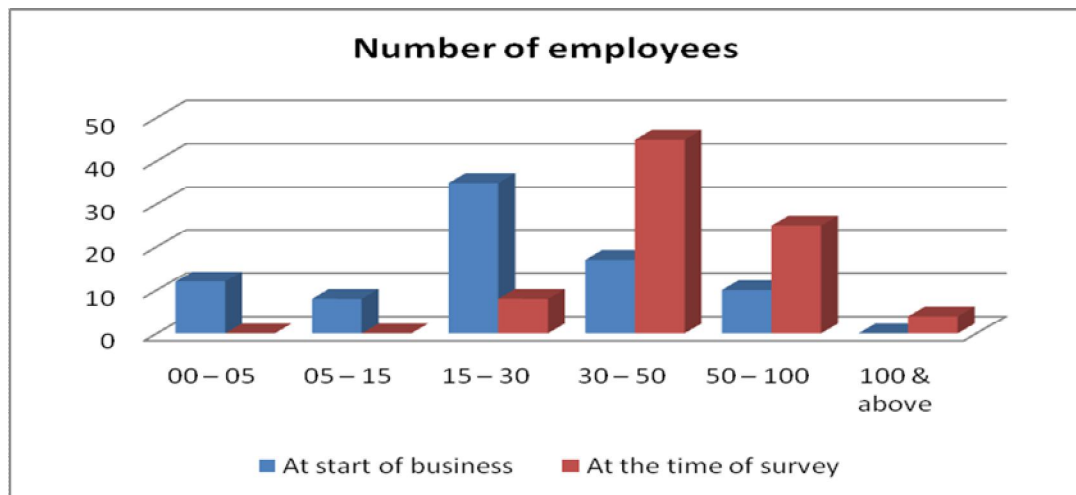
Distribution of number of employees in enterprise: The following table gives the information about the number of persons who are employed at the start of business and at the time of survey.

Sr.No.	Number of Persons	At start of business	At the time of survey
1	00 – 05	12 (14.63)	0 (0)
2	05 – 15	8 (9.756)	0 (0)
3	15 – 30	35 (42.68)	8 (9.756)
4	30 – 50	17 (20.73)	45 (54.87)
5	50 – 100	10 (12.19)	25 (30.48)
6	100 & above	0 (0)	4 (4.878)

(Figures in brackets are in percentage)

(Source: Survey)

Graph No.: 6.3.5



In the survey researcher come to conclusion that at start of business 14.63 respondents have 0 to 5 persons, 9.756 percent have 5 to 15 persons, 42.68 percent have 15 to 30 workers, 20.73 percent have 30 to 50 workers and 12.19 percent have 50 to 100 employees. Afterwards it changes as per age of enterprise number of employees increases and 9.756 percents respondents have workers in between 15 to 30. Majority of them 54.87 percent have employees between 30 to 50. Some of them 30.48 percent have

employees in between 50 to 100 and 4.878 percent employees saying that they have more than 100 workers.

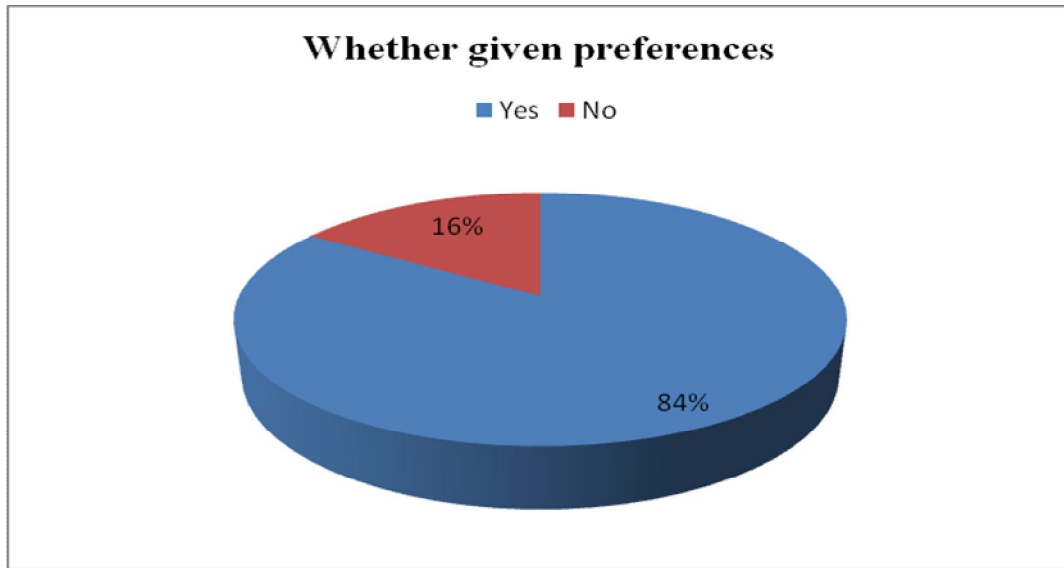
Table No.:6.3.6

Preference given to female employees in enterprise: In addition to earlier information in order to gain information about whether women entrepreneurs have shown any preference for female employees, and the responses obtained are presented as below,

Sr.No.	Whether Given Preference	Frequency	Percentage
1	Yes	69	84.14
2	No	13	15.85
	Total	82	100

(Source: Survey)

Graph No.: 6.3.6



It is quite clear from above table that a large majority of the respondents about 84 percent have stated that they have given preferences to female employees whereas only 16 percent of the respondents disagree with this. On further investigation it was found that (e.g. Bharat electrical) who have preferred female employees have mentioned sincerity,regularity,punctuality and loyalty as the main reasons for preferring female employees .However another reason mentioned by an almost equally large majority of respondents was they felt more comfortable working with female employees and found very easy to manage it.The respondents about 16 percent who have not preferred female

employees said that either their jobs required male employees or sometimes they felt that women employees are much less mobile and have more excuses while working.

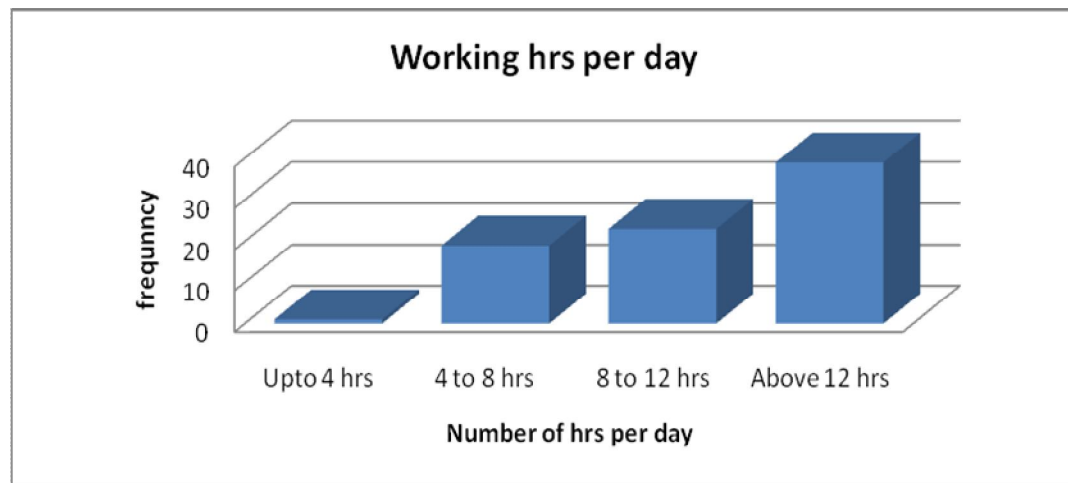
Table No.:6.3.7

Distribution of Number of working hours: It is significant to know for researcher that what should be normal working hours while running enterprise because it depends on work life balance of her duties and also for she was competing for male dominance field, to settle and stable in her field she may require more timings than other working women. The following table shows the working hours of women entrepreneurs.

Working hrs per day					
	Working Hrs.	Frequency	Percent	Valid Percent	Cu. Percent
Valid	Up to 4 hrs	1	1.21	1.21	1.21
	4 to 8 hrs	19	23.2	23.2	24.41
	8 to 12 hrs	23	28.04	28.04	52.45
	Above 12 hrs	39	47.6	47.6	100.0
	Total	82	100.0	100.0	

(Source: Survey)

Graph No.: 6.3.7



From the above table, 47.6 percent women entrepreneurs are working above 12 hrs in their enterprise. 28.04 percent are working above 8 hours. Some of them 23.2 percent are working more than 4 hours and very few 1.21 percent are working up to four hours. Overall observation is that she needs to put extra efforts in running enterprise.

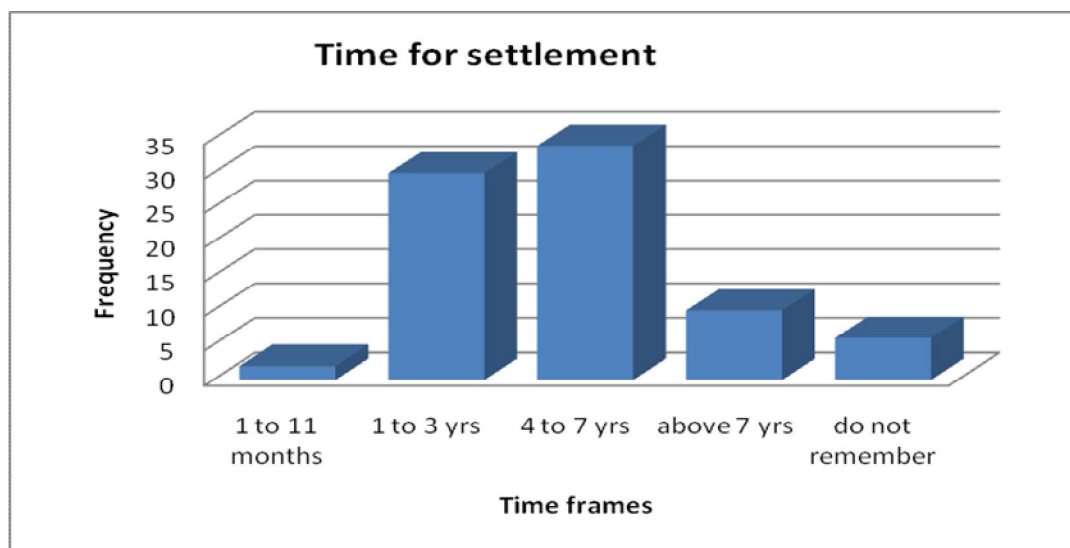
Table no.: 6.3.8

Distribution of time frame of settlement of business: The following table shows the time of settlement from the establishment of enterprise.

Time for settlement					
	Time in years	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 11 months	2	2.4	2.4	2.4
	1 to 3 yrs	30	36.6	36.6	39.0
	4 to 7 yrs	34	41.5	41.5	80.5
	above 7 yrs	10	12.2	12.2	92.7
	do not remember	6	7.3	7.3	100.0
	Total		82	100.0	100.0

(Source: Survey)

Graph No.:6.3.8



Researcher asked to respondents that how many years they take to settle their business then 41.5 percent respondents says that they took 4 to 7 years. Some of them 36.6 percent respondents said that they take 1 to 3 years to settled down,12.2 percent respondents said that they need above 7 years, few of them 2.4 percent said they needed only 11 months but 7.3 percent do not remember that the things.

6.4 Financial Challenges Faced By Women Entrepreneurs

Discriminatory national laws Prejudice against women and women-owned businesses, Difficulty in providing collateral loan (women do not own assets in their own right), Lack of credit/banking history (due to past, informal nature of businesses), Need for credit plus business planning and advisory services are the main financial challenges faced by women entrepreneur in SME sector.

Financial related problems appear to be the most common to all the sectors, because the figures seem to be the highest among other challenges. Most women entrepreneurs believed that they are hard working and this has resulted in better performance in their business in terms of their financial investment. Women entrepreneurs interviewed were of the opinion that their performance in business is a function of what motivated them to start the business.

Variables used in measuring performance include; (i) Revenue, (ii) Profit (iii) Value of asset (iv) Number of employees (v) investment in cash or in asset and (vi) sales volume. It was discovered that the women entrepreneurs who were intrinsically motivated measured their performance in terms of income received, profit made and personal investment while those that are extrinsically motivated measured their performance using variables such as sales volume, number of employees and amount of asset acquired. The following were mentioned by some of the women interviewed as the major challenges they face in business;

“lack of finance and capital to run the business, lack of power supply, lack of good infrastructural facilities, bad government policy and governance, high competition from men, sexual harassment, lack of family support, lack of managerial skills, customers’ complaints, inability to separate business from private life, stress and tension associated with business, unstable income”

(Responses from the women entrepreneurs interviewed).

Thus Table No 6.4.1 to Table no 6.4.6 shows the data taken about financial challenges faced by women entrepreneurs which includes the variables like annual turnover, financial institutions, and day to day problems faced by women entrepreneurs.

Table No: 6.4.1

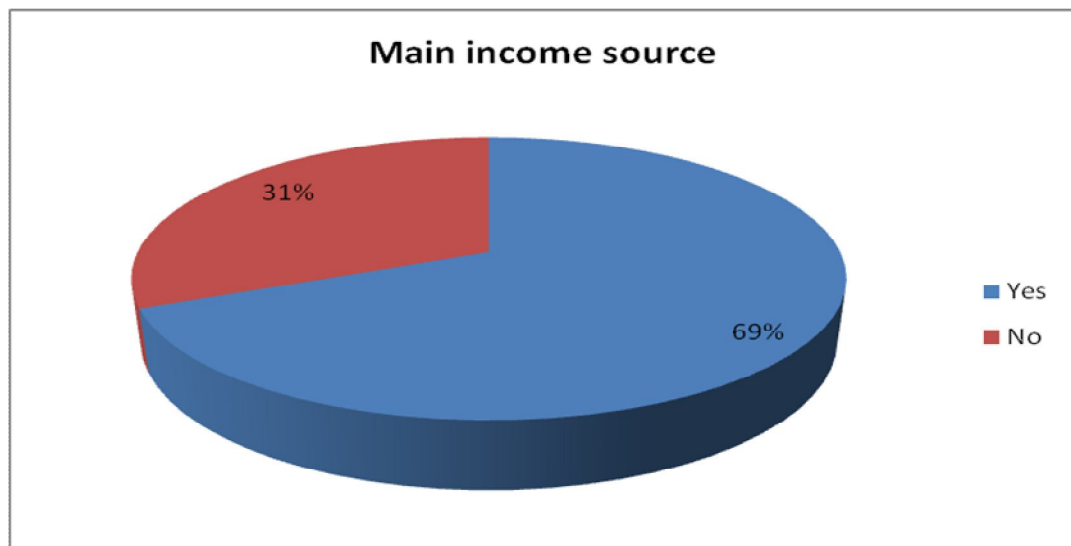
Whether business is main source of family income

The following table shows that whether business is main source of family? Generally business is carried out for self esteem of women entrepreneur or she may have supporting her family or spouse so it should be the main income source of family income.

Main source of family income					
	Parameter	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	68.7	68.7	68.7
	No	26	31.3	31.3	100.0
	Total	83	100.0	100.0	

(Source: Survey)

Graph No.: 6.4.1



It is the question that whether business is main income source then 68.7 percent respondents said that this business is their main income source. But 31.3 percent respondents said that they have other income sources from family. The respondents who have rejected the opinion of this have other source of income like husband's salary or income, agriculture, and many more.

Table No 6.4.2

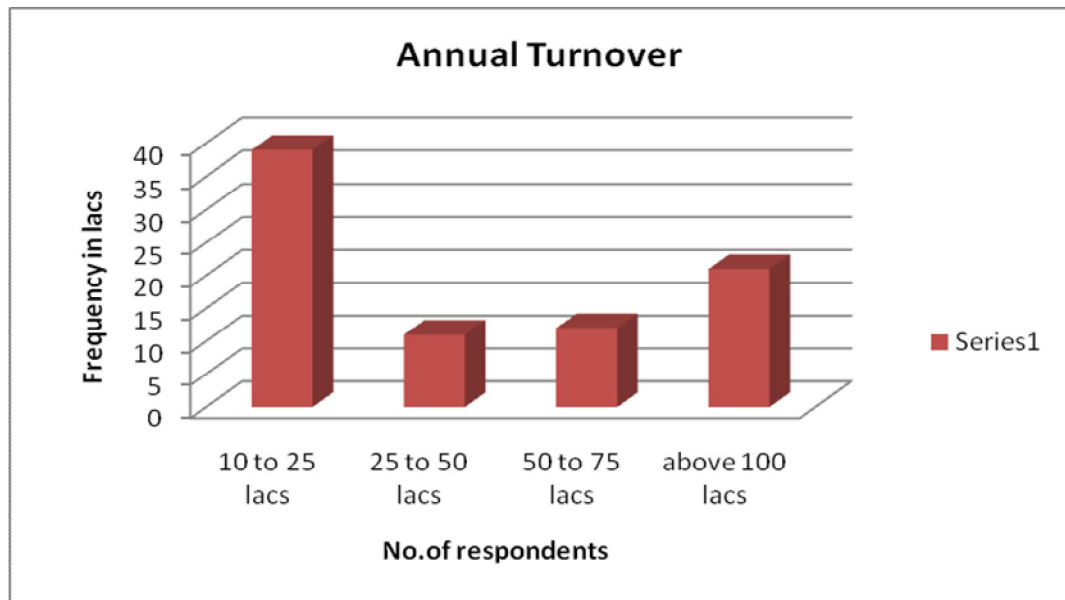
Distribution of annual turnover

Annual turnover of business mainly refers to the amount of business done during a year in terms of money used in buying and selling. The following table shows the annual turnover of business with Mean 45.875 lakhs and Standard Deviation 40.7735 lakhs.

Annual turnover					
	Turnover	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 to 25 lacs	39	47.0	47.0	47.0
	25 to 50 lacs	11	13.3	13.3	60.2
	50 to 75 lacs	12	14.5	14.5	74.7
	above 100 lacs	20	25.3	25.3	100.0
	Total		82	100.0	100.0

(Source: Survey)

Graph no. : 6.4.2



From the above table, it is seen that 47 percent respondent have the annual turnover in between 10 to 25 lacs. 25.3 percent have income above 100 lacs. Some of them 14.5 lacs having annual turnover 50 to 75 lacs and remaining 13.3 having annual turnover 25 to 50 lacs. The mean annual turnover is 45.875 lakhs.

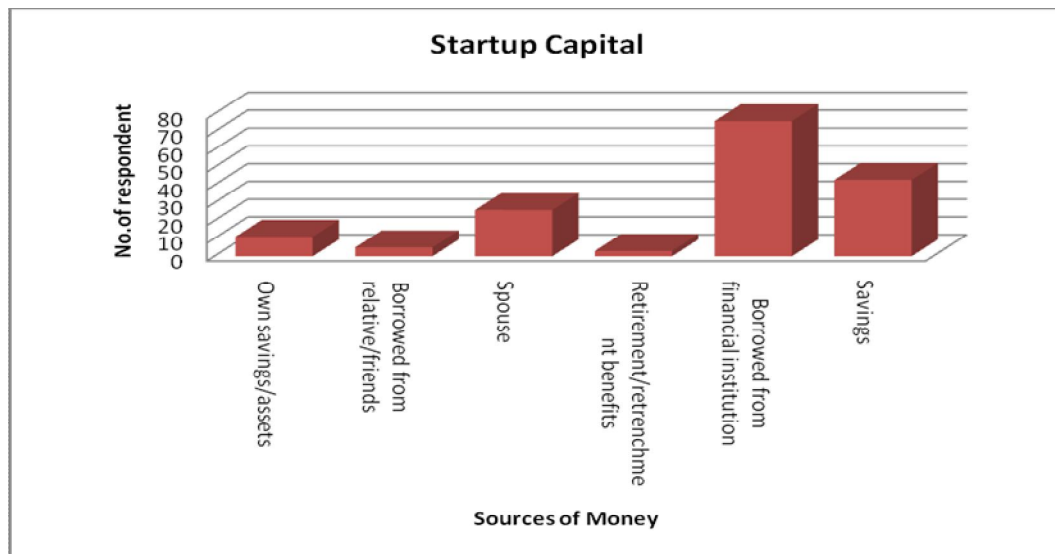
Table No.: 6.4.3

Sources of money to start the business: Availability of finance is an important prerequisite for establishing any entrepreneurial activity. Initially every entrepreneur has to had some finance of his/her own, out of total cost of project. Initial capital refers to venture or risk capital required initially for the establishment of a unit.

Sources of money for starting the business			
Sr.No.	Particulars	Frequency	Percentage
1	Own savings/assets	11	13.41
2	Borrowed from relative/friends	5	6.097
3	Spouse	26	31.7
4	Retirement/retrenchment benefits	3	3.658
5	Borrowed from financial institution	56	68.29
6	Savings	43	52.43

(Source: Survey)

Graph No. : 6.4.3



Researcher asked respondents about the starting the capital then researcher observed that 68.29 percent borrowed from financial institution, 31.7 percent are taking from spouse,13.41 percent are using their own savings/assets, 52.43 percent are using their savings, 6.097 are taking startup capital from relatives and friends and very few respondent 3.658 percent are taking from retirement benefit. In this way they raise the money for initial investment.

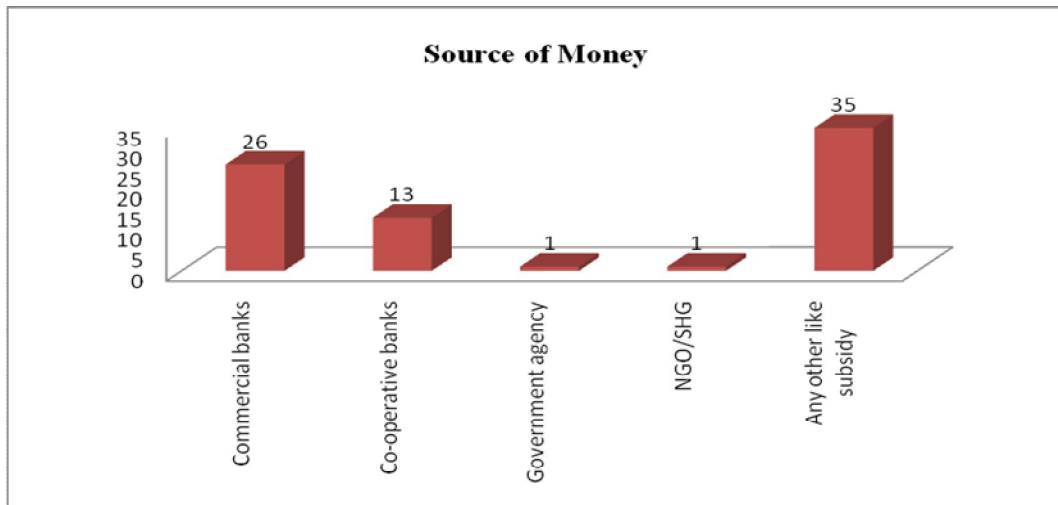
Table No.:6.4.4

Distribution of financial institution: Majority of respondents said that initial investment has been borrowed from financial institutions near about 68.29 percent, but it should be clear that from which financial institutions they borrowed the money for initial source.

Financial institutions			
Sr.No.	Financial institutions	Frequency	Percentage
1	Commercial banks	26	31.7
2	Co-operative banks	13	15.85
3	Government agency	1	1.21
4	NGO/SHG	1	1.21
5	Any other like subsidy	35	42.68
	Total	76	100

(Source: Survey)

Graph No. : 6.4.4



It is observed that 42.68 percent respondents have taken subsidy from DIC, 31.7 percent are taking loan from commercial banks, and 15.85 percent are taking help from cooperative bank and very less percentage 1.21 percent is taking help from NGO/SHG. In the rural area like taluka places women entrepreneurs have taken subsidy from DIC like PMYET yojana, Stri Shakti Yojana etc. But most of women entrepreneurs were known about schemes from government. It is clear that not only there is considerable extent of awareness about institutions which make finances available for enterprise but there is also a willingness to approach these institutions and avail the facilities.

