

CHAPTER- VI

CONCLUSION AND SUGGESTIONS

Entrepreneurship is the creative and innovative response to the environment, which can take place in variety of fields of social endeavour business, industry, agriculture, education, social work and the like and it is the potent limiting factor in economic development. It is multi-dimensional encompassing financial managerial and functional aspects. For women, entrepreneurship is essentially a journey out of poverty and towards equality and equity. Most importantly their journey mirrors the transformation of nations from being under-developed or developing to developed ones. India's first Prime Minister Pandit Jawahar Lal Nehru, realizing the situation of women stated **in order to awaken the people, it is the woman who has to be awakened. Once she is on the move, the household moves. The village moves, the country moves, and thus, we build the India of tomorrow.**

As an entrepreneur, a women entrepreneur has also to perform all the functions involved in establishing an enterprise. These include idea generation and screening determination of objectives, project preparation, product analysis, determination of form of business organization, completion of promotional formalities, raising funds, procuring men, machine and materials

and operation of business. Frederick Harbison has enumerated the following five functions of a women entrepreneur:

1. Exploration of the prospects of starting a new business enterprise.
2. Undertaking of risks and the handling of economic uncertainties involved in business.
3. Introduction of innovations or imitation of innovations
4. Coordination, administration and control.
5. Supervision and leadership.

Although women form a large proportion of the self employed group, their work is often not recognized as work. The prevailing household strategy catalyses the devaluation of women's productive activities as secondary and subordinate to men's work. Women's contributions vary according to the structure, needs, customs and attitudes of society. Women entered entrepreneurial activities because of poor economic conditions, poverty, high unemployment rates and divorce catapult. Initially, women were satisfied just with three Ks: Kitchen, Kids and Knitting. Apart from the household activities, they were engaged mostly in agriculture or at most in the family trade activities. Their participation in market-oriented activities was much less than that of men. The social constraints and attitudes that inhibit the development of women entrepreneurs, the atmosphere in which they have to work and the attitude of the society they have to have,

altogether were keeping them away from the active work of entrepreneurship. It is an accepted fact that in any developing country, industrial activity does not occur automatically, but it is the result of the constant striving of human agencies that respond to the business environment and motivation.

The perspective role of women entrepreneurs in India has been realized since long. The role of women entrepreneur was not upto the mark because of the lack of Govt. support at every stage. Women are still struggling against many obstacles in - built into the social status and organizational structure. The social norm restricts women to work outside the home especially in taking up self - employment entrepreneurial venture. The Govt. of India has rightly realized that there is a need to evolve strategy and launch different schemes for the upliftment of women entrepreneur. After the enactment of the First Industrial Policy of 1956, there was no such proposal for the promotion of women entrepreneurs. It was during the Sixth Five Year Plan that a new chapter was created for the integration of women in the development stream. The new industrial policies of 1980 and 1991 have considerably emphasized the need of Entrepreneurial Development Programmes in urban as well as in rural areas for the upliftment of the status of women in the economic and social sector.

Increase in social awareness and educational facilities has encouraged them and therefore more and more women are joining

entrepreneurial ventures. They are also coming forward in those areas which were not touched by them. The women work participation rate has increased both in the rural and urban areas. But, it is still much lower to men's work participation rate. In the case of males, work participation rate in rural areas was 52.4% in 2001 which was also the level (52.6%) attained in 1991. However, there is a slight improvement in work participation rate in urban areas rising to 50.8% in 2001 as against 48.9% in 1991. On the other hand, the work participation rate for females in rural areas has increased from 27.2% in 1991 to 31.0% in 2001-an increase by 3.8% but in the case of urban areas, work participation rate increased from 9.7% in 1991 to 11.6% in 2001, an increase by merely 1.9%. In India, Kerala is a state with highest literacy including women literacy reflecting a congenial atmosphere for the emergence and development of women entrepreneurship in the state. Like Kerala, an increased number of women are entering the business in the state of Maharashtra also. But the women's work participation rate in India is quite low as compared to USA, U.K. Indonesia, Sri Lanka and Brazil etc.