Table No : 6.4.5

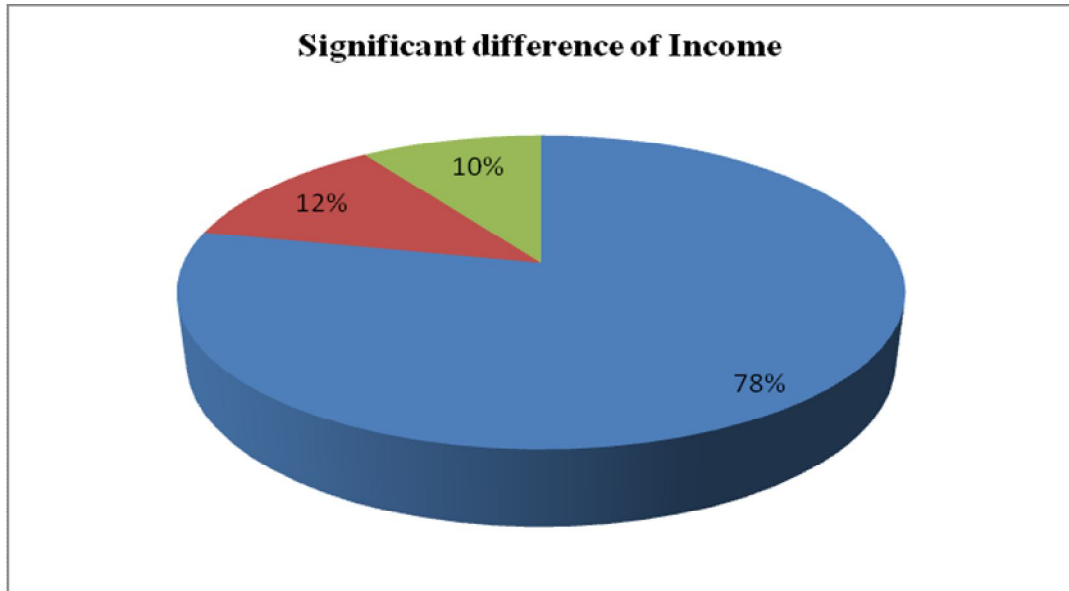
Distribution of difference of family income

While running any business it is major aspect that there should be significantly more income than salary or any other source of income. Initially it may not possible bur after the year of establishment there may be significant difference in income before and after business. The following table has the evidence of this.

Income before and after business					
	Parameter	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	78.3	78.3	78.3
	No	10	12.0	12.0	90.4
	No response	8	9.6	9.6	100.0
	Total	83	100.0	100.0	

(Source: Survey)

Graph No. : 6.4.5



While survey 78.3 percent women entrepreneurs agree that it has significant difference in income of family .They help in income rise but 12 percent women entrepreneurs avail that it does not made any significant changes. Among them 9.6 percent have not responded at all because they are not ready to give any information about this matter.

Table No : 6.4.6

Financial challenges faced while running the enterprise: The following table shows the constraints faced by women entrepreneurs in day to day life that is mostly common features

Financial challenges faced while running the enterprise			
Sr.No.	Particulars	Frequency	Percentage
1	Shortage of working capital	63	76.82
2	Shortage of fund for expansion	43	52.43
3	Availing /Giving credit facility	28	34.14
4	Collection of debts	41	50
5	Unsold stock of inventory	13	15.85
6	Delay in collection of payment	33	40.24
7	Loss in business	23	28.04
8	Repayment of loans	7	8.536
9	Inadequate investment	26	31.7
10	Delay/ Difficulty to get loan	11	13.41
11	No problem	9	10.97

(Source: Survey)

From the above table, it is very clear that women entrepreneurs have to face many financial challenges, they gave respond in multiple choices as they facing the similar problems simultaneously. Majority of them stress upon (76.82 percent) shortage of working capital, shortage of fund for expansion (52.43 percent),(34.14 percent) says that many of times they gives credit facility, they have delay in collection of payments (40.24 percent) ,in collection of debts (50 percent),inadequate investment (13.41),while on other side (8.536 percent) says that they have problem in repayment of loans which is least significant.10.97 percent cleared that they don't have any problems .these enterprises are large scale enterprises.(13.41 percent) entrepreneurs said that they faced difficulty in getting the loan.

These all problems leads to financial feasibility of the business which again effects on cost of project, cost of production and profitability, cash flow statements, Performa of balance sheets etc. Majority challenges are shortage of working capital, collection of debts, and inadequate investments for further expansion.

Researcher found that at the time of interview respondents are reluctant to answer the questions freely so many questions are non answerable by the respondents.

6.5 : Motivating Factors For Women Entrepreneurs

The abilities and skills do not help the executives if they do not possess a persistent desire to work or move ahead. People's desire to contribute or serve is directly correlated with motivation and rewards. Successful organizations create an environment where people feel good about going right job. Motivational patterns that exist across different business sectors where women entrepreneurs operate were observed and analyzed. Two patterns were identified as intrinsic and extrinsic motivation (Ryan and Deci, 2002; Brunstein and Maier, 2005).

Intrinsic and Extrinsic Factors

Intrinsic as a factor investigated the situation when the business activity and the business environment elicit motivation in an entrepreneur. Internal desires to run a business such as when women entrepreneurs engaged in business activities because it gives them pleasure and helps them to develop a particular skill. The extrinsic factors are external to the individual and unrelated to the business they do. These include money, prestige, and family influence and so on. There is a paradox of intrinsic and extrinsic motivation. Intrinsic motivation is far stronger a motivator than extrinsic motivation, yet external factors that include money, prestige and family influence were found to be associated with high performance across different business sectors where women entrepreneurs operate as shown in Table 6.5.1.

Table No : 6.5.1 Factors Motivating for Women Entrepreneurs

Factors Motivating for Women Entrepreneurs						
Motivating Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Economic Independence	4 (4.9)	2 (2.4)	1 (1.2)	16 (19.5)	59 (72)	82 (100)
Dissatisfaction with current job	26 (31.7)	28 (34.1)	6 (7.3)	2 (2.4)	20 (24.4)	82 (100)
Unemployment	22 (26.8)	19 (23.2)	0 (0)	13 (15.9)	28 (34.1)	82 (100)
Use of Idle Funds	19 (23.2)	35 (42.7)	10 (12.2)	6 (7.3)	12 (14.6)	82 (100)
Availability of infrastructural facility	6 (7.3)	20 (24.4)	0 (0)	31 (37.8)	25 (30.5)	82 (100)
Social status / To advance myself	0 (0)	6 (7.3)	2 (2.4)	37 (45.1)	37 (45.1)	82 (100)
No other income sources available	10 (12.2)	13 (15.9)	4 (4.9)	29 (35.1)	26 (31.7)	82 (100)
Support from family/Spouse	4 (4.9)	0 (0)	4 (4.9)	25 (30.5)	49 (59.8)	82 (100)
Gaining respect from others for my skills and talent	0 (0)	0 (0)	4 (4.8)	23 (28)	55 (67.1)	82 (100)
Seeking challenges in business venture	0 (0)	5 (6.1)	7 (8.5)	19 (23.2)	51 (62.2)	82 (100)
To make more money	0 (0)	2 (2.4)	8 (9.8)	36 (43.8)	36 (43.8)	82 (100)
Gaining control on my life	0 (0)	5 (6.1)	0 (0)	28 (34.1)	49 (59.8)	82 (100)
To prove myself/ For self esteem	0 (0)	0 (0)	4 (4.9)	31 (37.8)	47 (57.3)	82 (100)
Being entrepreneur was a lifelong goal	2 (2.4)	5 (13.4)	7 (20.7)	31 (25.6)	37 (37.8)	82 (100)
Freedom from supervision	0 (0)	5 (6.1)	4 (4.9)	34 (41.5)	39 (47.6)	82 (100)
To spend spare time	6 (7.3)	6 (7.3)	3 (3.7)	31 (37.8)	36 (43.9)	82 (100)
Family business passed on to me	20 (24.4)	17 (20.7)	4 (4.9)	14 (17.1)	27 (32.9)	82 (100)
To support family financially	6 (7.3)	3 (3.7)	6 (7.3)	30 (36.6)	37 (45.1)	82 (100)
Responsibility to run business due to death of member	56 (68.3)	6 (7.3)	0 (0)	2 (2.4)	18 (22.0)	82 (100)
Figures in brackets are in percentages				(Source: Primary Survey)		

Women entrepreneurs have strongly accept (72 percent) their economic independence that also can be seen with the factor dissatisfaction of current job (65 percent).Some of the women have start their business as they were unemployed (64.1 percent) but many of

them have start their business with other reasons (48.8 percent). Quarterly respondents (23.2 percent) highly disagree that they are using idle funds but half of them 42.7 percent says that they are arranged capital on their own. Majority of women want to upgrade their social status (90.2 percent).They have initiate their business as there is no other income source available to them (31.7 percent strongly agree and 35.7 agree for this). Maximum women have been supported by their families and other family members (89.8 percent).

As the nature of lady is always ready to face the difficulties in their life, it become a part to seek the challenges in business from the factor (62.2 percent).Better than half (59.8 percent) have proven they have self esteem and have control on their through this business and they decide to be an entrepreneur as lifelong goal (57.3 percent).Women (86.4 percent) and their families be financially independent (95 percent).Also the women who have entered their business after death of life partner have been succeed and proving that always a lady has the highest capacity to overcome difficulties of life. Approximately (22 percent) respondents are agreeing with this. However (68.3 percent) respondent agree that there is no such case or situation in their life.

6.6: Personal Problems Faced By Women Entrepreneur

Behind every successful face, there is long story of trails in climbing the hard way. Women entrepreneurs' task has been full of challenges and yet they have steered clear of public prejudices, family opposition and cynical remarks of co-workers and in a thorny way. Many of the women entrepreneurs have chosen the 'entrepreneurial world' because of a compelling urge of "wanting to do something positive in their life style"

Any understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have lived and internalized various role models.

The hidden entrepreneurial potential of women has gradually been changing with the growing sensitivity to the role and economic status in the society. It means women have the potentials, skill, knowledge and adaptability to run a business successfully.

Traditionally women was facing all personal constraints like lack of motivation, feeling poor image, orthodox family background, lack of security, lack of fulfilling commitments, working with household problems etc. but as changing environment of technology, environment, education, women also facing different kind of problems

which are not traditional, people prejudiced nowadays, Some of them have discussed during the interview schedule and the responses are given below,

Table no.: 6.6.1

Personal constraints/ Personal Problems faced by women entrepreneur						
Personal constraints	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Poor Self Image	68 (82.9)	8 (9.8)	4 (4.9)	0 (0)	2 (2.4)	82(100)
Lack of motivation and confidence	49 (59.8)	10 (12.2)	2 (2.4)	5 (6.1)	16 (19.5)	82(100)
Role conflict/Multiple roles of women	4 (4.9)	0 (0)	2 (2.4)	12 (14.6)	64 (78)	82 (100)
Lack of leadership qualities	27 (32.9)	25 (30.5)	4 (4.9)	10 (12.2)	16 (19.5)	82 (100)
Susceptibility about own decision making abilities	23 (28)	16 (19.5)	2 (2.4)	16 (19.5)	25 (30.5)	82 (100)
Orthodox family background	35 (42.7)	15 (18.3)	0 (0)	18 (22)	14 (17.1)	82 (100)
Lack of finance or startup capital	15 (18.3)	13 (15.9)	4 (4.9)	30 (36.6)	20 (24.4)	82 (100)
Lack of security	24 (29.3)	29 (35.4)	8 (9.8)	9 (11.0)	12 (14.6)	82 (100)
Physical constraints like pregnancy	60 (73.2)	12 (14.6)	2 (2.4)	4 (4.9)	4 (4.9)	82 (100)
Lack of support from husband and family	32 (39)	31 (37.8)	0 (0)	5 (6.1)	14 (6.1)	82 (100)
Fear of failure and criticism	27 (32.9)	20 (24.4)	6 (7.3)	15 (18.3)	14 (17.1)	82 (100)
Maintaining work life balance	4 (4.9)	6 (7.3)	2 (2.4)	41 (50)	29 (35.4)	82 (100)
Change in lifestyle	0 (0)	2 (2.4)	2(2.4)	39 (47.6)	39 (47.6)	82 (100)
Time management	0 (0)	2 (2.4)	6 (7.3)	32 (39.0)	42 (47.6)	82 (100)
Managing stress of decision making	0 (0)	2 (2.4)	4 (4.9)	37 (45.1)	39 (47.6)	82 (100)
Lack of commitment to personal or family responsibilities	12 (14.6)	15 (18.3)	1 (1.2)	28 (34.1)	26(31.7)	82 (100)
Lack of funds adjustment capacity	12 (14.6)	25 (30.5)	8 (9.8)	20 (24.4)	17 (20.7)	82 (100)
Figures in Brackets are percentage (source: survey)						

While surveying it is observed that majority (83 percent) of women have full confidence about them. They have strong self image in them & motivated self. Majority of women are handling their business simultaneously satisfying the multiple roles of women (78 percent strongly agree and 14.6 percent agree). Respondent disagree with the lack of leadership qualities (63.3 percent). They highly accepted their strongly leadership qualities. Many of the women (nearly 50 percent) have susceptibility of their own decision making while (47.5 percent) disagree with this, they have confidence about their decision making but (2.4 percent) are neutral about this. Better than half (61 percent) said that they do not have any orthodox family also they disagree about physical constraints like pregnancy (87.8 percent). They disagree about the lack of support from family and other family members (88 percent), fear of failure and criticism (57.3 percent) while majority of them highly accepted the fact that there is change in lifestyle (95.6 percent), they need to maintain work life balance (85.4 percent) they need to manage the time also (89 percent) and also manage the stress (93.7 percent) and sometimes they ignore the personal family responsibilities.

6.7: Social Challenges Faced By Women Entrepreneurs

In the category of social level constraints many attributes were identified. The performed to identify significant social level constraints is shown in the table no.5.7.1. Some of the social challenges like gender discrimination, lack of acceptance, marketing problems, managerial education, reserve attitude of society etc. were asked to women entrepreneurs and responses are given below,

Table No. 6.7.1:**Social challenges faced by Women Entrepreneurs**

Social level constraints facing women entrepreneurs							
Sr.No.	Social level constraints	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	Discriminating treatment as male/female	14 (17.1)	9 (11.0)	4 (4.9)	24 (29.9)	31 (37.8)	82 (100)
2	Lack of social acceptance	26 (31.7)	40 (48.8)	4 (4.9)	0 (0)	12 (14.6)	82 (100)
3	Lack of significant general management skills	20 (24.4)	40 (48.8)	6 (7.3)	6 (7.3)	10 (12.2)	82 (100)
4	socio-cultural problems related to the basic ethics of the society, language, religion etc	18 (22)	36 (43.9)	6 (7.3)	6 (7.3)	16 (19.5)	82 (100)
5	Exclusion from informal networks	7 (8.5)	35 (42.7)	12 (14.6)	8 (9.8)	20 (24.4)	82 (100)
6	Local competition /success indicators	0 (0)	0 (0)	6 (7.3)	47 (57.3)	29 (35.4)	82 (100)
7	Understanding govt. rules and regulations	12 (14.6)	8 (9.8)	2 (2.4)	27 (32.9)	33 (40.2)	82 (100)
8	Marketing problems/market potential	6 (7.3)	0 (0)	43 (52.4)	0 (0)	31 (37.8)	82 (100)
9	Management of the workforce	4 (4.9)	4 (4.9)	2 (2.4)	53 (64.4)	19 (23.2)	82 (100)
10	Lack of latest technology	10 (12.2)	25 (30.5)	7 (8.5)	16 (19.5)	24 (29.9)	82 (100)
11	Lack of managerial education	7 (8.5)	19 (23.2)	5 (6.1)	33 (40.2)	18 (22)	82 (100)
12	Maintaining cordial interpersonal relations	2 (2.4)	1 (1.2)	4 (4.9)	45 (54.9)	30 (36.6)	82 (100)
13	Understanding legal compliance/licensing procedures	8 (9.8)	4 (4.9)	6 (7.3)	37 (45.1)	27 (32.9)	82 (100)
14	Competing in male dominated field	6 (7.3)	2 (2.4)	2 (2.4)	42 (51.2)	30 (36.6)	82 (100)
15	Lack of awareness about legal compliance	16 (19.5)	25 (30.5)	14 (17.1)	19 (23.2)	8 (9.8)	82 (100)
16	Lack of managerial excellence	14 (17.1)	25 (30.5)	4 (4.9)	32 (39)	7 (8.5)	82 (100)
17	Reserve attitude of society	12 (14.6)	29 (35.4)	10 (12.2)	18 (22)	13 (15.9)	82 (100)
18	Lack of government support	18 (22)	18 (22)	10 (12.2)	27 (32.9)	9 (11)	82 (100)
19	Lack of awareness about new trends in business	16(19.5)	21(25.6)	8 (9.8)	27 (32.9)	10 (12.2)	82 (100)

Figures in brackets are in percentage

(Source: Primary Survey)

While surveying researcher asked about the social challenges faced by women entrepreneur and researcher come to know certain things like more than half percent respondent highly accepted that (67.7 percent) still there is a discriminating treatment as male and female but they strongly disagree the lack of social acceptance (79.9 percent) and said that they are accepted socially. Women entrepreneurs highly denied socio cultural problems to basic ethics of society (65.9 percent) also about exclusion from informal networks (51.2 percent) but many of the women entrepreneurs face this (24.4 percent).

Majority of women (92.7 percent) highly accepted the fact that they are facing local competition. while (32.9 percent) agree with they are familiar with government rules and regulations and (40 .2 percent).They strongly accepted that they learned about the rules and regulations of the government like licensing procedures etc. It is strange that more than half percent (52.4 percent) women entrepreneurs neutral about marketing problems while (37.8 percent) entrepreneurs strongly accepted it.

Majority of entrepreneurs (87.6 percent) faces the problems in the management of workforce or employees. Below than half disagree about (30.5 percent) lack of latest technology while more than half (62.2 percent) agree with the fact that they lacking the latest technology. All are highly agree about (91.5 percent) that they maintaining cordial interpersonal relations, understanding the legal procedures (78 percent), also competing the male dominated field (87.8 percent).

Better than half agree with lacking the managerial excellence (47.5 percent) while (30.5 percent) are disagree about this as the same opinion of them in the case of having the reserve attitude of society .Half of taken the government support (43.9 percent) while (44 percent) lacking the government support and also half of them (45.1 percent) lacking the awareness about new trends in business.

6.8: Women's Potential Ability And Leadership Qualities

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one.

They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women.

She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.

The following table gives some significant leadership qualities of women entrepreneurs like supporting, rewarding, mentoring, consulting, team building, inspiring to employees, delegating work to employees, problem solving attitude, consistency, optimization etc. researcher have taken opinion about this leadership qualities from respondents as compared to men. The leadership qualities mentioned are as follows in table no.5.8.1,

Table No 6.8.1.: Women’s opinion about the Leadership and Potential ability about Women and men

Women's Potential Ability														
No.	Particulars	1	2	3	4	5	6	7	8	9	10	11	12	Total
1	Supporting	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	0 (0)	2 (2.4)	3 (3.7)	8 (9.8)	34 (41.5)	26 (31.7)	9 (11.0)	82 (100)
2	Rewarding	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	2 (2.4)	9 (11)	13 (15.9)	12 (14.6)	18 (22)	17 (20.7)	11 (13.4)	82 (100)
3	Mentoring	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	0 (0)	3 (3.7)	15 (18.3)	53 (64.6)	4 (4.9)	4 (4.9)	3 (3.7)	82 (100)
4	Networking	8 (9.8)	4 (4.9)	8 (9.8)	8 (9.8)	5 (6.1)	14 (17.1)	20 (24.4)	2 (2.4)	2 (2.4)	7 (8.5)	2 (2.4)	2 (2.4)	82 (100)
5	Consulting	0 (0)	2 (2.4)	1 (1.2)	1 (1.2)	1 (1.2)	2 (2.4)	0 (0)	2 (2.4)	2 (2.4)	23 (28.0)	28 (34.1)	22 (26.8)	82 (100)
6	Team building	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	0 (0)	0 (0)	0 (0)	3 (3.7)	39 (47.6)	19 (23.2)	21 (25.6)	82 (100)
7	Inspiring	0 (0)	0 (0)	0 (0)	0 (0)	1 (1.2)	1 (1.2)	11 (13.4)	18 (22.0)	12 (14.6)	23 (28.0)	6 (7.3)	10 (12.2)	82 (100)
8	Problem solving	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	0 (0)	2 (2.4)	1 (1.2)	1 (1.2)	15 (18.3)	42 (51.2)	21 (25.6)	82 (100)
9	Influencing Upward	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	0 (0)	0 (0)	0 (0)	39 (47.6)	33 (40.2)	6 (7.3)	4 (4.2)	82 (100)
10	Delegating	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	0 (0)	0 (0)	0 (0)	20 (24.4)	32 (39.0)	15 (18.3)	15 (18.3)	82 (100)
11	Decision making	0 (0)	0 (0)	0 (0)	2 (2.4)	5 (6.1)	7 (8.5)	2 (2.4)	5 (6.1)	21 (25.6)	15 (18.3)	13 (15.9)	12 (13.6)	82 (100)
12	Consistency	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	0 (0)	0 (0)	2 (2.4)	4 (4.2)	24 (29.3)	26 (31.7)	26 (31.7)	82 (100)
13	Persistence	0 (0)	0 (0)	0 (0)	0 (0)	0(0)	0 (0)	0 (0)	0 (0)	2 (2.4)	32 (39.0)	32 (39.0)	16 (19.5)	82 (100)
14	Optimization	0 (0)	0 (0)	0 (0)	0 (0)	0	0	0	1 (1.2)	19 (23.2)	43 (52.4)	16 (19.4)	3 (3.7)	82 (100)
Figures in brackets are in percentage														(Source:survey)

It has been observed that women's opinion about leadership and potential ability about men and women which are for the main factors like supporting, rewarding, mentoring, consulting, team building, problem solving etc. These factors has been rated in the scale of 1 to 12 as 1 as lowest and 12 as a highest.

It is observed that 41.5 percent respondent rated highly to supporting, while 31.7 percent strong supporting and 11 percent are most strongly supporting to the factor 'supporting'. In the case of rewarding 22 percent highly satisfied while 20.7 percent giving better grading to the rewarding. 64.6 percent respondent highly graded to the mentoring as in factor no 9. but women entrepreneurs appreciated and agreed that networking is equally distributed to men and women.

As per in factor number five like consulting 28 percent appreciated women. 34.1 percent highly appreciated while 26.8 percent mostly supported to the consulting factor that commonly occur in women entrepreneurs. Similarly they also appreciate the team building factor in women entrepreneurs 47.6 percent strongly rated while 23.2 percent most strongly rated for this.

Women entrepreneurs concludes that inspiring occurs in both the entrepreneurs equally but problem solving factors occur mostly in women entrepreneurs 39 percent women entrepreneurs have while influencing upward factor occurs in more than average 47.6 percent and highly rated also as in 40.2 percent. Decision making occurs equally effective in male and female entrepreneurs while 31.7 percent women entrepreneurs highly rated as factor 12, also factor 11, and 29.3 percent rated factor 10 which shows the highly significance of consistency of women entrepreneurs.

Similarly 39 percent respondents rated are higher rated, 39 percent most rated as factor 11 and 19.5 percent rated for factor 12 thus again it shows highly significance of factor persistence level. In the case of optimizing entrepreneurial and intrapreneurial spirits and skills which is rated and accepted highly more than half percent that is 52.4 percent and 23.2 percent with little less percent.

It is concluded that inspiring attitude occurs equally among both male & female but problem solving attitude occur mostly in women entrepreneurs. Also the factor work delegation capability is same in men & women entrepreneurs.