Although the list of successful women entrepreneurs is quite long but names of some selected representative women entrepreneurs are worth mentioning. Smt. Morarji of Shipping Corporation has become a beacon to women entrepreneurs. Mrs. Sherayu Daftary of Automobile Radiators, Mrs Yamthai Kirlosker

of Mahila Udyog Limited, Mrs. Vimal Pitre, manufacturer of surgical instruments, Mrs. Manik Van-drekar of Leather Crafts, Mrs. Radanika Pradhan of Plastic Industries, Mrs. Gogate for Drugs, Mrs. Swati Bhatiya in Engineering Industries, Smt. Prerang Thakur of Jayant Vitamis Ltd., Smt. Narigis wedia of Inter - Publicity, Smt. Neena Malhotra in Exports, Smt. Rajani Aggarwal in Engineering, Smt. Shahanaz Hussain in Beauty Clinic Cosmetics, Smt. Wedia in Fabrics - all stand out as successful women entrepreneurs. Smt. Priya Khanna, Smt. Savitri Devi, Smt. Ramn Suri, Smt. Prabha Thakkar, Smt Sunanda Pant are some other outstanding successful women entrepreneurs. Romia Maskani is one of the most powerful women in Indian origin settled in USA.

Women entry into business, or say, entrepreneurship is traced out as an extension of their Kitchen activities mainly to 3 Ps, viz, Pickles, Powder and Papad. In India since the introduction of New Economic Reforms and era of economic liberalization, privatization and globalization has started and it has a positive impact on not only the women employment but also on entrepreneurship. With growing awareness about business and spread of education among women over the period, women have started shifting from 3 Ps to engross 3 modern Es, viz., Engineering, Electronics and Energy. They have excelled in these activities. Now, market forces are working, public sector is not expanding due to closer and disinvestment, there is competition

therefore, women are pulled to private sectors and self-employment.

Major conclusions emerged from present study are as under.

- Despite the social, psychological and economic barriers, in recent years women have contributed in different walks of life and they are successfully competing with men. This has been possible as a result of spread of their education, political awakening, urbanization, legal safeguards, social reforms etc. It is only from the fifth five year plan (1974-78) onwards, women role has been explicitly recognized and there has been a marked shift in the approach to women's issues from '**welfare**' to '**development and empowerment**'.
- As compared to advanced countries of the world in India, women entrepreneurs constitute a negligible proportion of the total entrepreneurs. In advanced countries of the world, there is a phenomenal increase in the number of self employed women after the world war. In USA, women own 25 percent of all business, in Canada one third of small business is owned by women and in France it is one-fifth. In U.K. since 1980, the number of self employed women has grown up three times of self-employed men. However, in India out of the total women population of the country (i.e. 46.5%) only 4.5 percent women have been recorded as self employed. At present women's involvement in economic

activities is marked by a low work participation rate, excessive concentration in the unorganized sector and employment in less skilled jobs. The contribution of women in GDP of the country is negligible however crores of women are running their unorganized business and work as **microentrepreneurs** for the small and medium scale business in India.

- It has been observed that after having enormous potential, majority of women in India do not undertake entrepreneurial ventures. They are engaged in wide variety of occupations especially in unorganized sectors. No doubt the number of women joining the field of entrepreneurship is increasing. Initially Indian women have contributed mainly to traditional and conventional household industries and product lines like papad, pickles, powder food industry, paintings, handicrafts etc due to less technical know how required and less competition from men in these industries.
- Many all India level surveys have revealed the fact that in recent years with the spread of education and growing awareness, women have entered engineering, electronics, energy and many other industries apart from ready-made garments, fashion designing, handicrafts, dairy, plastics, cosmetics, printing, textile designing, jewellery designing etc. Thus, over the years women have become more task

oriented, career mind, economically independent and aimed to widen their sphere of work and enjoy achievement. Hence, as a result of all these, women entrepreneurs have entered all field of business and industry.

- Women entrepreneurs are observed dealing with production and trading of both consumer's goods and intermediate goods/articles. Later on, there has been a remarkable shift in emphasis from the manufacturing industry to service industry. Like a male entrepreneur, a women entrepreneur also requires to perform the functions of exploring the prospects of starting new enterprise, undertaking of risks and handling of economic uncertainties, introduction of innovations, coordination, control and change management.
- In Indian societal context, the important motives for women to become entrepreneurs are economic needs or pressure, utilization of education, experience and free time, husband or family's support, availability of finance, desire to become independent, personal ego and satisfaction of doing something of their own. Besides, for scarcity of jobs, social pressure of increased standard of living, non flexible jobs of working hours, uncongenial work environment, business owner's rigidities and harassment or ill-treatment to have an individual identity or recognition, zeal to take up more challenging entrepreneurial career and creating work

suitable for women, impact of media, constant motivation by government institutions in the form of attractive incentives, subsidies and special schemes are also some of the reasons that motivate women to become entrepreneurs. Thus, the existing women entrepreneurs in India can be classified into three main categories.

- (i) **Forced entrepreneurs:** These are compelled by circumstances or family business responsibilities to take up a career in business and industry.
- (ii) **Chance entrepreneurs:** They have entered business by luck.
- (iii) **Created entrepreneurs:** These entrepreneurs are specifically identified, motivated, trained, equipped and developed as entrepreneurs.

As a result of changing socio-economic conditions at national and global level, there is a over whelming response from women for the entrepreneurship development and training programmers, which is increasing the number of women entrepreneurs in the country.

A women entrepreneur in India represents a group of women who have broken away from the beaten track and are exploring new vistas of economic participation. They have long stories of trials and hardships. Life for women entrepreneurs who are having a small scale business is not a bed of roses. Their task is full of challenges. They have to encounter public prejudices and

criticisms. They are always glorified as backbone of their families while in actual practice they have lesser rights to enjoy and more obligations to fulfill. Main problems faced by women entrepreneurs are as under.

1. Lack of accessibility to finance:

It has been observed that in rural areas 78 percent and urban areas 52 percent of sample women entrepreneurs have faced difficulty in obtaining financial support from banks and other financial institutions because of bank's discriminatory attitudes towards women entrepreneurs. The biggest problem faced by women entrepreneurs is that of security which is required to get bank loan.

2. Lack of accessibility to changing technology and information:

It has been observed that women owned business are often small, therefore it is not always easy for them to access latest technology and information. According to sample survey 52 percent women entrepreneurs in rural and 38 percent in urban areas do not have access to modern tools and techniques to improve their products.

3. Lack of infrastructural facilities:

Infrastructural bottlenecks adversely affect the functioning of any business enterprise. It has been found in the study area that 25% women entrepreneurs have faced the problem of inadequate

transportation, communication, power facility. 80 percent women entrepreneurs in rural areas and 74 percent in urban areas faced difficulty in getting power connections and those who get these connection were facing unscheduled long power cut or low voltage problem. As a result the quantity and quality of their product are going to be adversely affected.

4. Lack of support of family members:

Married women entrepreneurs have to make a balance between business and family responsibilities. Their success in business also depends upon supporting husband and other family members. When women entrepreneur start business their family members generally do not support. Without the support and approval of husband, the female entrepreneurs cannot succeed. There arises a role conflict in them which prevents them from taking prompt decisions in business. 70 percent respondents in rural areas and 62 percent in urban areas have admitted this fact.

5. Lack of accessibility to market:

Women entrepreneurs also face the problem of marketing their product. Therefore, they have to depend upon middlemen who exploit them and pocket large chunk of profit. In the absence of middlemen, women entrepreneurs find it difficult to capture the market and make their products popular. Traditional business of women usually cater to local markets, while modern business women make product or services to reach markets other than local

or even for exports. They also face problems in supplying of ancillary goods and manufactured products in open market due to irregular payments. It seriously affects the production process. The observed data indicate that 71 percent and 52 percent women entrepreneurs in rural and urban areas respectively have to face this problem.

6 Lack of self confidence and risk bearing capacity:

In India women generally lack confidence in their strength and competence. They always feel that they may not be a successful entrepreneur. Therefore they hesitate to take risk. Demanding a safe future for themselves and their children is considered their major weakness. As women normally lead a protected life they are not ready to bear risk involved in business activities. 70 percent respondents in rural and 65 percent in urban areas reported the problem of lack of risk bearing capacity.

7. Lack of administrative knowledge: Lack of knowledge of business administration is also a big hurdle in women entrepreneurship. In survey 58 percent respondents in rural area and 45 percent in urban area have accepted that they suffered from the problem of lack of administrative knowledge.