6.9 : Efforts Taken by Government for Empowerment of Women Entrepreneurs

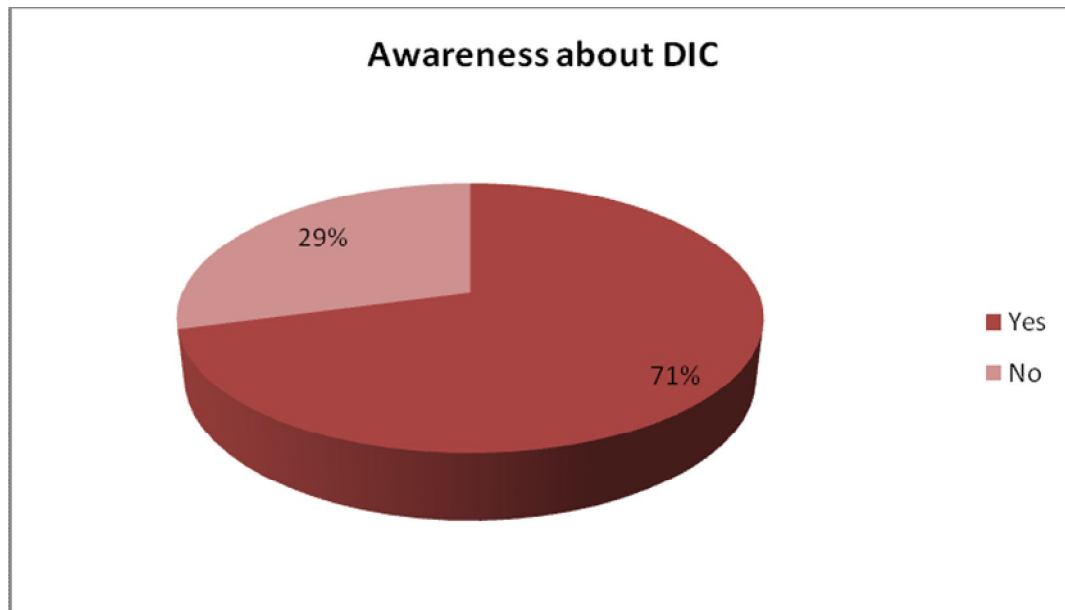
Table No.: 6.9.1

Awareness about DIC and MSME: The women entrepreneurs are asked about the awareness of DIC & MSME, the respondents gave the positive response as follows,

Awareness about DIC & MSME			
Sr.No.	Particulars	Frequency	Percentage
1	Yes	70	85.36
2	No	12	14.63
	Total	82	100

(Source: Survey)

Graph No. : 6.9.1



While a survey, women entrepreneurs asked about the awareness about DIC and MSME and whether they have taken the help of it then 70.73 percent women agree for that and 29.26 percent women entrepreneurs disagree for that.

Table No.:6.9.2: Awareness about role of DIC

Sr. No.	Opinion about role of DIC	Yes	No	Total
1	I agree that DIC is working as a facilitator for overall Industrial development of the District.	64 (91.42)	6 (8.57)	70 (100)
2	I accept & Registered Entrepreneur Memorandum in DIC.	65 (92.85)	5 (7.14)	70 (100)
3	DIC always helps to establish Micro, Small and Medium Scale Industries.	62 (88.57)	8 (11.42)	70 (100)
4	I Agree that DIC implements schemes like P.M.E.G.P., Seed Money & D.I.C. loan for unemployed educated people for self employment.	60 (85.71)	10 (14.28)	70 (100)
5	I have taken advantage of P.M.E.G.P scheme from DIC	45 (64.28)	25 (35.71)	70 (100)
6	I know about DIC encourages SSI sector by rewarding "District Awards" to Small Scale Industries	25 (35.71)	45 (64.28)	70 (100)
7	I am Aware that DIC coordinates the forum of Zilha Udyog Mitra Committee	35 (50)	35 (50)	70 (100)
8	DIC Organizes Entrepreneurship development Programs for unemployed youths for skill up gradation.	58 (71.42)	12 (17.14)	70 (100)
9	DIC always works as Nodal agency for Central Govt. Programmes	48 (68.57)	22 (31.42)	70 (100)
10	DIC Implements Package Schemes of Incentives	32 (45.71)	38 (54.28)	70 (100)
Figures in brackets are in percentages.		Source : Primary data		

From the above table it is observed that 91.42 percent respondents agree with DIC is working as a facilitator for overall Industrial development of the District. As 92.85 percent accept and registered entrepreneurs memorandum of DIC. 88.57 percent respondents said that DIC always helps to establish micro, small, large enterprises. DIC implements schemes like seed money capital, P.M.E.G.P ,DIC loan etc about these 85.71 percent respondents aware about this. 64.28 percent entrepreneurs said that they take advantage with P.M.E.G.P ,similarly 71.42 percent said that they are aware about the DIC organizes EDP programmes for unemployed youths to skill up but only 35.71 percent entrepreneurs said that they know about DIC always as NODAL agency for

central govt. programmes this fact has understood by 68.57 percent women entrepreneurs. It is observed that fifty percent opinion about that DIC runs Zilha Udyog Mitra Committee. and only 45.71 percent know about the package schemes of incentives. Thus 85 percent respondents aware about DIC and out of them 80 percent people know what is role of DIC in govt.as well as for entrepreneurs. “district awards” to small scale industries and 68.24 percent did not know about this.

Table No.: 6.9.3 - Women entrepreneur’s opportunities

The women entrepreneurs are also asked to give their suggestions based on their experience, to the government then they responded about following prospects and opportunities in the new global world, answers are dichotomous questions, the responses are as followings,

Women entrepreneur’s opportunities			
Sr.No.	Opportunities	Yes	No
1	Free entry to world trade	68 (82.92)	14 (17.07)
2	Improved risk taking ability	45 (54.87)	37 (45.12)
3	Governments of nation withdrawn some restrictions	70 (85.36)	12 (14.63)
4	Technology and invention spread	35 (42.68)	47 (57.31)
5	Encouragement to innovations and inventions	25 (30.48)	57 (69.51)
6	Consideration increase in government assistance	50 (60.97)	32 (39.02)
7	Social & cultural development	48 (58.53)	34 (41.46)
8	Government changing policies	56 (68.29)	26 (31.70)
Figures in brackets are in percentage			

(Source: Survey)

From the above table entrepreneurs are aware about the opportunities they have in society. Majority of them 85.36 percent agrees that government should withdraw some restriction. Majority says that 82.92 percent there should be free entry to world trade but 17.07 percent do not agree with this. Half of percentage women 54.87 percent there is

improvement in risk taking ability while 45.12 percent do not agree with this. While 69.51 percent women say there should be encouragement to innovations and inventions while only 30.48 percent do not agree with this. In the case of considerable increase in government assistance 60.97 do agree and 39 percent do not agree. In the case of social and cultural development half of the women 58.53 percent do agree with it and 41.46 percent do not agree with it. 68.29 percent women aware about government changing policies while 31.70 percent do not agree with it.

Table no.: 6.9.4

Expectations of Women Entrepreneur from family/society/government

The following table gives the expectations of women entrepreneurs from society, family and government. During survey researcher asked the questions about this, they responded freely as it is open ended question for them,

Expectations of Women entrepreneur from family/society/government							
Sr. No.	Expectation factors	Strongly Disagree	Disagree	Neutral	agree	Strongly Agree	Total
I	From Society						
1	Equal treatment and respect	1 (1.2)	0 (0)	2 (2.4)	30 (36.6)	49 (59.8)	82 (100)
2	Change in attitude towards female	1 (1.2)	4 (4.9)	0 (0)	29 (35.4)	48 (58.5)	82 (100)
3	Respect the profession	1 (1.2)	0 (0)	2 (2.4)	38 (46.3)	41 (50)	82 (100)
4	Provide the security	1 (1.2)	12 (14.6)	14 (17.1)	24 (29.3)	31 (37.8)	82 (100)
II	From Family						
1	Help in business oprations	4 (4.9)	22 (26.8)	10 (12.2)	21 (25.6)	25 (25.6)	82 (100)
2	Help in maintaining work life balance	2 (2.4)	2 (2.4)	4 (4.9)	47 (57.3)	27 (32.9)	82 (100)
3	Provide motivation and respect	0 (0)	2 (2.4)	0 (0)	53 (64.6)	27 (32.9)	82 (100)
III	From government						
1	Maximum availability of loans	2 (2.4)	6 (7.3)	14 (17.1)	31 (37.8)	29 (35.4)	82 (100)

2	Low rate of interest on loan	2 (2.4)	1 (1.2)	8 (9.8)	46 (56.1)	25 (30.5)	82 (100)
3	Availability of training facilities	2 (2.4)	5 (6.1)	24 (29.3)	26 (31.7)	25 (30.5)	82 (100)
4	Reduced LBT	0 (0)	1 (1.2)	8 (9.8)	42 (51.2)	31 (37.8)	82 (100)
5	Guidance for licenses procedure	0 (0)	5 (6.1)	14 (17.1)	42(51. 2)	21 (25.6)	82 (100)
6	Special grants, incentives and subsidies for female entrepreneurs	0 (0)	3 (3.7)	4 (4.9)	48 (58.5)	27 (32.9)	82 (100)
7	Should check whether needy woman are getting benefits of various schemes	0 (0)	3 (3.7)	6 (7.30)	49 (59.8)	24 (29.3)	82 (100)
8	Help to grow the market beyond the district	0 (0)	0 (0)	2 (2.4)	55 (67.1)	25 (30.5)	82 (100)
9	Assistance from government for pollution control	1 (1.2)	4 (4.9)	4 (4.9)	40 (48.8)	33 (40.2)	82 (100)
Figures in brackets are in percentage					(Source: Survey)		

In the survey researcher ask the respondents about the expectations of women entrepreneurs from family or society or government then it is observed that 59.8 percent respondents strongly agree and 36.6 percent agree with the fact that they need equal treatment and respect from the society but also they agreed that society has changed their attitude towards female, nearly 93.8 percent said the same. It is observed that 96.3 percent expect to respect for their profession but they don't need any security part from society some are disagree and some of them agree with this.

From the family 51.2 percent agree to take help in business operations but some of them nearly 26.8 percent do not expect such help. While maintaining work life balance their expectation is high which 90.2 percent and they also expect to provide motivation and respect 97.5 percent agree with this statement.

Majority of respondents highly agree that they expect maximum available loans (73.2 percent), low interest on the loan (86.6 percent), availability of training facilities (61.7 percent), reduced LBT (89 percent), guidance of licensing procedures (76.8 percent), subsidies for women entrepreneurs (91.4 percent) from the government while 29.3 percent respondents are neutral about getting training facilities.

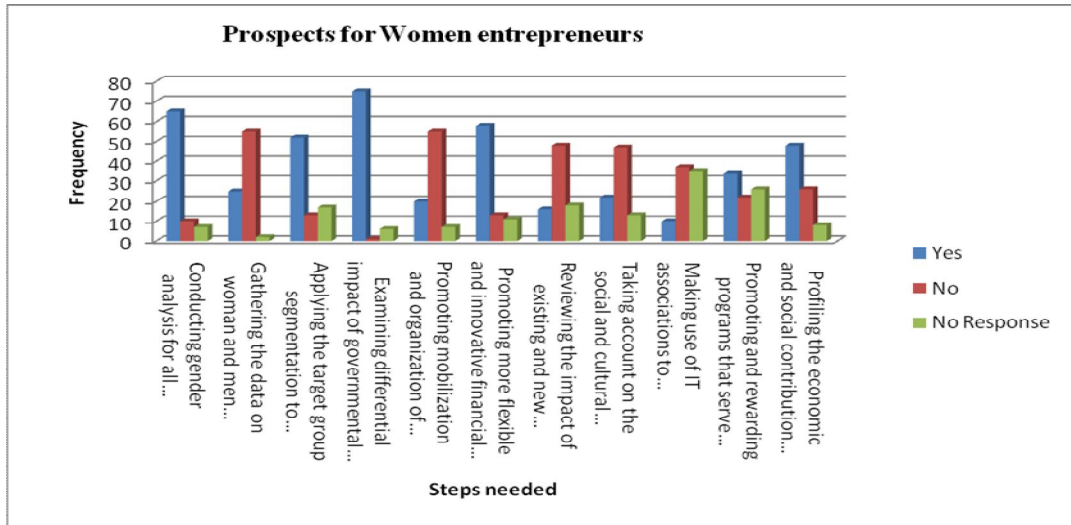
Greatly 89.1 percent respondents opinioned that the government should check whether needy women are getting benefits of various schemes as well as 89 percent women expects to have the assistance from government for pollution control.

Table No.: 6.9.5

Distribution of plan of prospects for women entrepreneurs: When respondents are asked about the future prospects they suggested many things like availability of technical assistance or guidance, training programmes on various dimensions of entrepreneurial activity, simplifying the procedures or formalities of availing institutional help or assistance etc.

Prospects for Women entrepreneurs				
Sr. no	Steps needed	Yes	No	No Response
1	Conducting gender analysis for all entrepreneurial support programs	65 (79.26)	10 (12.19)	7 (8.35)
2	Gathering the data on women and men entrepreneurs separately	25 (30.48)	55 (67.07)	2 (2.42)
3	Applying the target group segmentation to women entrepreneurs	52 (63.41)	13 (15.85)	17 (20.73)
4	Examining differential impact of governmental policies/programs and actions	75 (91.46)	1 (1.21)	6 (7.31)
5	Promoting mobilization and organization of representative associations	20 (24.39)	55 (67.07)	7 (8.53)
6	Promoting more flexible and innovative financial products by banks	58 (70.73)	13 (15.85)	11(13.41)
7	Reviewing the impact of existing and new instruments on women entrepreneurs	16 (19.51)	48 (58.53)	18 (21.95)
8	Taking account on the social and cultural context of affecting policy implementation	22 (26.82)	47 (57.31)	13 (15.85)
9	Making use of IT associations to minimize administrative burden of women entrepreneurs	10 (12.19)	37 (45.12)	35 (42.68)
10	Promoting and rewarding programs that serve women entrepreneurs	34 (41.46)	22 (26.82)	26 (31.70)
11	Profiling the economic and social contribution among the women entrepreneurs	48 (58.53)	26 (31.70)	8 (9.756)
Figures in brackets are in percentage		Source:Survey		

Graph No.: 6.9.5



Women entrepreneurs need to grow in society but some steps need to be taken from government as follows for women separately like (79.26 percent) entrepreneurs supported to conduct gender analysis for all entrepreneurial support programs, (67.07 percent) entrepreneurs said that the data of women and men entrepreneurs should be collected separately for applying the target group segmentation while 63.41 percent support this.

Majority of entrepreneurs nearly 91.46 percent said that government should have to examine the differential impact of governmental policies /programs and actions. 67.07 percent have opinion that there should be associations for promoting mobilization for the representation of problems of women entrepreneurs while 70.73 percent asked for flexible and innovative financial products from banks.

Some of them approximately 45.12 percent disagree about making use of IT associations but 42.68 percent are neutral about this. Many of them nearly 41.46 percent accepted to have promoting and rewarding programs that serve women entrepreneurs while many of them didn't comment on it. More than half percent 58.53 percent ask that profiling for economic and social contribution among the women entrepreneurs should be done.

CONCLUSION

Thus the raw data is analyzed with the help of SPSS 17, for frequency distribution, drawing pivot tables, graphical representation, calculation of weighted averages etc. With the help of this analysis further statistical analysis can be done.

Part 'B'

6.10 Statistical Significance

Table No.6.10.1:

Overall Demographic Configuration

Overall Demographic Configuration: Demographic Profile			
Particulars	Classification	Frequency	Percentage
Age of Entrepreneur	25 -32	2	2.4
	33 - 40	25	30.5
	40 - 55	47	57.3
	Above 55	8	9.8
Marital Status	Unmarried	2	2.4
	Married	70	85.4
	Widow	10	12.2
	Divorced	0	.0
Education of Entrepreneur	SSC	6	7.3
	HSC	10	12.2
	Graduation	55	67.1
	Post Graduation	11	13.4
	Any other	0	0
Professional Qualification	Degree	23	28.0
	Diploma	13	15.9
	Certification	4	4.9
	None	42	51.2
Children	Yes	71	86.6
	No	11	13.4
Age Group of Children	Below 5 yrs	4	4.9
	5 - 10 yrs	6	7.3
	10 - 20 yrs	15	18.3
	above 20 yrs	46	56.1
	None	11	13.4
Employment status before start up of enterprise	Service	9	11.0
	Self Employed	24	29.3
	Studying	12	14.6
	Housewife	35	42.7
	Under Training	2	2.4
Previous experience relavant to enterprise	None	23	28.0
	Experiance acquired in formal sector	9	11.0
	Experiance acquired through training	9	11.0
	Experiance acquired through running own enterprise	41	50.0

Particulars	Classification	Frequency	Percentage
Family Type	Joint Family	52	63.4
	Nuclear Family	30	36.6
Number of dependent Family members	None	12	14.6
	1 to 2	13	15.9
	3 to 4	26	31.7
	5 to 6	27	32.9
	above 7	4	4.9
Family members support	Yes	80	97.6
	No	2	2.4

(Source : Primary Data)

From the above table it is observed that 57.3 percent respondents were in the age group of 40 to 55. Majority of the respondents (52.43 percent) are from taluka Miraj as well as Most of the women entrepreneurs that is 35.36 percent were in the age group of 40 to 55 in Miraj taluka. It is observed from the above table 85.4 percent of women entrepreneurs are married . It is observed that total married women are 82.36 percent, out of which majority of women are from Miraj taluka out of total percent 52.43 percent and only in Miraj taluka.67.1 percent entrepreneurs are graduate in education. It is 83.72 percent. It is seen that majority of entrepreneurs 51.2 percent are having no any professional education. It is seen that 42.7 percent respondent was being housewife before they start enterprise. As per above table 50 percent women acquired experience through running own enterprise, majority of them have no experience of that field but while running own enterprise they learned all. It is observed that 32.9 percent women entrepreneurs agree with the fact that they have 5 to 6 dependent family members. As equally 31.7 percent have 3 to 4 dependent family members.

Table No 6.10.2:**Descriptive Statistics of Socioeconomic Demographic Profile**

Particulars	N	Minimum	Maximum	Mean	Std. Deviation
Age of Entrepreneur	82	2	5	3.74	.663
Marital status	82	1	3	2.10	.372
Education of entrepreneur	82	1	4	2.87	.733
Professional Qualification	82	1	9	4.35	3.789
Employment status before enterprise set up	82	1	6	2.99	1.181
Previous experience relevant to enterprise	82	1	4	2.83	1.313
Children	82	1	2	1.13	.343
Age group of children	82	1	9	4.20	2.069
Family Type	82	1	2	1.37	.485
Number of dependent family members	82	1	5	2.98	1.133

(Source : Primary, SPSS 17)

From the above table it is seen that mean age of the entrepreneur is 3.74 that is the age of entrepreneur lies between the age group of 40 to 55 with standard deviation of 0.663. The marital status has a mean 2.10 with Standard Deviation 0.372 shows us that majority of women entrepreneurs are married. The mean of education of entrepreneur is 2.87 which shows that most of the entrepreneurs are graduate and Standard Deviation is 0.733 which shows the higher variation. Professional education has a mean 4.35 which shows majority of the entrepreneurs do not has any professional education. The mean of employment before enterprise setup is 2.99 which show many of the entrepreneurs were housewives or studying. Previous mean experience relevant to the enterprise is 2.83 which shows entrepreneurs acquire the experience through running own enterprises. 'Children' has a mean 1.13 which shows majority of the entrepreneurs has children and they are in age group of above 20 years. Family type has a mean 1.37 which shows us that the majority of the women are from nuclear family. The numbers of dependent

family members has mean 2.98 means there are 3 to 6 dependent family members with the Standard Deviation 1.13.

Table No.:6.10.3

Descriptive Statistics of Entrepreneurial activities taken up by women entrepreneurs

Descriptive Statistics					
Parameter	N	Minimum	Maximum	Mean	Std. Deviation
Category of business	82	1	3	1.22	.498
Nature of Enterprise	82	1	10	2.74	2.952
Age of Enterprise	82	1	5	3.83	1.109
Number of working hours	82	2	4	3.24	.810
Time Frame of settlement of business	82	1	5	2.85	.931
Valid N (listwise)	82				

(Source :Primary, SPSS 17)

From the above table it is seen that in the category of the business having mean 1.22 means majority of the entrepreneurs are first generation entrepreneurs. Nature of enterprise has a mean 1.74 shows us that entrepreneurs are from industries. Age of the enterprise has a mean 3.83 and the Standard Deviation 1.10 which shows us that age of enterprise is above 16 years. Mean number of working hours for entrepreneurs is 3.24 having Standard Deviation 0.810 which presents women entrepreneurs are working between 8 to 12 hours. The mean of time frame of settlement of business is 2.85 with the higher Standard Deviation 0.93 so it varies from 1 to 7 years.

Table No.: 6.10.4 : Descriptive Statistics of Financial constraints

Descriptive Statistics					
Parameter	N	Minimum	Maximum	Mean	Std. Deviation
Main source of family income	82	1	2	1.30	.463
Annual turnover	82	1	4	2.20	1.271
Significant difference after business	82	1	3	1.32	.646
Valid N (listwise)	82				

(Source :Primary, SPSS 17)

Annual turnover has a mean 2.20 which shows us that spread of annual income is 25 to 75 lacs and there is significant change after the business in income which is having the mean 1.32 with Standard Deviation 0.66

Table No.:6.10.5

Descriptive Statistics of Factors motivating for Women Entrepreneurs

Particulars	Mean	Std. Deviation	Analysis N
Economic Independence	4.51	1.009	82
Dissatisfaction with current job	2.54	1.557	82
Unemployment	3.07	1.691	82
Use of idle funds	2.48	1.326	82
Availability of Infrastructural facilities	3.60	1.341	82
Social status / To advance myself	4.28	.836	82
No other income sources available	3.59	1.396	82
Support from family/Spouse	4.40	.967	82
Gaining respect from others for my skills and talent	4.62	.580	82
Seeking challenges in business venture	4.41	.888	82
To make more money	4.29	.745	82
Gaining control on my life	4.48	.789	82
To prove myself/ For self esteem	4.52	.593	82
Being entrepreneur was a lifelong goal	3.83	1.153	82
Freedom from supervision	4.30	.827	82
To spend spare time	4.04	1.201	82
Family business passed on to me	3.13	1.639	82
To support family financially	4.09	1.157	82
Responsibility to run business due to death of member	2.02	1.670	82

(Source :Primary, SPSS 17)

While the time of survey above were the questions asked to the women entrepreneurs but after the analysis it is observed that the major factors motivating to women entrepreneurs are economic independence (Mean: 4.52, Standard Deviation: 1.009), to advance herself

(mean: 4.28, Standard Deviation: 0.836), support from family/spouse (mean: 4.4, Standard Deviation: 0.967), Gaining respect from others for my skills and talent (mean: 4.62, Standard Deviation: 0.58), Seeking challenges in business venture (mean: 4.41, Standard Deviation: 0.82), To make more money (mean: 4.29, Standard Deviation: 0.74), Gaining control on my life (mean : 4.48, Standard Deviation: 0.78), To prove myself/ For self esteem (mean 4.52, Standard Deviation: 0.59), Freedom from supervision (mean 4.30, Standard Deviation: 0.82) . These 9 factors are important for motivation as they are higher mean values.

Table No.:6.10.6: ‘t’ test for Factors Motivating for Women Entrepreneurs

One-Sample Test						
Parameters	Test Value = 0				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Economic Independence	40.490	81	.000	4.512	4.29	4.73
Dissatisfaction with current job	14.752	81	.000	2.537	2.19	2.88
Unemployment	16.459	81	.000	3.073	2.70	3.44
Use of idle funds	16.904	81	.000	2.476	2.18	2.77
Availability of Infrastructural facilities	24.288	81	.000	3.598	3.30	3.89
Social status / To advance myself	46.391	81	.000	4.280	4.10	4.46
No other income sources available	23.254	81	.000	3.585	3.28	3.89
Support from family/Spouse	41.232	81	.000	4.402	4.19	4.61
Gaining respect from others for my skills and talent	72.119	81	.000	4.622	4.49	4.75
Seeking challenges in business venture	45.008	81	.000	4.415	4.22	4.61
To make more money	52.166	81	.000	4.293	4.13	4.46
Gaining control on my life	51.353	81	.000	4.476	4.30	4.65
To prove myself/ For self esteem	69.129	81	.000	4.524	4.39	4.65
Being entrepreneur was a lifelong goal	30.084	81	.000	3.829	3.58	4.08
Freedom from supervision	47.146	81	.000	4.305	4.12	4.49
To spend spare time	30.428	81	.000	4.037	3.77	4.30
Family business passed on to me	17.319	81	.000	3.134	2.77	3.49
To support family financially	31.979	81	.000	4.085	3.83	4.34
Responsibility to run business due to death of member	10.976	81	.000	2.024	1.66	2.39

(Source :Primary, SPSS 17)

From the above table it is observed that all the motivating factors are significant.

Factor Analysis -

Factor analysis is used to find important factors among observed variables. In other words, if your data contains many variables, you can use factor analysis to reduce the number of variables. Factor analysis groups the variables with similar characteristics together. With factor analysis you can extract a small number of variables from a large number of variables which is capable of explaining the observed variance in the larger number of variables. The reduced factors can also be used for further analysis.

There are three stages in factor analysis:

1. First, a correlation matrix is generated for all the variables. A correlation matrix is a rectangular array of the correlation coefficients of the variables with each other.
2. Second, factors are extracted from the correlation matrix based on the correlation coefficients of the variables.
3. Third, the factors are rotated in order to maximize the relationship between the variables and some of the factors.