8. Male Dominated Society:

Indian society is male dominated society therefore women have been trained to listen, obey and leave decision to men. This has created a barrier in the pathway of success of women entrepreneurs. In rural areas maximum number of respondents that is 90 percent have complained about this fact while in urban areas this percentage was 60.

9. Labour Related Problems:

Small scale enterprises run by women entrepreneurs located in a remote backward area generally suffer from the problem of non-availability of skilled manpower as these may not be able to afford to pay the wages and other facilities demanded by these persons. Besides this, women entrepreneurs are confronted with various other problems like absenteeism, indiscipline, strike etc. These labour related problems result in lower productivity, deterioration of quality, increase in wastages, rise in other overhead cost and finally have adverse impact on the profitability of women interposes. In the survey conducted by the researcher it was found that 68 percent respondents in rural area and 49 percent in urban area are suffering from these labour related problems.

SUGGESTIONS:

Women entrepreneur are gaining momentum all over the country especially after new economic reforms. They have achieved recognition and are making significant and valuable

contribution to the national economy. It is good time that the Govt. and planners must formulate such type of policies through which women entrepreneurship get success. Women entrepreneurship is rapidly developing in small, medium and large scale business. The Indian corporate business world is now talking of gender neutrality. Women have started occupying a significant major berth in India's workforce as middle and top-level management. These women technocrats and management graduates are getting their due in terms of pay package and other fringe benefits at par with men. But still the development of entrepreneurship among women depends very much on organization, education, stimulation and motivational approach, focusing on the individuals and the groups. The trend is now set and thus the need of the hour is to set further roll this trend through concrete and programmatic plans, policies and schemes for women entrepreneurship development in all spheres of business.

The recent trend in the business world indicates that, women entrepreneurs are particularly sensitive to changes and well positioned to take advantage of them. In the Light of the challenges discussed above, the following important suggestions have been made to combat these challenges:

1. Support and Cooperation of Family Members:

There is a need for wholehearted support and cooperation of family members in the matter of managing unit set up by the

women entrepreneurs. They should actively participate in the daily activities of women entrepreneurs.

2. Women Entrepreneurs' Association:

Women entrepreneurs are to be brought under cooperative fold which holds the key to raise their productivity and income levels. The government should encourage the formation of women entrepreneurs associations at the district levels and thereby provide a forum for focusing attention on problems of common interest. If nothing else, one benefit is bound to occur through such association that is mutual price war and intense competition can be reduced, if not totally eliminated. If these associations are well-organized and developed, they can eventually serve as entrepreneurs consortia both for domestic and export marketing.

3. Access to Information:

Women entrepreneurs lack information regarding more and more research programmes being conducted for studying women issues and the step taken to solve the problem of women entrepreneurs. Information relating to various opportunities available to the women entrepreneurs should be made available to them timely.

4. Designing Curriculum:

Programmes on a continuous basis have to be designed, planned and implemented for the benefit of women entrepreneurs in all universities and other educational institutions of the country

to attract young women to take up entrepreneurial activities. It is advisable to include subjects on entrepreneurship development at an early stage of education to develop entrepreneurial readiness.

5. Training Facilities:

Training must aim at bringing out changes in the outlook of the people. Women entrepreneurs are not much aware of modern techniques of production. Training-cum- production centers should be established, it is also desirable that the government should establish multipurpose institutes of technology and management training devoted to the women entrepreneurs. Rural women entrepreneurs should be provided with special training facilities for developing their talents and skills.

6. Marketing Support:

Women entrepreneurs are very weak in many respects. They cannot withstand the competition from established modern small and large scale units in disposing of their products. Therefore, to assure the market for their products a certain proportion of woman entrepreneur's products should be purchased by government itself. Normally, the lack of standardization of products and weaker sales organization are the marketing constraints of these entrepreneurs. To enable them to have their product tested and certified, the government should establish quality test houses. In order to improve their competitive base of resources, joint marketing programme of entrepreneurs should be

undertaken. The idea of B2B (business to business) meet can also be used.

7. Access to Credit:

It is distressing to note that the problems faced by the women entrepreneurs in availing banks loan due to insistence on security, guarantees, and multiple procedure. It is suggested that the government and semi-government financial institutions should pay a special attention to the women. Financial institutions should ease out the procedure of sanctioning and disbursing the loan without affecting their recovery. Hence, adequate and timely credit should be provided to commence their activities.