Table No.: 6.10.7

Factor analysis for Motivativating factors of women entrepreneurs

i) The **KMO** measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. If any pair of variables has a value less than this , consider dropping one of them from the analysis. The off-diagonal elements should all be very small (close to zero) in a good model.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.660
Bartlett's Test of Sphericity	Approx. Chi-Square	802.659
	Df	171
	Sig.	.000

(Source :Primary, SPSS 17)

Bartlett's test is another indication of the strength of the relationship among variables which shows the significance to proceed.

ii) Communalities

The next item from the output is a table of communalities which shows how much of the variance in the variables has been accounted for by the extracted factors. For instance over 86.9 percent of the variance in seeking the challenges in business venture is accounted for while 82.9 percent of the variance in unemployment is accounted for, 81.5 percent of the variance in gaining the control of life as per below table.

Communalities		
	Initial	Extraction
Economic Independence	1.000	.662
Dissatisfaction with current job	1.000	.791
Unemployment	1.000	.829
Use of idle funds	1.000	.692
Availability of Infrastructural facilities	1.000	.786
Social status / To advance myself	1.000	.610
No other income sources available	1.000	.760
Support from family/Spouse	1.000	.753
Gaining respect from others for my skills and talent	1.000	.661
Seeking challenges in business venture	1.000	.869
To make more money	1.000	.797
Gaining control on my life	1.000	.816
To prove myself/ For self esteem	1.000	.750
Being entrepreneur was a lifelong goal	1.000	.686
Freedom from supervision	1.000	.743
To spend spare time	1.000	.702
Family business passed on to me	1.000	.787
To support family financially	1.000	.564
Responsibility to run business due to death of member	1.000	.649
Extraction Method: Principal Component Analysis.		

(Source : Primary, SPSS 17)

iii) Total Variance Explained

The next item shows all the factors extractable from the analysis along with their Eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors. Notice that the first factor accounts for 29.65 percent of the variance, the second 11.52 percent and the third 10.11 percent, fourth 8.76 percent, fifth shows 7.16 percent, sixth shows 5.97 percent . All the remaining factors are not significant.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.635	29.657	29.657	5.635	29.657	29.657
2	2.189	11.521	41.178	2.189	11.521	41.178
3	1.921	10.113	51.291	1.921	10.113	51.291
4	1.666	8.766	60.057	1.666	8.766	60.057
5	1.361	7.164	67.222	1.361	7.164	67.222
6	1.134	5.971	73.193	1.134	5.971	73.193
7	.924	4.864	78.056			
8	.766	4.029	82.086			
9	.659	3.471	85.556			
10	.497	2.613	88.170			
11	.434	2.284	90.454			
12	.366	1.925	92.379			
13	.316	1.663	94.042			
14	.298	1.567	95.609			
15	.276	1.450	97.059			
16	.197	1.036	98.095			
17	.153	.804	98.898			
18	.113	.596	99.494			
19	.096	.506	100.000			

Extraction Method: Principal Component Analysis.

(Source :Primary, SPSS 17)

iv) Component (Factor) Matrix

The table below shows the loadings of the nineteen variables on the six factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. The gap on the table represent loadings that are less than 0.5, this makes reading the table easier.

Component Matrix ^a						
	Component					
	1	2	3	4	5	6
Economic Independence	.571	-.086	-.164	-.362	.397	.114
Dissatisfaction with current job	.343	-.744	-.081	-.091	.035	.321
Unemployment	.260	-.664	.225	.431	-.036	.287
Use of idle funds	.096	-.376	.374	.457	.306	-.314
Availability of Infrastructural facilities	.275	.281	.625	.015	.473	.130
Social status / To advance myself	.553	.143	.478	-.136	-.018	.192
No other income sources available	.199	.003	-.731	.428	-.052	.016
Support from family/Spouse	.388	-.024	.138	.281	-.241	-.668
Gaining respect from others for my skills and talent	.705	-.027	.103	-.105	-.354	-.124
Seeking challenges in business venture	.391	.351	.283	-.037	-.624	.350
To make more money	.844	-.173	-.081	-.057	.086	-.193
Gaining control on my life	.865	.068	.219	.010	-.107	-.054
To prove myself/ For self esteem	.768	-.073	-.094	-.276	.043	-.259
Being entrepreneur was a lifelong goal	.535	.372	-.116	.421	-.234	.127
Freedom from supervision	.758	-.093	-.199	-.324	.123	.029
To spend spare time	.562	-.116	-.346	.432	.066	.250
Family business passed on to me	.437	.451	.149	.495	.337	.107
To support family financially	.675	.068	-.240	-.209	.017	-.036
Responsibility to run business due to death of member	.131	.643	-.344	.022	.316	.008
Extraction Method: Principal Component Analysis.						
a. 6 components extracted.			(Source :Primary, SPSS 17)			

Thus to gain control of life (0.865), to make more money (0.844), to prove myself/for self esteem (0.768), gaining respect from other for my skills and talent (0.705), freedom from supervision (0.758), to support the family financially (0.675), social status /to advance

myself (0.553), economic independence (0.571) are the factors extracted as major variables should be under study.

Table No.: 6.10.8

Descriptive Statistics For Personal challenges faced by Women Entrepreneurs

Descriptive Statistics					
	N	Mini	Maxi	Mean	Std. Dev.
Poor Self Image	82	1	5	1.29	.778
Lack of motivation and confidence	82	1	5	2.13	1.624
Role conflict/Multiple roles of women	82	1	5	4.61	.940
Lack of leadership qualities	82	1	5	2.55	1.533
Susceptibility about own decision making abilities	82	1	5	3.05	1.662
Orthodox family background	82	1	5	2.52	1.612
Lack of finance or startup capital	82	1	5	3.33	1.466
Lack of security	82	1	5	2.46	1.398
Physical constraints like pregnancy	82	1	5	1.54	1.091
Lack of support from husband and family	82	1	5	2.24	1.462
Fear of failure and criticism	82	1	5	2.62	1.521
Maintaining work life balance	82	1	5	4.04	1.059
Change in lifestyle	82	2	5	4.40	.664
Time management	82	2	5	4.39	.733
Managing stress of decision making	82	2	5	4.38	.696
Lack of commitment to personal or family responsibilities	82	1	5	3.50	1.468
Lack of funds adjustment capacity	82	1	5	3.06	1.409
Valid N (listwise)	82				

(Source :Primary, SPSS 17)

From the above table ,it is clear that personal challenges faced by respondents were as follows multiple role of women (Mean 4.61,Standard Deviation 0.940), change in life style (Mean 4.40,Standard Deviation 0.664), time management (Mean 4.39,Standard Deviation 0.733), Managing stress of decision making (Mean 4.38,Standard Deviation 0.696),maintain work life balance (Mean 4.04,Standard Deviation 1.059) etc. Sometimes

she faces problems of fund adjustments, lack of commitment to personal or family responsibilities.

Table No 6.10.9 : ‘t’ Test for Personal challenges faced by Women Entrepreneurs

One-Sample Test						
Parameters	Test Value = 0				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Poor Self Image	15.054	81	.000	1.293	1.12	1.46
Lack of motivation and confidence	11.903	81	.000	2.134	1.78	2.49
Role conflict/Multiple roles of women	44.426	81	.000	4.610	4.40	4.82
Lack of leadership qualities	15.058	81	.000	2.549	2.21	2.89
Susceptibility about own decision making abilities	16.609	81	.000	3.049	2.68	3.41
Orthodox family background	14.182	81	.000	2.524	2.17	2.88
Lack of finance or startup capital	20.563	81	.000	3.329	3.01	3.65
Lack of security	15.952	81	.000	2.463	2.16	2.77
Physical constraints like pregnancy	12.755	81	.000	1.537	1.30	1.78
Lack of support from husband and family	13.899	81	.000	2.244	1.92	2.57
Fear of failure and criticism	15.614	81	.000	2.622	2.29	2.96
Maintaining work life balance	34.507	81	.000	4.037	3.80	4.27
Change in lifestyle	60.033	81	.000	4.402	4.26	4.55
Time management	54.242	81	.000	4.390	4.23	4.55
Managing stress of decision making	56.930	81	.000	4.378	4.23	4.53
Lack of commitment to personal or family responsibilities	21.593	81	.000	3.500	3.18	3.82
Lack of funds adjustment capacity	19.679	81	.000	3.061	2.75	3.37

(Source :Primary, SPSS 17)

From the above table it is observed that all the personal constraints are significant.

Table No. : 6.10.10**Factor analysis for Personal challenges faced by Women Entrepreneurs**

i) The **KMO** measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. The off-diagonal elements should all be very small (close to zero) in a good model. KMO measure is 0.486 and Bartlett's test is significant.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.50
Bartlett's Test of Sphericity	Approx. Chi-Square	611.124
	D. f.	136
	Sig.	.000

(Source :Primary, SPSS 17)

ii) Communalities

Communalities		
Parameters	Initial	Extraction
Poor Self Image	1.000	.731
Lack of motivation and confidence	1.000	.792
Role conflict/Multiple roles of women	1.000	.720
Lack of leadership qualities	1.000	.605
Susceptibility about own decision making abilities	1.000	.625
Orthodox family background	1.000	.642
Lack of finance or startup capital	1.000	.839
Lack of security	1.000	.630
Physical constraints like pregnancy	1.000	.756
Lack of support from husband and family	1.000	.683
Fear of failure and criticism	1.000	.484
Maintaining work life balance	1.000	.847
Change in lifestyle	1.000	.850
Time management	1.000	.863

Parameters	Initial	Extraction
Managing stress of decision making	1.000	.686
Lack of commitment to personal or family responsibilities	1.000	.627
Lack of funds adjustment capacity	1.000	.773
Extraction Method: Principal Component Analysis.		

(Source :Primary, SPSS 17)

The next item from the output is a table of communalities which shows how much of the variance in the variables has been accounted for by the extracted factors. For instance over 86.3 percent for time management of the variance,83.9 percent variance for startup capital,84.7 for maintaining work life balance,85.0 percent variance for change in life style as shown in table above.

iii) Total Variance Explained

The next item shows all the factors extractable from the analysis along with their Eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors. Notice that the first factor accounts for 22.36 percent of the variance, the second 15.51 percent and the third 11.52, fourth 8.49 percent, fifth shows 7.48 percent, and sixth shows 6.04 percent. All the remaining factors are not significant.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.802	22.364	22.364	3.802	22.364	22.364
2	2.638	15.519	37.884	2.638	15.519	37.884
3	1.960	11.528	49.412	1.960	11.528	49.412
4	1.443	8.491	57.903	1.443	8.491	57.903
5	1.272	7.485	65.388	1.272	7.485	65.388
6	1.036	6.094	71.482	1.036	6.094	71.482
7	.862	5.070	76.552			
8	.827	4.862	81.414			
9	.698	4.104	85.518			
10	.586	3.444	88.963			
11	.468	2.756	91.719			
12	.428	2.519	94.238			
13	.378	2.225	96.463			
14	.242	1.425	97.888			
15	.182	1.073	98.961			
16	.106	.622	99.583			
17	.071	.417	100.000			

Extraction Method: Principal Component Analysis.

(Source :Primary, SPSS 17)

iv) Component (Factor) Matrix

The table below shows the loadings of the seventeen variables on the six factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. The gap on the table represent loadings that are less than 0.5, this makes reading the table easier.

Component Matrix ^a						
	Component					
	1	2	3	4	5	6
Poor Self Image	-.704	.420	.161	-.031	.177	-.006
Lack of motivation and confidence	-.046	.638	-.031	.583	.162	.126
Role conflict/Multiple roles of women	.687	-.043	-.209	.412	-.178	.021
Lack of leadership qualities	.085	.437	-.511	.342	-.094	.144
Susceptibility about own decision making abilities	.210	.549	-.442	-.164	.083	-.223
Orthodox family background	.027	.441	.147	-.320	-.487	-.292
Lack of finance or startup capital	.415	-.100	.605	-.034	-.440	.309
Lack of security	.083	.410	.623	.057	-.112	.225
Physical constraints like pregnancy	-.677	.392	.268	.158	-.030	-.213
Lack of support from husband and family	-.189	.508	-.059	-.200	.235	.539
Fear of failure and criticism	.146	.483	.136	-.429	-.165	.000
Maintaining work life balance	.515	-.060	-.226	-.602	.375	.152
Change in lifestyle	.586	.383	.297	-.037	.490	-.175
Time management	.842	-.168	.160	.217	.110	-.204
Managing stress of decision making	.348	.091	.583	.124	.391	-.222
Lack of commitment to personal or family responsibilities	.641	.209	-.073	.032	-.109	.393
Lack of funds adjustment capacity	.487	.558	-.231	-.075	-.288	-.287
Extraction Method: Principal Component Analysis.						
a. 6 components extracted.						(Source :Primary, SPSS 17)

The major components extracted are time management (0.842), change in life style (0.586), maintaining work life balance (0.515), multiple role conflict (0.687), lack of commitment to personal or family responsibilities (0.641), lack of security (0.623), lack of finance or startup capital (0.605). These were the prominently personal challenges to the women entrepreneurs.

Table No. :6.10.11**Descriptive Statistics for Social challenges faced by Women Entrepreneurs**

Descriptive Statistics					
	N	Mini	Max	Mean	Std. Dev.
Discriminating treatment as male/female	82	1	5	3.60	1.506
Lack of social acceptance	82	1	5	2.17	1.294
Lack of significant general management skills	82	1	5	2.34	1.269
socio-cultural problems related to the basic ethics	82	1	5	2.59	1.422
Exclusion from informal networks	82	1	5	2.99	1.365
Local competition /success indicators	82	3	5	4.28	.594
Understanding govt. rules and regulations	82	1	5	3.74	1.447
Marketing problems/market potential	82	1	5	4.13	1.028
Management of the workforce	82	1	5	3.96	.949
Lack of latest technology	82	1	5	3.23	1.460
Lack of managerial education	82	1	5	3.44	1.297
Maintaining cordial interpersonal relations	82	1	5	4.22	.802
Understanding legal compliance/licensing procedures	82	1	5	3.87	1.215
Competing in male dominated field	82	1	5	4.07	1.075
Lack of awareness about legal compliance	82	1	5	2.73	1.287
Lack of managerial excellence	82	1	5	2.91	1.317
Reserve attitude of society	82	1	5	2.89	1.343
Lack of government support	82	1	5	2.89	1.370
Lack of awareness about new trends in business	82	1	5	2.93	1.368
Valid N (listwise)	82				

(Source :Primary, SPSS 17)

The social challenges covered by respondents were shown in the above table as discriminating treatment as male or female (Mean 3.60,Standard Deviation 1.506), local competition (Mean 4.28,Standard Deviation 0.594),understanding govt. rules and regulations (Mean 3.74,Standard Deviation 1.447),marketing problems/market potential (Mean 4.13,Standard Deviation 1.028),managing the work force (Mean 3.96,Standard Deviation 0.949),Maintaining cordial interpersonal relations (Mean 4.22,Standard Deviation 0.802),competing male dominated field (Mean 4.07,Standard Deviation1.075),about latest technology (Mean 3.23,Standard Deviation 1.460),lack of

managerial education (Mean 3.44, Standard Deviation 1.297). Thus other factors were also there but it did not work significantly as above.

Table No. :6.10.12

‘t’ Test for Social challenges faced by Women Entrepreneurs

One-Sample Test						
Parameters	Test Value = 0				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Discriminating treatment as male/female	21.631	81	.000	3.598	3.27	3.93
Lack of social acceptance	15.192	81	.000	2.171	1.89	2.46
Lack of significant general management skills	16.708	81	.000	2.341	2.06	2.62
socio-cultural problems related to the basic ethics of the society, language, religion etc	16.458	81	.000	2.585	2.27	2.90
Exclusion from informal networks	19.817	81	.000	2.988	2.69	3.29
Local competition /success indicators	65.290	81	.000	4.280	4.15	4.41
Understanding govt. rules and regulations	23.428	81	.000	3.744	3.43	4.06
Marketing problems/market potential	36.433	81	.000	4.134	3.91	4.36
Management of the workforce	37.834	81	.000	3.963	3.75	4.17
Lack of latest technology	20.048	81	.000	3.232	2.91	3.55
Lack of managerial education	24.016	81	.000	3.439	3.15	3.72
Maintaining cordial interpersonal relations	47.666	81	.000	4.220	4.04	4.40
Understanding legal compliance/licensing procedures	28.818	81	.000	3.866	3.60	4.13
Competing in male dominated field	34.319	81	.000	4.073	3.84	4.31
Lack of awareness about legal compliance	19.225	81	.000	2.732	2.45	3.01
Lack of managerial excellence	20.047	81	.000	2.915	2.63	3.20
Reserve attitude of society	19.493	81	.000	2.890	2.60	3.19
Lack of government support	19.105	81	.000	2.890	2.59	3.19
Lack of awareness about new trends in business	19.376	81	.000	2.927	2.63	3.23

(Source :Primary, SPSS 17)

From the above table it is observed that all the social challenges are significant.

Table No. : 6.10.13 :

Factor analysis for Social Challenges faced by Women Entrepreneurs

i) The **KMO** measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. If any pair of variables has a value less than this , consider dropping one of them from the analysis. The off-diagonal elements should all be very small (close to zero) in a good model.KMO measure is 0.623 and Bartlett's test is significant.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.623
Bartlett's Test of Sphericity	Approx. Chi-Square	912.342
	Df	171
	Sig.	.000

(Source :Primary, SPSS 17)

ii) Communalities

Communalities		
	Initial	Extraction
Lack of social acceptance	1.000	.742
Lack of significant general management skills	1.000	.624
socio-cultural problems related to the basic ethics of the society	1.000	.770
Exclusion from informal networks	1.000	.826
Local competition /success indicators	1.000	.795
Understanding govt. rules and regulations	1.000	.769
Marketing problems/market potential	1.000	.842
Management of the workforce	1.000	.519
Lack of latest technology	1.000	.826
Lack of managerial education	1.000	.649
Maintaining cordial interpersonal relations	1.000	.617
Understanding legal compliance/licensing procedures	1.000	.890
Competing in male dominated field	1.000	.773
Lack of awareness about legal compliance	1.000	.726
Lack of managerial excellence	1.000	.845
Reserve attitude of society	1.000	.765
Lack of government support	1.000	.577
Lack of awareness about new trends in business	1.000	.805
Discriminating treatment as male/female	1.000	.682
Extraction Method: Principal Component Analysis.		

(Source :Primary, SPSS 17)

The next item from the output is a table of communalities which shows how much of the variance in the variables has been accounted for by the extracted factors. For instance over 82.6 percent of the variance in exclusion from informal networks, 84.2 percent of the variance is in market potential, 82.6 in lack of latest technology, 89 percent of the variance is in understanding legal compliances, 84.5 percent of the variance is lack of managerial excellence, 80.5 percent variance is lack of understandings of new trends of business as per above table.

iii) Total Variance Explained

The next item shows all the factors extractable from the analysis along with their Eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors. Notice that the first factor accounts for 26.79 percent of the variance, the second 17.01 percent, the third 19.27 percent, the fourth 8.71 percent, the fifth 6.41 percent, the sixth 5.618 percent. All the remaining factors are not significant.

Total Variance Explained						
Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.090	26.790	26.790	5.090	26.790	26.790
2	3.247	17.091	43.881	3.247	17.091	43.881
3	1.762	9.272	53.153	1.762	9.272	53.153
4	1.656	8.715	61.868	1.656	8.715	61.868
5	1.219	6.418	68.286	1.219	6.418	68.286
6	1.067	5.618	73.904	1.067	5.618	73.904
7	.949	4.993	78.897			
8	.755	3.976	82.873			
9	.690	3.630	86.503			
10	.545	2.867	89.370			
11	.494	2.601	91.971			
12	.372	1.958	93.928			
13	.346	1.822	95.750			
14	.209	1.100	96.850			
15	.172	.907	97.757			
16	.142	.746	98.503			
17	.126	.664	99.167			
18	.086	.454	99.621			
19	.072	.379	100.000			
Extraction Method: Principal Component Analysis.						

(Source :Primary, SPSS 17)

iv) Component (Factor) Matrix : The table below shows the loadings of the nineteen variables on the ten factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. The gap on the table represent loadings that are less than 0.5, this makes reading the table easier.

Component Matrix^a						
	Component					
	1	2	3	4	5	6
Lack of social acceptance	.405	.602	.210	.261	.019	-.321
Lack of significant general management skills	.406	.628	.053	.204	-.140	.028
socio-cultural problems related to the basic ethics of the society, language, religion etc	.371	.352	-.500	.463	-.176	.117
Exclusion from informal networks	.533	-.328	-.553	.123	-.318	.110
Local competition /success indicators	.440	-.290	.461	.445	.148	.291
Understanding govt. rules and regulations	.631	-.441	-.073	-.234	.312	-.136
Marketing problems/market potential	.606	-.424	-.005	-.332	-.149	-.402
Management of the workforce	.408	-.393	.420	-.022	.039	-.141
Lack of latest technology	.730	-.116	.071	-.175	-.489	.071
Lack of managerial education	.643	-.194	-.226	.146	-.337	.110
Maintaining cordial interpersonal relations	.648	-.312	-.019	.064	.140	-.275
Understanding legal compliance/licensing procedures	.503	-.303	-.492	.137	.513	.145
Competing in male dominated field	.585	-.107	.378	.166	.215	.450
Lack of awareness about legal compliance	.418	.698	.004	-.005	.196	.161
Lack of managerial excellence	.507	.641	.157	-.390	-.009	.011
Reserve attitude of society	.463	-.025	.295	-.536	-.183	.377
Lack of government support	.373	.188	-.330	-.359	.406	.027
Lack of awareness about new trends in business	.521	.674	-.095	-.153	.083	-.201
Discriminating treatment as male/female	.443	-.068	.307	.509	.019	-.357
Extraction Method: Principal Component Analysis.						
a. 6 components extracted. (Source :Primary, SPSS 17)						

The components extracted are Lack of awareness about legal compliance (0.698), Lack of awareness about new trends in business (0.674), Competing in male dominated field (0.585), Maintaining cordial interpersonal relations (0.648), Lack of managerial education (0.643), Lack of latest technology (0.730), Marketing problems/market potential (0.606), Understanding govt. rules and regulations (0.631), Lack of significant general management skills (0.628).

Table No. : 6.10.14**Descriptive Statistics for Women’s opinion about the leadership and potential ability about Men and Women**

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Coefficient of variation
Supporting	82	7	12	10.29	1.071	10.40
Rewarding	82	6	12	9.59	1.663	17.34
Mentoring	82	7	12	9.00	.956	10.62
Networking	82	1	12	5.74	2.828	49.26
Consulting	82	2	12	10.41	2.018	19.38
Team Building	82	9	12	10.71	.896	8.366
Inspiring	82	5	12	9.22	1.648	17.87
Problem solving	82	7	12	10.91	.996	9.12
Influencing upward	82	9	12	9.70	.812	8.37
Delegating	82	9	12	10.30	1.039	10.08
Decision making	82	3	12	9.12	2.349	25.75
Consistency	82	8	12	10.85	1.008	9.290
Persistence	82	9	12	10.76	.794	7.379
Optimizing entrepreneurial and intrapreneurial skills	82	7	11	9.01	.793	8.80
Valid N (list wise)	82					

(Source :Primary, SPSS 17)

From the above table qualities of leadership in women entrepreneurs are persistence (C.V.7.379,Mean 10.76),optimizing entrepreneurial skills (C.V.8.80), Consistency (Mean 10.85,C.V.9.290),Delegating (Mean 10.30),Problem solving (C.V.9.12,Mean 10.91),Team building (C.V.8.366,Mean 10.71),Consulting (Mean 10.41),supporting (Mean 10.29 but C.V.10.40),influencing upward (C.V.8.37),consultancy (Mean 10.41,Standard Deviation 2.018).Thus all respondents positively respond about these leadership qualities and women’s ability.

Table No. : 6.10.15**Descriptive Statistics of expectation from society**

Descriptive Statistics					
Particulars	N	Minimum	Maximum	Mean	Std. Deviation
Equal treatment and respect	82	1	5	4.54	.670
Change in attitude towards female	82	1	5	4.50	.707
Respect the profession	82	1	5	4.44	.668
Provide the security	82	1	5	3.88	1.115
Valid N (listwise)	82				

(Source :Primary, SPSS 17)

From the above table it is clear that women entrepreneurs expect equal treatment and respect (Mean 4.54) from society. Also it needs change in attitude towards women entrepreneurs (Mean 4.50, Standard Deviation 0.707). Respondents also expect respect the profession (Mean 4.44, Standard Deviation 0.668) and least expectation of security (Mean 3.88, Standard Deviation 1.115).

Table No. : 6.10.16**Descriptive Statistics of expectations from family**

Descriptive Statistics					
Particulars	N	Minimum	Maximum	Mean	Std. Deviation
Help in business operations	82	1	5	3.50	1.308
Help in maintaining work life balance	82	1	5	4.16	.824
Provide motivation and respect	82	2	5	4.28	.594
Financial help	82	1	5	3.43	1.217
Valid N (list wise)	82				

(Source :Primary, SPSS 17)

From the above table it is observed that women entrepreneurs expects to provide motivation and respect (Mean 4.28, Standard Deviation 1.217), also they needs from family to maintain work life balance (Mean 4.16, Standard Deviation 0.824) and somewhat help in business operations (Mean 3.50, Standard Deviation 1.308) but not many more they do not have from their family.

Table No. : 6.10.17**Descriptive Statistics of expectations from Government**

Descriptive Statistics					
Particulars	N	Minimum	Maximum	Mean	Std. Deviation
Help in business operations	82	1	5	3.50	1.308
Help in maintaining work life balance	82	1	5	4.16	.824
Provide motivation and respect	82	2	5	4.28	.594
Financial help	82	1	5	3.43	1.217
Maximum availability of loans	82	1	5	3.96	1.024
Low rate of interest on loan	82	1	5	4.11	.817
Availability of training facilities	82	1	5	3.82	1.020
Reduced LBT	82	2	5	4.26	.682
Guidance for licenses procedure	82	2	5	3.96	.823
Special grants, incentives and subsidies for female entrepreneurs	82	2	5	4.21	.698
Should check whether needy woman are getting benefits of various schemes	82	2	5	4.15	.705
Help to grow the market beyond the district	82	3	5	4.28	.504
Assistance from government for pollution control	82	1	5	4.22	.847
Valid N (listwise)	82				

(Source :Primary, SPSS 17)

From the above table it is seen that respondents expects from government to reduce LBT (Mean 4.26, Standard Deviation 0.682), asks for special grants, incentives and subsidies for female entrepreneurs (Mean 4.21, Standard Deviation 0.698), expects help to grow the market beyond the district (Mean 4.28,Standard Deviation 0.504),expects assistance from govt. for pollution control (Mean 4.22,Standard Deviation 0.847),expects low rate of interest of loan (Mean 4.11,Standard Deviation 0.817).Thus women entrepreneurs have more expectations from government.

Table No.: 6.10.18**Descriptive statistics for Prospects factors of women entrepreneurs**

Descriptive Statistics					
Particulars	N	Minimum	Maximum	Mean	Std. Dev.
Conducting gender analysis for all entrepreneurial support programs	82	1	2	1.15	.356
Gathering the data on woman and men entrepreneurs separately	82	1	3	1.29	.638
Applying the target group segmentation to women entrepreneurs	82	1	3	1.74	.872
Examining differential impact of governmental policies/programs and actions	82	1	3	1.90	.951
Promoting mobilization and organization of representative associations	82	1	3	2.04	.909
Promoting more flexible and innovative financial products by banks	82	1	3	1.20	.554
Reviewing the impact of existing and new instruments on women entrepreneurs	82	1	3	1.80	.961
Taking account on the social and cultural context of affecting policy implementation	82	1	3	2.00	.889
Making use of IT associations to minimize administrative burden of women entrepreneurs	82	1	3	2.10	.911
Promoting and rewarding programs that serve women entrepreneurs	82	1	3	1.07	.344
Profiling the economic and social contribution among the women entrepreneurs	82	1	3	1.20	.554
Valid N (list wise)	82				

(Source :Primary, SPSS 17)

From the above table it is observed as women entrepreneurs expects that there should be flexible and promoting associations (Mean 2.04,Standard Deviation 0.909). Government should have examining structure of governmental policies and programmes (Mean 1.90,Standard Deviation 0.951).There should be making use of IT associations to minimize administrative burden of women entrepreneurs (Mean 2.10,Standard Deviation 0.911).These were promotional factors for them.

Table No.: 6.10.19**t test for Prospects factors of women entrepreneurs**

One-Sample Test						
Parameters	Test Value = 0				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Conducting gender analysis for all entrepreneurial support programs	29.190	81	.000	1.146	1.07	1.22
Gathering the data on woman and men entrepreneurs separately	18.346	81	.000	1.293	1.15	1.43
Applying the target group segmentation to women entrepreneurs	18.105	81	.000	1.744	1.55	1.94
Examining differential impact of governmental policies/programs and actions	18.120	81	.000	1.902	1.69	2.11
Promoting mobilization and organization of representative associations	20.294	81	.000	2.037	1.84	2.24
Promoting more flexible and innovative financial products by banks	19.528	81	.000	1.195	1.07	1.32
Reviewing the impact of existing and new instruments on women entrepreneurs	16.999	81	.000	1.805	1.59	2.02
Taking account on the social and cultural context of affecting policy implementation	20.375	81	.000	2.000	1.80	2.20
Making use of IT associations to minimize administrative burden of women entrepreneurs	20.850	81	.000	2.098	1.90	2.30
Promoting and rewarding programs that serve women entrepreneurs	28.286	81	.000	1.073	1.00	1.15
Profiling the economic and social contribution among the women entrepreneurs	19.528	81	.000	1.195	1.07	1.32

(Source :Primary, SPSS 17)

From the above table it is observed that all the table values of 't' were greater than significance value of 't' which shows that all Prospect factors are significant.

Table No.: 6.10.20

Factor Analysis for Prospects factors of women entrepreneurs

i) The **KMO** measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. If any pair of variables has a value less than this, consider dropping one of them from the analysis. The off-diagonal elements should all be very small (close to zero) in a good model. KMO measure is 0.656 and Bartlett's Test of Sphericity is significant.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.656
Bartlett's Test of Sphericity	Approx. Chi-Square	402.158
	df	55
	Sig.	.000

(Source :Primary, SPSS 17)

ii) Communalities

Communalities		
Prospects factors	Initial	Extraction
Conducting gender analysis for all entrepreneurial support programs	1.000	.528
Gathering the data on woman and men entrepreneurs separately	1.000	.573
Applying the target group segmentation to women entrepreneurs	1.000	.583
Examining differential impact of governmental policies/programs and actions	1.000	.699
Promoting mobilization and organization of representative associations	1.000	.822
Promoting more flexible and innovative financial products by banks	1.000	.616
Reviewing the impact of existing and new instruments on women entrepreneurs	1.000	.487
Taking account on the social and cultural context of affecting policy implementation	1.000	.650
Making use of IT associations to minimize administrative burden of women entrepreneurs	1.000	.746
Promoting and rewarding programs that serve women entrepreneurs	1.000	.637
Profiling the economic and social contribution among the women entrepreneurs	1.000	.696
Extraction Method: Principal Component Analysis.		

(Source :Primary, SPSS 17)

The next item from the output is a table of communalities which shows how much of the variance in the variables has been accounted for by the extracted factors. For instance over 82.2 percent variation is in Promoting mobilization and organization of representative associations,74.6 percent in Making use of IT associations to minimize administrative burden of women entrepreneurs ,69.9 percent variance is in Examining differential impact of governmental policies/programs and actions ,69.6 percent is in Profiling the economic and social contribution among the women entrepreneurs as per below table.

iii) Total Variance Explained

The next item shows all the factors extractable from the analysis along with their Eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors. Notice that the first factor accounts for 29.25 percent of the variance, the second 19.96 percent and the third 11.488 percent. All the remaining factors are not significant.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.511	29.256	29.256	3.511	29.256	29.256
2	2.396	19.963	49.220	2.396	19.963	49.220
3	1.379	11.488	60.707	1.379	11.488	60.707
4	.966	8.050	68.758			
5	.922	7.685	76.442			
6	.795	6.622	83.064			
7	.564	4.698	87.762			
8	.517	4.306	92.068			
9	.376	3.135	95.203			
10	.273	2.277	97.480			
11	.204	1.704	99.184			
12	.098	.816	100.000			
Extraction Method: Principal Component Analysis.						

(Source :Primary, SPSS 17)

iv) Component (Factor) Matrix

The table below shows the loadings of the twelve variables on the three factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. The gap on the table represent loadings that are less than 0.5, this makes reading the table easier.

Component Matrix^a			
	Component		
	1	2	3
Conducting gender analysis for all entrepreneurial support programs	-.165	.398	.585
Gathering the data on woman and men entrepreneurs separately	.216	-.148	.710
Applying the target group segmentation to women entrepreneurs	.636	.011	-.422
Examining differential impact of governmental policies/programs and actions	.789	.258	-.099
Promoting mobilization and organization of representative associations	.800	.425	-.019
Promoting more flexible and innovative financial products by banks	-.013	.784	-.031
Reviewing the impact of existing and new instruments on women entrepreneurs	.671	-.129	.139
Taking account on the social and cultural context of affecting policy implementation	.773	-.141	.181
Making use of IT associations to minimize administrative burden of women entrepreneurs	.835	-.160	.155
Promoting and rewarding programs that serve women entrepreneurs	-.071	.785	.124
Profiling the economic and social contribution among the women entrepreneurs	-.049	.808	-.200
Extraction Method: Principal Component Analysis.			
a. 3 components extracted.			

(Source :Primary, SPSS 17)

The components extracted are Making use of IT associations to minimize administrative burden of women entrepreneurs (0.835), profiling the economic and social contribution among the women entrepreneurs (0.808), Promoting mobilization and organization of representative associations (0.800).

PART C

6.11 : Testing Of Hypothesis

I] Hypothesis 1: Proportion of women employees is more employed by women entrepreneurs

H_0 : Proportion of women employees is more employed by women entrepreneurs

H_1 : Proportion of women employees is less employed by women entrepreneurs

From the table No 26 in chapter no V, it is seen that

Table No 6.11.1: Information about whether Preference given to female employees

Whether Given Preference	Frequency	Percentage
Yes	69	84.14
No	13	15.85
Total	82	100

(Source: Survey)

Table No.6.11.1: Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (2-tailed)
Preference to women employee	Group 1	Yes	69	.84	.50	.000 ^a
	Group 2	No	13	.16		
	Total		82	1.00		
a. Based on Z Approximation.				(Source :Primary, SPSS 17)		

Analysis is done with SPSS 17, and the test is significant at two tailed at 5 percent level of significance we reject the hypothesis and conclude that proportion of women employees is less employed by women entrepreneurs.

II] Hypothesis 2. The help rendered by DIC is not enough and sufficient to women entrepreneurs.

H_0 :The help rendered by DIC is not enough and sufficient to women entrepreneurs.

H_1 : The help rendered by DIC is enough and sufficient to women entrepreneurs.

Sr.no.	Table No. 6.11.2 - Opinion about role of DIC	Yes	No	Total
1	I agree that DIC is working as a facilitator for overall Industrial development of the District.	64 (91.42)	6 (8.57)	70 (100)
2	I accept & Registered Entrepreneur Memorandum In DIC.	65 (92.85)	5 (7.14)	70 (100)
3	DIC always helps to establish Micro, Small and Medium Scale Industries.	62 (88.57)	8 (11.42)	70 (100)
4	I Agree that DIC Implements schemes like P.M.E.G.P., Seed Money & D.I.C. loan for unemployed educated people for self employment.	60 (85.71)	10 (14.28)	70 (100)
5	I have taken advantage of P.M.E.G.P scheme from DIC	45 (64.28)	25 (35.71)	70 (100)
6	I know about DIC encourages SSI sector by rewarding "District Awards" to Small Scale Industries	25 (35.71)	45 (64.28)	70 (100)
7	I am Aware that DIC coordinates the forum of Zilha Udyog Mitra Committee	35 (50)	35 (50)	70 (100)
8	DIC Organizes Entrepreneurship development Programs for unemployed youths for skill up gradation.	58 (71.42)	12 (17.14)	70 (100)
9	DIC always works as Nodal agency for Central Govt. Programmes	48 (68.57)	22 (31.42)	70 (100)
10	DIC Implements Package Schemes of Incentives	32 (45.71)	38 (54.28)	70 (100)

(Source :Primary Survey)

From the table No 6.11.2, it is seen that, as all the variables are independent, researcher used the nonparametric chi square test to test the hypothesis at 5 percent level of significance. As calculated on MS EXCEL 2007 ,analysis is done in the following way .From the above table ,researcher firstly prepared the table of expectation ,and analyze the data which shows the following results,

Table No. 6.11.3 :Chi Square Test Analysis

Null Hypothesis	Test Statistic	Degree of freedom	Level of significance	Calculated value	Table value	Decision
The role of DIC of Sangli district in woman entrepreneurship development is satisfactory.	Chi Square Test	9	0.05	6.2055	16.9189	ACCEPT THE HYPOTHESIS

(Source :Primary, SPSS 17)

As shown in the above table calculated value of chi square test is 6.2055 while table value of chi square test is 16.9189 at 9 d. f. at 5 percent level of significance. As calculated value is less than the table value researcher accept the hypothesis and conclude that the help rendered by DIC is enough and sufficient to women entrepreneurs.

III] Hypothesis 3: From women’s perception, women entrepreneurs do not possesses leadership qualities.

H₀ : From women’s perception ,women entrepreneurs do not possesses leadership qualities.

H₁ : From women’s perception, women entrepreneurs do possesses leadership qualities.

Table No 6.11.4 : Descriptive Statistics

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Coefficient of variation
Supporting	82	7	12	10.29	1.071	10.40
Rewarding	82	6	12	9.59	1.663	17.34
Mentoring	82	7	12	9.00	.956	10.62
Networking	82	1	12	5.74	2.828	49.26
Consulting	82	2	12	10.41	2.018	19.38
Team Building	82	9	12	10.71	.896	8.366
Inspiring	82	5	12	9.22	1.648	17.87
Problem solving	82	7	12	10.91	.996	9.12
Influencing upword	82	9	12	9.70	.812	8.37
Delegating	82	9	12	10.30	1.039	10.08
Decision making	82	3	12	9.12	2.349	25.75
Consistency	82	8	12	10.85	1.008	9.290
Persistence	82	9	12	10.76	.794	7.379
Optimising enterpreneurial and intrapreneurial skills	82	7	11	9.01	.793	8.80
Valid N (listwise)	82					

(Source :Primary, SPSS 17)

From the above table it is observed that Some of the parameters have higher coefficient of variation which shows less significance, networking has c.v.49.26 which leads that networking is a difficult task for women entrepreneurs, decision making has c.v. 25.75 which shows decision making is not easy for women entrepreneurs as compare to men. Similarly inspiring (c.v. 17.87), rewarding (c.v. 17.34) are the parameters where the men are better than women entrepreneurs.

In case of supporting (c.v.10.40),mentoring (c.v.10.62),team building (c.v.8.366),Problem solving (c.v.9.12),delegating (10.08) ,persistence (c.v.7.37),consistency (c.v. 9.29) ,optimizing entrepreneurial and intrapreneurial skills (c.v.8.80) shows that women entrepreneurs are better than men entrepreneurs.

Table No 6.11.5: Respondent's opinion about Women Potential Ability

Respondent's opinion about women Potential Ability														
Sr. No.	Particulars	1	2	3	4	5	6	7	8	9	10	11	12	Total
1	Supporting	0	0	0	0	0	0	2	3	8	34	26	9	82
2	Rewarding	0	0	0	0	0	2	9	13	12	18	17	11	82
3	Mentoring	0	0	0	0	0	0	3	15	53	4	4	3	82
4	Networking	8	4	8	8	5	14	20	2	2	7	2	2	82
5	Consulting	0	5	1	1	1	2	0	2	2	23	28	22	82
6	Team building	0	6	0	0	0	0	0	0	3	39	19	21	82
7	Inspiring	0	7	0	0	1	1	11	18	12	23	6	10	82
8	Problem solving	0	8	0	0	0	0	2	1	1	15	42	21	82
9	Influencing Upward	0	9	0	0	0	0	0	0	39	33	6	4	82
10	Delegating	0	10	0	0	0	0	0	0	20	32	15	15	82
11	Decision making	0	11	0	2	5	7	2	5	21	15	13	12	82
12	Consistency	0	12	0	0	0	0	0	2	4	24	26	26	82
13	Persistence	0	13	0	0	0	0	0	0	2	32	32	16	82
14	Optimizing entrepreneurial skills	0	14	0	0	0	0	0	1	19	43	16	3	82

(Source :Primary, SPSS 17)

From the above two table researcher come to know that there are some parameters which women entrepreneurs can deserve while running any industry. These parameters are ranked with 1 as lowest and 12 as highest, so it is independent k sample data which is analysed by either ANOVA or krushall-wallis test but being it is nonparametric Krushall –wallis is the appropriate test.

Table No 6.11.6 :Krushall-Wallis test for Significance

Test Statistics ^{a,b}													
	Rewarding	Mentoring	Networking	Consulting	Team Building	Inspiring	Problem solving	Influencing upward	Delegating	Decision making	Consistency	Persistence	Optimizing entrepreneurial and intrapreneurial skills
Chi-Square	5.334	2.218	7.876	6.563	1.776	1.775	2.430	2.145	1.078	9.390	7.438	8.512	3.438
Df	4	4	4	4	4	4	4	4	4	4	4	4	4
Asymp. Sig.	.255	.696	.096	.161	.777	.777	.657	.709	.898	.052	.114	.075	.487

a. Kruskal Wallis Test

b. Grouping Variable: Supporting

Table No 6.11.7 : Summary of Table no 5.11.6

Sr.No	Particulars	Chi Square value	d.f.	Sig P value	Decision
1	Supporting	5.334	4	0.255	Reject
2	Rewarding	2.218	4	0.696	Reject
3	Mentoring	7.876	4	0.096	Reject
4	Networking	6.563	4	0.161	Reject
5	Consulting	1.776	4	0.777	Reject
6	Team building	1.775	4	0.777	Reject
7	Inspiring	2.430	4	0.657	Reject
8	Problem solving	1.078	4	0.709	Reject
9	Influencing Upward	9.390	4	0.898	Reject
10	Delegating	5.334	4	0.052	Reject
11	Decision making	2.218	4	0.114	Reject
12	Consistency	7.438	4	0.075	Reject
13	Persistence	8.512	4	0.487	Reject
14	Optimizing entrepreneurial & intrapreneurial spirit & skills	3.488	4	0.487	Reject

(Source :Primary, SPSS 17)

Thus from the above table researcher reject the hypothesis and conclude that from women's perception , women entrepreneurs do possess leadership qualities.

IV] Hypothesis 4: Women entrepreneurs are not aware of the availability of existing support system catering to the gender specific needs.

H_0 : Women entrepreneurs are not aware of the availability of existing support system catering to the gender specific needs.

H_1 : Women entrepreneurs are aware of the availability of existing support system catering to the gender specific needs.

Here the parameters are as below where women entrepreneurs know about existing support systems. As sample size 82, data tends to normal approximation, using student's t test,

Table No.6.11.8
Descriptive statistics for social challenges faced by Women Entrepreneurs

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Discriminating treatment as male/female	82	1	5	3.60	1.506
Lack of social acceptance	82	1	5	2.17	1.294
Lack of significant general management skills	82	1	5	2.34	1.269
socio-cultural problems related to the basic ethics of the society, language, religion etc	82	1	5	2.59	1.422
Exclusion from informal networks	82	1	5	2.99	1.365
Local competition /success indicators	82	3	5	4.28	.594
Understanding govt. rules and regulations	82	1	5	3.74	1.447
Marketing problems/market potential	82	1	5	4.13	1.028
Management of the workforce	82	1	5	3.96	.949
Lack of latest technology	82	1	5	3.23	1.460
Lack of managerial education	82	1	5	3.44	1.297
Maintaining cordial interpersonal relations	82	1	5	4.22	.802
Understanding legal compliance/licensing procedures	82	1	5	3.87	1.215
Competing in male dominated field	82	1	5	4.07	1.075
Lack of awareness about legal compliance	82	1	5	2.73	1.287
Lack of managerial excellence	82	1	5	2.91	1.317
Reserve attitude of society	82	1	5	2.89	1.343
Lack of government support	82	1	5	2.89	1.370
Lack of awareness about new trends in business	82	1	5	2.93	1.368
Valid N (listwise)	82				

(Source :Primary, SPSS 17)

Table No.6.11.9 :One Sample test

One-Sample Test						
Social Parameters	Test Value = 0				95% Confidence Interval of the Difference	
	t	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Discriminating treatment as male/female	21.631	81	.000	3.598	3.27	3.93
Lack of social acceptance	15.192	81	.000	2.171	1.89	2.46
Lack of significant general management skills	16.708	81	.000	2.341	2.06	2.62
socio-cultural problems related to the basic ethics of the society, language, religion etc	16.458	81	.000	2.585	2.27	2.90
Exclusion from informal networks	19.817	81	.000	2.988	2.69	3.29
Local competition /success indicators	65.290	81	.000	4.280	4.15	4.41
Understanding govt. rules and regulations	23.428	81	.000	3.744	3.43	4.06
Marketing problems/market potential	36.433	81	.000	4.134	3.91	4.36
Management of the workforce	37.834	81	.000	3.963	3.75	4.17
Lack of latest technology	20.048	81	.000	3.232	2.91	3.55
Lack of managerial education	24.016	81	.000	3.439	3.15	3.72
Maintaining cordial interpersonal relations	47.666	81	.000	4.220	4.04	4.40
Understanding legal compliance/licensing procedures	28.818	81	.000	3.866	3.60	4.13
Competing in male dominated field	34.319	81	.000	4.073	3.84	4.31
Lack of awareness about legal compliance	19.225	81	.000	2.732	2.45	3.01
Lack of managerial excellence	20.047	81	.000	2.915	2.63	3.20
Reserve attitude of society	19.493	81	.000	2.890	2.60	3.19
Lack of government support	19.105	81	.000	2.890	2.59	3.19
Lack of awareness about new trends in business	19.376	81	.000	2.927	2.63	3.23

(Source :Primary, SPSS 17)

It is observed from the above table that all factors are significant and this basis we reject the hypothesis and conclude that Women entrepreneurs are aware of the availability of existing support system catering to the gender specific needs at 5 percent level of significance. From Table no .54 Factor analysis for social challenges it is clear from factor analysis also that Hypothesis is rejected.

V] Hypothesis 5: All motivating factors are not equally important for women entrepreneurs.

H₀ : All motivating factors are not equally important for women entrepreneurs.

H₁ : All motivating factors are equally important for women entrepreneurs.

Table No.6.11.10: Testing the parameters of motivation.

Testing the parameters of motivation						
Particulars	t value	d.f.	Sig (2 tailed)	Mean Difference	95 % lower difference	95 % upper difference
Economic Independence	40.49	81	0.000	4.512	4.29	4.73
To make more money	52.166	81	0.000	4.293	4.13	4.46
Gaining control on my life	51.353	81	0.000	4.476	4.3	4.65
Gaining respect from others for my skills and talent	72.119	81	0.000	4.622	4.49	4.75
To prove myself/ For self esteem	69.129	81	0.000	4.524	4.39	4.65
To support family financially	31.979	81	0.000	4.085	3.83	4.34
self motivation and confidence	11.903	81	0.000	2.134	1.78	2.49
strong leadership qualities	15.058	81	0.000	2.549	2.21	2.89
No Fear of failure and criticism	15.614	81	0.000	2.622	2.29	2.96
Maintaining work life balance	34.507	81	0.000	4.037	3.8	4.27
Change in lifestyle	60.033	81	0.000	4.402	4.26	4.55
Time management	54.242	81	0.000	4.39	4.23	4.55
Managing stress of decision making	56.93	81	0.000	4.378	4.23	4.53
Discriminating treatment as male/female	21.631	81	0.000	3.598	3.27	3.93
Local competition /success indicators	65.29	81	0.000	4.28	4.15	4.41
Understanding govt. rules and regulations	23.428	81	0.000	3.744	3.43	4.06
Competing in male dominated field	34.319	81	0.000	4.073	3.84	4.31
Lack of awareness about legal compliance	19.225	81	0.000	2.732	2.45	3.01

(Source :Primary, SPSS 17)

From above researcher know that some parameters are extracted from all among variables which are important to represent the motivation of women entrepreneur which are show in above table. From the above table it is seen that all parameters are significant

as per student's t test ,hypothesis is rejected which shows us that All motivating factors are not equally important for women entrepreneurs.