8. Supply of raw materials:

Scarce and imported raw materials may be made available to women entrepreneurs on priority basis. Government or other agencies must give subsidy to make the products manufactured by women entrepreneurs.

9. Education and Awareness:

It is necessary to change negative social attitudes towards women. Elders, particularly, mothers and mothers in law, need to be made aware of the potential of girls and their due role in society. Unless the social attitudes are made positive not much progress can be made by women entrepreneurs.

10. Training Facilities:

Training and skills are essential for the development of entrepreneurship. Training schemes should be so designed that women entrepreneurs can take full advantage. Family members do not like women to go away to far off places for training. Therefore, mobile training centres should be arranged. Similarly, part time training facilities, especially during afternoons will attract more women entrepreneurs to acquire skills. Additional facilities like stipend, good hygienic creches, transport facilities, etc. should be offered to attract more and more women to the training centres.

11. Establishment of Ancillary units:

The big and large industrial units should encourage women entrepreneurs to start ancillary units. For example, one unit of hosiery can call for support of knitting, dying, packing, embroidery, stitching etc. which the women entrepreneurs can perform economically in small units of their own. No business can succeed without financial help. The financial institutions should come forward and provide liberal and easy finances to the small women entrepreneurs even without security or by pledge and hypothecation.

12. Encouragement to Highly educated, technically sound and professionally qualified women:

Highly educated, technically sound and professionally qualified women should be encouraged for establishing and

managing their own business rather than being dependent on wage employment outlets. The unexplored talents of young women should be identified, trained and used for various types of industries to increase the productivity in the industrial sector.

13. Proper Counseling through committed NGOs, psychologists, managerial experts:

To inculcate entrepreneurial values and involve greatly in business dealings a desirable environment is necessary for every women. Counseling through committed NGOs, psychologists, managerial experts and technical personal should be provided to existing and emerging women entrepreneurs. Unique programmes for encouraging women entrepreneurship should be organized at local level by using state and national level resource persons. Special programme, trainings, seminars, symposium, workshop, seed capital and other incentives for women entrepreneurs on exportable commodities, eco-friendly products, basic IT enabled activities, herbal, forest and health care products and some service industries will result in multi benefits for both women entrepreneurs as well as the nation.

14. Encouragement to MSME Sector:

For women there are ample opportunities in micro, small and medium scale enterprises, therefore MSME sector should be given priority and proper marketing strategy should be framed to promote the product of the industries run by women.

Conclusion:

In short, it may be concluded that due to the functioning of a number of governmental, semi governmental and other organizational supportive agencies working for the promotion of women entrepreneurs, involvement of women in entrepreneurial activities has increased. This increased involvement has resulted in strengthening the economic fall back position of women in family, increasing social status in the community, enhancing self reliance and decreasing dependent syndrome. Although the introduction of various supportive schemes has raised the social and economic status of rural women, but due to certain constrains like in adequate credit, lack of proper skill and patriarchal dominancy the effective implementation of these scheme and policies could not be achieved at large.

Though women entrepreneurs are facing many hardships in their endeavour yet they have been making significant impact on all segments of the society. They are contributing much to the economic development. Monitoring the women entrepreneurs is very important and one should guide them on identifying markets, credit needs, legal formalities and factors like business insurance. In order to modify the women's perception towards the business specific success stories and case studies may be developed pertaining to women entrepreneurs. Moreover

awareness and counseling camps may be helpful for women to know their role both at household and village level.

Women have the potential and the will to establish and manage enterprises of their own, but what they need is encouragement and moral support. Not only this, she also needs to be informed about changing government policies and its priorities, existence of support institutions, needs expertise and guidance in the fields of finance and costing, marketing, production technology, quality management, changing consumer tastes, preferences, life styles, demand and supply mechanism in addition to possessing distinctive qualities, capabilities, values, attitude and aptitude. Finally, enterprise formation, enterprise launching and enterprise management abilities are deciding factors for the success of women entrepreneurs even under dynamic competitive business environment.

Therefore, activities in which women are trained should focus on their marketability and profitability and not be routinely restricted to traditional lines of activity. Women entrepreneurs need to learn management tactics, business strategies, training and development of skills, which are more essential for their development. For this Entrepreneurship Development Programmes should be designed in such a way that women can take full advantage.