Hypothesis 6: Personal factors do affect the development of women entrepreneurs.

H₀: Personal factors do affect the development of women entrepreneurs.

H₁: Personal factors do not affect the development of women entrepreneurs.

Data below shows the parameters of personal factors which are tested with 't' test.

Table No 6.11.11: Personal Problems faced by women entrepreneur

Personal constraints/ Personal Problems faced by women entrepreneur						
Personal constraints	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Poor Self Image	68 (82.9)	8 (9.8)	4 (4.9)	0 (0)	2 (2.4)	82(100)
Lack of motivation and confidence	49 (59.8)	10 (12.2)	2 (2.4)	5 (6.1)	16 (19.5)	82(100)
Role conflict/Multiple roles of women	4 (4.9)	0 (0)	2 (2.4)	12 (14.6)	64 (78)	82 (100)
Lack of leadership qualities	27 (32.9)	25 (30.5)	4 (4.9)	10 (12.2)	16 (19.5)	82 (100)
Susceptibility about own decision making abilities	23 (28)	16 (19.5)	2 (2.4)	16 (19.5)	25 (30.5)	82 (100)
Orthodox family background	35 (42.7)	15 (18.3)	0 (0)	18 (22)	14 (17.1)	82 (100)
Lack of finance or startup capital	15 (18.3)	13 (15.9)	4 (4.9)	30 (36.6)	20 (24.4)	82 (100)
Lack of security	24 (29.3)	29 (35.4)	8 (9.8)	9 (11.0)	12 (14.6)	82 (100)
Physical constraints like pregnancy	60 (73.2)	12 (14.6)	2 (2.4)	4 (4.9)	4 (4.9)	82 (100)
Lack of support from husband and family	32 (39)	31 (37.8)	0 (0)	5 (6.1)	14 (6.1)	82 (100)
Fear of failure and criticism	27 (32.9)	20 (24.4)	6 (7.3)	15 (18.3)	14 (17.1)	82 (100)
Maintaining work life balance	4 (4.9)	6 (7.3)	2 (2.4)	41 (50)	29 (35.4)	82 (100)
Change in lifestyle	0 (0)	2 (2.4)	2(2.4)	39 (47.6)	39 (47.6)	82 (100)
Time management	0 (0)	2 (2.4)	6 (7.3)	32 (39.0)	42 (47.6)	82 (100)
Managing stress of decision making	0 (0)	2 (2.4)	4 (4.9)	37 (45.1)	39 (47.6)	82 (100)
Lack of commitment to personal or family responsibilities	12 (14.6)	15 (18.3)	1 (1.2)	28 (34.1)	26(31.7)	82 (100)
Lack of funds adjustment capacity	12 (14.6)	25 (30.5)	8 (9.8)	20 (24.4)	17 (20.7)	82 (100)
Figures in Brackets are percentage (source: survey)						

Table No 6.11.12: 'Student t' test

One-Sample Test							
Personal constraints	Test Value = 0				95% Confidence Interval of the Difference		Decision
	T value	df	Sig. (2-tailed)	Mean Difference	Lower	Upper	
Poor Self Image	15.054	81	.000	1.293	1.12	1.46	Reject
Lack of motivation and confidence	11.903	81	.000	2.134	1.78	2.49	Reject
Role conflict/Multiple roles of women	44.426	81	.000	4.610	4.40	4.82	Reject
Lack of leadership qualities	15.058	81	.000	2.549	2.21	2.89	Reject
Susceptibility about own decision making abilities	16.609	81	.000	3.049	2.68	3.41	Reject
Orthodox family background	14.182	81	.000	2.524	2.17	2.88	Reject
Lack of finance or startup capital	20.563	81	.000	3.329	3.01	3.65	Reject
Lack of security	15.952	81	.000	2.463	2.16	2.77	Reject
Physical constraints like pregnancy	12.755	81	.000	1.537	1.30	1.78	Reject
Lack of support from husband and family	13.899	81	.000	2.244	1.92	2.57	Reject
Fear of failure and criticism	15.614	81	.000	2.622	2.29	2.96	Reject
Maintaining work life balance	34.507	81	.000	4.037	3.80	4.27	Reject
Change in lifestyle	60.033	81	.000	4.402	4.26	4.55	Reject
Time management	54.242	81	.000	4.390	4.23	4.55	Reject
Managing stress of decision making	56.930	81	.000	4.378	4.23	4.53	Reject
Lack of commitment to personal or family responsibilities	21.593	81	.000	3.500	3.18	3.82	Reject
Lack of funds adjustment capacity	19.679	81	.000	3.061	2.75	3.37	Reject

From above testing at 5 percent level of significance, all factors are significant shows the Personal factors do not affect the development of women entrepreneurs.

6.12. Introduction

In management studies here is the another method of studying the women entrepreneurs is case study method. Researcher visited personally and had been taken deep detailed interviews to understand the role models of women entrepreneurs. while surveying researcher feels that the entrepreneurial qualities have been always latent in Indian woman. They are assuring commercial form in varying degrees. The entrepreneurs has struck the note of confidence though in a protected environment. They are proving themselves strong and competent. This chapter analyses that them with the same attitude. we have mentioned below some of the names with brief –

6.12.1 Case No.1-

Name of Women Entrepreneur: Mrs. Kavyashree Nalawade

Place: Sangli Age: 37

Name of Industry: Puja Industries, Sangli

Mechanical engineering – the trade itself is fully meant for the male candidates and is very much neglected by female candidates because of its toughness, creativity and needed more dedication. With very much of self motivation, patience and perseverance, ‘She’, today, is the successful mechanical industrialist. This successful story has to cross through many of the disturbances in the journey.

She was born on 19th Nov, 1969 at Sangli, Maharashtra. She had to study her primary educations until standard 7th in Kannad medium. Later the family shifted to Sangli. She took an admission to standard 8th in GA High School – a Marathi medium school. She had to start Marathi language from the very beginning. The family faced many financial problems in future. These problems made her to work in uncle’s shop or conduct private coaching classes or working as an LIC agent, etc. But she was passing her time with her interests of works and her hobbies. She worked with the professional dramas, was part of other social activities.

While she was studying in her final year of graduation (year 1989) she got married to

Ashok Sangle – a mechanical engineer. She got busy with her family life but her business will was strengthening on the other side. After the birth of her first child ‘Puja’, she immediately started the business of ‘Papad’ under the name ‘Triveni Udyog Samuh’. Within 4 to 5 years this business spread through the areas of Sangli and Kolhapur districts. Both Mr. and Mrs. Sangle started a machine shop by the name ‘Puja Industries’ in Jaysingpur MIDC area (Akiwate). While everything was on the smooth tracks suddenly Mr. Sangle died in the year 1998 due to weak health. This was one of the most sorrowful tracks for her to step ahead because of the loan borne by the Puja Industries and there was no any supportive hand even. Thinking over all these problems she firmly decided to overtake Puja Industries. She was nowhere connected with the technicality of the business run by her husband. But with no any demoralized state of mind she learnt the technical part from her workers Gafur Mujawar and Javed Mujawar. Slowly and steadily she was a step ahead day by day.

The business field made her to meet Mr. Sharad Nalawade. The business talks converted into friendship. Mr. Nalawade was a bachelor but just because they both understood each other through all the aspects of living life they got married.

Till date she won many awards of the industrial sectors viz. ‘Mahila Udyojak’– 1998, ‘Maharashtra Udyogini’– 2007, ‘Samajshri’–2009, ‘Kamaludyogini’– 2010.

There is one phrase in English, “There is always room at the top”. When we think about women like Kavyashri, we definitely find the exact meaning of the phrase.

6.12.2 Case No.2-

Name of Women Entrepreneur: Mrs. Sangita S Patil

Place: Sangli Age: 47

Name of Industry: Bharat Electricals, Kupwad MIDC, Sangli

Bharat Electricals a very well esteemed private limited company situated at MIDC, Kupwad – an industrial area in Sangli, Miraj & Kupwad Municipal Corporation. The company defines themselves as the Electrical Contractors & Manufacturers. It has been active since the day of its establishment.

This is run by Mrs. Sangita Patil, She is a married woman with two grown up

children. She belongs to a traditional nuclear family. Before the establishment of Bharat Electricals she was a housewife and this signify that she had no any experience of running such relevant enterprise earlier. Had completed her graduation with an addition of diploma in commerce. She gets manual help, emotional support, financial help or any needed situational guidance from her family. Her spouse is very optimistic towards her operations and that takes her towards an encouragement and support. This is a first generation entrepreneurship with no any changes of the location from the day one. Bharat Electrical will be celebrating its 21st establishment anniversary in next financial year. The business had started with the employment count of 5 and by day it has crossed around 100 employees out of which 75 are female employees. She devotes her 8 – 12 hours per day to the business. She had framed about 7 – 8 years for the firm stand of the business.

For any business the most important factor is its finance. For this enterprise the initial finance was borrowed from a private finance institute. It was the format of loan. Today the financial turnover had crossed the mark of Rs 100 lacs. For anything to reach its successful destination, it has to pass through several obstacles with different intensities. Generally the obstacles are finance when it is business. Same is the situation with the Bharat Electricals. They had to cross through the financial obstacles like shortage of working capital, collection of debts and delay in collection of payment.

For this lady, the factors that motivated she to run the business is support from family especially spouse. The other agreeing factors are unemployment, availability of infrastructural facilities, social status, nor any other income source available, etc. Woman when on the not so popular sector for them like business might face unusual problems. As per as Mrs. Sangita S Patil is concern, she had multiple roles to play for smooth running of the enterprise. There was no satisfying capital to start the business, lack of security, changes in lifestyle especially the time base factors and finally the decision making.

On the social exposure as a woman entrepreneur she had to undergo the studies of government rules and regulations, marketing strategies, management of the workforce and competition with the male dominated sector. When she was asked to rate some

strategic factors comparing men and women entrepreneurs then she keeps women best in mentoring, solving a problem, influencing upwards, delegacy and decision making and she rates 6 out of 12 in networking, consultancy.

Sangli when rated on the futuristic aspect for the industrial growth, she comments that Sangli will surely get free entry to world trade with technology improvement, will assist legally to the government strategies and no doubt it will touch the zenith for the social and cultural development.

6.12.3 Case No.3 -

Name of Women Entrepreneur: Mrs. Manisha Shriniwas Patil

Place: Maishal (Miraj) Age: 42

Name of Industry: Sonai Agril Pvt Ltd, Miraj, Sahyadri fertile, Miraj

The farming and its relative factors started in her life practically after she pursued her Masters in Botany. It was the year 2000 she exposed herself into agriculture sector. It is the 14th year she is smoothly running into this sector and shall touch the zenith soon after. After having completed all the family responsibilities at house, she works her 5 – 6 hours daily for the company.

The unit basically started with grapes – its farming growth, its packaging and then finally imports & export. Describing uniquely to the traditional farming business she started grape yard in Mhaisal and Miraj. For the initial growth of the grapes and even the final product in farm, there has never been the use of chemical fertilizers rather they used only the natural fertilizers in the yards. This way the growth touched up to 5 tones. As the time passed slowly the unit had to find solutions too many problems like finance, proper growth of the grapes, climatic conditions and especially the revolutionary initiation by the farmers. After 4 years from its establishment the business crossed the production mark of 200 tones.

Year 2009 the organic projects was organized by Sahyadri fertile on behalf of Maharashtra state and this unit was a successful part of this project. Then on the working unit was converted into the ‘Sonai Agril Pvt Ltd’ company where it had other units of productions like worm wash tonics, different fertilizer named ‘Dhashparni

Arka', etc. The company also established independent laboratory, it employed M Sc (Agri) candidates for different sectors like Production, Marketing. Now the production team has around 18 – 24 employees and so as marketing team is of 6 employees. This day by day growth of the company has helped company to have 100 dealers with minimum capacity of 1 tone costing around Rs 8000/-. Different schemes are worked through the company on the commercial basis. This is always increasing the confidence. The current annual turnover is about Rs 2 crores.

The company has launched 'Sahyadri Trust' on the social basis. The trust organizes seasonal workshop totally free to the farmers and help them accordingly. It does help women with financial freedom through the activity organized by the 'Daily Sakal' through its unit 'Tanishka'. There are projects or free workshops run like making of paper bags or cloth bags. This project is for the yellow card holders from Bank of India, Maharashtra.

She is happy commenting on the pollution free & eco-friendly nature, women labours, more production by the farmers and they should be well aware about the industrial sector.

6.12.4 Case No.4 -

Name of Women Entrepreneur: Mrs. Meghna Rajiv Kore

Place: Tasgaon, Sangli Age: 47

**Name of Industry: Jayhinda Turmeric Pvt.Ltd, Udhogic Vasahat,
Sangli**

In the year 1991, she pursued her Masters in Business Administration from Wellingkar Institute. While doing so she got married. This marriage made her to live a typical family life with the character of housewife for about 7 long years. Year 1997, she made her fully involved in the entrepreneurship or commonly called as the business. Self entrepreneurship or involving herself into any business had been her childhood passion.

Early last year she lost her husband. This made her to face many problems like emotional stress, business burden, financial crunches, etc. With an addition the most effective problem was being unaware about the statistical steps of the business and in

current view the technological development needed for her first and then to be implied on the business growth. On first step she pushed herself to Bombay in the year 1993 and then she was there for about 4 years knowing the nook and corner of the business. As it does not satisfy her so the year 2000 – 2001 she did a consultancy based business that too again in Mumbai. Now she was confident about being well aware about the labour law, factory Act, etc.

Her business basically focuses on turmeric processing and the other session of the business deals with hospital waste material, CRC sheet – barracks, agriculture-fishery, construction, land deals or property deals and many more. They will be celebrating the 24th anniversary by this year end. She employed around 400 persons at the time of survey with respect to the business awareness.

Annual turnover of the business run on the successful terms has crossed Rs 5 crores. The satisfied turnover is making her confident in investing futuristically in construction sector and forward integration. Now she is playing the role of Chairperson to the management body of Arwade high school at Sangli and with same designation to G. A. High school & Junior College this too at Sangli.

6.12.5 Case No.5 -

Name of Women Entrepreneur : Mrs. Sayee Jinpal Patil

Place : Sangli Age: 49

**Name of Industry : Prashanti Beauty Clinic & Training Institute',
Sangli**

As pursued her Bachelors in Chemistry meaning knows basics related to chemicals. This made her to think over the chemical reaction over the human bodies and slowly specified herself to the chemicals and human skin. Wow! That really fantastic! Because somewhere she did not missed her studies and found the career related with the same. She is now dealing with the beauty and the human body. In the year 1991 she practically started with Basic & Advance beauty trainings. Followed year i.e. 1992 she exposed herself to the market with advancing herself to the beauty parlor & its related terms. It was year 2011, now she was confident enough to handle any face

needing the uniqueness; she thought Hair training and did so from Boutique Institute. As on today she is linked with 'All India Association of Beauty Theory & Cosmetology (ABTC)'. She had acquired Life time membership to 'All India Association' this was done in the year 2012. On to the parallel terms she pursued Post Graduation from the international institute named 'Comitee International d'Esthetic does Cosmetology' (CIDCSCO). The institute is in Zurich. It was an honorary event of her life that was completed in March 2013.

This year count as the 22nd year for her experience in the beauty industry. Under well to do situation of her beauty sector made her to step in the Sales – Cosmetics products, on both the basis – wholesale & Retail. Her beauty sector does have a part called as the training to the new interest holders in the same sector. She runs a training Institute named 'Prashanti Beauty Clinic & Training Institute'. Consistency, Persistence, Customer awareness updates, advance technology, loyalty, and education updation all made her successful.

6.12.6 Case No.6 -

Name of Women Entrepreneur: Mrs. Charuta Chandrasekhar

Chinchore

Place: Isalampur Age: 41

Name of Industry: Group Engineering, Isalampur

It all started with the school days when she led the NCC group. This leading exposed her leadership qualities that might be the first inspiration for her to get into the entrepreneurship. Post graduated herself and then got married. Her husband being an encouraging, supporting and optimistic person had made herself dedicate more towards the entrepreneurship. So was the formation of Group Engineering. Now the social role changed from a housewife to a self entrepreneur. Although with all the common obstacles she operated it with all her devotion and dedication.

As on today Group Engineering, the enterprise had crossed 20 successful years. This enterprise manufactures ancillaries. She had marked her names over many awards like 'Best Supplier', 'Nirani Sugar's Award' at Mudhol on 17/2/2014, etc. She had also won 2nd prize in 2010 named as

'Laghuudyojak Zillah Purskar' .On the social levels she is one of the most active members of Lion's Club in Sangli. This club is well renowned club at the national and international level working towards issues focusing on the social life of people. She comments optimistically on the messages basically for developing the leadership qualities, creating self image with unique identity. She does mentions about family support (if not financially but off-course mentally). For anything to be developed into ourselves most important factors are attitude building, mentally devoted & dedicated and other psychological factors. She does involve herself in all the required social issues and the events.

6.12.7 Case No.7 -

Name of Women Entrepreneur: Mrs. Mugdha Yogendra Vaidya

Place: Jat Age: 45

Name of Industry: Vijaya Food Products

Can you imagine a girl just HSC passed will be a successful entrepreneur in future? Of course not. But we have such an inspiring story of Mrs. Magadha Vaidya. After completion of her 12th she got married and had to play the character of a housewife for a time. Everything started in the year 2005 and that too at the residential place. Today the enterprise is no-doubt at the best location named Madhavnagar at Sangli, Maharashtra. This was done in the year 2009 keeping in view the commercial aspects of the business. The business is all about food and its concern items. Her interview talks about covering up almost 50 % of the Maharashtra State with respect to the growth of the business.

The primary product is Fasting Biscuits taking us to the religious and the orthodox culture towards the God in Maharashtra. She had to undergo the training for Food & Craft organized by agriculture sector of the Bangalore University. This training inspired her to take the step. At an initial phase of the enterprise she had to face many problems, some were with minor affect and some were with major affect. At an initial phase she took over the problems like loss in business, fund shortage, delay in payment collection, inadequate investment, etc. For all these she found the best solution occasionally. At the time of starting an enterprise she employed only 2

members for working and 28 on field.

She herself being one woman always keeps helping women for their success. And she does believe that the women work sincerely. She is well aware of the projects like MAVIM & DIC run by government especially for women entrepreneurs in Sangli district. This is true because she has also taken the benefit of subsidy through it. The annual turnover for the date is Rs 50 lacs.

The current situation of her enterprise reads about different food products that are made and supplied by the enterprise like Fasting Biscuits, Fasting Flour, and NACHANI Biscuits & RAJGIRA flour. She is always curious about new products in the market and keeps her upgraded with it in full clearance. She had already registered for the brand name. The most unique part of her life is she is one among the Kirtan Singers in Maharashtra

6.12.8 Case No.8 -

Name of Women Entrepreneur: Mrs. Vandana Shripad Ogale

Place: Madhavnagar Age: 38

Name of Industry: 'Ogale Surgitex', Madhavnagar, Sangli

It was at a very early stage of education that she had in mind to do something different and unique in the life. A graduate with special certification got married and today she has two children aging above 25 years. The words read earlier keeps us confused. Why? Because although she wanted to do something unique what ahs she done by marrying and so on?

For about 13 long years she worked as an employee under a company. This long experience inspired her to take the step with full dedication, devotion and a bit risky towards the self entrepreneurship. And of-course she did so. She enrolled an enterprise and started all its operations from her home itself without thinking of its business terms and conditions on money making. This all started with only 3 employees for production and 6 on field. Today the current status of the same introduces us to new location of the enterprise at Maharashtra Industrial Development Corporation area. This is the location said to be legal and government location for running the certified business.

The enterprise is all about Hospital Linen and Garment. In common words we can describe it as the cloth making for hospitals. They are manufacturers of Industrial, Hospital Linen & Garments. It is run by the name 'Ogale Surgitex' at Madhavnagar, Dist Sangli. This business is very successfully and with no any legal obstacles run by her with full support from family and friends.

Her history of running this enterprise forces us to mention about the awards won by her like 'Sangli Zilla Yashasvi Udyojakta Purskar' given by Charubhai Shah Industrial Trust and another 'Sakal & MITCON Udyojakta Purskar' in the year 2010. As a hobby and a social work she deals with many of the activities viz. being a part of 'Bride-Groom' matching centre, organizes eye donation camps, conducts classes for Baking & Cooking, Ice-cream making. Sewing cloths is also a part of it.

6.12.9 Case No.9 -

Name of Women Entrepreneur: Mrs. Snehlata Gadgil

Place: Miraj Age: 52

Name of Industry: Hem Electronics, MIDC, Kupwad

She had pursued her Masters in Zoology. Before starting the enterprise she had survey through all the institutes running the professional courses. She found at the very beginning that an engineering college needs about 200 educational aids for teaching and practical is one important & compulsory factor the student has to go through. Keeping same in the mind she started a unit for manufacturing and dealing with the educational aids and kits for colleges, institutes and if demanded then to schools.

The unit initially started at home in Nov 1977. She had found great solutions to the obstacles like finance, manpower, STD, work life balance, etc. that are compulsory at an initial phase of the business. The most effective problem was her inferior complexity towards the same. Today she tells us about her experience of many years which is fully acquired through running her own enterprise. This enterprise supplies different educational kits or different engineering aids to colleges, keeping in view all the terms & conditions of the government to the industrial sector.

The date today mentions about the turnover crossing the mark of Rs 100 lacs per

annum. On the parallel terms, the unit had already invested Rs 90 lacs on Research & Development sector with No any Profit or No any Loss basis. Around 200 different products with different aspects & designs are manufactured by day today.

She passes no healthy comments on the government rules & regulations. She thinks it as the restrictions. DIC has helped her to grow her business. She had visited the ITTF exhibition organized at Delhi. She had won 'Multitasking award' and 'Laghudyojak G S Parakhi Award' in 1991. She has already started with new concept of toy library. She is one among the founder member of Rotary Club in Sangli district. She also plays the role of Director to 'MIDC Association' and 'Amateur Drama Association'. She is the President of Innerwheel club in Sangli.

She actively participates and organizes different exhibitions and events. She participated in Industrial Forum started by Gopalrav Patwardhan for development of the factories to be run through ancestral rights, to create job opportunity, to create quality circle, government rules & regulations should be reduced and flexibly restricted, there is no permission for township and government should be considerate

6.12.10 Case No.10 -

Name of Women Entrepreneur: Mrs. Ujwala Dilip Salunkhe

Place: Miraj Age: 40

Name of Industry: Skylark Tools, Kupwad MIDC, Sangli

We are well aware of the Skylark Tools at MIDC Miraj Block in Sangli District, Maharashtra State. This unit manufactures products like micro grain solid Carbide Jobber drills, Coolant drills, Center drills, etc. and many more minor mechanical devices.

Firstly, the unit is fully mechanical so it is quite obvious that if you look at it logically then the unit must be owned by the male. But surprisingly speaking this is owned and successfully run by a female candidate Mrs Ujwala Salunkhe. After death of her husband she take over the business accepting all hurdles like loan, illiterate about technology so on.

She had pursued her Bachelors in Arts and Bachelors in Education. She had been running this unit on successful terms from last 16 years. She devotionally spends around 14 hours a day for the work. The initial phase before starting the unit, one needs to think of the finance needed for the same. She had some of her self savings and had invested the same to start up.

From last 2 years she is into the new project of CNC tools, Cutters & Grinders. This project is costing her around Rs 1.5 Crores. To acquire the same she had already put the requested wordings for loan to the renowned commercial bank. This is for the first time in her career she is dealing with the CNC machines.

When the business was at the initial steps the turnover was about Rs 35 – 40 lacs per annum. The count has changed to Rs 1.5 crores per annum on the current condition.

She focuses on the issues like time factor & funding adjustment and is some of the major problematic factors for starting or running any of the business. She passes a message to girls saying, they should be self dependent, should create self identity in the society, should work practically because it is more appreciable and they must be totally independent

6.13: Conclusion

It should be concluded that some entrepreneurs were forced entrepreneurs; they entered into business with death of husband. Some of them are well educated but not from the same trade, still they accepted the challenges, learned about it and running enterprise successfully. Family support is a part of their life, maintaining multiple roles also they were very happy.

Everyone is strong, independent, decision maker, innovative, hard worker, consistent, having persistency in their work, having self identity, self respect, having strong extraordinary qualities to get what they wishes.

Some of them are awarded by different awards like ‘Multitasking award’, ‘Laghudyojak G S Parakhi Award’, Sangli Zilla Yashasvi Udyojakta Purskar’, Sakal, MITCON Udyojakta Purskar’, ‘Zilla Udyojakta purskar’ etc.

Still they were busy in their schedules they were giving their social contribution to the society like being member of Rotary club, Lions club, Mahila associations, Tanishaka etc.

Chapter-VII

Finding, Suggestions and Conclusions

7.1 Introduction

This chapter gives an idea about complete research work carried out on the basis of analysis and interpretation of the data, the researcher has drawn specific findings on the basis of data collected from the respondents. The relevant suggestions and conclusion will be given in this chapter. This chapter also gives the direction for the research leads and future trends in Women Entrepreneurship. This chapter is further divided in to three parts Part- 'A' consists of findings from Study, Part –'B' consists of Conclusion and Part- 'C' consist of Suggestions.

Part 'A': FINDINGS

Findings

7.2 General Findings -

- On 1st April 1999 a new corporation was initiated as Sangli-Miraj-Kupwad Mahanagarpalika, under this actually ten talukas are exist in Sangli district but now only seven MIDC are declared to establish. Nowadays Kupwad-Sangli Industrial area, Miraj industrial area, Govindarao Marathe industrial estate, Vasantdada Patil Industrial estate is comes under Sangli-Kupwad-Miraj Industrial area. Khanapur and Vita are merged to Vita MIDC, and eight industrial estates have been surveyed by researcher in person. Sangli district consist of nine taluka MIDC areas which dissipates at this district is prone to industrialization and further proportion of women entrepreneurs is more than 39 percent approximately.
- DIC is an executive arm of the Industries Department which is nodal agency of Maharashtra state which is located at Udhog Bhavan, guest house Sangli. Total 538 units of women entrepreneurs registered under DIC. Functioning Schemes for Women Entrepreneurs from DIC are Seed Capital Scheme, National Equity Fund, Prime Minister's Employment Guarantee Scheme, Single Window Scheme, and Bank Schemes for Women Entrepreneur, Mahila Artik Vikas Mahamandal.
- In a Report published by MSME development institute (2010-11, 2011-12) from

- Ministry of MSME, govt.as India, in the table no 3.9 it is shown that total - industrial estate are 7 in Sangli district where as micro entrepreneur memorandum filed in MSME is 4035 in number, small entrepreneur memorandums are 1060 in number and medium entrepreneurs are 4 in number while being major cluster of turmeric, raisin, textile the large scale units are 125 in number.
- While survey it was found that many enterprises were registered to DIC with name of female entrepreneurs, may be as daughter, mother, wife etc. but actual enterprise were run by male entrepreneurs so after pilot survey researcher need to change error of margin as 14 percent in determination of sample size.

7.3 Core Findings -

Socioeconomic profile of women entrepreneurs

1. It was found that 90.2 percent of respondents are between the age group of 40 to 55 years, while some of them 32.9 percent were from the age group 33 to 40 years. Most of the women entrepreneurs about 87.8 percent are married and some of them 12.2 percent are running their business after husband's death. More in number 86.6 percent are the graduates in traditional education not by professional education even not having any entrepreneurial trainings or certification courses by DIC. (Ref. Table. No. (6.2.1) to (6.2.4))

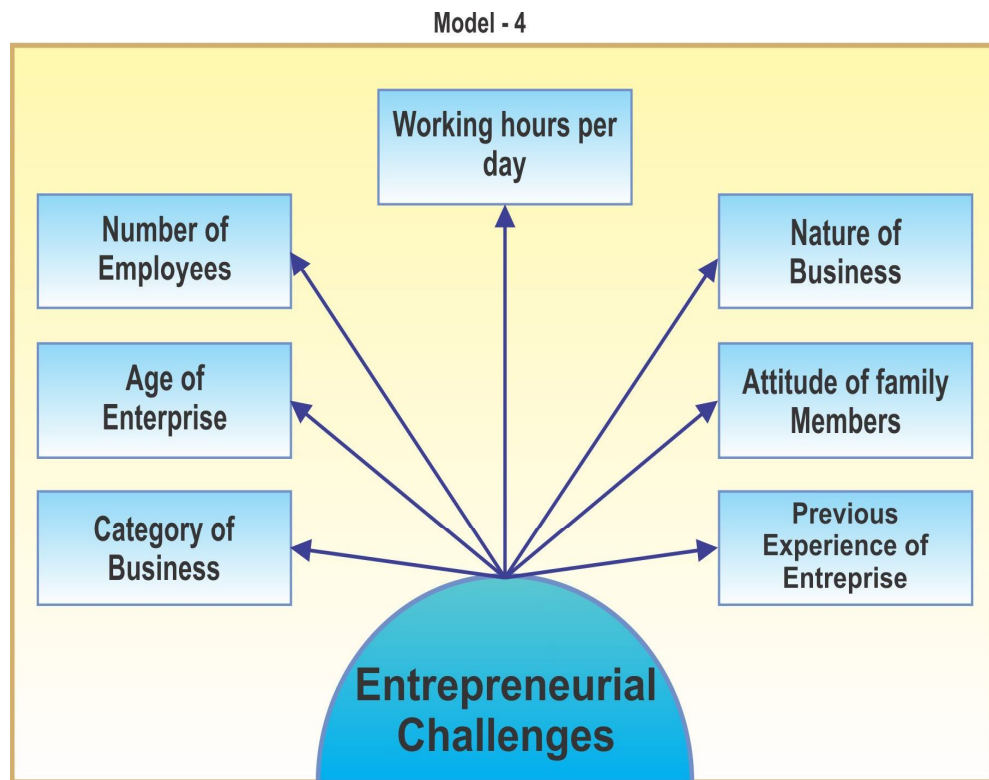
Working mothers serving as a role model for their children and it is dual responsibility of working entrepreneurs. Present study show majority of them 86.6 percent having children above the age group of 20 years. (Ref. Table. No. (6.2.5),(6.2.6))
3. It was found that 97.6 percent of respondents were housewives before they start their enterprises .They entered into business by push factors like income, family problems, self identity etc. Out of them 40.2 percent were previously employed. Still 50 percent of them explained that they acquire experience by running their own enterprises. (Ref. Table. No. (6.2.7) to (6.2.8))
4. As compared to joint families nuclear family set up is much easier for women to manage home and business as there are limited responsibilities and less

restrictions which clears the hurdles and make it easier for her to enter the entrepreneurship. Majority of them 63.4 percent were from nuclear family. Normally 64.6 percent having 3 to 5 dependent family members. 97.6 percent respondents agree that they were acquiring full family support and it is clear that 78 percent have positive attitude of spouse and other family members towards business by encouragement. Family members supporting respondents in manual help (75 percent), emotional help (78 percent), financially (65 percent), by advice (70 percent) etc. (Ref. Table. No. (6.2.9) to (6.2.13))

Entrepreneurial activities taken up by women entrepreneurs

1. In order to understand the nature of entrepreneurial activity taken up by respondents, still majority of respondents (81.7 percent) are first generation entrepreneurs. Their nature of enterprise is Industries in SSI sector. The nature of enterprise was being industries (62.2 percent). Majority of them (89.02 percent) didn't change their location of business. Age of enterprises was in between averagely 16 to 20 years said by (62.2 percent) respondents but (54.7 percent) said that for establishing enterprise they had timeframe between 3 to 6 years from starting the business. (Ref. Table. No. (6.3.1) to (6.3.4))
2. At the start of business number of employees were less said by (63.41 percent) respondents but during the survey respondents have number of employees is between 30 to 150 which is (90.22 percent). Majority of respondents (84.14 percent) gave preferences to female employees because of punctuality, sincerity, hard work, delicate works etc. As she was competing for male dominance field, to settle and stable in her field she may require more timings than other working women. It was found that (52.45 percent) respondents spend minimum 8 hours and (47.6 percent) agrees to spent above 12 hours in own business. (Ref. Table. No. (6.3.5) to (6.3.8))
3. By the descriptive statistics analysis it was found that The major components for entrepreneurial activities are category of business, age of enterprise, number of employees, working hours per day, attitude of family members, previous experience of the entrepreneurs. These were the prominently shown in following figure No.7.3.1. (Ref. Table. No. (6.10.3))

Figure no :7.3.1



(Entrepreneurial activities taken up by women entrepreneurs)

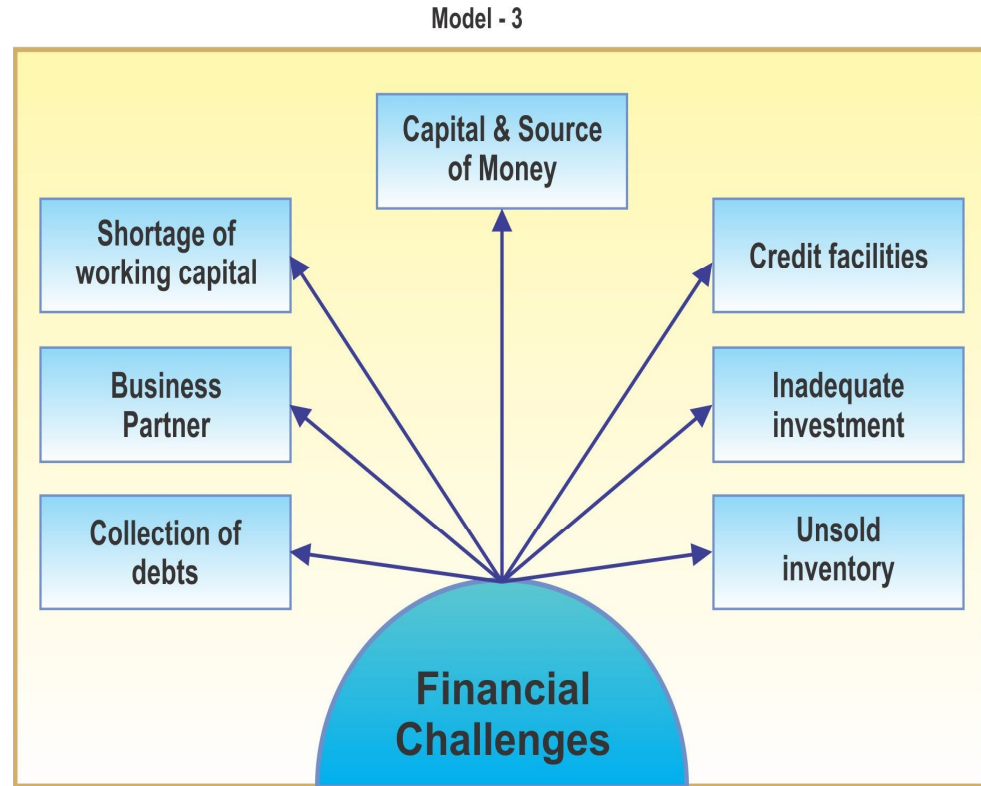
(Source : Primary Data)

Financial challenges faced by women entrepreneurs

1. Annual turnover of business mainly refers to the amount of business done during a year in terms of money used in buying and selling. It was found that (47 percent) respondents have average annual turnover 10 to 25 lakhs but of them (25.3 percent) have annual turnover more than 75 lakhs. Majority of respondents (68.29 percent) raised the initial startup capital barrowed from financial institutions like cooperative banks, nationalized banks. Many of them (42.68 percent) had taken subsidy in P.M.Y.E.T. yojana from DIC. Respondents hesitating to give information about financial things that the information should not disclosed but still (78.3 percent) agreed that there was significant increase in income before and after business. (Ref. Table. No. (6.4.1) to (6.4.5))
2. Majority of financial challenges they faced were shortage of working capital

(76.82 percent), collection of debts (50 percent), and inadequate investments for further expansion (31.7 percent), credit facility (34.14 percent). This is elaborated in figure No.7.3.2. (Ref. Table. No. (6.10.4))

Figure No.7.3.2



(Financial challenges faced by women entrepreneurs)

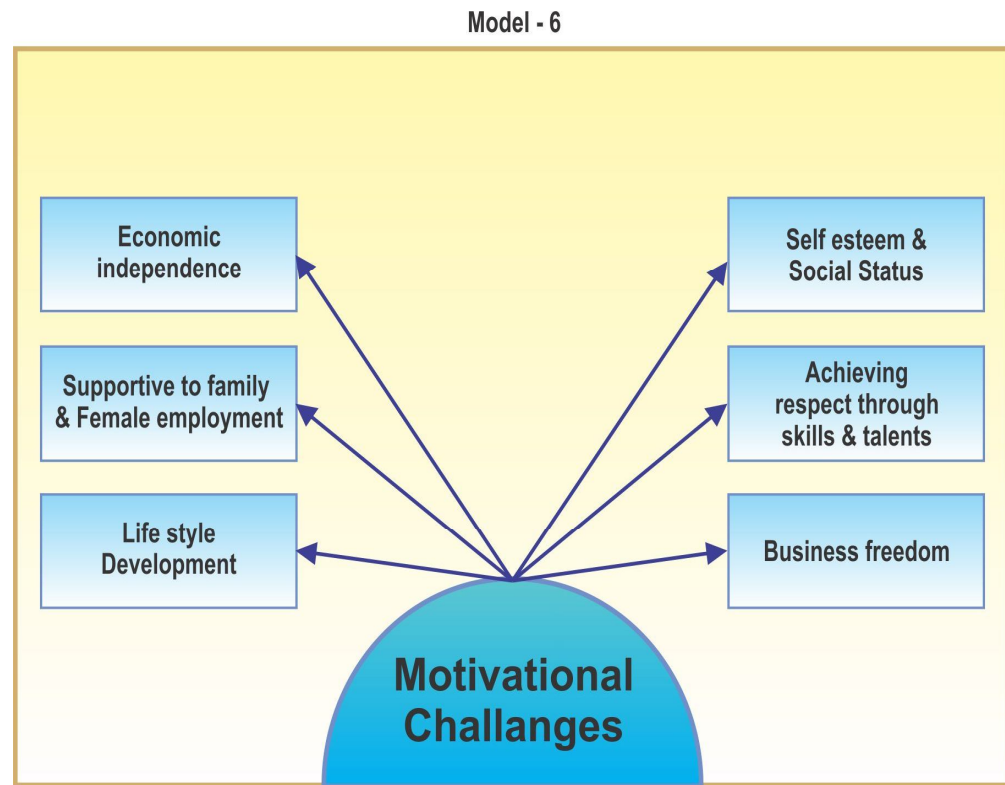
(Source : Primary Data)

Motivating factors for Women Entrepreneur

1. Intrinsic motivation is far stronger a motivator than extrinsic motivation. It was found that women entrepreneurs have strongly accepted their economic independence (72 percent), dissatisfaction of current job (65.8 percent), unemployment (50 percent), self esteem (57.3 percent) and gain control on their life through business (59.8 percent), support to their families and other family members (59.8 percent), to seek the challenges in business (62.2 percent), an entrepreneur as lifelong goal (37.8 percent), gaining respect for talents and skills (67.1 percent), advancement for self (45.1 percent) are the motivational factors.

2. Respondents highly disagree that they are using idle funds (14.6 percent). Majority of women want to upgrade their social status and they have initiated their business as there was no other income source available to them said by 31.7 percent respondents. (Ref. Table. No. (6.5.1), (6.10.5), (6.10.6),(6.10.7))
3. With the factor analysis and descriptive study it was found that, to gain control of life (0.865), to make more money (0.844),to prove myself/for self esteem (0.768),gaining respect from other for my skills and talent (0.705),freedom from supervision (0.758),to support the family financially (0.675),social status /to advance myself (0.553), economic independence (0.571) are the factors extracted as major variables should be under study mentioned in figure no.7.3.3

Figure No.7.3.3



(Motivating factors for women entrepreneurs)

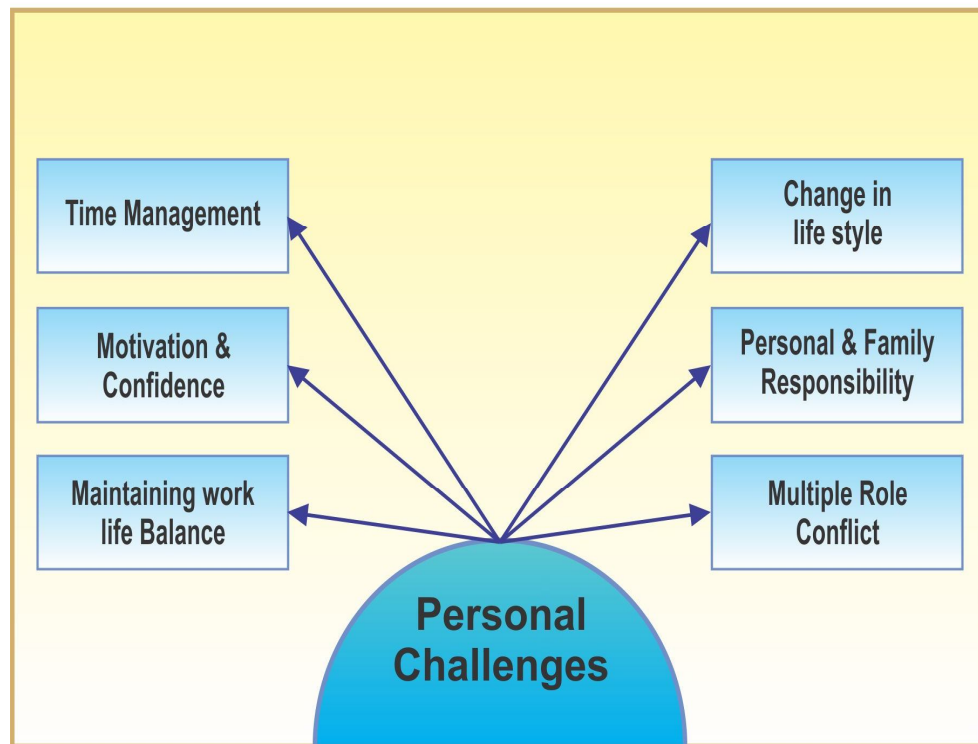
(Source : Primary Data)

Personal challenges faced by women entrepreneurs

1. While surveying it was observed that majority of women have full confident about them. They had strong self image in them said (82.9 percent) respondents & self motivated said by (59.8 percent) respondents. Majority of women (78 percent) are handling their business simultaneously satisfying the multiple roles of women. Respondents (63.4 percent) strongly agreed about leadership qualities, highly accepted (95.2 percent) the fact that there is change in lifestyle, they need to maintain work life balance said (85.4 percent) respondents, they need to manage the time agreed by (86.6 percent) and also manage the stress (92.7 percent) confirm about it and sometimes they ignore the personal family responsibilities also said by (65.8 percent) respondents.
2. It was found respondents (32.9 percent) highly disagree with the lack of leadership qualities, susceptibility of their own decision making (30.5 percent), orthodox family (42.7 percent), physical constraints like pregnancy (73.2 percent), lack of support from family and other family members (76.8), fear of failure and criticism (32.9 percent) were the problems to them. (Ref. Table. No. (6.6.1))
3. By the factor analysis it was found that The major components extracted are time management, change in life style ,maintaining work life balance ,multiple role conflict),lack of commitment to personal or family responsibilities ,lack of security ,lack of finance or startup capital . This is shown in figure no. 7.3.4 (Ref. Table. No. (6.10.8), (6.10.10))

Figure No.7.3.4

Model - 1



(Personal challenges faced by women entrepreneurs)

(Source : Primary Data)

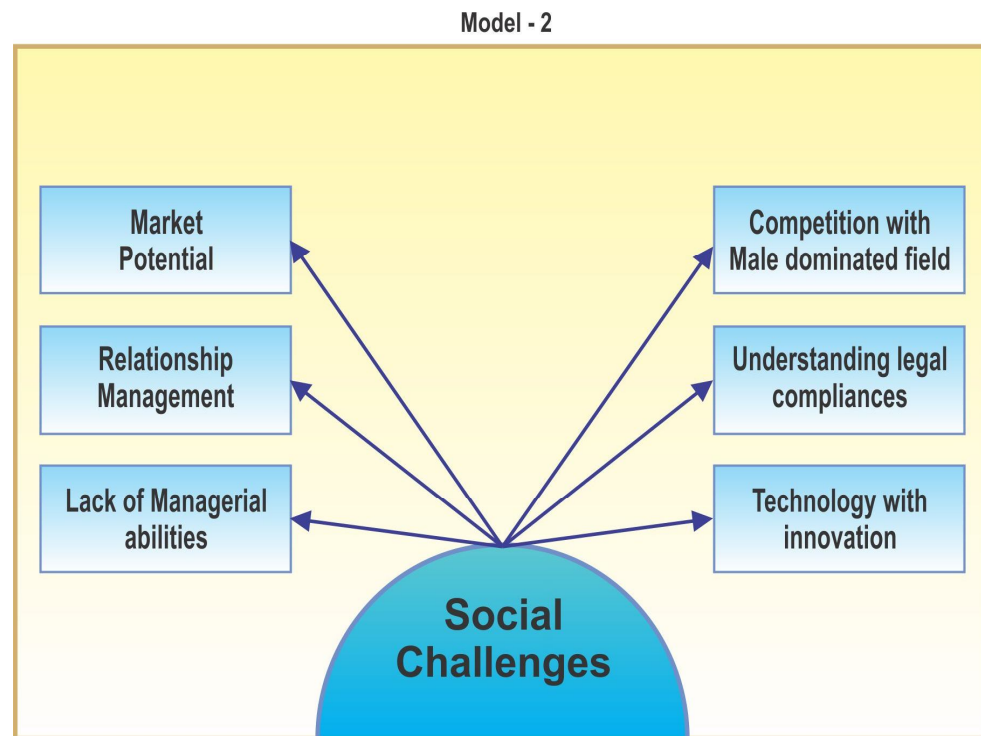
Social challenges faced by woman entrepreneurs

1. While surveying researcher asked about the social challenges faced by women entrepreneur and It was found that more than half percent respondent (67.7 percent) highly accepted that still there is a discriminating treatment as male and female., Out of them (92.7 percent) are accepted socially, and highly accepted the fact that they were facing local competition. They are (73.1 percent) familiar with government rules and regulations. They (78 percent) learned about the rules and regulations of the government like licensing procedures. It is strange that more than half percent women entrepreneurs (52.4 percent) neutral about marketing problems while few of entrepreneurs (37.8 percent) strongly accepted it. All are highly agreed about that they (91.5 percent) were maintaining cordial interpersonal relations, understanding the legal procedures and also competing the male dominated field (87.8 percent). Half of them (43.9 percent) taken the

government support, (45.1 percent) respondents lacking the awareness about new trends in business.

2. Half percent strongly disagree to the lack of social acceptance. Women entrepreneurs (65.9 percent) highly denied socio cultural problems to basic ethics of society , while (42.7 percent) denied about exclusion from informal networks, (87.6 percent) respondents agreed with management of workforce or employees, disagree with lack of latest technology (30.5 percent) and also reserve attitude of society (35.4 percent) respondents said this. (Ref. Table. No. 6.7.1)
3. In statistical analysis and factor analysis the components extracted were Lack of awareness about legal compliance , Lack of awareness about new trends in business , Competing in male dominated field, Maintaining cordial interpersonal relations, Lack of managerial education , Lack of latest technology , Marketing problems/market potential, Lack of significant general management skills shown in figure no.7.3.5 (Ref. Table. No. (6.10.11), (6.10.12), (6.10.13))

Figure No.7.3.5



(Social challenges faced by women entrepreneurs)

(Source : Primary Data)

Women's potential ability and leadership qualities

1. In a male dominated field women entrepreneurs managed to survive and success in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs. It was found that (97.5 percent) agreed that qualities of leadership in women entrepreneurs are persistence, optimizing entrepreneurial skills (75.5 percent), Consistency (92.7 percent), Problem solving (95.1 percent), Team building (96.4), consulting (88.9 percent), supporting (84.2 percent) .Thus all respondents positively respond about these leadership qualities and women's ability. (Ref. Table. No. (6.8.1), (6.10.14))

Figure No.7.3.6



(Women's potential ability and leadership qualities)

(Source : Primary Data)

Government policies for Women Entrepreneurs

1. Majority of respondents (85.36 percent) were aware about DIC and MSME .It was found that respondents (91.42 percent) highly accepted that DIC was working as a facilitator for overall Industrial development of the District. (64.28 percent) entrepreneurs said that they were advantaged with P.M.E.G.P scheme by government with the help of DIC. (71.42 percent) respondents said DIC organizes EDP programmes for unemployed youths to skill up. All respondents (92.85 percent) accepted and registered entrepreneur memorandum in DIC. (Ref. Table. No. (6.9.1), (6.9.2))
2. It was found that women entrepreneurs highly accepted (85.36 percent) that government should withdraw some restriction on trade, (82.92 percent) said that there should be free entry to world trade. They (69.51 percent) agreed that there should be encouragement to innovations and inventions and women should aware about government changing policies. While (60.97 percent) agreed that there is considerable increase in government assistance. (Ref. Table. No. (6.9.3))

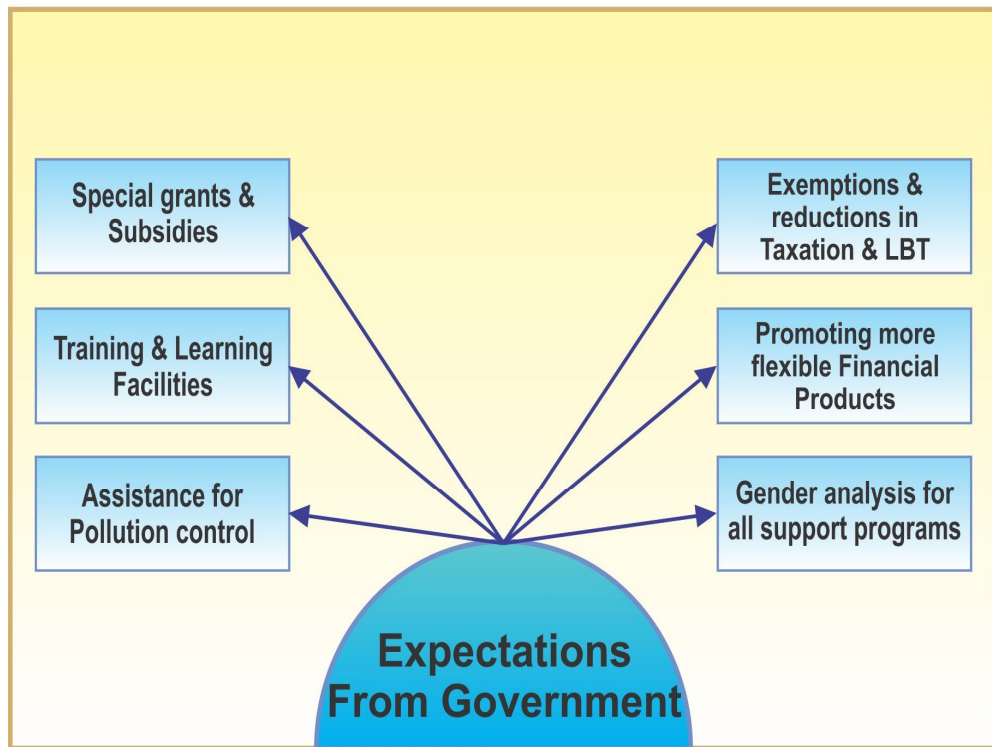
Expectations of Women entrepreneur from family/society/government

1. It was found that respondents (96.4 percent) expected equal treatment and respect from the society but also they (93.9 percent) agreed that society has changed their attitude towards female. Respondents (96.3 percent) expected to respect for their profession but they don't need any security part from society.(67.1 percent) respondents said this.It was found that women entrepreneurs (90.2 percent) expected the help to maintaining work life balance and also (96.6 percent) expected to provide motivation and respect.
2. Majority of respondents highly agreed they were expect maximum availability loans (73.2 percent) ,low interest on the loan (86.6 percent), availability of training facilities (61.7 percent), reduced LBT (89 percent), guidance of licensing procedures (76.8 percent), subsidies for women entrepreneurs from the government (91.4 percent) while few of them respondents (29.3 percent) are neutral about getting any type of facilities. (Ref. Table. No. (6.9.4), (6.10.15), (6.10.16), (6.10.17))

3. It was found that women entrepreneurs need to grow in society but some steps need to be taken from government for women separately like entrepreneurs supported to conduct gender analysis for all entrepreneurial support programs that is the data of women and men entrepreneurs should be collected separately for applying the target group segmentation. It was said that government should have to examine the differential impact of governmental policies /program and actions. It was found that respondents expect flexible and innovative financial products from banks. Respondents demanded there should be IT associations to minimize administrative burden of women entrepreneurs. (Ref. Table. No. 6.10.18)

Figure No.7.3.7

Model - 7



(Expectations of Women entrepreneur from government)

(Source : Primary Data)

7.4 Fulfillment of Objectives -

From above all conclusions the following objectives of the study has been proved. Objectives are as follows,

1. To study and analyse the socio economic profiles of women entrepreneurs in in district Sangli, Maharashtra.
2. To analyse the economic, psychological, social, and financial problems and constraints on entrepreneurship development of women entrepreneurs in district Sangli.
3. To understand the motivational and achievement factors of successful women entrepreneurs in district Sangli.
4. To identify the challenges being faced by women entrepreneurs in district Sangli.
5. To make an assessment of government policy for women entrepreneurship development in district Sangli, Maharashtra.

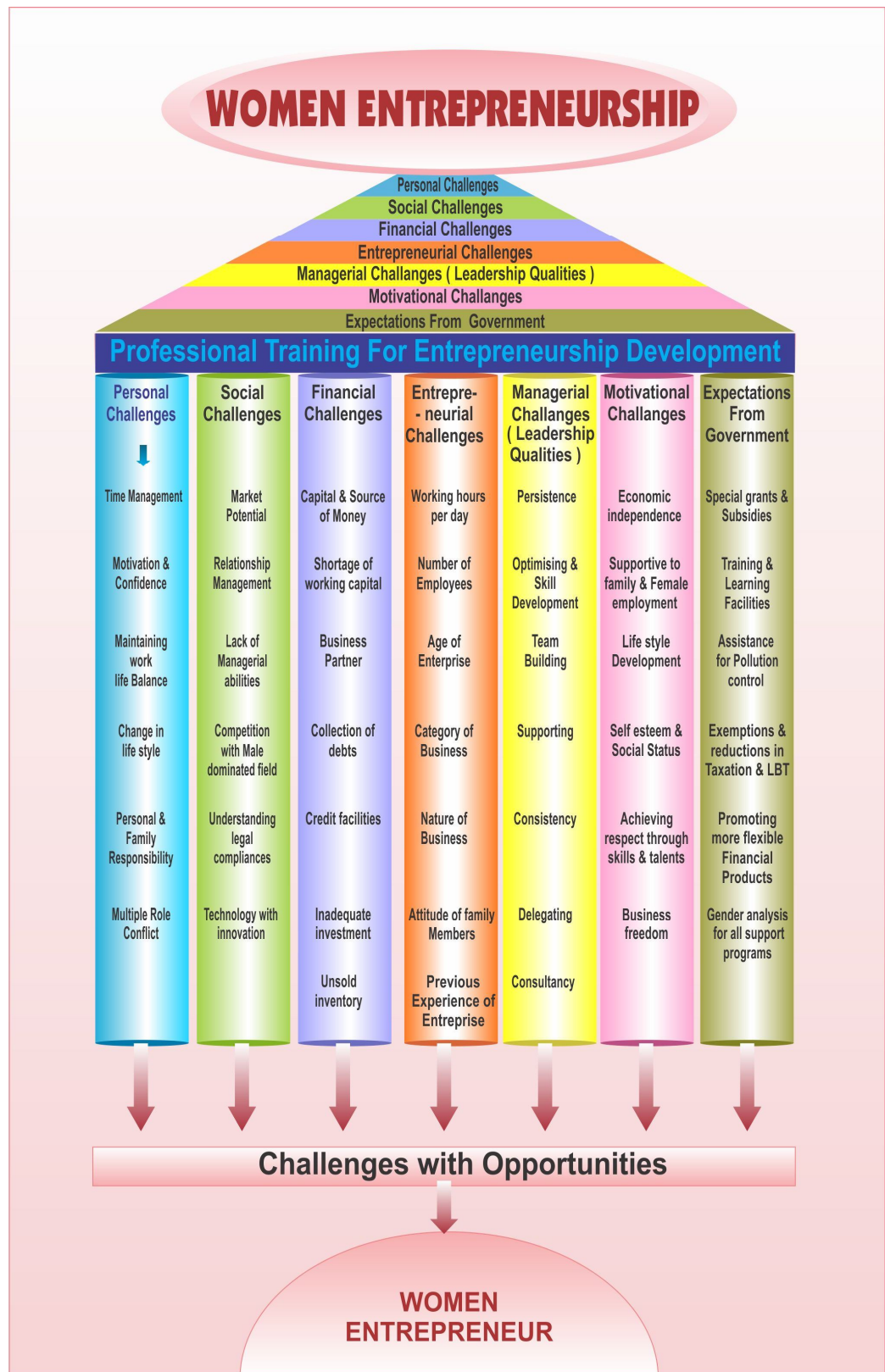
7.5 Fulfillment of Hypothesis -

As well as with the statistical significance and testing of hypothesis of the study has been proved as follows,

1. Proportion of women employees is more employed by women entrepreneurs.
2. The help rendered by DIC is not enough and sufficient to women entrepreneurs.
3. From women's perception, women entrepreneurs do not possesses leadership qualities.
4. Women entrepreneurs are not aware of the availability of existing support system catering to the gender specific needs.
5. All motivating factors are not equally important for women entrepreneurs.
6. Personal factors do affect the development of women entrepreneurs.

7.6 Contribution of Researcher : Model attached herewith.-

Figure No.7.3.8



(Source : Primary Data)

PART 'B': SUGGESTIONS

Suggestions

7.7 Suggestions

1. This research study does propose different avenues at the future level because of its unique findings. The women entrepreneurs who are respondent to the project study and who were analyzed accordingly are mostly linked to SMEs and its prior registrations are under DIC, Sangli. All these respondents are among the general population of self-employed women irrespective of the age, ethnic and business.
2. There must be special focus taken by the programmes defined for women entrepreneurship especially through their gender definition because the woman has to play verities of role on personnel, family and social basis. Government should make an arrangement to encourage and to ensure with potential carried for the entrepreneurship. Finally it must be complemented through admittance of social programmes that shall help relieve the virtual load carried. Women do play different roles socially and practically like being wife, daughter, mother and economic driver. The women interested in entrepreneurships must choose the enterprise type that will help them accomplish all these roles.
3. As per the requirement of the finance, being the major problem, is generally been focused by the woman ready to start the enterprise. Generally these women borrow money from their relatives or other irrelevant resources. It is the responsibility of the government that these financial needs of the women should be solved through by making available the finance through their own different resources. There should be made the easy facility for getting loan from any of the bank will no complications into the proceedings and must be well aware with the time limits. The documentation should be in regional language so that, even, illiterate women will feel that it is appropriate and trusted source of getting finance.
4. There is the need of training for the women entrepreneurs because many of the women entrepreneurs are not exposed to any professional or managerial education. MCED and MITCON are some unique organizations that identify and

5. satisfy their training requisites that are mostly designed “Women Oriented”. Necessary skills and the Experiment should be introduced to women through different valid sectors like women's polytechnics and industrial training institutes. These learned parts by the concern women must be taken practically in training-cum-production workshops.
6. Education acquired from the schools and colleges both need elementary changes. It is suggested that at all this sectors there should be an inclusion “Women Entrepreneurship Cells” because it will be well acquainted and identified by the interested girls/women at an initial stage of the enterprise settings.
7. “Women Entrepreneurs Association” should be the group made for all the women entrepreneurs to gather at a place where they can have discussions, introductions representations and many more to count.

7.8 Scope for Future Research

The scope of this study, generally analyzing, of-course not sufficient enough to the final results saying it will drastically be effective to whole of the country. Every sector has two side as the coin does meaning the replication of this research study might receive it in the negation of the same. This research study also reveals that more of the count of the respondents was married, had many of the family responsibilities and relative concerns.

Visualizing this study for the futuristic approach, might examine the particular issue for women entrepreneurs to the greater depth. Previous referred researches did mention about single women entrepreneurs but the reported reasons are very different. It was more towards their motivational patterns and their own situational reasons for establishing the business though being married women. Some of them were forced by the respective families and to satisfy them, had to start an enterprise. Investigation part of this research study may resolve whether single women entrepreneurial motivations, performances, challenges and their choice of business are similar or not compared to their married female counterparts.

PART 'C': CONCLUSION

Conclusion

7.9 Conclusion of Study

The conclusions are largely based on the analysis and assessment of the views of the respondents in the course of the study. They are also drawn from the literature and views of the key women entrepreneurs that were interviewed. They are also considering the case studies of women entrepreneurs interviewed.

This study examines the challenges faced by women entrepreneurs in Sangli district at various levels like socioeconomic, personal, social, financial, environmental, expectations, governmental in their journey as entrepreneur, further the study also tries to probe in to the factors motivating these women to become entrepreneur and suggests a framework for the development of women entrepreneurship. It's been found in the study that India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. The findings clearly show that through entrepreneurship women sought the opportunity to stretch their skills, experience and the freedom to determine their destiny. This study equally revealed that women entrepreneurs have preferences for businesses that are convenient to their dual roles and provided opportunities for personal satisfaction and growth. They were working as a competitor to male entrepreneurs.

Most the women entrepreneurs surveyed were married women who feel confident in running and expanding the business with the support from the family members. More than half of them were housewives before entering into the business still with lack of any professional experience and skilled training they run the enterprise successfully. The work-life balance is not given priority as the challenge in establishing or diversifying the business. The important challenges faced by women entrepreneurs in establishing and growing the business were finance, finding the skilled labor and increased competition. Women entrepreneurs also rated the assistance in business planning as a crucial factor for the success of any

business growth and expansion. The challenges faced by women entrepreneurs need to be addressed by the educational institutions especially in terms of business planning study of managerial skills.

Women entrepreneurs face lots of problems at start-up as well as operating stage, multiple role conflict, time management, lack of appreciation, lack of finance, maintaining work life balance, discriminating treatment, understanding government rules and regulations etc. still overcoming all the personal, social constraints they lead up. Further, it is noted that these women entrepreneurs are both “willing” as well as “forced” entrepreneurs. For some of them factors motivating to start their own enterprise is to support family financially, while for some of them it is the urge to be economically independent, gain the control of life, self identity, respects, to respects for her talents and skills. All of them become successful with support from their families.

A Woman entrepreneur has also to perform all the functions involved in establishing an enterprise as functioning for establishment of an enterprise, Idea generation and screening, Determination of objectives, Undertaking a risk and handling of economic uncertainties involved in business, Project preparation, Product analysis, Imitations of innovations, Form of business, Co ordination, administration and control, Raising funds, Supervision and leadership etc. In nutshell, women entrepreneur are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise.

Many women have these traits but they never got a platform to showcase their talents and for this reason they don't know their real abilities. Matching the basic qualities required for entrepreneurs and the basic characters of Indian women reveal that, much potential is available among the Indian women on their entrepreneurial ability. This potential is to be documented, brought out and exposed for utilization in productive and service sectors for the progress of the nation.

From the case studies it reveal that most successful women entrepreneurs possess the following traits as Women are ambitious, Women are confident. She is ready to learn from others, Women is open and willing to learn, Women are cost conscious, Women values cooperation and allegiance, Women can balance home and work, Women are aware of her legal responsibility to the social order, Women focus on their Plans, Women are Resourceful. Women entrepreneurs take advantage effectively coordinating the available factors and resources such as mentoring, supporting, team building, training and coaching and build a strong base of education, training and experience which can help lead to success.

Thus, Women entrepreneurs have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the Society in general and family members in particular is required to help these women scale new heights in their business ventures. The right kind of assistance from family, society and Government can make these Women Entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India.



Introduction

To create a bibliography is very important aspect in any research. Bibliography directed towards the original source of information. This gives the message of the authentication of the explained data, as well as new literature comes in focus with ideas of author.

This research mainly focuses on open source software, commercial software and in-house software. Researcher has also studied the services of various types of software's between the studies. Researcher has referred different books, magazines and web sites as listed below; based on APA Style in Microsoft office 2007, which is divided in part A, part B, part C as websites

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Annexure I: Questionnaire

A STUDY ON WOMEN ENTREPRENEURSHIP CHALLENGES AND PROSPECTS WITH SPECIAL REFERENCE TO SANGLI DISTRICT

Demographic Characteristics:

1. Respondents

Name: _____

Address: _____

Contact No: _____

2. Age(years):

Below 25 25-32 33-40 40-55 Above 55

3. Marital Status:

Unmarried Married Widow Divorced

4. Highest Educational Qualification:

SSC HSC Graduation Post Graduation Any other

5. Professional Qualifications if any:

Degree Diploma Certification Trainings

6. Children : Yes No

7. Age group of Children: below 5 yrs 5-10 yrs above 10 yrs

8. Employment status before enterprise starts up:

Service Self employed Studying Housewife Unemployed

Under training

9. Previous experience relevant to enterprise:

None

Experience acquired in formal sector employment

Experience acquired through training

Experience acquired through running own enterprises

Experience acquired from working in SME sector

10. Family Type: Nuclear family Joint family

11. Number of dependent family members supported by entrepreneur

None 1-2 3-4 5-6 7 & above

12. Family Members Support: Yes No

13. What kind of support do you get from your family?

Manual help Emotional support Financial help

Advice any other

14. Attitude of family members towards your business?

Sr.No.	Particulars	From Spouse/Husband	From other family members
1	Encouraging/Supportive/Happy/positive		
2	Unconcerned /indifferent/negative		
3	Initially indifferent but later supportive		
4	Supportive morally but not help financially		
5	Skeptical/Doubtful		
6	Upset/opposed to idea		
7	Some are supportive & others are not		
8	Said bad things		

14. Which Category of Business do you have?

First generation entrepreneur Parents as entrepreneurs In-laws as entrepreneurs

15. Nature of enterprise:

Fashion Designing & Tailoring Interior Designing Confectionary & Bakery Beauty Parlor Grocery Shop Internet Mobile applications Financial Services Agriculture Medical & General Stores Other activities Please Specify.....

16. Location of the business premises:

a) At start of enterprise:

b) Current location:

17. What is age of your enterprise?

2-5 yrs 6-10 yrs 11-15 yrs 16-20yrs above 20 yrs

18. Mention number of employees in your enterprise.

No. of Persons	At start of business	At The time of survey
00 – 05
05 – 15
15 – 30
30 – 50
50 – 100
100 & above

19. How many hours per week do you dedicate to your business:

- Up to 4 hours 4 - 8 hours 8-12 hours Above 12 hours

20. Give time frame of enterprise to launch or run?

- 1-11 months 1-3 yrs 4-7 yrs above 7 yrs do not remember

Financial related Constraints:

20. Is your business as main source of family income? Yes No

21. What is your annual Turnover? (in lacs)

- 10 -25 25-50 50-75 above 100

22. What are sources of money for starting the business?

- Own savings/assets
 Borrowed from relative/friends
 Spouse
 Retirement/retrenchment benefits
 Borrowed from financial institution
 Savings

22. a: If borrowed then mention sources of borrowing,

- Relatives Friends Commercial banks Co-operative

banks

Loan NGO/SHG Government agency Any other like
subsidy

23. Is there any significant difference in family income before & after the business?

- Yes No No response

24. Which type of financial problems do you faced while running the business?

- Shortage of working capital Loss in business
 Shortage of fund for expansion Repayment of loans

- | | |
|---|--|
| <input type="checkbox"/> Availing /giving credit facility | <input type="checkbox"/> inadequate investment |
| <input type="checkbox"/> Collection of debts | <input type="checkbox"/> Delay/ Difficulty to get loan |
| <input type="checkbox"/> Unsold stock of inventory | <input type="checkbox"/> inadequate investment |
| <input type="checkbox"/> Delay in collection of payment | <input type="checkbox"/> No problem |

Factors motivating for women entrepreneurs

25. Please rate the following motivating factors as per least (1) to highest (5) as per acceptance

I owe/I need to owe	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
(Coding)	1	2	3	4	5
Economic Independence					
Dissatisfaction with current job					
Unemployment					
Use of idle funds					
Availability of Infrastructural facilities					
Social status / To advance myself					
No other income sources available					
Support from family/Spouse					
Gaining respect from others for my skills					
Seeking challenges in business venture					
To make more money					
Gaining control on my life					
To prove myself/ For self esteem					
Being entrepreneur was a lifelong goal					
Freedom from supervision					
To spend spare time					
Family business passed on to me					
To support family financially					
Responsibility to run business due to death of member					

Personal constraints/ Personal Problems faced by women entrepreneur

26. Please rate the following personal constraints as per least (1) to highest (5) as per acceptance

I faced always /sometimes following problems.....	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Coding	1	2	3	4	5
Poor Self Image					
Lack of motivation and confidence					
Role conflict/Multiple roles of women					
Lack of leadership qualities					
Susceptibility about own decision making abilities					
Orthodox family background					
Lack of finance or startup capital					
Lack of security					
Physical constraints like pregnancy					
Lack of support from husband and family					
Fear of failure and criticism					
Maintaining work life balance					
Change in lifestyle					
Time management					
Managing stress of decision making					
Lack of commitment to personal or family responsibilities					
Lack of funds adjustment capacity					

Social level constraints facing women entrepreneurs

27. Please rate the following Social constraints as per least (1) to highest (5) as per acceptance

I faced following social behavior.....	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Coding	1	2	3	4	5
Discriminating treatment as male/female					
Lack of social acceptance					
Lack of significant general management skills					
socio-cultural problems related to the basic ethics of the society, language, religion etc					
Exclusion from informal networks					
Local competition /success indicators					
Understanding govt. rules and regulations					
Marketing problems/market potential					
Management of the workforce					
Lack of latest technology					
Lack of managerial education					
Maintaining cordial interpersonal relations					
Understanding legal compliance/licensing procedures					
Competing in male dominated field					
Lack of awareness about legal compliance					
Lack of managerial excellence					
Reserve attitude of society					
Lack of government support					
Lack of awareness about new trends in business					

Women's leadership & success factors

28. Please rate women and men on their potential ability for success index in 12 essential leadership behaviors
(Ranking from 1 to 12 ,1= poor and 12=excellent)

Sr.No.	Particulars	Women	Men
1	Supporting		
2	Rewarding		
3	Mentoring		
4	Networking		
5	Consulting		
6	Team building		
7	Inspiring		
8	Problem solving		
9	Influencing Upword		
10	Delegating		
11	Decision making		
12	Consistently exceeding performance expectations		
13	Successfully managing others		
14	Optimizing entrepreneurial & intrapreneural spirit & skills		

29. What is your involvement in social and political activities?

30. Do you aware about the programmes of MAVIM & DIC for women entrepreneurs in Sangli District? Yes No

30. a If Yes, then which schemes do you know ?

.....
.....

Women entrepreneur's opportunities

Which of the following opportunities will be available in future in Sangli district?

Sr.No.	Opportunities	Yes	No
1	Free entry to world trade		
2	Improved risk taking ability		
3	Governments of nation withdrawn some restrictions		
4	Technology and invention spread		
5	Encouragement to innovations and inventions		
6	Consideration increase in government assistance		
7	Social & cultural development		
8	Government changing policies		

Expectations of Women entrepreneur from family/society/government

What are your expectations from other ?Expectations	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Coding	1	2	3	4	5
From Society					
Equal treatment and respect					
Change in attitude towards female					
Respect the profession					
Provide the security					
From Family					
Help in business operations					
Help in maintaining work life balance					
Provide motivation and respect					
Financial help					
From government					
Maximum availability of loans					
Low rate of interest on loan					
Availability of training facilities					
Reduced LBT					
Guidance for licenses procedure					
Special grants, incentives and subsidies for female entrepreneurs					
Should check whether needy woman are getting benefits of various schemes					
Help to grow the market beyond the district					
Assistance from government for pollution control					

Prospects for Women entrepreneurs

What should be the steps needed for development of skills among the women entrepreneurs?

Sr. no	Steps needed	Yes	No
1	Conducting gender analysis for all entrepreneurial support programs		
2	Gathering the data on woman and men entrepreneurs separately		
3	Applying the target group segmentation to women entrepreneurs		
4	Examining differential impact of governmental policies/programs and actions		
5	Promoting mobilization and organization of representative associations		
6	Promoting more flexible and innovative financial products by banks		
7	Reviewing the impact of existing and new instruments on women entrepreneurs		
8	Taking account on the social and cultural context of affecting policy implementation		
9	Making use of IT associations to minimize administrative burden of women entrepreneurs		
10	Promoting and rewarding programs that serve women entrepreneurs		
11	Profiling the economic and social contribution among the women entrepreneurs		

Sign of the researcher

Sign of respondent

Date:

Place: